



**MAKE YOUR WEBSITE
WORK FOR YOU !!**

A Live Interactive Webinar

Presented by WebHeads United

PIA CIVILETTI



Scientiam Associates

Partnering with Entrepreneurs and Small Companies for
Branding, Websites, Graphics and Marketing

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***BEFORE YOU BUILD
OR REDESIGN***

WHAT WE WILL COVER TODAY

1. Purpose
2. Branding
3. Strategy

01

PURPOSE

START WITH THE BASICS

- ❖ Who are you?
- ❖ What is your business? Why are you in business?
- ❖ What are your business/marketing goals?
- ❖ Why do you need a website? Or Why are you redesigning?
- ❖ What do you want to accomplish with your website?

02

BRANDING

BRAND BEFORE YOU BUILD!

- ❖ Business plan, target market, differentiators, positioning statement, (Who, what, how, when and why), vision, mission
- ❖ The Tangible – Name, logo, tagline, colors, imagery,
- ❖ Brand Tools – This is where your website comes in.
- ❖ Launch Your Brand – Internally and externally
- ❖ Build Your Brand – Don't stop at the launch. Websites can change overtime to develop your position in the market.

03

STRATEGY



- ❖ Blueprint – Navigation and Site Map
- ❖ Function – What do you want your visitors to do? ACTION!
- ❖ Systems and Software – Hosting, platforms, page builders, themes and templates, software and plugins
- ❖ Esthetics – layout and design (colors, fonts, images, graphics, video, positioning, look and feel)
- ❖ Content – what do you want to say to your visitors?
- ❖ Performance – set up reporting for the key indicators that show the success of your purpose, branding and strategy work?

03

STRATEGY

- ❖ Build it right and they will come
- ❖ Keep them on your website and ensure they take the correct action



- ❖ Measure your success and make necessary changes
- ❖ Evolve the strategy with your business and the market

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Thank You!



Make your website work for you

WEB HEADS UNITED | August 24, 2023



WELCOME!



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Robert Coxe

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Design LLC

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 laying crab pots. The more pots (posts) you write, the more crabs (users) you can catch. I am not calling your users crabs, but I think you get the idea.



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.

ChatGPT/AI

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.

Example and a Resource

- **Example**
 - **McMullen House Garden Shop**
- **Blogging Resource**
 - **Ryan Robinson (has a guide to blogging and free tools you can use). (<https://ryrob.com>)**

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

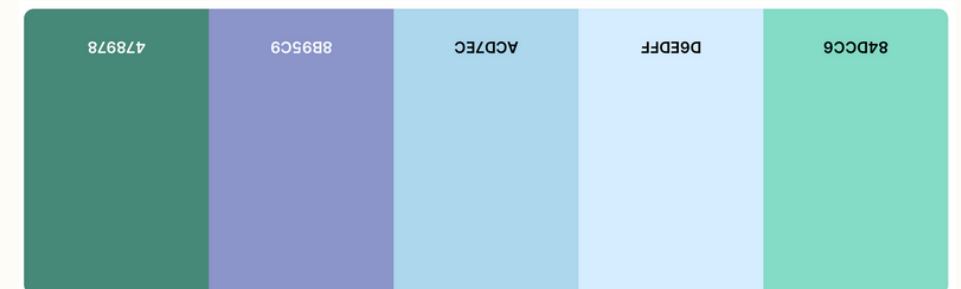


CALLS TO ACTION

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



HOME

ABOUT

WORK

BLOG

CONTACT

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!



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DO SOMETHING GOOD.

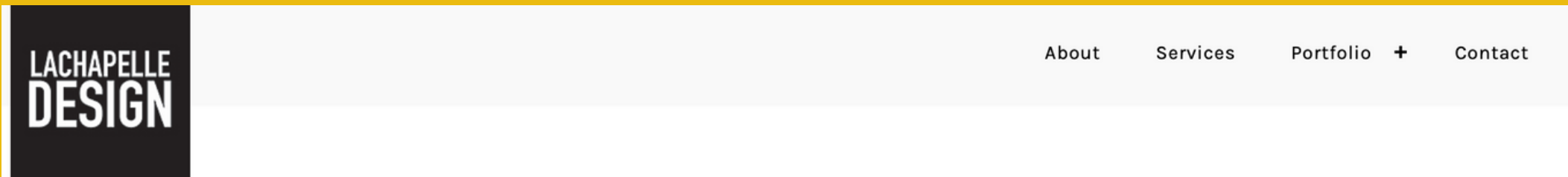
Navigation
// Home
// About

Social
// Blog
// Facebook



105-1010 Chico Street, Vancouver, British Columbia, V6C 2E8
// p. 604.765.8831 // a. hello@thsum.com

