

Sept 2025



# WEBSITES for SMALL BUSINESS

**WORKBOOK**

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## Intro

Working alongside the webinar, this workbook will breakdown web design concepts into accessible chunks of information, enabling you to fully understand the process. The aim of this is to empower you with that knowledge so you can make an informed decision about when you may need to hire a professional, and when you can tackle parts of the process yourself.

You will be provided with a step-by-step guide that allows you to plan, design and build your website with confidence.

## How to use this workbook

Throughout the session, keep in mind the running theme of **Your Time vs. Your Money vs. Your Skill Set.**

There are check-in points that encourage you to absorb the previous chapters and reflect on the running theme of the webinar. How much could you do yourself without exerting one of the above beyond what you'd like?

There are also a series of checklists, audit report sheets, KPI tracking sheets, and wireframe templates to help you plan your website, knowing you've covered all the bases. Recommended resources are all located at the back of the workbook.



## Every website needs...

- A purpose and a goal
- A clear call/s to action that support your goal and purpose
- To have a responsive design and easy-to-use navigation
- Fast loading times
- To follow basic SEO practices
- Social proof
- Clear contact options (forms and email as a minimum)

### Advanced Level

- Analytics
- A content plan

# How healthy is your website?



What is the purpose of your website?

What is the goal/s of your website?

Using SEOptimer, run a quick audit on your website, what grade did you get for each section?

*On-page SEO*

*Links*

*Performance*

*Usability*

*Social*

*Overall*

# Which platform?



Platform	Best For	Strengths	Disadvantages
Wix	Good for beginners, small sites	Easy drag-and-drop, built-in features, fast setup, lots of templates and support	Can get messy, templates need checking, slower on bigger sites
WordPress	Blogs, flexible & complex sites	Huge plugin/theme ecosystem, full ownership, lots of support	Needs regular updates, plugin bloat, paywalls
Squarespace	Portfolios, small sites	Polished templates, mobile-ready, easy editing	Limited flexibility, fewer integrations
Shopify	E-commerce (all sizes)	Strong checkout, payments, inventory, connects to the TikTok shop	Monthly fees, weaker content/blog features
Webflow	Designers, custom design + clean code	Visual CMS, responsive by default, SEO-friendly, user-friendly back end for clients, lots of design control	Need a developer, limited e-commerce

**Hannah's Tip** - Be mindful of using templates. Check they're fully responsive before buying anything!

## What is UX and do I need to know about it?



User Experience Design is how people feel when they use a product or service. An example of good UX on a website is a user being able to find the contact form within 2 clicks or less. In this example the user was able to achieve their goal quickly and without any pain points or frustration.

### Key things to remember

- We're all busy! Customers, or users, will go to a competitor if they can't achieve their goal quickly
- Clear design and navigation builds trust with users. They know they can find what they need on your website
- You don't need to be a designer to create a good user experience. Empathise with your customers
- What are your customers main goals? Why do people come to your website?

# Useful UX Definitions



### Usability

How easy and practical is your website

### Accessibility

Making sure everyone, including people with disabilities, can use your site

### User Journey

The steps a user or customer takes to get from A to B. For example...

Home > Services > Contact

### Wireframe

A simple sketch or outline of what each page will look like. These are used to plan the structure of the website before designing begins

### Prototype

A working demo, sometimes called a mock-up, of how the website will function before going live

### Information Architecture

How your content and pages are organised so users can find things easily

# Layout Design & Information Architecture



Avoid design overwhelm with these simple UX design laws and principles.

## **Jakob's Law (Familiarity)**

People spend most of their time on other websites, not yours. When they arrive at your site, they have expectations based on patterns they've seen elsewhere.

**You're not reinventing the wheel | Creativity is fine for visuals, not for structure**

## **Choice Overload & Cognitive Load (Too Many Options = No Action)**

The more choice you give people, the harder it is for them to decide. They feel overwhelmed and frustrated, unable to achieve their goal on your site, and they leave.

**Limit the number of nav options (4-7) | Focus on ONE primary CTA per section**

## **Chunking, Law of Proximity & Law of Similarity (Grouping Makes Content Clear)**

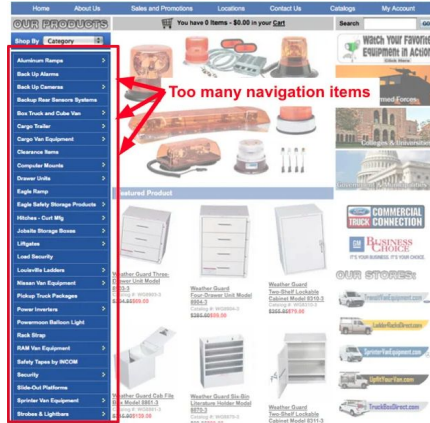
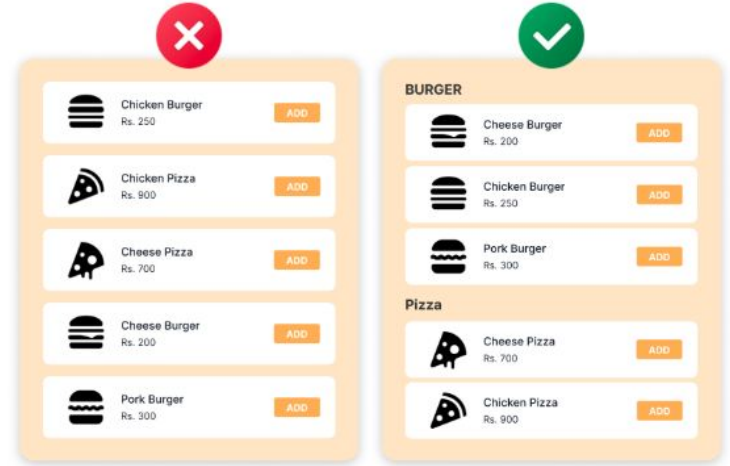
People understand information better when it's grouped into chunks that relate to each other. This relates to visuals as well as content.

