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Fearless Online Branding for Everyone! We believe EVERYONE is entitled to a great online presence, and we're here to help. :-)

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| ABOUT TODAY'S WORKSHOP

1. Don't get overwhelmed by all the information.
2. Take notes, but don't feel like you have to get everything down on paper.
3. Save questions till the end.



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WHAT IS A BRAND?

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Is it your company name?

Is it your product or service?

Is it your logo?

Is it your brand colors?

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A brand is everything. Everything a customer sees, hears, experiences, feels.

So here's the thing: whether or not YOU actively take a role in creating a brand for your business, it's gonna happen.

Anytime someone interacts with your product or service, or anytime someone KNOWS anyone interacting with your product or service, your “brand” is being created in their mind. Good or bad.

So if you don't take an active role in SHAPING that brand, you are making a big mistake.

This includes **personal** brands.

“

"Branding is the art of differentiation...[it] is the way that consumers identify and experience a product, service, or person."

DAVID BRIER – well-known branding strategist





Have a good reputation with a name people know and respect.

Have plenty of new customers coming in...prospects who really understand the service or the product that you're offering (so they're not asking you about shoes when all you sell are sweaters).

Have solid relationships with repeat customers. Did you know that acquiring a new customer can be **25 times as expensive** as selling to a returning customer? And **returning customers (on average) spend 67% more money** than newly acquired ones. This isn't to say you shouldn't be focusing on acquiring new customers — a customer can't make their 2nd or 3rd purchase until they've made their first one — but you can't forget about your current customers.

Clearly stand out above your competitors, so you're not just in a "race to the bottom" for lowest price.

How do you get that??? By having a strong, well-established BRAND!

| BRAND & BRANDING...ARE THEY THE SAME?

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- BRAND is the perception of the company in the eyes of the world.
- BRANDING involves the marketing practice of actively shaping a distinctive brand.
- BRAND IDENTITY is the collection of all brand elements that the company creates to portray the right image of itself to the consumer.



10 KEY FACETS OF EVERY BRAND

01

BRAND IDENTITY

The FACE of your brand. The visual component (logo, typography, colors, images, etc.)



Coca-Cola

The New York Times

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1) **Brand identity** is the FACE of a brand. As we just discussed, a BRAND is an emotional and even philosophical concept, while brand identity is the VISUAL component of a brand that represents those larger ideas.

Brand identity includes logos, typography, colors, images, and it complements and reinforces the brand. Brand identity attracts new customers to a brand while making existing customers feel at home. It's both outward- and inward-facing.

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It could be the president of the company. Or someone else entirely.

Think of Insurance....BORING...so what do the big companies do? They develop a character that is relatable. **Flo from Progressive....or the Aflac duck.**

Often brands will develop human characteristics, because human properties bring a sense of attraction and loyalty.

Having an actual "face" is one way to do it.

10 KEY FACETS OF EVERY BRAND

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BRAND IDENTITY

The FACE of your brand. The visual component (logo, typography, colors, images, etc.)



02

BRAND IMAGE

The idea that people develop in their minds...WHAT THEY EXPECT from your brand.

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2) **Brand image** is the IDEA of the brand that people develop in their minds. It also dictates what they expect from the brand. For instance, Rolls Royce has the image of a luxury car maker. So, it cannot be making a budget car even if there is a market.

I IMAGE = WHAT DO PEOPLE EXPECT?

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IMAGINATION
CLEAN DESIGN
INNOVATIVE
INTUITIVE

10 KEY FACETS OF EVERY BRAND

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3) **Brand personality** is just like the personality of human beings.

It is certain **emotional or personal qualities** that we associate with a particular brand. For example we associate **Pepsi with “youthfulness”** ... when we think of **NIKE, we think INSPIRING.**



BRAND PERSONALITY

Wrangler
RUGGEDNESS



GIORGIO ARMANI
SOPHISTICATION

10 KEY FACETS OF EVERY BRAND

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4) **Brand Differentiation**...as the word suggests is **how a brand stands out in the crowd**.

