



WEBHEADS
— UNITED —

MAKE YOUR WEBSITE WORK FOR YOU

LIVE INTERACTIVE WEBINAR

Get Relevant, Proven Advice and Insights
from Live Humans in Real Time

CONTENT THAT CONNECTS



Joshua Lamothe

Branding, Web Design & Hosting
for Small Businesses & Entrepreneurs

www.grassrootsconsult.com

Sustainable Marketing Strategies & Solutions
grassrootsTM
branding & web design

YOUR WEBSITE MATTERS.

- Central Hub for all Marketing Efforts
 - Organic Search, Paid Ads, Referral/WOM, Networking
- First Impression
- Establishes Reputation, Trust and Credibility
- Guides People to take Specific Actions
- Informs and Educates
- Attracts New Customers
- Serves Current Customers



BE SEEN AND KNOWN

- Experts in Your Fields
- Service Providers Serving Businesses, Individuals & Families
- Unique/Alternative
 - Approach, Solutions, Process, Programs, Tools, Systems, Resources
- Timely & Relevant Information and Education = Critical
- Known and Memorable = Viable Option

MOST PEOPLE WILL LEAVE

- **Less than 15 seconds.**
That's how long you have to capture someone's attention on your website.
- 55% will leave within 15 seconds.
- 40% will wait **no more than 3 seconds** for a web page to load before abandoning the site completely (X)
- The average time that a site visitor spends on a webpage is **less than 1 minute** across all industries.



CONTENT THAT CONNECTS

- Instantly Draw People In
- Emotional Connection
- Positive Reaction
- “You’ve come to the Right Place”
- Holistic Brand Elements
 - Logo
 - Colors
 - Fonts
 - Imagery
 - Video
 - Messaging
 - Calls to Action



A WEBSITE THAT RESONATES

VS

A WEBSITE THAT REPELS

- Emotional Connection – Good Feeling
- Clear and Easy to Understand
- Simple to Navigate
- Speaks Directly to Your Best Clients
- Guides visitors to ACT

- Cluttered
- Disorganized
- Confusing
- Outdated
- Broken / Security Warnings
- Not Mobile Responsive

CUSTOMER-CENTRIC MESSAGING

- About Them, Not You
- Know your Customer Intimately
 - Difficult / Confusing Time
 - Looking for Genuine Support
 - Concerns, Fears, Frustrations
 - Values, Ideals, Hopes, Desires
- Show Empathy / Understanding
- Establish Yourself as a Guide
- Show the Plan / Solution
- Transformation



GUIDE YOUR VISITORS TO ACT

- System = Purpose & Intention
- What do you NEED People to do?
- What is the best first step for them?
 - Read More
 - Sign Up / Register
 - Download
 - Call Now
 - Schedule a 1-1
- Highly Visible
 - Buttons
 - Bold Text
 - Images





EXAMPLES

THANK YOU!!



Joshua Lamothe

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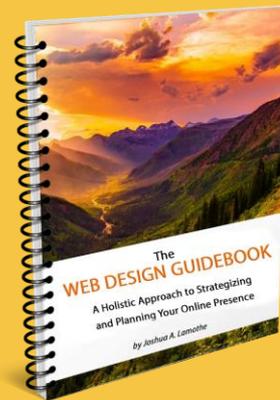
FREE GIFT

The Visionary Guidebook
Website Planning Blueprint

Download at:

www.grassrootsconsult.com

Sustainable Marketing Strategies & Solutions
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branding & web design



Make your website work for you

WEB HEADS UNITED | November 28, 2023



WELCOME!



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Robert Coxe

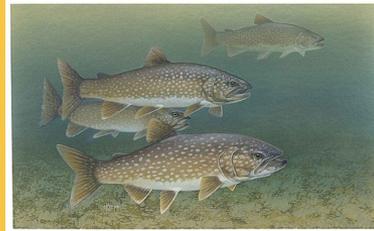
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What is a Blog?

Blog (Weblog) = a informational website or online journal that displays posts by one or more entities and has links to comments on those posts. These posts can contain text, images, videos, or links to other pages and posts.

When to Create a Blog?

After your website is launched, work can begin on your blog. A blog is like weaving a net. The more knots (posts) in the net, the more users you can attract to your business and convert.



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Robert Coxe, Owner

Benefits of a Blog

- Drives website conversions.
- Establishes you and/or your company as an authority in your subject/industry.
- Develops interactivity and relationships with your customers and encourages engagement.
- Reinforces your brand.
- Differentiates your business from your competitors.

Drives Conversions

- Blogs have a longer lifespan than ads, are considered effective by marketers and may provide the biggest return on investment.
- However, it can take 6-12 months to see the investment.
- Be sure to add clear call-to-actions to the blog posts in order to drive the engagement and get conversions.

Social Media Content

- Content from your blog can be used to provide social media content.
- Make sure you adapt the blog content to the format of the particular social media you are using.
- You can use an RSS feed to automatically send blog posts as emails, newsletters, and to selected social media channels.

Social Media Channels

- **Social Media**
 - Facebook/Instagram – PeerTube/Pixelfed
 - X (Twitter) – Mastodon
 - Pinterest
 - LinkedIn
 - Quora/Reddit
- **Other Sites**
 - Wikipedia/Medium

Builds Trust

- A blog post can provide more information about a particular topic than an ad can. With a blog you can:
 - Answer Frequently Asked Questions
 - Provide News and Information on the company
 - Can build credibility/authority and show you know your industry building trust.

