

DIGITAL STARTUP PROGRAM



STARTUP

The strategy of branding you have should be consistent because it leads to a strong brand equi

Team-up } Research —> Ideas —> Brainstorm —> Strateg
* Analysis * Vision

DIGITAL STARTUP PROGRAM FAQ'S

What is the Hamilton Digital Startup Program?

The Hamilton Digital Startup program is **designed for start-ups and existing businesses that have little to no digital presence**. The program assists with the creation of a simple, easy-to-use website, landing page, or events page utilizing the free Google Sites platform as well as a social media strategy consultation, creation, or audit of a current Google Business Profile, and more!

What are the requirements of the participating businesses?

- Businesses must be registered in Ontario (Sole Proprietorship, Partnership, Incorporated)
- Must complete and information gathering form and initial discovery call
- It is recommended that all participating businesses take the free Digital Main Street video training program to better learn how to market and brand themselves online.

<https://digitalmainstreet.ca/>

How/where are initial discovery calls held?

Initial discovery calls can be held online via phone, zoom or in-person at the Hamilton Business Centre, 71 Main Street W (City Hall), 1st floor.

How long does it take to have everything built?

Depending on the assistance required and number of clients we are serving at any one-time, websites, and Google Business Profiles (new account creation) can be created in 2-3 weeks time (completion time may vary).

Is the website free?

Yes. Our websites, landing pages, and events pages are built and hosted at zero cost through the Google Sites platform. Plus, since Google Sites doesn't have pricing tiers, you get all its features for free. All that is required is a free Google account. All participants in the program will get a new Google account created for them as part of the initial start-up. Custom domain names are not included. Any new website will be created with a Google subdomain. Existing domain

names cannot be transferred over, but new custom domain names can be purchased through Google for a low yearly fee if you choose.

Learn more about Google sites by visiting https://domains.google/intl/en_ca/get-started/website-design/google-sites/.

Does the website offer e-commerce?

No. The Google Sites platform does not have e-commerce capabilities, rather it's best suited for simple informational websites and those just getting started online. If you are selling products or services online, we recommend visiting the Digital Main Street ShopHERE powered by Google Program. <https://programs.digitalmainstreet.ca/shophere-signup>

What is a Google Business Profile?

With a Business Profile on Google, you can manage how your local business shows up across Google products, like Maps and Search. If you run a business that serves customers at a particular location, or you serve customers within a designated service area, your Business Profile can help people find you. Verified businesses on Google are twice as likely to be considered reputable. Learn more [here](#).

Have questions?

Email digitalmainstreet@hamilton.ca or connect with a Hamilton Digital Service Squad member directly by visiting <https://investinhamilton.ca/hamilton-business-centre/digital-main-street/>.

