

## **ALX Small Biz Website Program – FAQs**

### **Eligibility**

#### **Who is eligible for this program?**

Applicants must meet all of the following criteria to be eligible:

- The applicant’s business is located in the City of Alexandria
- The business is registered in Virginia and has an Alexandria Business License
- The business does not currently have a website
- The business is a client of the Alexandria SBDC (you can become a client for free [here](#))
- The business is a for-profit entity
- The business has between 0-100 employees
- The business is not currently involved in bankruptcy proceedings
- The business must be in good standing with the City of Alexandria

#### **Who is not eligible to apply for this program?**

Any business or entity that does not meet all of the eligibility criteria is ineligible. This program is not open to Corporate-owned locations, branches, or subsidiaries and franchise businesses unless they are locally owned and operated. Nonprofit organizations are not eligible to apply.

#### **Is this a grant?**

This is NOT a grant. This is an Alexandria SBDC program designed to support selected small businesses create a basic WordPress website for their business.

### **Program Details**

#### **How is minority-owned business defined?**

For this program, a minority-owned business is defined as an entity that is at least 51 percent owned by one or more person(s) identifying as Black, Indigenous, or a Person of Color and extends to veterans and women in the City of Alexandria.

#### **How much do I have to pay for a website?**

To those accepted into the program, websites will be paid for by the Alexandria SBDC and will be hosted by W3 Consulting for one year. After one year, you will be responsible for the cost associated with the hosting of your website, approximately \$300 per year.

#### **Will my website be able to accept payment?**

If your website needs to be able to accept payments, let us know in the initial consultation and we can work to integrate an invoicing or payment tool into the website.

#### **Will my website be able to include ecommerce?**

If ecommerce is a vital part of your business, make note of that in your application. If selected, your website will include ecommerce.

### **Will my website be able to include an online scheduling feature?**

If you require your website to schedule with clients, we recommend that you license [Calendly](#) (or another similar online tool) at your cost. We will integrate it into the site.

### **What are the educational sessions?**

We will offer instructional Zoom sessions, share best practices, and host a “new website” cohort session to answer any questions regarding operating a successful business website. The business owner or point of contact is required to attend at least one “new website” cohort session.

### **Why is the Alexandria SBDC offering websites services?**

A website is crucial for small businesses to make a great first impression and give people comfort knowing they are real. It provides small businesses legitimacy, referrals, and connections to potential and existing customers. An online presence is vital, and the lack of one can prove unfavorable to a business.

## **Application Process**

### **Will I need a computer to apply?**

Yes, you will need access to a computer with an internet connection since this application must be completed online.

If you do not have access to a computer and/or internet connection, please contact the Alexandria SBDC at 703-778-1292 so reasonable accommodations can be made.

### **Can I mail, email, or fax my application or drop it off somewhere?**

No, applications will only be received via online submission.

### **How long will this process take to create a website?**

Once an applicant is accepted, the process can result in a website by Fall of 2022.

### **When can I apply and when is the deadline for applications?**

The first wave of applications will be available online at 9:00 AM EST on Friday, July 29<sup>th</sup>, 2022, and will remain open through 5:00PM EST on Friday, August 12<sup>th</sup>, 2022. The second wave of applications will be available online at 9:00 AM EST on Monday September 19<sup>th</sup>, 2022 and will remain open through 5:00PM EST on Monday, October 3<sup>rd</sup>, 2022.

### **Where can I find the online application?**

The application will be available at <https://alexandriasbdc.org/resources-programs/by-areas-of-need/marketing-social-media/>.

**What additional information will I need to submit with my application?**

When completing the online application, you will need to provide the following information/documents:

- City of Alexandria Business License Account Number

**Will the application be available in multiple languages?**

No, the application must be submitted in English, however, translation services can be provided by the Alexandria SBDC. If translation services are needed, please call 703-778-1292.

**Who will have access to my business information?**

All information obtained as part of this program is deemed confidential and protected subject to Sections 2.2-3705.6 of the Code of Virginia and SBA regulations and will not be shared with others beyond the administration of this program. Staff from the Alexandria SBDC are managing this program. Select staff assigned to review applications will have access to the information provided by the business.

**Will my personal and business information be kept confidential?**

Yes, all information obtained as part of this program is deemed confidential and protected subject to Sections 2.2-3705.6 of the Code of Virginia and will not be shared with others beyond the administration of this program. Additionally, the Alexandria SBDC is an SBA Resource Partner, per SBA regulations any information disclosed will be held in strict confidence.