Differentiate/Reinforce

- A blog can spotlight the differences of your company versus your competitors.
- Having consistent blog posts can reinforce present your brand and company to your target audience/market.
- Use keywords related to your companies products/services to help communicate your message effectively.

Drawbacks of a Blog

- It can take a lot of time to rank on Google and get traffic.
 - About 4-6 months (~75 posts) or more depending on your niche.
 - It takes a lot of consistency and persistence.
 - You have to believe you will get there.
 - The competition can be fierce for rankings.
 - You have to promote your blog outside of your site.

AI – Chat, Bard, Bing

Artificial Intelligence (AI) is making its ways into the world of blogging. It is yet to be determined what affect this technology will have. A personally written blog will have more expression of your business. However, if you use this technology:

- Make sure the information generated is accurate.
- Use the text generated as a suggestion and go from there.
- Make sure you know where the information came from.

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Resources

- Ryan Robinson (has a guide to blogging and free tools you can use). (<https://ryrob.com>)
- Searchvolume.io
- Google Trends (trends.google.com)
- Answer Socrates (answersocrates.com)

Example of a Blog

- **McMullen House Garden Shop Blog**
 - A blog about native plants, butterfly gardening, and the relationships of butterflies to plants.
 - <https://shop.mcmullenhouse.com>
 - 2.5 years old and has about 210 blog posts

Robert's Blogging Tips

1. **McMullen House:** combine information about butterflies and their host plants along with the location. Look for places where you can combine two or more products together in a post to produce more interest.
2. Use Google Trends to find topics that are gaining in interest, where, and when.
3. Follow E-E-A-T – Experience, Expertise, Authoritativeness, and Trustworthiness

Questions/Comments

- **Contact Silphium Design LLC**
 - **430 E Main Street, Titusville, PA 16354**
 - **robcoxe@silphiumdesign.com**
 - **<https://silphiumdesign.com>**
 - **814-775-0005**

WANT A BETTER WEBSITE?

Freshen Up with the 3Cs!



COLOR



CONTENT

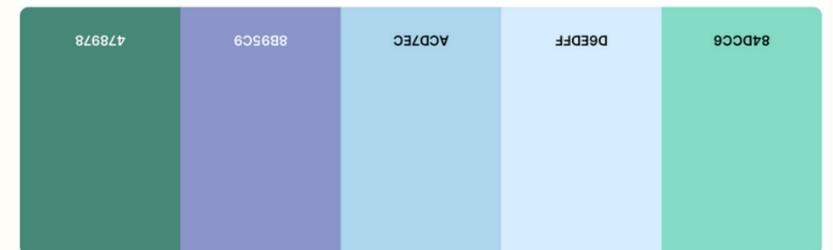


CALLS TO ACTION

Paula Roberts, M.A. www.aquacrg.com

START WITH COLOR THEORY

- Build with your brand color. Consider monochromatic, analogous, triad color schemes. Add depth with darker and lighter versions of colors.
- Two places to test out options, get hex codes
<https://color.adobe.com/create/color-wheel>
<https://colors.co>





REMEMBER, COLOR SETS A MOOD

- Color can denote everything from credibility to outrageousness, luxury to speed. Be sure your color choices won't compete with your values and goals.
- Look at colors in your industry. Check colors used by your customers, competitors, vendors, adjacent industries.





USE THE RULE OF THREE!

- As designers, we are trained to balance white (negative space), black, (headlines/illustrations/color elements), and gray (blocks of text).
- Don't try to fill up your page.
 - ✓ Our eyes need places to rest.
 - ✓ Negative space makes important items stand out.

TRENDS - NO COLOR / SELECTIVE COLOR



WE'RE GOOD. JUST ASK OUR MOMS.

WEB + INTERACTIVE + BRANDING + PRINT + SIGNAGE. IT'S WHAT WE LOVE TO DO. SO RELAX, WE'VE GOT THIS.



ABOUT US

The Sum is a team of dedicated design and web professionals based in Vancouver B.C. who come from and specialize in a variety of media and interactive backgrounds. We bring our cross disciplinary experience to each project, taking advantage of emerging technologies and combining the sum ("wink") of our abilities to deliver successful and innovative business solutions.

In this website you will find a selection of projects we have had the pleasure to work on. We are always happy to discuss potential opportunities, and if you have a project you would like to collaborate on we would love to hear from you! Thank you for visiting, we hope you enjoy your stay!



