Southern Minnesota Initiative Foundation

Website basics: build a site that works for you

Your website is often the first impression customers have of your business — so it needs to look great, function smoothly and help people find you online. This free practical workshop is designed for small business owners who want to better understand the essential elements of an effective website without needing advanced technical skills.

In this session, we'll break down the key components of a successful small business website, including how to:

- **create a clean, professional look that reflects your brand**
- **organize content so visitors can find what they need**
- **implement basic security practices to protect your site and customers**
- **use Search Engine Optimization (SEO) to help your business appear in search results**
- **include payment options for e-commerce**

Presented by:
Wendy Anderson
Co-Owner & Director of Storytelling
Aurora Web Solutions

Wednesday, May 6, 2026
9 - 10:30 a.m.

Free
Virtual or in-person
525 Florence Ave
Owatonna, MN

Wendy Anderson is an owner of Aurora Web Solutions, a digital marketing and web design company serving small businesses and organizations across southern Minnesota. She is passionate about helping local businesses and communities grow through practical, accessible digital strategies. Wendy is actively involved in her community and brings that same collaborative, people-first approach to everything she does.

RSVPs are required. To RSVP, please scan the QR code and complete the form. Every participant is required to complete a Self-Certification form. Registration closes April 24 at 4:30 p.m.

If you have questions, please reach out to Lending Director Molly Bartels Roth at mollyb@smifoundation.org.

Thank you to our partner for making this event possible! Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

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