**Break content up with clear headings (h2 or h3) | Keep related elements together | Use consistent styles**

# Layout Design Examples



## Jakob's Law



## Cognitive Overload

## Law of Proximity / Similarity

# Accessibility



Your website needs to work for everyone, including users with disabilities. This builds trust and improves your SEO.

## Screen Readers

Some users rely on screen readers to navigate websites. This is why it is vital that your information architecture is structured well.

- **Use proper headings** (H1, H2, H3 etc) so content is read in the correct order
- **Add descriptive alt text to images**  
*e.g. An image of a blue mug of coffee next to a piece of carrot cake in a warm cafe*
- **Ensure links and buttons describe the action they're set to**  
*e.g. 'Book a table' is better than 'Click here'*

## Colour Blindness & Visual Contrast

Did you know about 1 in 12 men and 1 in 200 women are colour blind. To help them you can do the following:

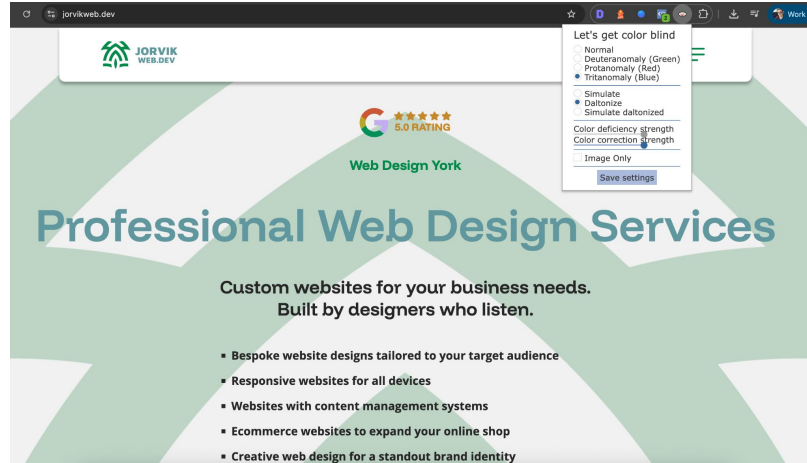
- **Don't rely on colour alone to show meaning**  
*e.g. red = error, green = success. Add text and / or an icon*
- **Use high contrast between text and background**  
*e.g. dark text on light background, or vice versa*
- **Avoid low contrast combinations**  
*Light grey on white, or red on green*

# Accessibility Resources

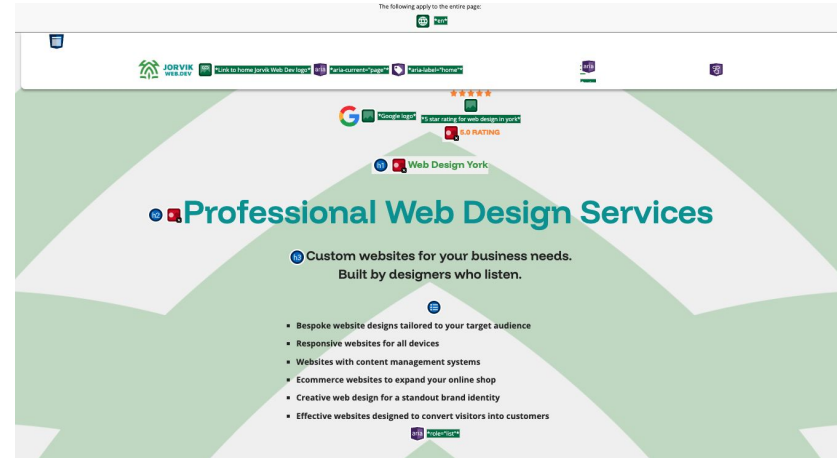


Check your accessibility with the following resources...

## Let's Get Color Blind (browser extension)



## wave.webaim.org



# UX Checklist for your website



**How simple is your navigation?**

**Are you using clear CTAs (calls-to-action)?**

*E.g. 'Book' or 'Buy' or 'Find out more' etc*

**How good does your website look on mobiles and tablets?**

*Use the staging URL to check how it looks on a mobile*

**Is your website easy to read?**

*Have you used short paragraphs and bullet points to highlight the key information?*

**Is your branding consistent?**

*This includes your colour palette, font sizes and fonts families (no more than 2 ideally)*

**How accessible is your website?**

*Do all your images have alt text? Are you using colours that aid those with colour blindness?*

**Do you have any social proof on your website?**

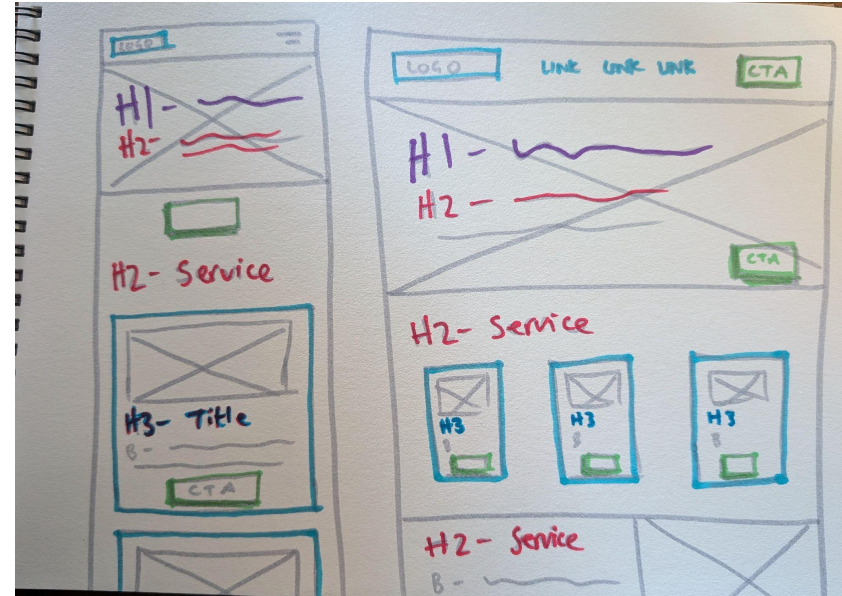
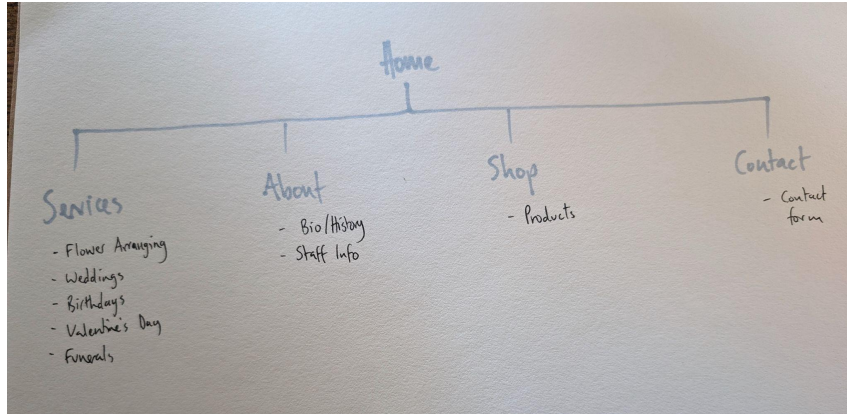
*This can be testimonials, case studies and logos of partners you have worked with.*