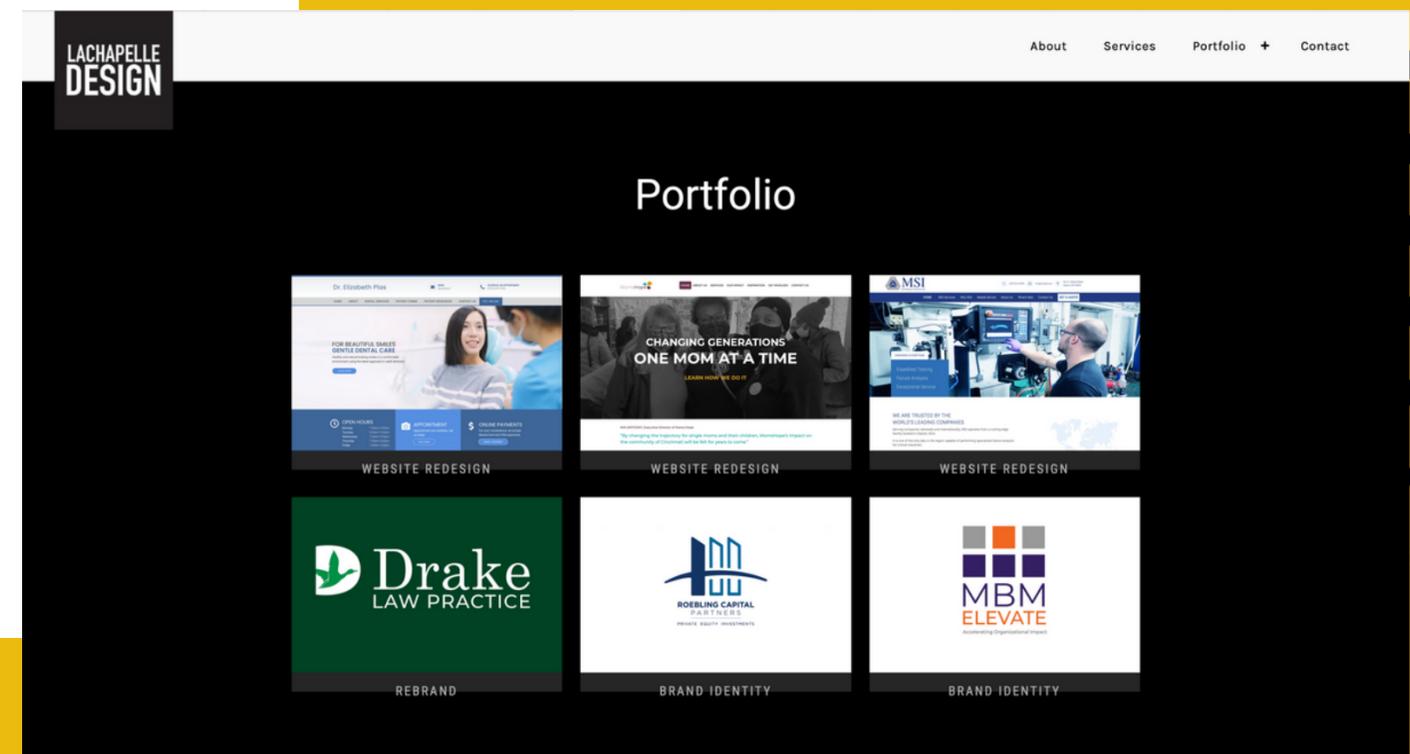
TRENDS - NO COLOR/SELECTIVE COLOR



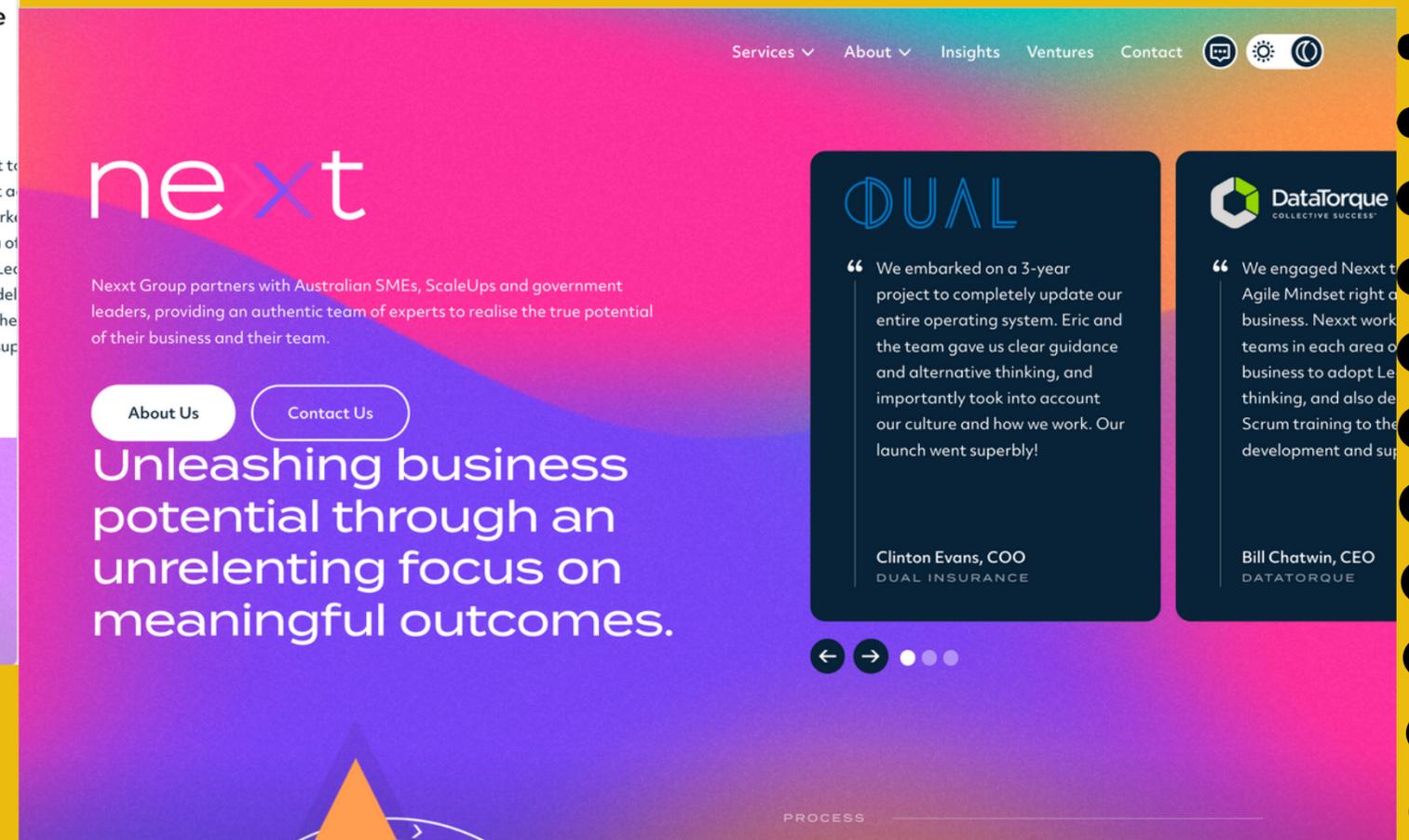
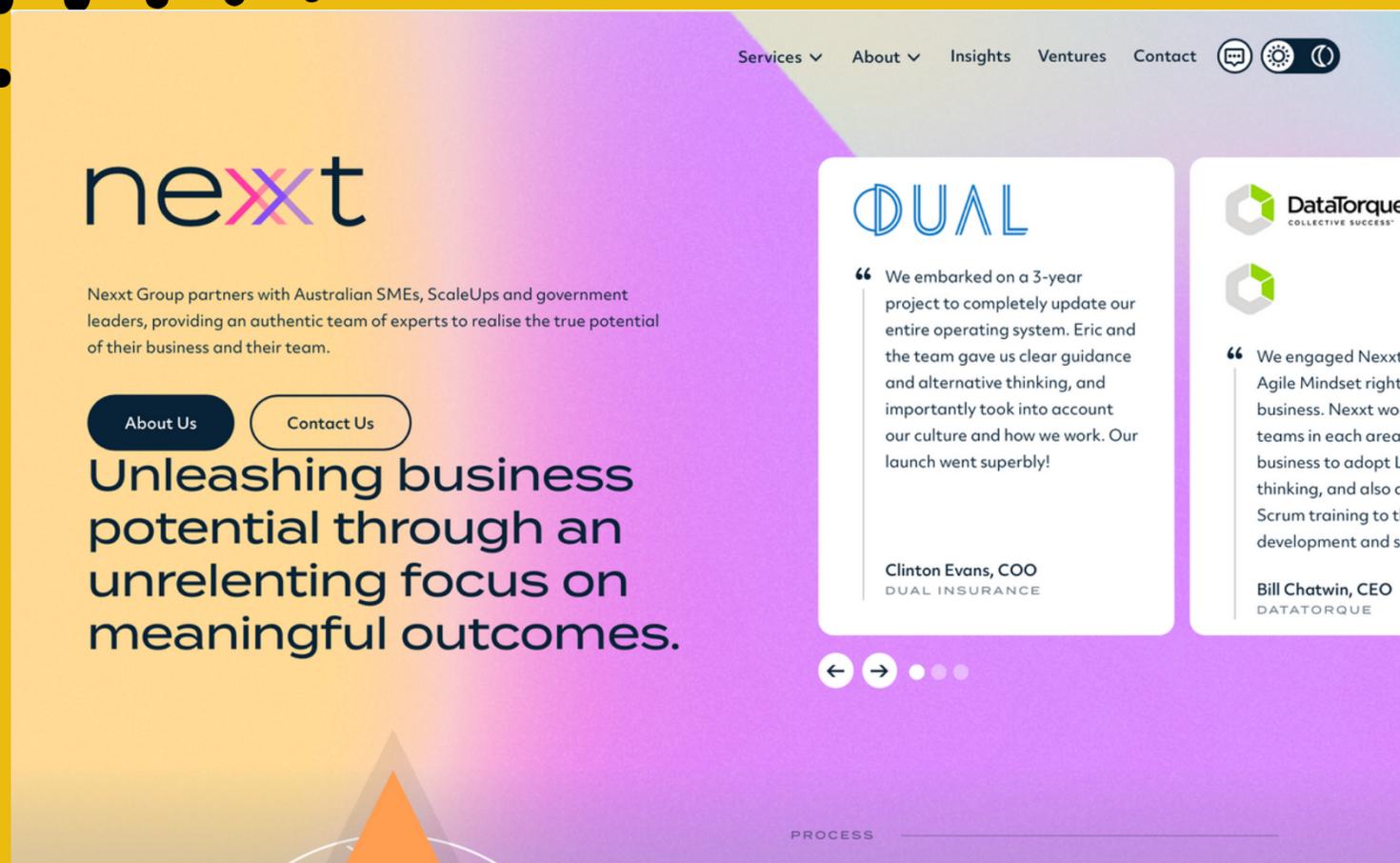
Optimize Your Brand

Leverage design and strategic thinking to strengthen your marketing to connect with your audience.

CONTACT US



TRENDS - DARK VERSION WEBSITES



TRENDS - DARK VERSION WEBSITES

Max Joles
TECH CO-PILOT

Work Mode



I help organizations develop software and systems to scale their impact.