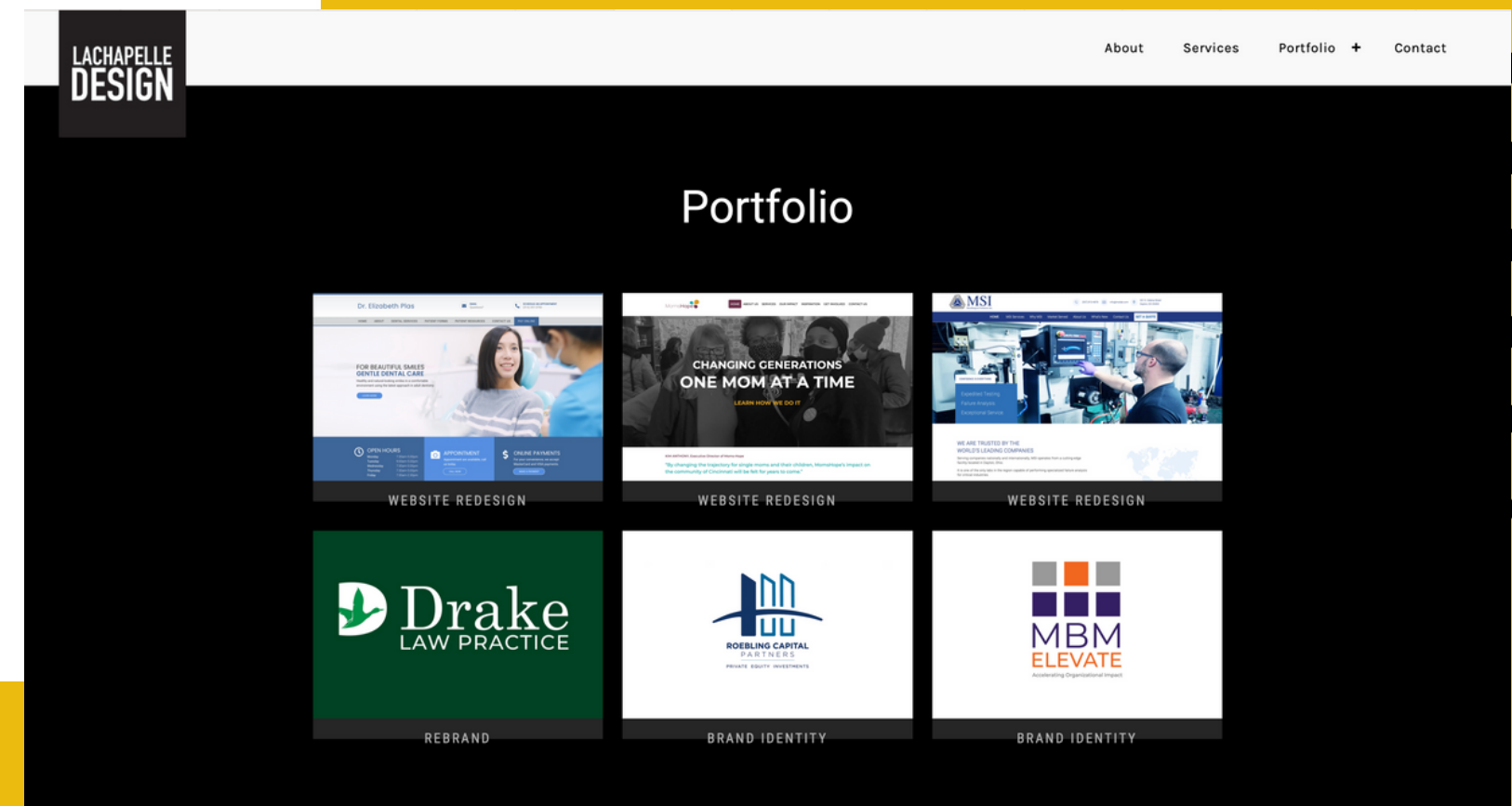
TRENDS - NO COLOR/SELECTIVE COLOR