**Find 3 to 5 friends/colleagues and ask them how easy it was to do certain things on your website.**

*E.g. can they find the contact form? How easy is it to find the latest products? Can they tell you what roles people have in your business?*

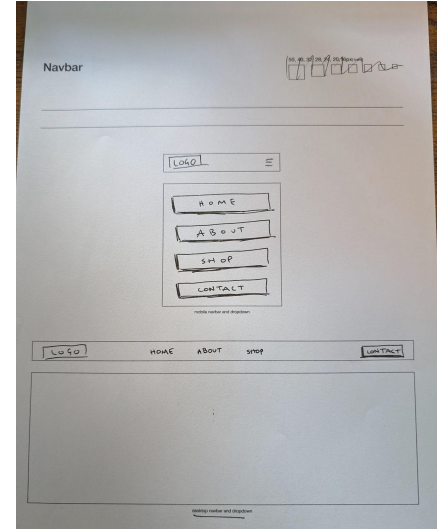
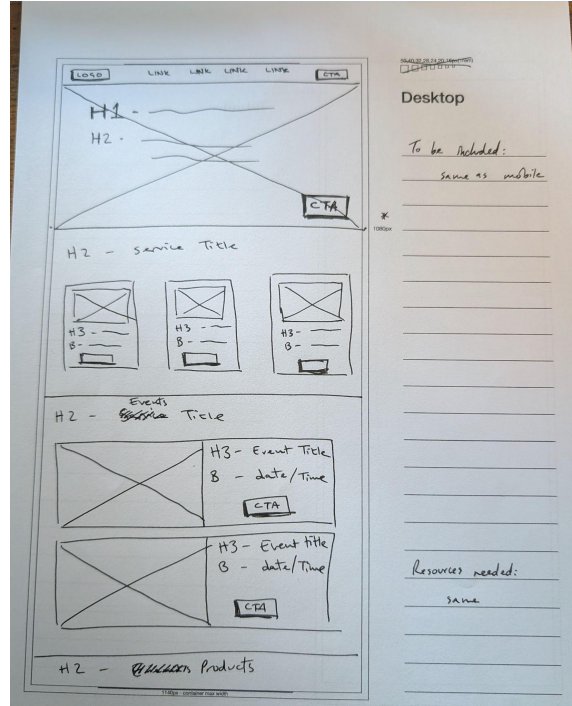
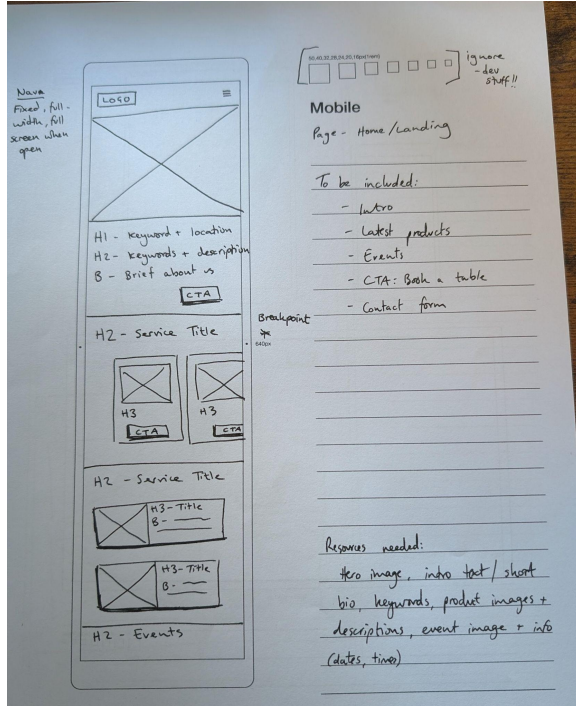
## To sketch or not to sketch?

There is no right or wrong way to sketch out your design. The important thing is that you understand the structure of your website and what is needed on each page. Below are a few examples of different ways you can do this...