[Learn more](#)

Hire me for:

Web Development Business Automation Integrations Marketing Automation

Max Joles
CURIOUS DUDE

Play mode



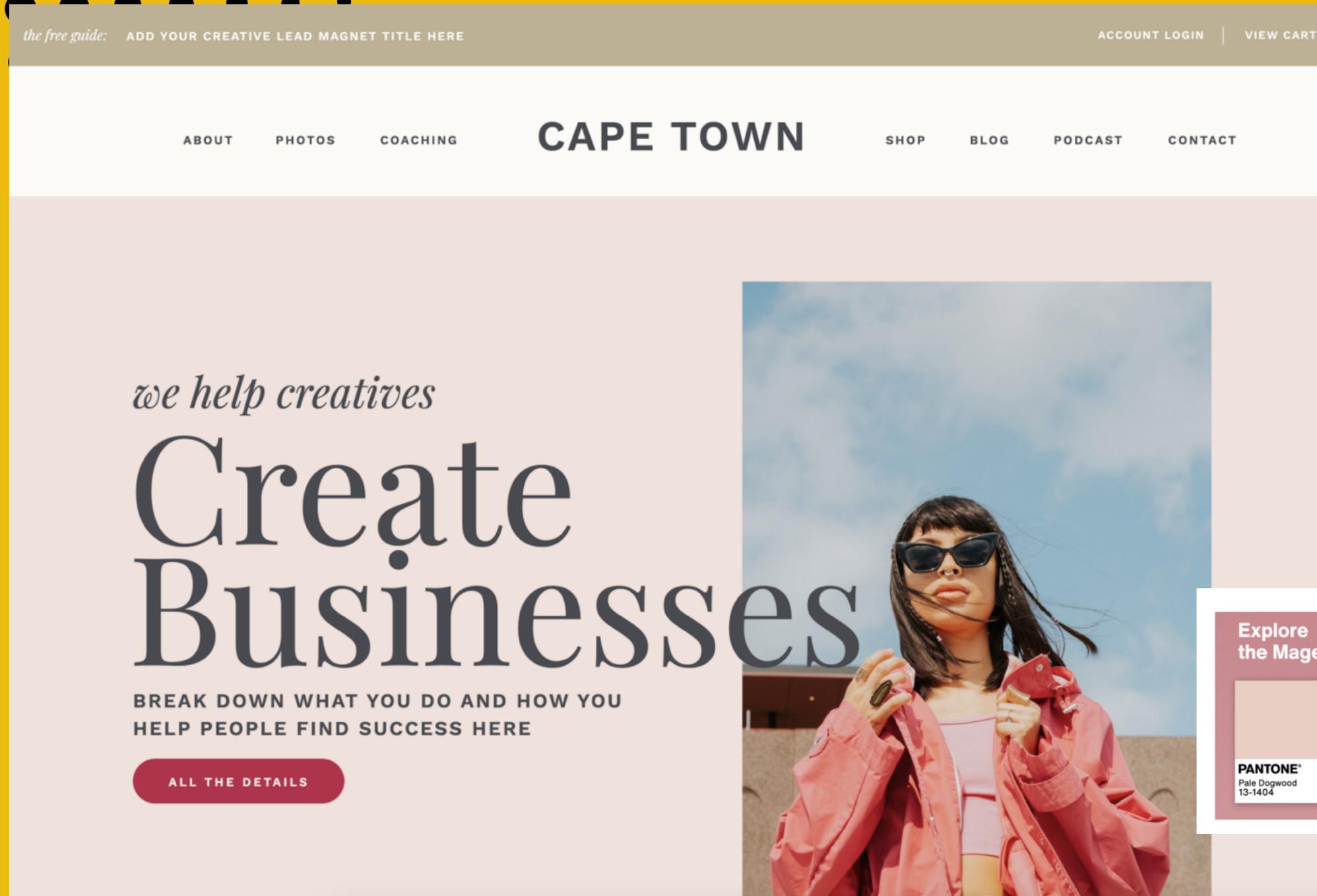
I support makers, build side projects, and ask a lot of questions.

[View my passion projects](#)

Talk to me about:

No-Code Projects Regenerative Design Adventure Travel Entrepreneurship

TRENDS - PANTONE COLOR OF 2023



Source: <https://daveyandkrista.com/trending-color-palettes-for-websites/>

TRENDS - BENJAMIN MOORE 2023 COLOR

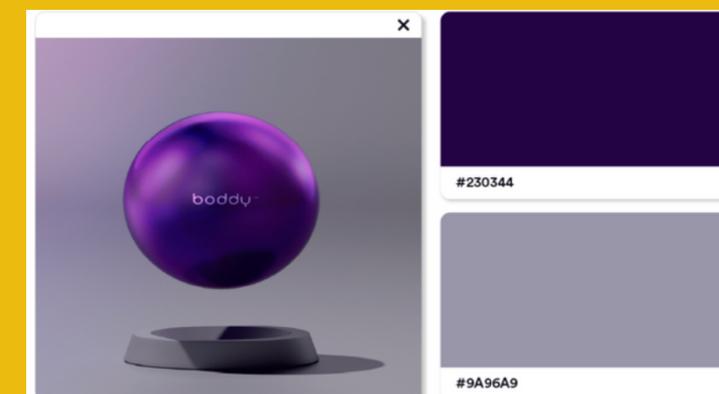
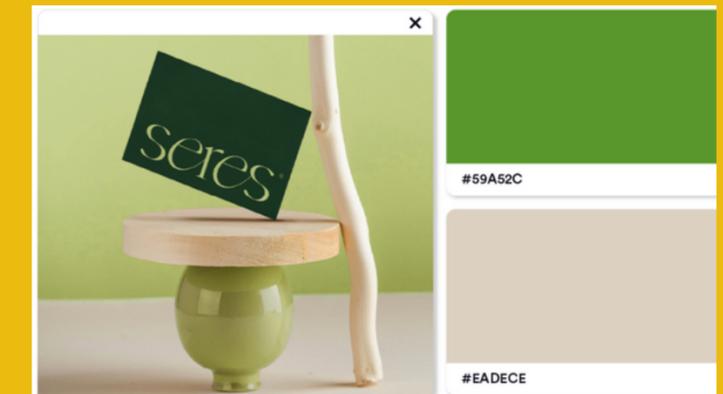
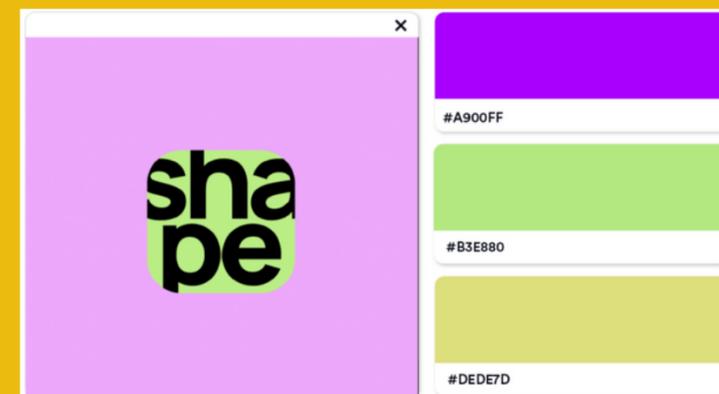
The image shows a website layout for 'CAPE TOWN'. At the top, there is a navigation bar with links for 'ABOUT', 'PHOTOS', 'COACHING', 'CAPE TOWN', 'SHOP', 'BLOG', 'PODCAST', and 'CONTACT'. Below the navigation is a hero section with a dark background and a woman holding a camera. The text in the hero section reads: 'we help creatives Create Businesses' and 'BREAK DOWN WHAT YOU DO AND HOW YOU HELP PEOPLE FIND SUCCESS HERE'. A red button labeled 'ALL THE DETAILS' is positioned below the text. To the right of the hero section is a grid of eight color swatches, each with a name and a code:

Raspberry Blush 2008-30	Conch Shell 052	Cinnamon 2174-20
Wenge AF-180	Savannah Green 2150-30	New Age 1444
Starry Night Blue 2067-20	North Sea Green 2053-30	

Source: <https://daveyandkrista.com/trending-color-palettes-for-websites/>

TRENDS - LOGOS

1. Vintage aesthetic
2. Modern mid-century
3. Blinding lights
4. Down to earth
5. Post-apocalyptic futurism



CONTENT - WRITE FOR HUMANS

Your website needs to tell your story. Describe your service or product as though you're talking to a past customer or your kindergarten teacher.



Our Brands

We're an overnight success, 13 years in the making. In 2009, our founder & CEO, Syed Balkhi, started a free blog called WPBeginner to help non-techy small business owners learn how to build & grow their websites, and before we knew it, we were making software that's used by 25 million websites and is helping shape the web for billions worldwide.



WPBeginner

Largest free WordPress training resource for beginners and non-techy users.



OptinMonster

Get more email subscribers & sales with the most powerful conversion optimization toolkit for websites.

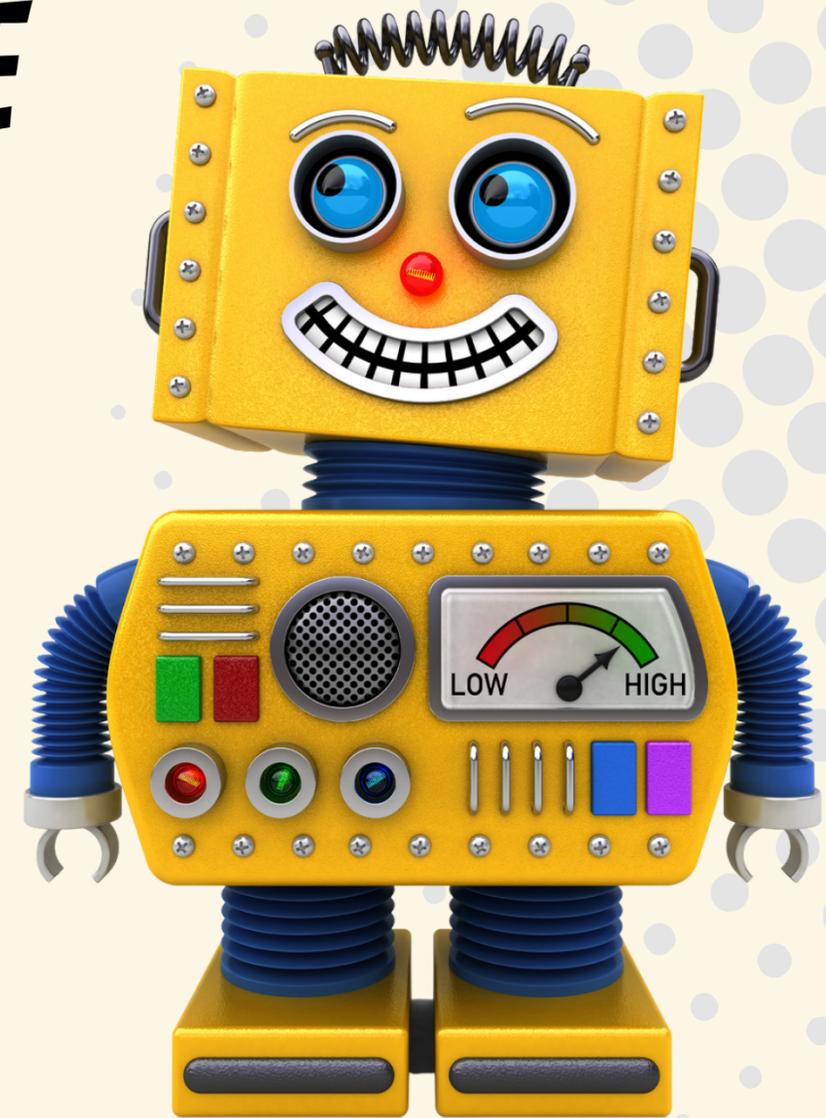


WPForms

The world's best drag & drop WordPress form builder used by over 5 million websites.