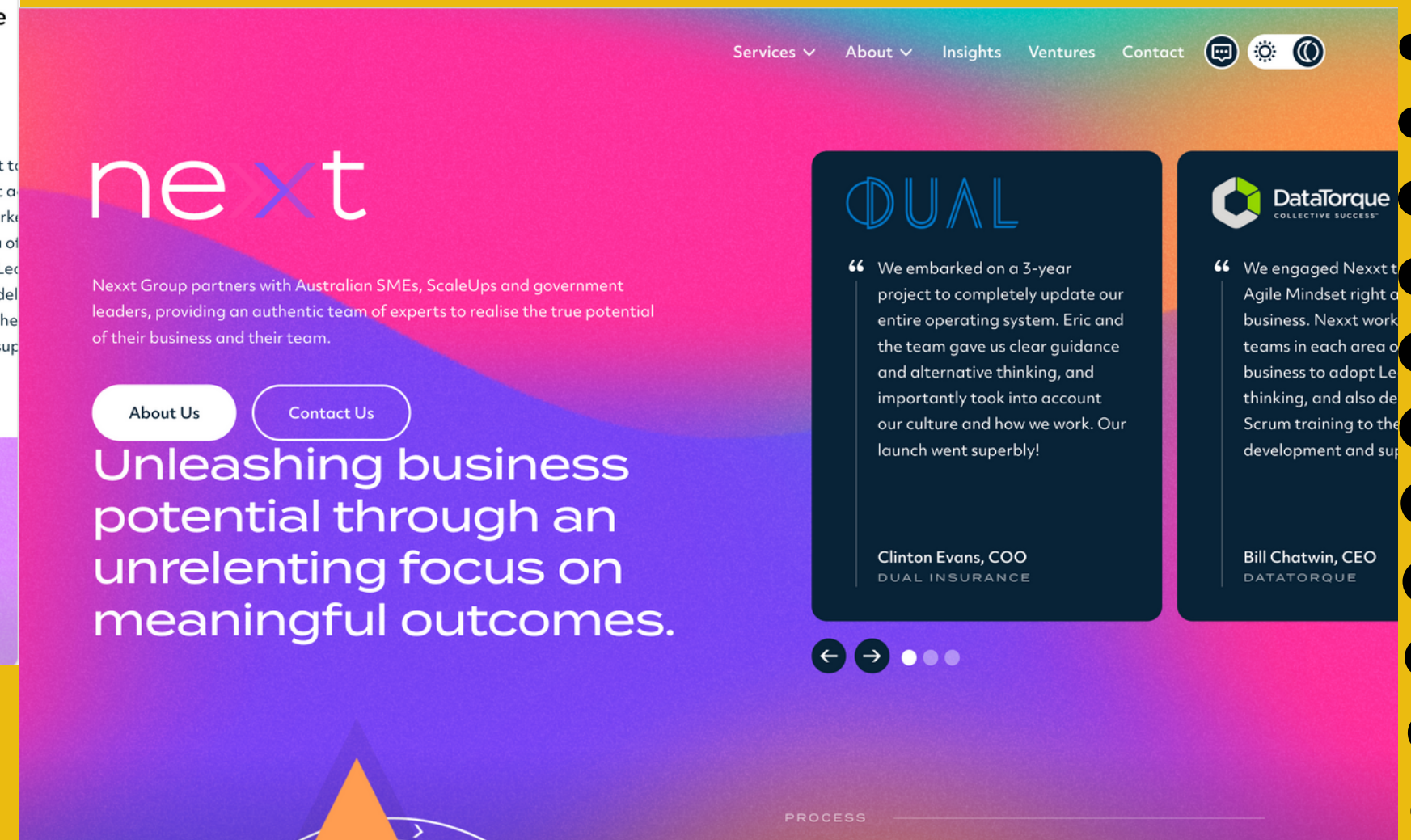
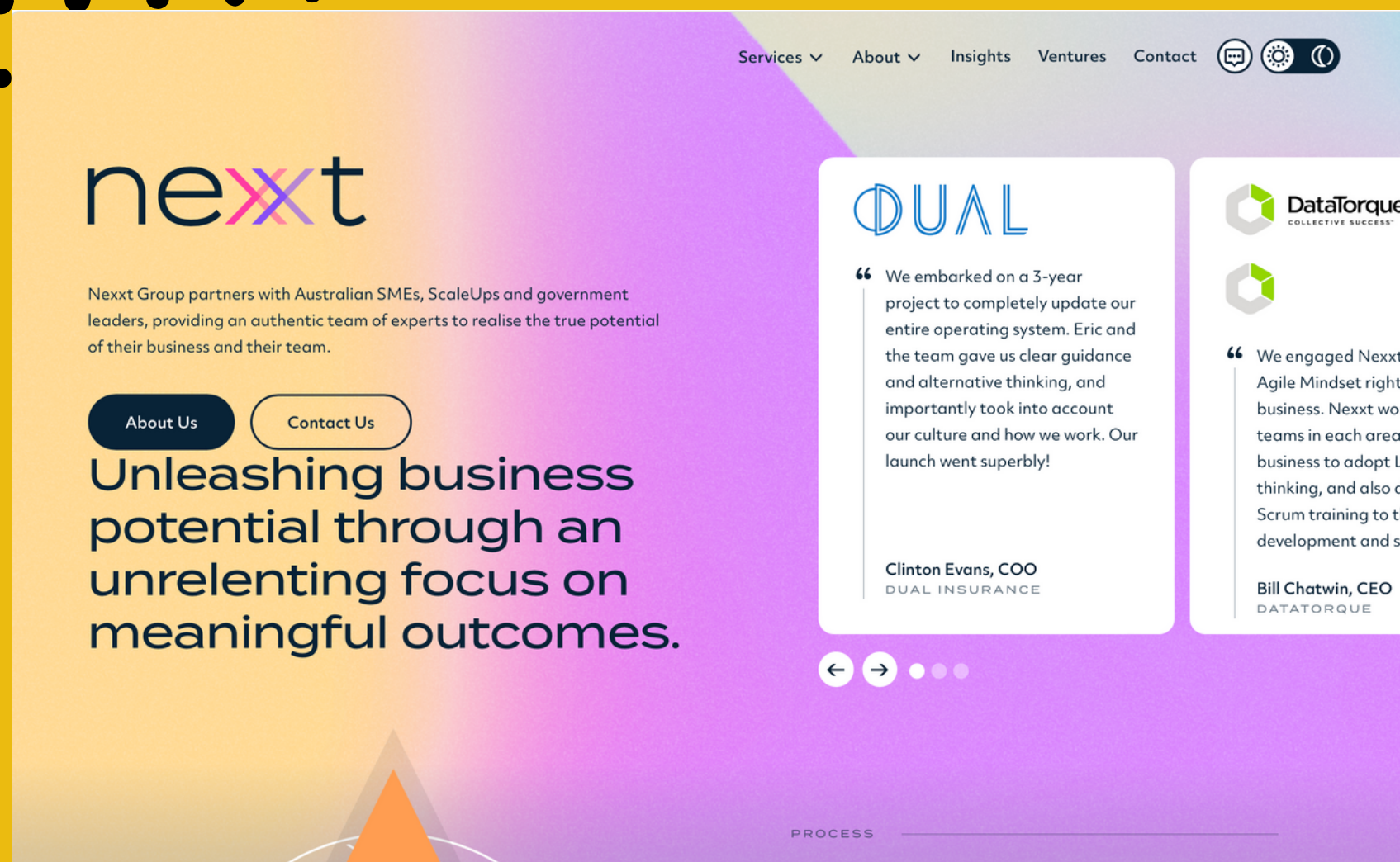
Optimize Your Brand