# Fail to plan...

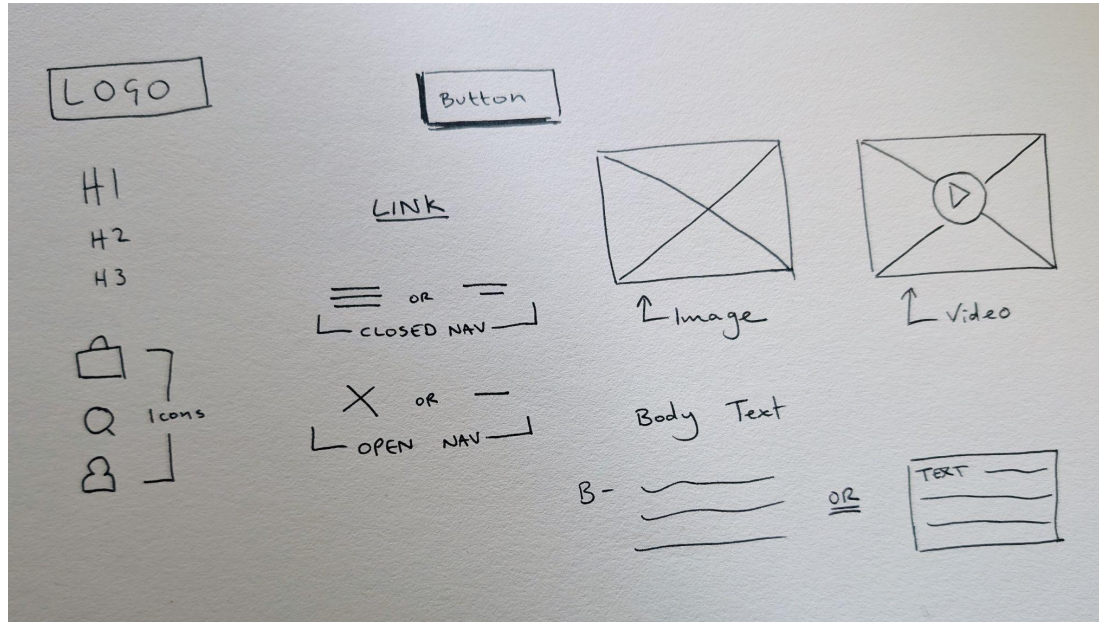
Below is an example of a very quick sketch showing the responsive design for a landing page, including the navigation. Planning your headings, images and layout can make the process much quicker. You can find these templates in the resources section.



# UX Sketching Elements

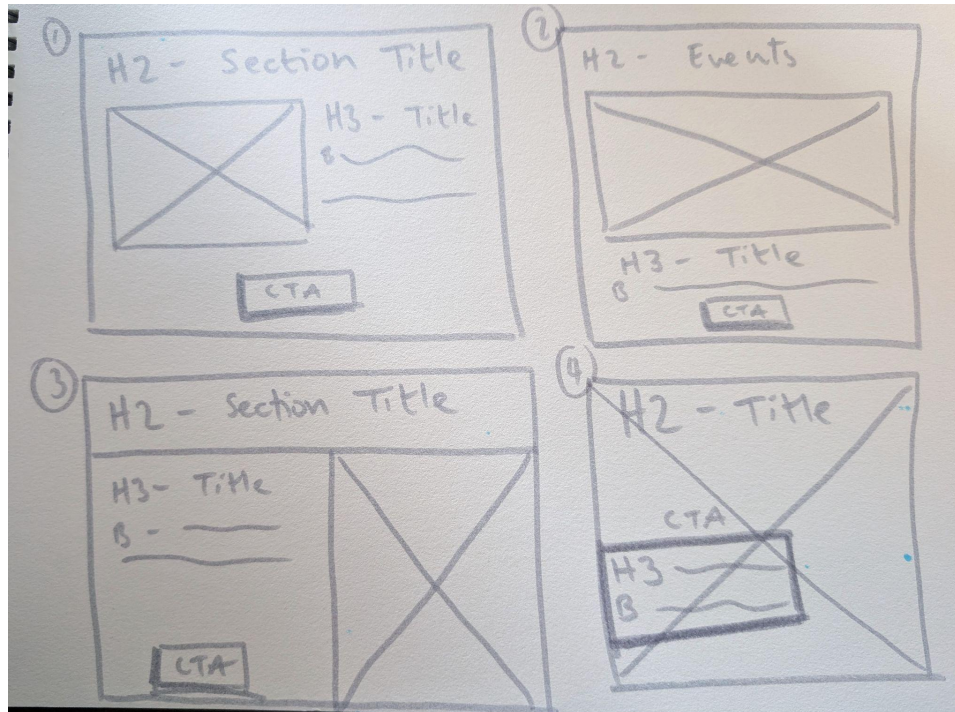


These are some of the elements we use to design websites and apps. It isn't super important that you use them, as long as you understand what your sketch/design communicates.



# Sections and CTAs

It is good practice to include a CTA (call to action) in each section. Obviously you don't want this to look repetitive so be creative with your language and layout options. Below are four examples of (very) quick section layouts you could use for an event or product section.





## Gather those resources

Think about all the resources you will need for your website. Images, text and possible videos all need to be organised and placed in one folder so they're easily accessible, making the process much quicker later on. Below is a little bit on file formats.

File Type	Best Used For	Notes / Tips
<b>JPG (JPEG)</b>	Photographs, blog images	Good for detailed images. Compressed for the web.
<b>PNG</b>	Logos, graphics with transparency, small images	Avoid where possible. Convert to jpg or webp.
<b>WebP</b>	Modern replacement for JPG/PNG	Much smaller file sizes, loads faster.
<b>SVG</b>	Icons, logos	Scales infinitely without losing quality. Very small file size. Avoid for complex photos.
<b>ICO / PNG</b>	Favicons (browser tab icons)	Keep simple and recognisable even at tiny sizes. (16x16, 32x32)
<b>MP4</b>	Videos (when hosted directly)	Widely supported. <u>Usually better to embed from YouTube/Vimeo.</u>
<b>PDF</b>	Downloadable documents, guides, forms	Professional and secure for sharing static info. Check file size and avoid sensitive data unless password-protected.
<b>Google Docs</b>	Living documents, collaborative files	Great for keeping content updated. Always check sharing permissions before linking.



# Dev or no dev?

So far we've covered:

- **What every website needs**
- **The purpose and goal/s of your website**
- **The minimum amount of UX design involved when designing a simple business website**

Remember the purpose of this webinar and workbook is to help you decide if / when it is time to hire a developer. Always think back to...