CONTENT - WRITE FOR GOOGLE

Don't forget to include keywords that will tell the robots how to find you! Think about what people search for. If you create watercolor paintings, you want "fine art" and "artist" on your website, too!



DOES THE SHOE FIT?

As your customer, I want to feel heard. I want to look great in your brand, or feel good because of my purchase. Show me you can help me achieve my hopes and dreams.





CONTENT TRENDS - BE YOU!

**Millenials consider
authenticity in 90
percent of their
purchases!**

TRENDS - SKIMMABLE CONTENT!

Within the field of infrastructure, we assist on structuring, financing, regulatory matters, contract development and contract management, procurement, PPP, dispute resolution and transactions. We have acted for both the owner side and the contractor side in a number of Norway's largest and most complex road, power and rail developments and reforms over the last decade.

We achieve top rankings:

Substantial construction practice assisting private and state-owned clients with a range of matters, from advising on large disputes to assisting with contract negotiations. Regularly instructed by both domestic and international entities in energy projects and infrastructure developments, including procurement procedures.

– Chambers Europe

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**55% of page
views last less
than 15
seconds!**

TRENDS - SKIMMABLE CONTENT!



At the Obama Foundation, we believe in the promise and potential of the [next generation of leaders](#). That's why over 100 changemakers from across Africa, Asia-Pacific, and Europe joined President Obama for a week-long leadership and cultural experience.

We were thrilled to bring together our network to equip them with the tools and support they need to keep tackling some of the biggest challenges of our time.

During the week, [Leaders](#) exchanged ideas, workshopped solutions, and built meaningful connections.

55% of
page views
last less
than 15
seconds!

TRENDS - SHORT & SWEET CAN BE COMPLETE

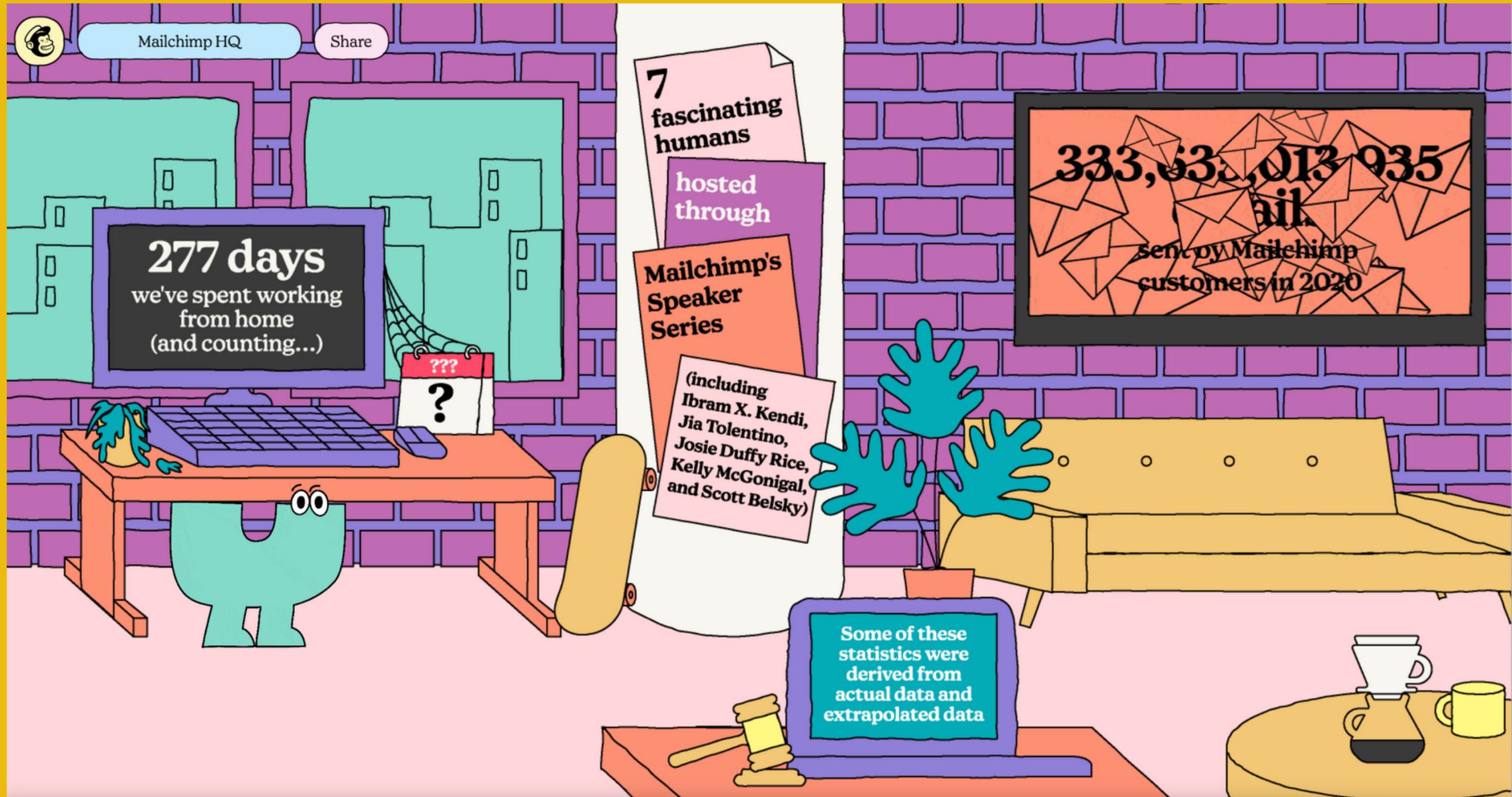
TL:DR

Search engines like 1000 words. But people? We like about 300 words. Make your point quickly and break up dense or long articles.