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



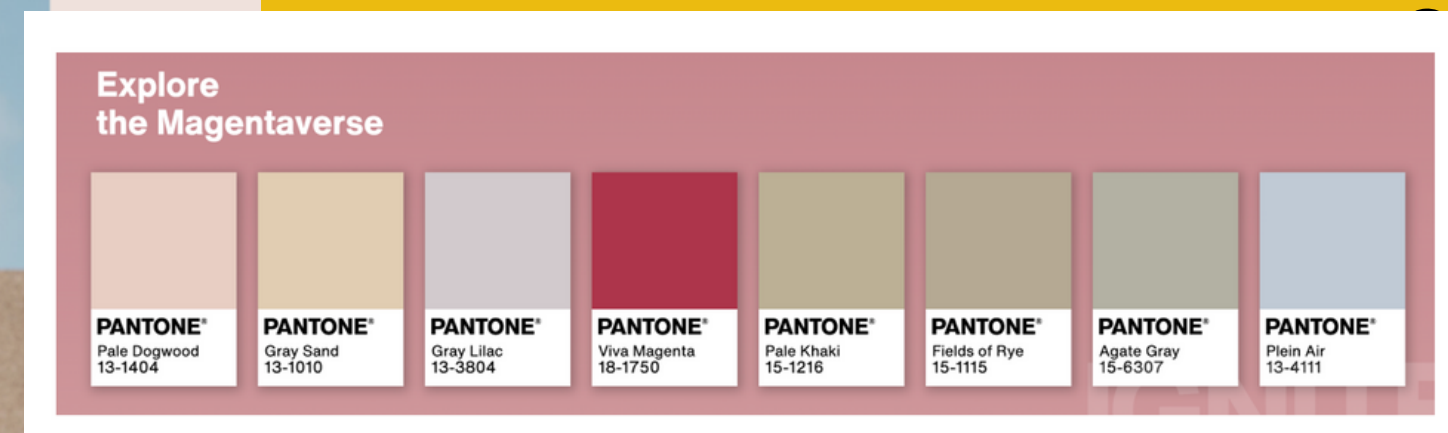
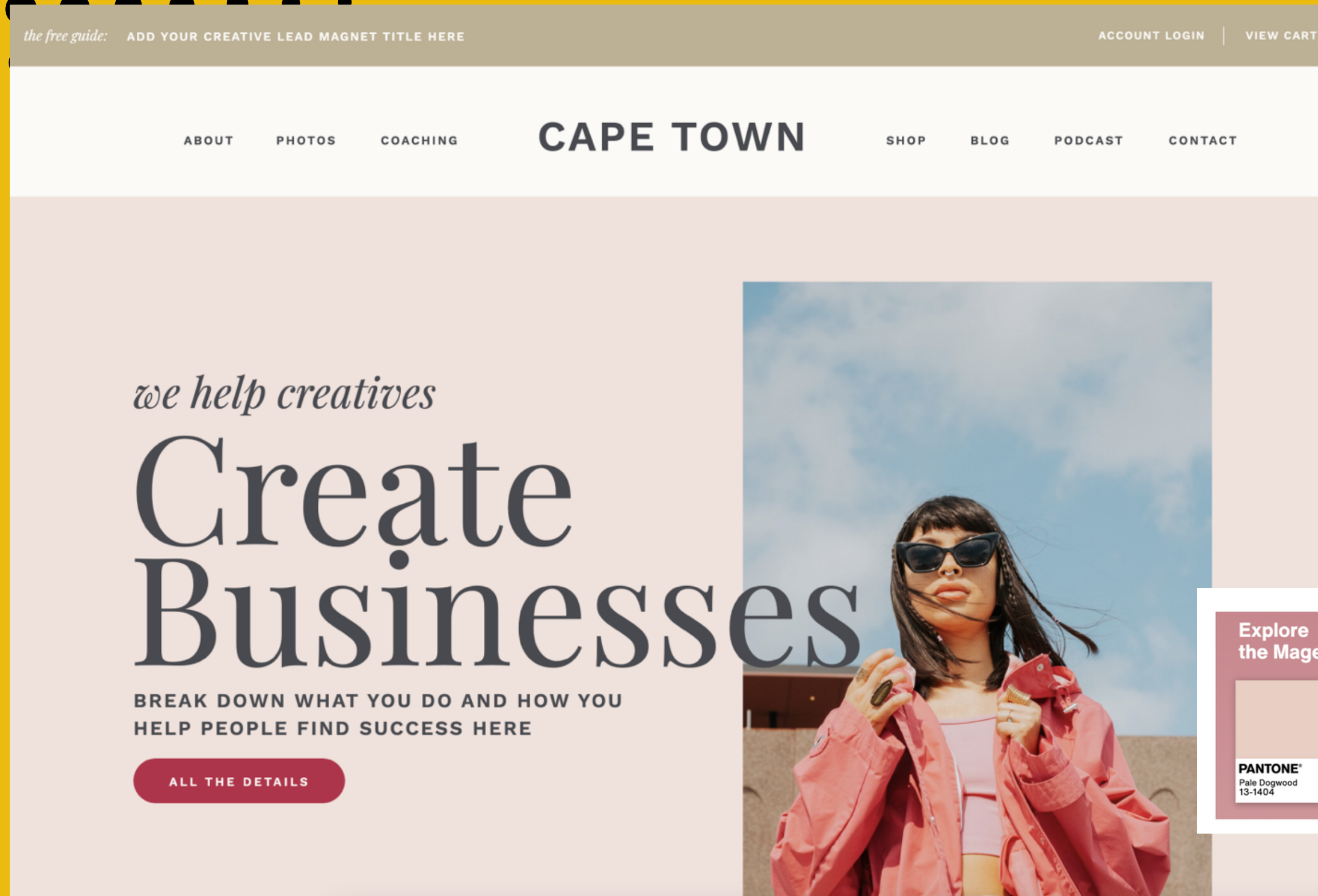
I support makers, build side projects, and ask a lot of questions.