## Your Time vs. Your Money vs. Your Skill Set

### Website Audit

DIY

HIRE

### Purpose / Goal

DIY

HIRE

### UX / Web Design

DIY

HIRE



# On-page SEO Checklist

- One clear main keyword / long-tail keyword for the page
- Page Title that includes your location and main keyword
- Meta Title & Meta Description are unique and include the keyword and location naturally
- URL is short, descriptive, and contains the keyword
- First 100 words of the first text block contain the keyword or a close variation
- Headings (H2/H3) are using related keywords and are the same as your services in your Google Business Profile
- Alt text is written for all images, use 'decorative' for icons
- Create internal links to other pages on your site where relevant and as often as possible
- External links go to credible sources



Term	Definition and how to use
Keywords	The words and phrases people use in search engines to find everything. Every time you create a new page, choose <i>one main keyword/theme</i> that page should rank for. Use the keyword naturally in your title, headings, and body text. Add variations and related terms, but avoid stuffing.
Meta Title	The title shown in search engines and shown at the top of the browser. Every page needs a unique meta title. Keep it under ~60 characters. Include your main keyword near the start, location and your brand name if space allows. Example: <i>"Cafe in Selby   Bloom &amp; Brew"</i>
Meta Description	The short summary under the title in search results. Always — write one for each page. Keep it under ~160 characters. Use your keyword once and location if it makes sense, but focus on a clear, persuasive description that makes people want to click.
H1, H2, H3, H4, H5, H6	Headings that structure your page. Every page should have one H1 (your main headline), plus H2s and H3s for subtopics. H1 = main keyword/theme. H2s = supporting sections, reflecting your services in your Google Business Profile, include related terms. H3s = detail under H2s.
Alt Text	Text descriptions for images. For all meaningful images (e.g. product photos). Write a short, descriptive phrase: <i>"Bloom &amp; Brew Café front entrance in Selby on a sunny day"</i> . For decorative images, mark them as decorative. DO NOT leave them blank!
Internal Links	Links between your own pages. Whenever you mention another service, product, or blog post on your site. Link naturally using descriptive anchor text (not "click here"). Example: <i>"See our afternoon tea packages"</i> .
External Links	Links out to other <b>trusted</b> sites. When referencing statistics, resources, or industry information. Link to credible sources (gov.uk, trusted publications, well-known blogs). Opens trust signals for Google and builds authority.

# Strategy for building



## Mobile First Structure

Single columns, simple layout  
Define the order of information  
(information architecture)  
Check readability on small screens

## Components & Templates

Create reusable components  
(navigation, product cards, footer etc)  
**REMEMBER:** If you change one  
component, they all change, so label  
them clearly

## Navigation & Information Architecture

Stick to 4-7 main menu items  
Mobile nav should have large tap areas  
Always include a primary CTA in your  
main nav

## Work in Sections

Build one section / element at a time,  
then check the responsive design on all  
devices

## Design Consistency

Take the time to set up your global  
colours and font families  
You can even be fancy and do your  
margins, padding and drop shadows!

## Accessibility

Use headings in order  
Add alt text to images as you go. Don't  
neglect icons which can be simply  
described as 'decorative'  
Include labels in your forms

# Robots.txt



## Robots.txt

A Robots.txt file is a simple text file that tells the crawlers in search engines which parts of your website they're allowed to look at, and which they're not. This is used to stop crawlers seeing unimportant pages, such as admin areas, for example, and helps with SEO by focusing on the correct content.

Most website builders will make one for you automatically so this is just something to be aware of. You may need to tick a box in your admin panel.

### If you want to create your own...

- [technicalseo.com/tools/robots-txt/](https://technicalseo.com/tools/robots-txt/)

If you want to take this to a next level and increase the security of your website, which I would encourage you to do, you can block certain countries from looking at your site. Add the following to your Robots.txt file:

*User-agent: Baiduspider*

*Disallow: /*

*User-agent: Yandex*

*Disallow: /*

# Google Analytics & Search Console



## Google Analytics vs. Google Search Console

- **Google Analytics (GA4)** shows you how people use your website once they arrive. It tracks visitors, where they came from, what pages they view, how long they stay, and whether they complete goals (like filling out a form or making a purchase)
- **Google Search Console (GSC)** shows you how your site appears in Google Search. It tracks which keywords bring people to your site, how often your pages appear, and whether Google can crawl and index your content. It also alerts you to technical issues (like mobile usability or schema errors)

## Why You Need Both

Google Analytics and Google Search Console work best together. Without Search Console you won't know if people can *find* you, and without Analytics you won't know if your site is *working* once they do.

# Setting up GA4 & GSC

\*\* Hannah will help attendees with this for free because it can be annoying. Email [hannah@jorvikweb.dev](mailto:hannah@jorvikweb.dev)



## Google Analytics

1. Go to [analytics.google.com](https://analytics.google.com) and create an account
2. Click Admin > Create Account > Enter your business name
3. Create a property for your website (choose GA4, the latest version. This can be named anything)
4. Enter your business details
5. Copy the tracking code
6. Add this code to your website (each builder is slightly different but most make this easy to find)
7. Publish your site

## Google Search Console

1. Go to [search.google.com/search-console](https://search.google.com/search-console) and sign in
2. Click Add Property and enter your website URL
3. Choose a verification method (easiest option: paste the verification code (HTML tag) into your website's <head>. See the HTML resources for what the head is)
4. Once verified, add your sitemap URL
5. Check the Coverage report to make sure pages are being indexed
6. Use the URL Inspection Tool to test and submit new pages

# Schema Markups: What are they?



Schema markup is extra code, written in JSON, that you should add to your website that helps search engines understand your content better.

## What does the schema do?

- Makes your site clearer to search engines
- Can improve how your site looks in Google results (rich snippets: stars, prices, events, FAQs, opening hours)
- Increases trust and click-through rates because users see helpful info before even clicking.