For instance, **Dell Computers** was the very first company to let people choose their components and assemble their own computer system, which made them different from others who just sold ready-made machines.



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THE ART OF DIFFERENTIATION
WHAT MAKES YOU STAND OUT?

“Unable to find a real difference in the two, the customer will finally default to price.”
GIVE THEM A REASON TO CHOOSE YOU!

The infographic features a blue water drop icon in the center. The top right shows a hand reaching for a bottle on a shelf. The bottom left shows a row of various water bottles including brands like Aquina, WATER, FIJI, and Evian.

Take two identical bottles of water from two different brands. They're basically the same product. Unable to find a real difference in the two, the customer will finally default to price.

But say your water has minerals, or a special source, or Ph magic, then you're giving people a reason to choose you.

People need something to differentiate in order to make a choice.

Your brand differentiates you from your competitors.

SWOT ANALYSIS WORKSHEET



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First step is figuring out what makes you different or special.

SWOT Analysis Exercise - Strengths, Weaknesses, Opportunities, Threats

What makes SWOT particularly powerful is that, by looking at yourself and your competitors using the SWOT framework, you can start to **craft a strategy** that helps you **distinguish yourself from your competitors**, so that you can **compete** successfully in your market.



5) **Brand equity** is the value of a brand. It can include **tangible financial value** such as market share and revenue as well as **intangible aspects** such as strategic benefits of the brand.

6) **Brand experience** is a combination of everything that a customer goes through while purchasing and using that brand.

For example how does someone feel while ordering food and eating at **McDonalds**? How does the **staff** behave and how **fast do they deliver**? Of course, how did the food taste? Also, since it has many outlets all over the world, they are ALL expected to maintain uniform standards of experience.

7) **Brand communication** is the **message** it delivers through various sources like advertisements, brochures, social media. If your brand is going to grow, it **MUST** be able to **clearly communicate** its core benefits to the customers in a consistent voice.

8) **Brand positioning** is the way a product is placed in the market. It basically defines what segments of the market it is targeting.

For instance Virginia Slims is a cigarette targeted at women. Basic ingredients in all cigarettes are same, but this one was positioned to attract women by making it slimmer in size and making the packaging sleeker.

THIS IS KEY when it comes to Brand Positioning!!! **You have to learn WHO your customers are and HOW to engage them.** Building a successful brand starts with understanding one key element: **It's not about you.** The more you can identify your target audience and the deeper wants and needs they have, you can ensure that whatever you create (brand elements, messages, etc) will lead to a lasting customer relationships.

4 TYPES OF BRAND POSITIONING

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ARM
WRESTLING



BIG FISH /
SMALLER POND



REFRAME
THE MARKET



CHANGE
THE GAME



In this positioning style, you are trying to take on the market leader and beat them at their own game.

A classic example can be seen in Coke vs. Pepsi; two products that are very similar and have to constantly compare themselves against each other to try to gain market share.



BIG FISH, SMALLER POND

T · · **Mobile**®

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The idea behind this style is to focus on a smaller sub-segment of an existing market.

An example of this? T-Mobile Knowing they could no longer compete with the big names like AT&T, Verizon, Sprint, they created messaging aimed directly at customers biggest **pain points**: They target customers that are fed up with the big three!

- Offer alternative to big contracts.
- Pay early termination fees (ETFs) for its customers -- the biggest hurdle for people when switching carriers
- By allowing customers to bring in unlocked phones to switch to T-Mobile

This is called “creating a niche” for yourself...honing in on a small portion of a larger market.



This style of brand positioning reframes an existing market in brand new terms.

Before Tesla, the electric car market competed solely on battery life. Tesla entered the market and said “battery life is a given, I’m not even going to talk about it.” Instead, it highlighted the **style and experience** of its cars as its differentiator.