[View my passion projects](#)

Talk to me about:

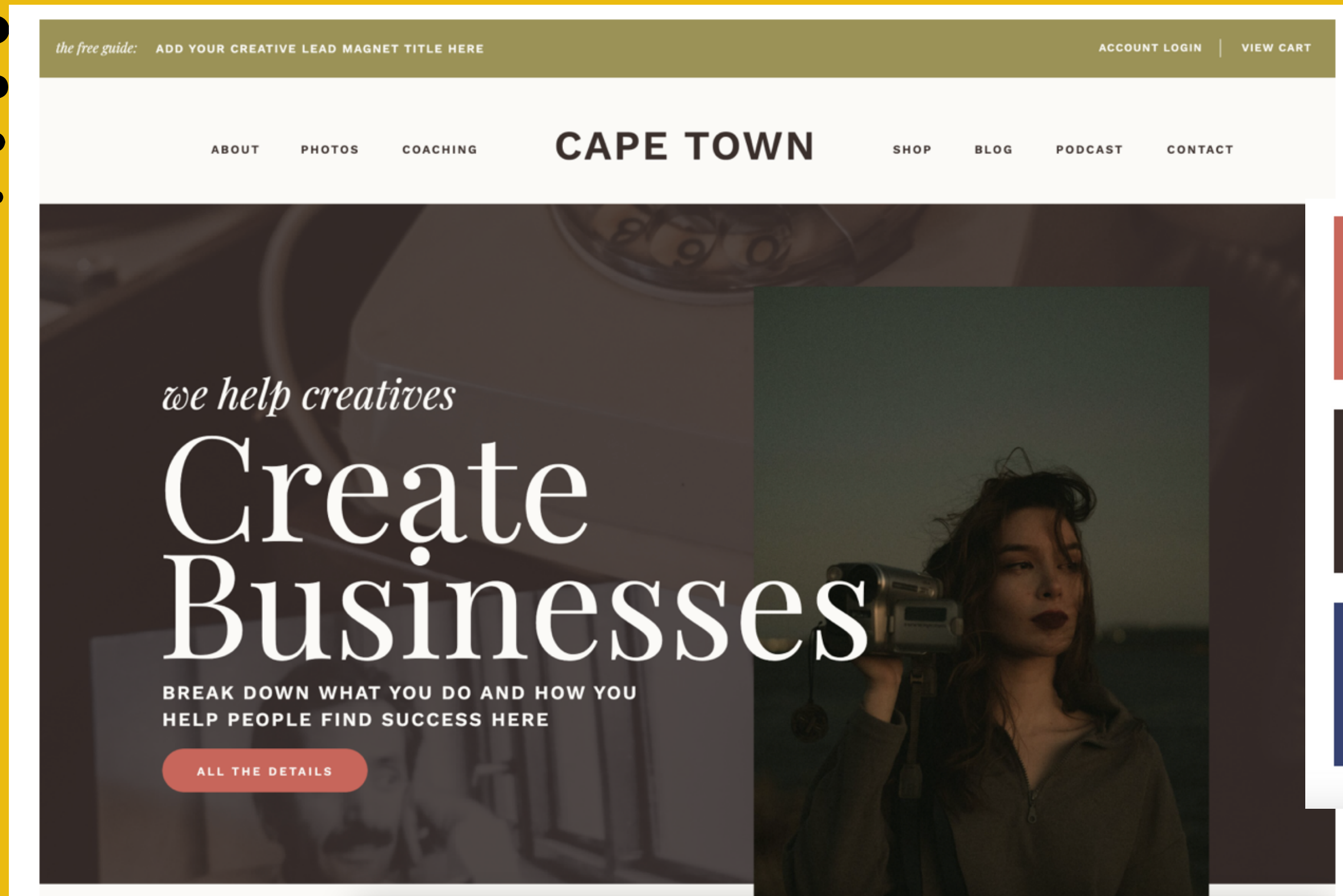
No-Code Projects Regenerative Design Adventure Travel Entrepreneurship