## How to create a schema

- [technicalseo.com/tools/schema-markup-generator/](https://technicalseo.com/tools/schema-markup-generator/)
- ChatGPT, but check them!

## Test your schema markups with Google

- Google Rich Results Test

# Schema Markups



Business Type	Key Schema Types	Why It Helps
Local business (shops, cafés, trades)	LocalBusiness, Organisation, OpeningHours, FAQPage	Shows address, phone, hours, reviews, FAQs in search results.
Service business (coaches, consultants, agencies)	LocalBusiness or ProfessionalService, FAQPage, Review	Builds trust with services offered, reviews, and Q&As.
E-commerce / online shop	Product, Offer, Review, BreadcrumbList, Organisation	Displays product prices, availability, star ratings, and breadcrumb links.
Event organisers (venues, choirs, workshops)	Event, LocalBusiness, Organisation	Shows event dates, times, locations directly in search.
Restaurants / food & drink	Restaurant (or FoodEstablishment), Menu, LocalBusiness, Review	Displays menus, reviews, opening hours, reservations.
Charities / non-profits	Organisation, Event, FAQPage	Adds credibility and shows events, mission info, FAQs.
Blog / news site	Article, BlogPosting, BreadcrumbList	Helps articles appear with dates, author, and rich formatting.
Educational providers / courses	Course, Event, Organisation	Allows courses to show up with structured info (name, provider, dates).

# Legal Compliance



- Privacy Policy
- Easy to find contact page
- Email address is easily found (use an image so you don't get spammed)
- Business Information
- Complaint Handling Policy
- Consumer Rights
- Terms and Conditions
- Clear pricing

### Free Resources

- <https://www.termsfeed.com/>
- <https://www.privacypolicies.com/>
- <https://www.freeprivacypolicy.com/>



# Dev or no dev?

Now we've covered the very techy parts of a basic business website. These include:

- **On-page SEO (Keywords, content writing etc)**
- **Off-page SEO (Schema markups, robots.txt etc)**

Its important to be realistic here. These things can go wrong easily. Tutorials can go out of date very quickly with every Google update. Even this workbook could be out of date within a couple of months, although I've tried to keep it as timeless as possible. There will be a learning curve for most people at this point. Remember...

## Your Time vs. Your Money vs. Your Skill Set

### On-page SEO



DIY

HIRE

### Off-page SEO



DIY

HIRE



## Final checks before launch

- Check the responsive design at all breakpoints
- Test on as many devices as you can (use the staging URL, not your actual domain)
- Have you tried using keyboard navigation and a screen reader?
- Check all your links and buttons go to the correct page / URL?
- Have you customised your favicon?
- Are your schemas and Robots.txt files in place?
- Does your contact form go to your preferred inbox? Or are you getting notifications?
- Have you got a cookie disclosure message?
- Have you created a custom 404 error page?
- Have you set up Google Analytics and / or Meta Pixel?

# Run an audit to find any gaps



You've launched your website! Congratulations! Now to check your new website works as you think it does

## REMEMBER...

What is the purpose of your website?

What is the goal/s of your website?

Using SEOptimer, run a quick audit on your website, what grade did you get for each section?

*On-page SEO*

*Links*

*Performance*

*Usability*

*Social*

*Overall*



# Don't abandon your website!

Your website is **never done!** Here is a monthly website checklist that will keep your website active and tell Google you're worth paying attention to:

- Keep your website active**  
Blog posts, update images and products
- Monthly SEO audits**  
Sign up for the free account with SEMRush that will automatically send you a report, prompting the reminder, then run a more comprehensive audit through SEOptimer. Cheeky, but freeeee!
- Review your Google Analytics**  
Understand how users are interacting with your website and to make sure you are achieving your website goal/s
- Maintenance you can do yourself**  
Check your links and buttons go to where they should, monitor Google PageSpeed Insights to make sure your loading time is till good, backup your site and stay on top of any updates
- Test on different platforms**  
Whenever you update something, always check it in different viewports in your builder, but also use the staging domain to test changes on different devices before re-launching

# Key Performance Indicators



These are the top KPIs that will help you monitor your success. Keep an eye on them for 6 months

## Traffic (Session / Users)

The total number of visitors to your site (sessions) and unique visitors (users)

## Bounce Rate

The percentage of visitors who leave after viewing only one page. A high bounce rate would indicate the user couldn't achieve their goal, and that could be for a handful of reasons

## Average Session Duration

How long the average user spends on your site. Longer sessions usually mean more engagement

## Conversion Rate

The % of users who complete a goal (bought a product or booked a service)

## Click-Through Rate

The % of users who click a specific link

## Mobile vs Desktop Traffic

How do most people find your website? This can inform your design and content plans

## New vs Returning Users

Are people coming back to your site? What are they specifically looking at? This can help your content plan moving forward

# My KPIs



**REMEMBER...**

**What is the purpose of your website?**

**What is the goal/s of your website?**

**My KPIs to track**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

# Tools I highly recommend



## UX

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Laws of UX

Interaction Design Foundation

UX Planet

Let's get color blind (browser extension)

wave.webaim.org

## Design

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degreeless.design

iconscout.com

awwwards.com

Figma Community

Unsplash

## SEO

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SEOptimer / Moz / SEMRush / Ahrefs

PageSpeed Insights

Lighthouse (browser extension)