DON'T FORGET NUMBERED LISTS!

CONTENT TRENDS - ILLUSTRATE IT!

Consider the 50/50 rule for text and visuals.



CTAS - MAKE THEM EASY TO FIND

You'll get more than twice as many clicks.

engagement@aquacrg.com | 619.431.0779 | 4452 Park Blvd. #208, San Diego, CA 92116 (formerly Humanability)



Refreshingly Approachable Public
Engagement

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Because adding us to your team
can be a smooth, fluid experience

[Request a customized quote](#)

HOW TO WRITE A CTA



Be The First To Glow

Join our list to get

\$20 Off

your first facial or product order

Email *

Mobile Number

Sign Up And Save

[No thanks, I prefer full-price skincare.](#)

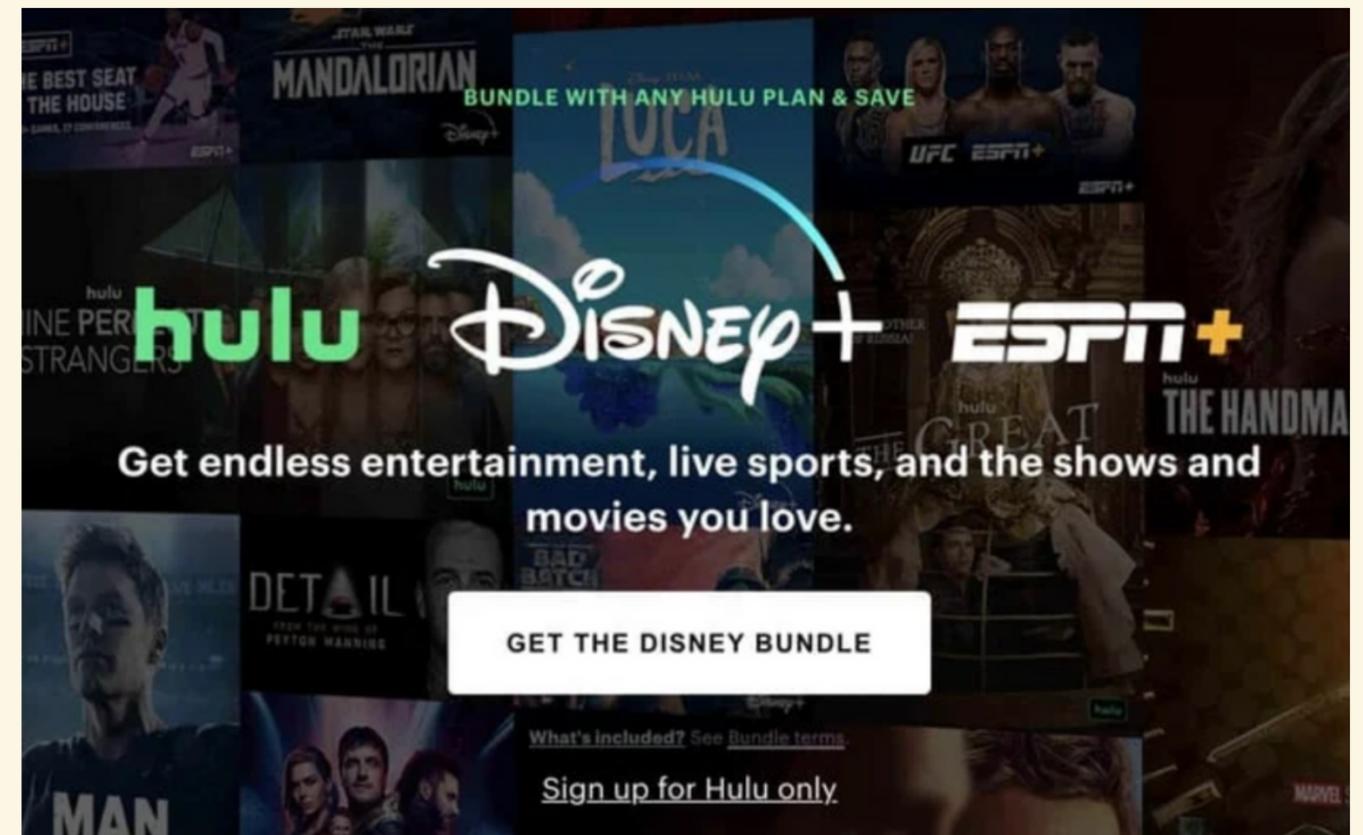
I agree to receive marketing text messages from

1. Keep it simple.
2. Use action verbs.
3. Create urgency.
4. Be creative.

Source: [Hubspot](#)

2023 TRENDING CTAS TO GET YOU STARTED

- Save 50%
- Try 30 days free
- See why hundreds switched
- Shop fall outfits
- Get weekly goodies
- Sign up for your escape
- Remember everything
- Get started (for free)
- Give us a try
- Continue



- Get the bundle

**We make communicating fun, effective
and memorable!**

30 Years Marketing & PR

- Creative Strategy
- Digital Marketing
 - Website Design/Content
 - Blogs and Social Media
- Speaking, Press/Media

Paula Roberts, paula@aquacrg.com