TRENDS - PANTONE COLOR OF 2023



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

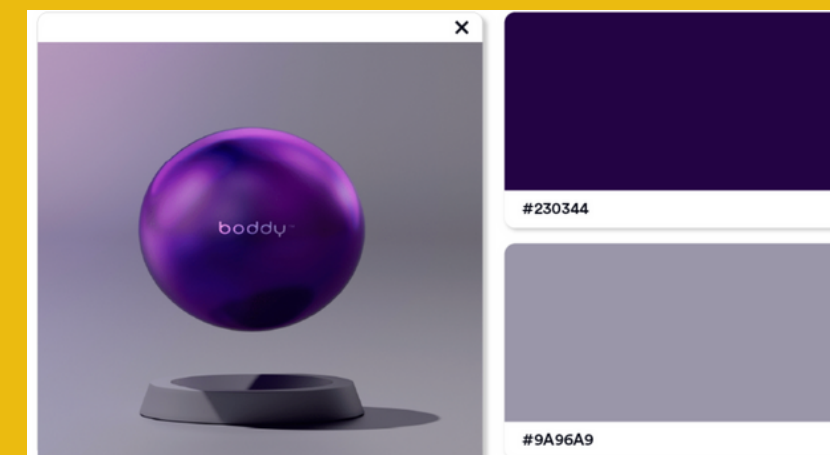
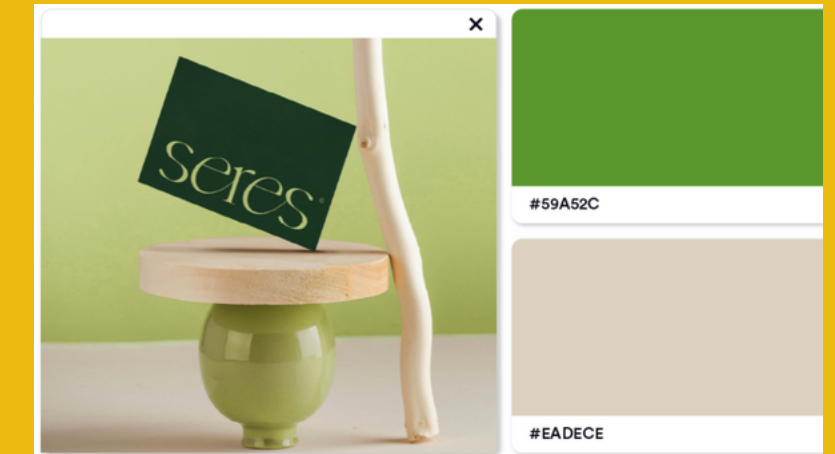
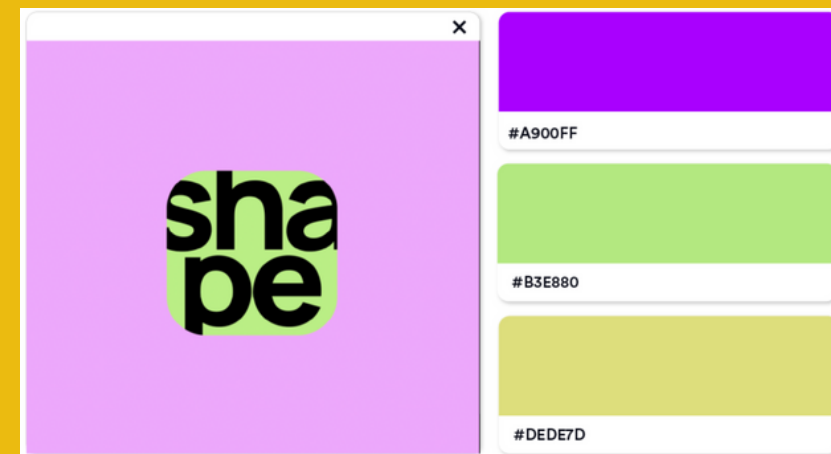
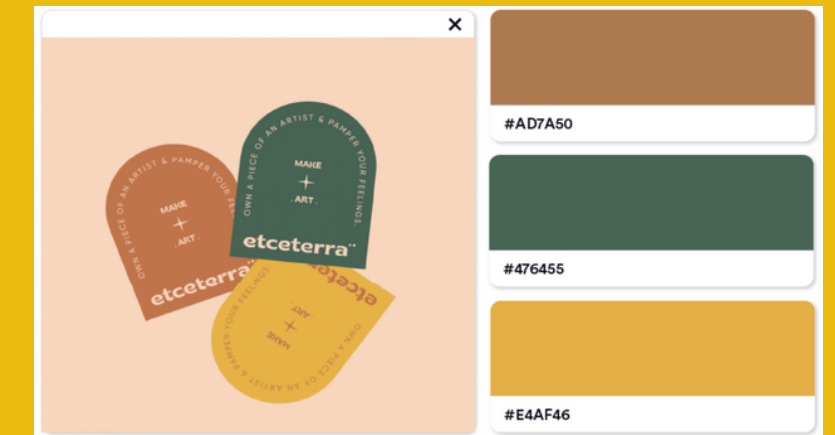
TRENDS - BENJAMIN MOORE 2023 COLOR



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.