Rankability / Page Optimizer Pro

Google Business Profile

YouTube - Nathan Gotch

## Other useful bits

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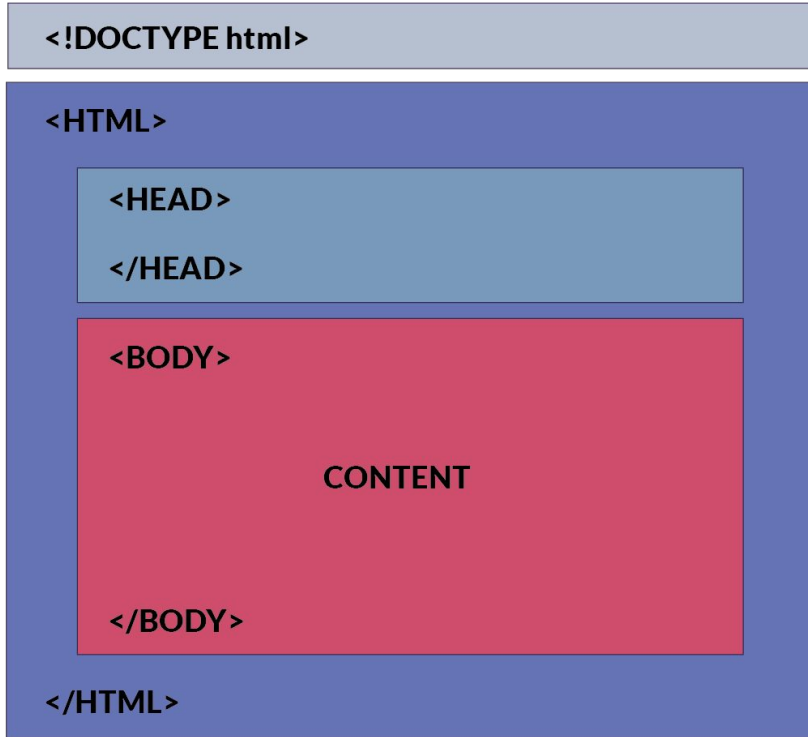
Google Rich Results Test

Google Search Console

technicalseo.com/tools

termsfeed.com/

# Basic HTML & CSS



**Heading 1**

**Heading 2**

**Heading 3**

**Heading 4**

**Heading 5**

**Heading 6**

```
<h1>Heading 1</h1>
```

```
<h2>Heading 2</h2>
```

```
<h3>Heading 3</h3>
```

```
<h4>Heading 4</h4>
```

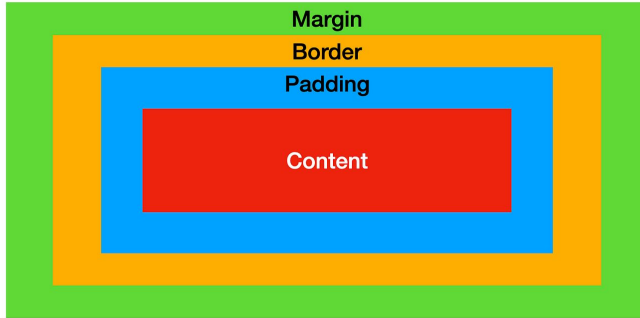
```
<h5>Heading 5</h5>
```

```
<h6>Heading 6</h6>
```

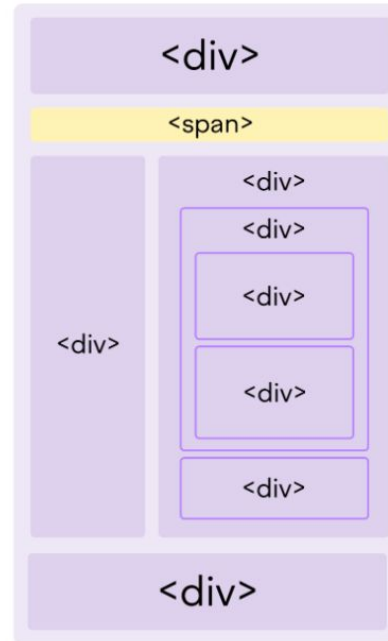
# Basic HTML & CSS



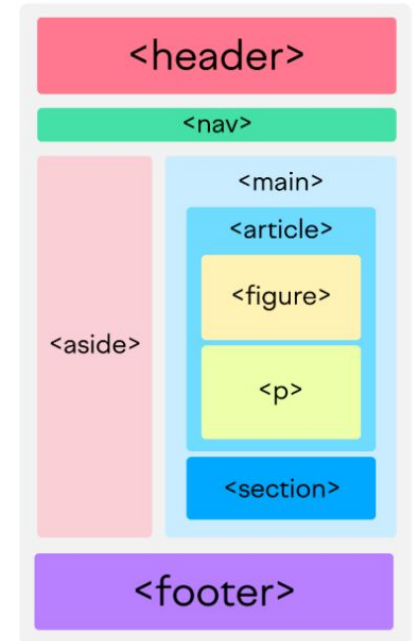
CSS Box Model



Non-Semantic HTML



Semantic HTML



# Web Design Units



Unit	What It Means	Best Used For	Avoid When
<b>px</b>	Absolute pixels. Doesn't scale with root or parent font size.	Pixel-perfect borders, icons, or very fine design details	For text or responsive layouts → not accessible, won't resize with user settings.
<b>em</b>	Relative to the <b>parent element's font size</b> .	Padding/margins that should scale with the element (e.g., button padding)	When you need consistent global sizing → values can compound unpredictably.
<b>rem</b>	Relative to the <b>root element's font size</b> (usually 16px).	Body text, headings, spacing, layout — ensures consistency across the site	Rarely a bad choice, would recommend for 90% of use cases
<b>%</b>	Percentage of the parent element's size.	Widths of containers, fluid grids	For font sizes (inconsistent browser behaviour)
<b>vw / vh</b>	% of the viewport width (vw) or height (vh).	Full-width heroes, fullscreen sections	For long text blocks. Can get too small/large on extreme screens
<b>min(), max(), clamp()</b>	Lets you set flexible ranges (e.g., clamp font between 16px and 24px depending on screen).	Fluid typography, responsive components	Only if you need strict control. Definitely overkill for small projects. Avoid in most cases

# HTML Structure

\*\*This is not a complete list, but covers the most common types of HTML structure elements



Element	What It Is	Best Used For	Avoid When
<code>&lt;body&gt;</code>	The root content area of a webpage (everything visible goes here).	Always. it's the wrapper for your whole site	It just exists. Don't worry about it
<code>&lt;section&gt;</code>	Groups related content into a thematic block (often with a heading).	Breaking pages into meaningful sections (e.g., Hero, Services, Testimonials).	When content is too small or doesn't have a logical heading.
<code>&lt;div&gt;</code>	A generic container with no semantic meaning.	Styling hooks, layout structure, grouping things when no semantic tag fits.	Overusing as your default for everything → hurts accessibility & SEO.
<code>&lt;header&gt;</code>	A section for introductory content or navigation.	Page headers, hero areas, or section headers.	For content that isn't introductory.
<code>&lt;footer&gt;</code>	A section for closing content or site info.	Page footer with contact, copyright, links. Also section footers if needed.	For primary content.
<code>&lt;main&gt;</code>	The dominant content of your page.	Wrapping the central, unique content (everything between header & footer).	More than once per page.
<code>&lt;article&gt;</code>	Self-contained, reusable piece of content.	Blog posts, news items, product pages.	For things that don't make sense in isolation (like a "Features" list).



