Simplifying Finances with Small-Business Technology
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1. **Managing Expenses**
   a. Take a picture to store receipts digitally
   b. Forward online receipts to a personalized e-mail address
   c. Print expense reports for tax season

Free:
- 5 scans/month

Lite:
- $9.95/month
- 50 scans/month
- Mail-in option

Free:
- 10 scans/month

Team:
- $5/month
- Unlimited scans
- Invoicing

2. **Tracking Mileage**
   a. Automatically track mileage using phone/tablet GPS
   b. Swipe left/right to classify drives as "business" or "personal"
   c. Print mileage reports for tax season

Limited Plan:
- Free
- 40 drives/month

Monthly Plan:
- $5.99/month
- Unlimited drives

3. **Sending/Receiving Payment**
   a. No fees—ever.
   b. 2 payment methods:
      i. Debit card
      ii. Bank account
   c. Send/receive money:
      i. E-mail attachment
      ii. Google Wallet app

Technology For Your Business: Maximizing Visibility
by Jennifer Stadler, NCTM
2017 MTNA National Conference

DIY website builders make it quick, easy, and affordable to build a website!

DIY Website Builder Comparison Chart

	Wix	Weebly	Squarespace
Overall	All-around best	Most user-friendly	Design-oriented
Monthly cost	free to sign up $10 to remove ads	free to sign up $8 to remove ads	14-day free trial $12 subscription
Ease of use	✓	✓ +	✓ -
Design	500+ templates some styling options not mobile-responsive mobile editor	100+ templates limited styling options mobile-responsive mobile editor	30+ templates extensive styling options mobile-responsive no mobile editor
Tools	12 ways to pay app market (260+)	4 ways to pay app center (230+)	Stripe only payment option basic 3rd-party tools
Support	✓ help buttons everywhere	✓ -	✓ + 1 hr turnaround time

Website development

1. Make a **sitemap**
2. Create content & use **quality photos**
3. Select **clean, modern design**
   - Widescreen images
   - Video backgrounds
   - Parallax scrolling (design technique where the background content moves at a different speed than the foreground content while scrolling to create the illusion of depth)

SearchEngineOptimization tips to help you rise to the top of the search!

SEO Tip #1

Include **keywords** like "piano teacher in Baltimore, Maryland"

SEO Tip #2

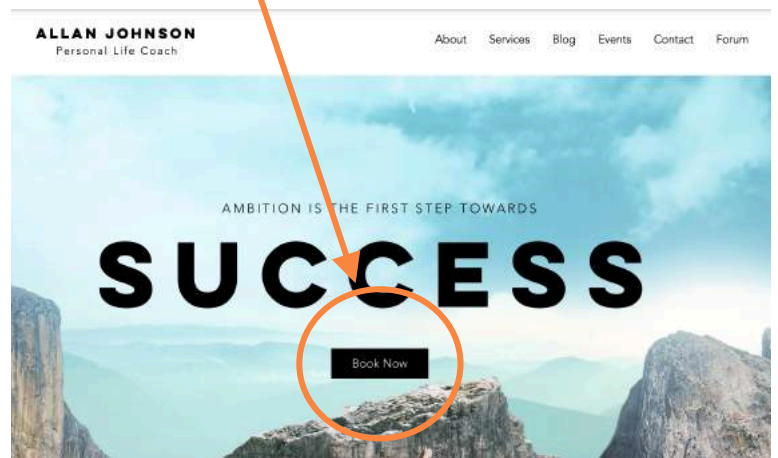**Reduce image size** for fast loading (keep large images under 300kb)

SEO Tip #3

Pick a **mobile responsive** theme or has a mobile editor

SEO Tip #4

Include **CTAs** linked to your contact form

ALLAN JOHNSON
Personal Life Coach

About   Services   Blog   Events   Contact   Forum

AMBITION IS THE FIRST STEP TOWARDS

SUCCESS

Book Now

SEO Tip #5

Customize the url of each page like www.youstudio.com/ **pianolessons**

SEO Tip #6

Link website to your socials & submit it to online directories

SEO Tip #7

Regularly **update** your website

Write blogs   Update content   Cross-post to socials