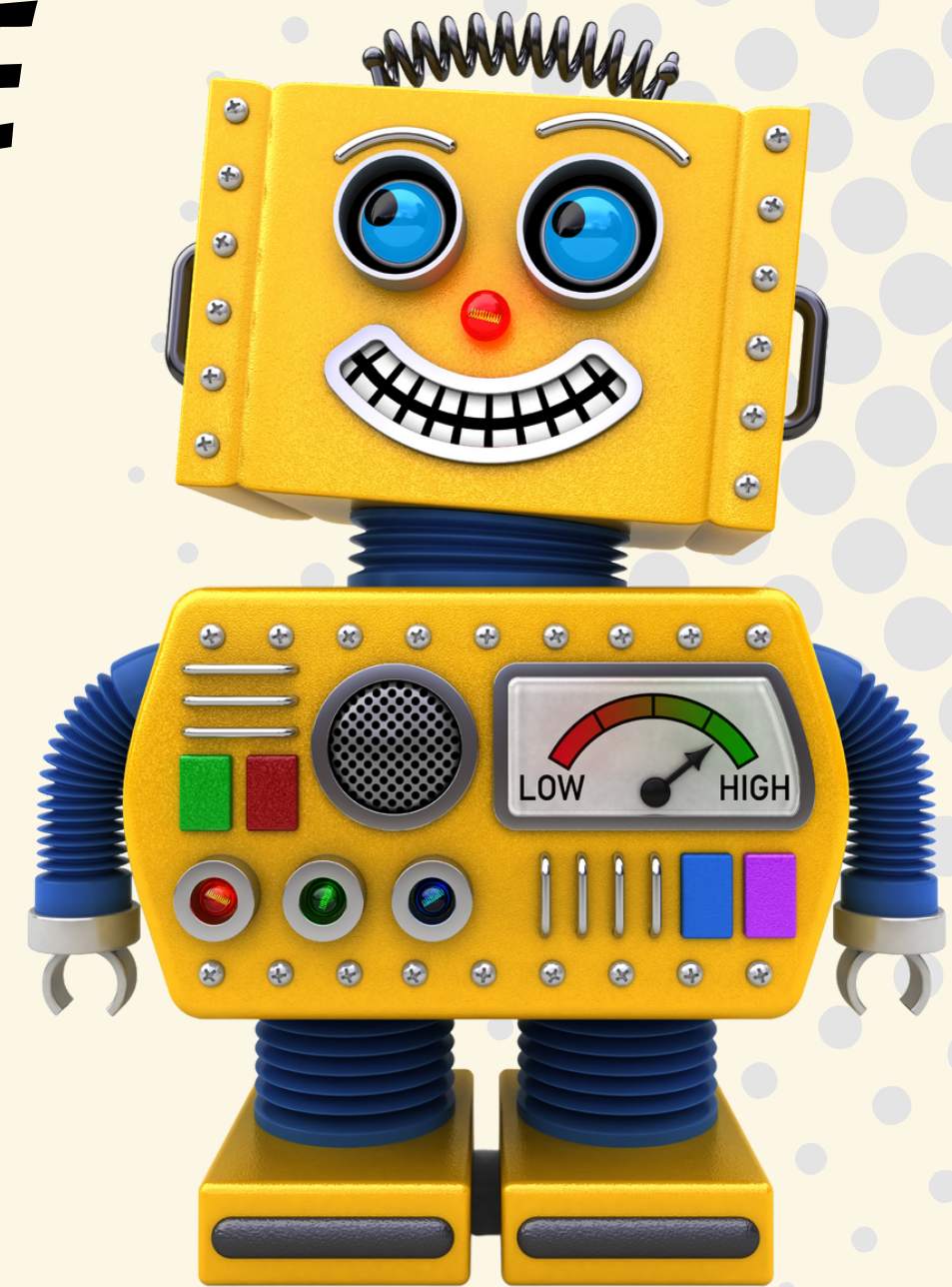


WPForms

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

Contact us



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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