## KPI Tracker

KPI	Month					
<i>Bounce Rate</i>	<i>78%</i>	<i>64%</i>	<i>58%</i>	<i>55%</i>	<i>60%</i>	<i>52%</i>



## SEOptimer Results Tracker

Section	Month					
On-page SEO						
Links						
Performance						
Usability						
Social						
<b>Overall</b>						

## Responsive Design Wireframes



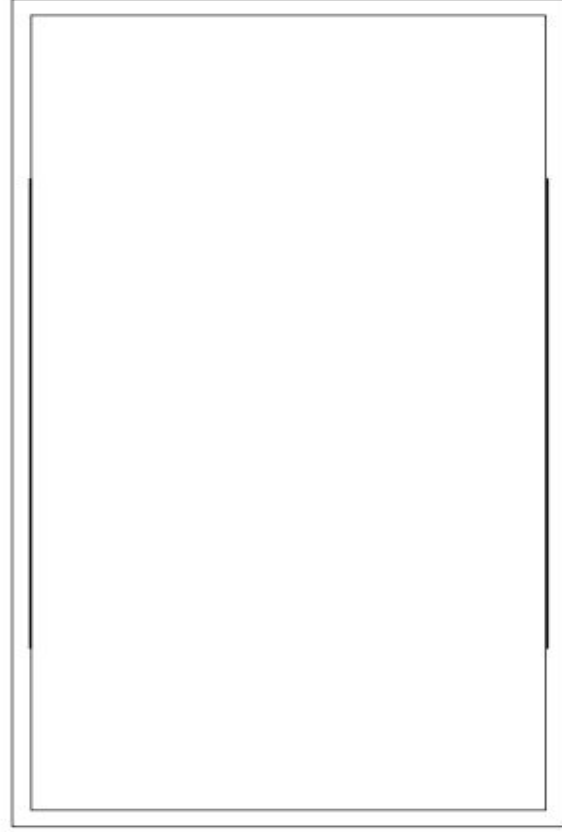
360px



300 x 640 px



768 x 1024 px



1920 x 1080 px

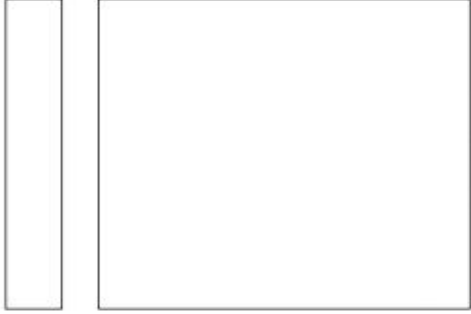




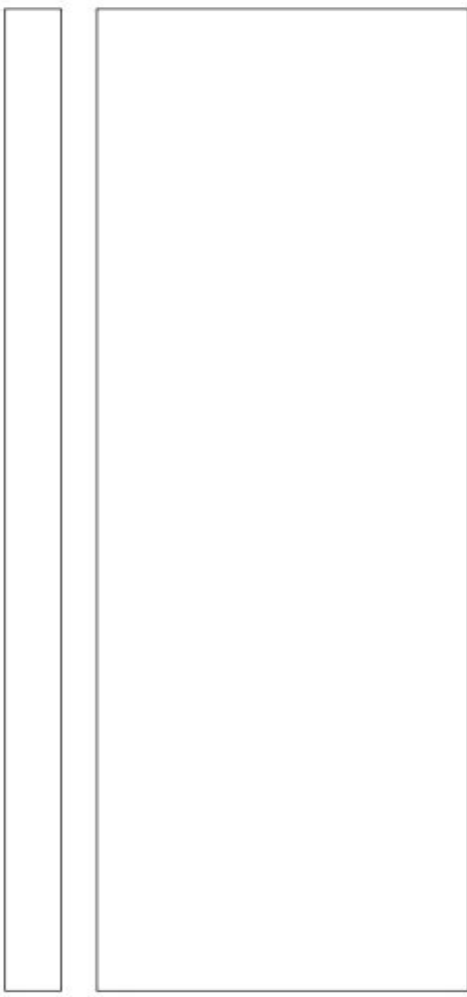




## Content Notes



mobile navbar and dropdown



desktop navbar and dropdown

## Keep It Simple... Silly



I hope this workbook has helped demystify web design concepts and the process involved. You can now make the informed decision about how much you can do yourself, and what work is involved if you decide to get in touch with an agency, designer or developer.

For those of you like me, here is the TLDR (too long didn't read)...

- **Plan before you start building, including your headings, information architecture and content**
- **Make things accessible and responsive as you go, don't leave it all till the end**
- **Start with mobile design and build out, not the other way around**
- **Be wary of templates, check everything!**
- **Utilise free resources**
- **Do the boring bits (analytics and compliance)**
- **I'm only an email away and happy to answer any questions, free of charge**

Thank you very much for your time. Take care!

**Hannah**

Designer | Developer | Founder  
Jorvik Web Dev

# Here if you need me



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\*\*This is new, so bare with me!  
Helpful content on its way sooon

\*\* Hannah is available for a free 30 minute call to answer any questions or discuss anything mentioned today



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