

**Vicky Whitford**  
**Founder and Owner**  
Vicky's Webs  
Youngsville, PA  
Warren County

**Industry:**  
Website design and  
development

**Year Founded:**  
2021

**Consultant:** Jacob Jones

**SBDC Assistance:**  
Marketing assistance,  
business planning,  
forecasting, market research,  
sales assistance

**Gannon University SBDC**  
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## Vicky's Webs: Connecting your Business to the Web



Every year our world grows more interconnected, and businesses need to capitalize on this to reach customers. How does a business stand out in a sea of competitors? Having a stylish, functional website is a great place to start. This idea drove Vicky Whitford to start a web design business, Vicky's Webs, in 2021.

Vicky developed an interest in website design in 2003 when she pursued her web designer certificate from Erie Institute of Technology and gained years of practical experience designing websites. After becoming a mother, she placed her business idea on hold until Covid-19 presented an opportunity to help businesses with professional web design services.

While Vicky had the professional experience and skills to design a website and maintain it, starting a business seemed tricky. In February 2021, she reached out to the Gannon University Small Business Development Center. After meeting Jacob Jones, Business Consultant, Vicky felt she was on the right track to start and grow her business. Jacob and the SBDC assisted with business planning, marketing assistance, competitor research, and market research.

In just a few months, Vicky has taken her passion for web design from an idea into a reality with her business, Vicky's Webs. Vicky's Webs offers services in website design, domain assistance, virus protection, graphic design, SEO support, and much more. She has been successful in working with several businesses in North West Pennsylvania.

"I am thankful to the SBDC for all their work and assistance!"

Check out Vicky's Webs and all it has to offer at

<https://www.vickyswebs.com/>