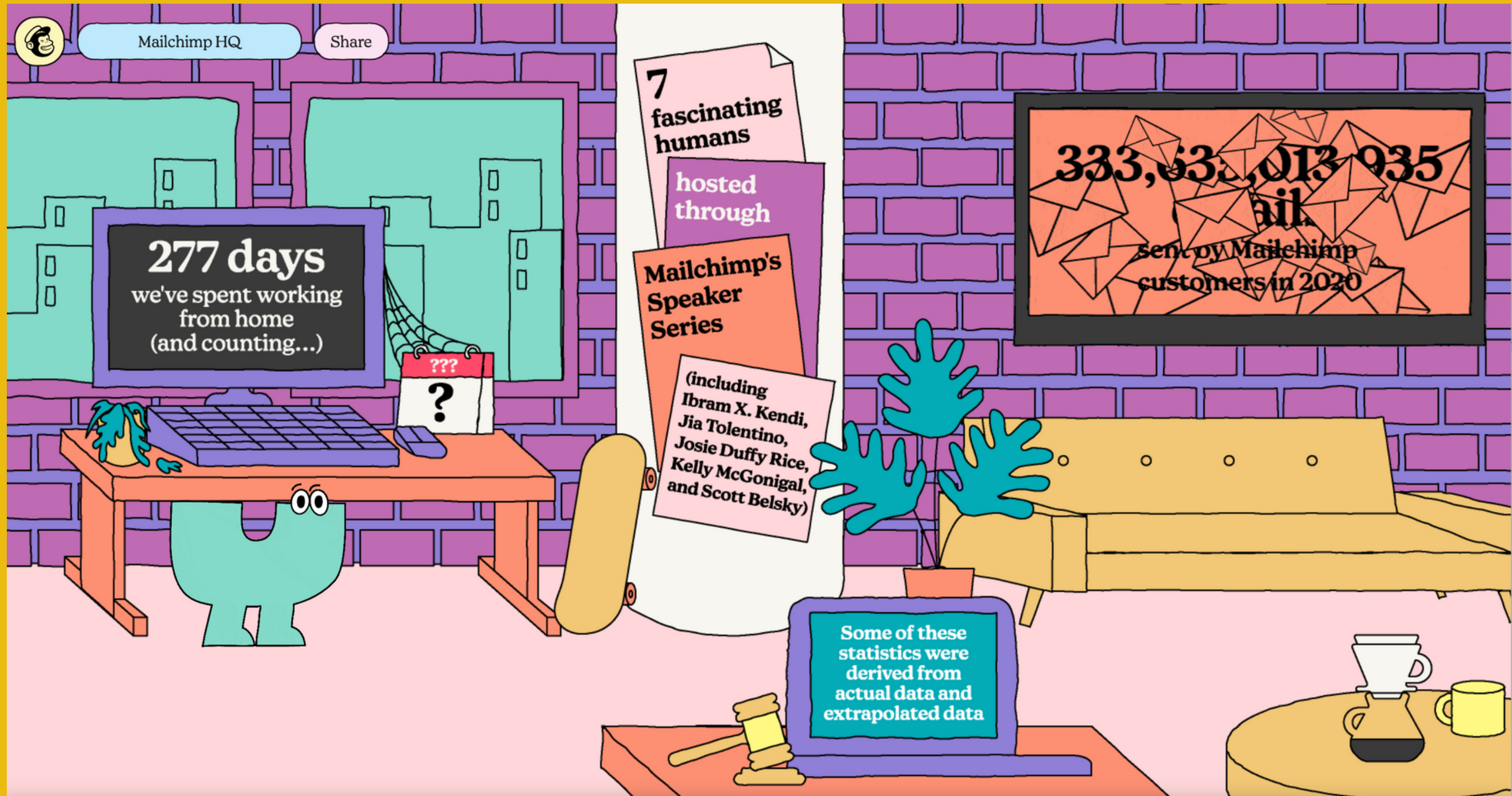
TL:DR

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

[Home](#) [About](#) [Team](#) [Featured Projects](#) [Contact](#)



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

[Request a customized quote](#)

HOW TO WRITE A CTA

HEYDAY

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.](#)

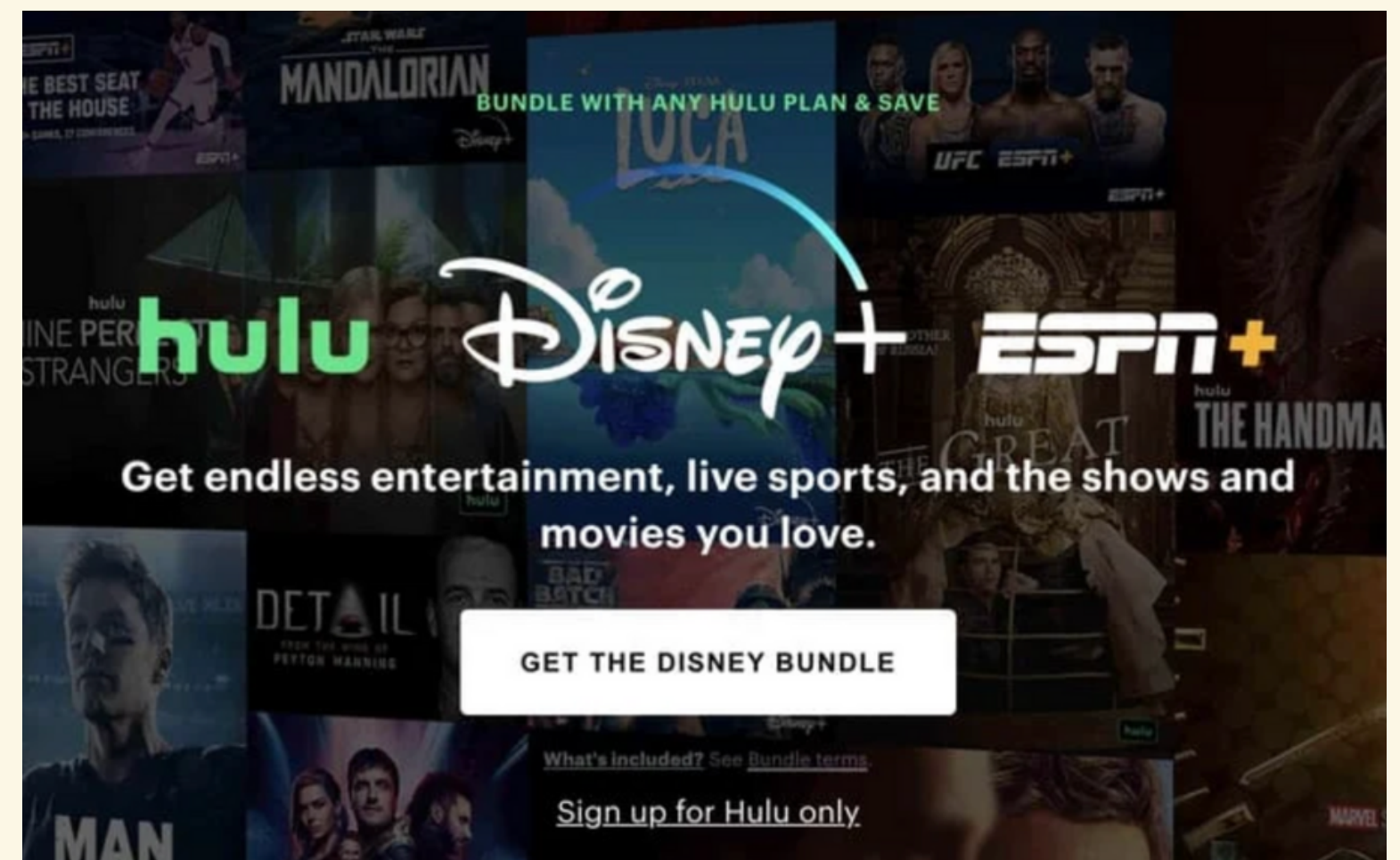
I agree to receive marketing text messages from

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