Apple approached the computer market in much the same way. Every good computer is going to have an adequate amount of storage and decent level of CPU speed, so Apple didn’t even bother talking about it. Instead the company highlighted and competed on **style and status**.

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This style is reserved for when there is no market category for what you do. You are the first of your kind and you get to invent your market!

Like UBER!

Just make SURE there is a NEED for your product or service before you opt for this, **AND** be prepared if it works, there WILL be copy-cats.

BONUS TOOL #2



When you get home, take the time to read thru and fill out this worksheet. It will help you determine your BRAND POSITIONING STATEMENT, which is essential. I've even included some well-known companies, so you can see some real world examples of how they did it.



9) **Brand Gap**....the gap should be SMALL.

10) **Brand extension**....ability to go beyond, and expand into new territories.

Think **Google**....they expanded from a simple search engine to include email, online document storage, mobile operating systems...etc.

Films expand into merchandise, like clothing, toys, etc.

Before jumping into designing a logo, writing a tagline and choosing colors, make sure you have a full understanding of **WHERE YOU FIT** within the market, and that you've thought through **your company's mission and brand promise**. These will serve as the cornerstones of your brand.

QUESTIONS TO HELP DEFINE YOUR BRAND

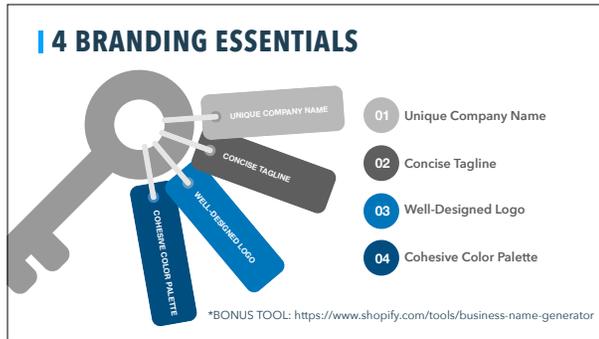


"The perception of the company in the eyes of the world."

- 1 Why did we start this business?
- 2 What are the beliefs and values that are important to us as a company?
- 3 What do we do better than anyone else?
- 4 What makes us special?
- 5 If we could describe our brand in three words, what would they be?
- 6 What are the three words we would want our customers to use to describe us?

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A few more questions you can ask yourself to help further define your brand and establish a strong foundation...



Unique Company Name

Secure .com domain address

Check to see if it's trademarked

GREAT ONLINE TOOL: [shopify.com/tools/business-name-generator](https://www.shopify.com/tools/business-name-generator)

Concise Tagline - can be a short phrase (“Got Milk?” “Just Do It” “Think Different”) or one sentence (“Fresh, hot pizza delivered in 30 minutes or less, guaranteed”).

Well-Designed Logo - Your logo is so important...it will be a HUGE part of your brand identity...this is not the place to save money and hire someone on Fivrr...do it right, hire a professional.

A great logo does the following:

- Clearly communicates who you are and what you value as a brand.
- Is visually appealing: simple, clean and uncluttered goes a long way.
- Is classic, not trendy: the last thing you want is for your logo to go out of style in 6 months.
- Makes a lasting impression on your audience.

Color Palette

Create a COLOR PALETTE and stick to it...

EVERYTHING that represents your company will use the same color palette.

In general, one signature color and up to three hues will make up your palette...sometimes an additional *complimentary* color.

THE COLOR / EMOTION CONNECTION

“Customers make buying decisions on an increasingly emotional level. It's no longer enough that a product or service simply does what we need it to, we also want it to make an EMOTIONAL connection.”



- **Red: Excitement, youthful, BOLD...** Popular choice for food & restaurants: *Frito-Lay, Kelloggs, Coco-Cola, Dairy Queen*
- **Orange: Cheerful, friendly, confident..** popular as a secondary color and for elements such as calls-to-action in website design because it is attention-grabbing: *Nickelodeon, Payless shoes, Harley Davidson*
- **Yellow: Optimism, clarity, warmth...** demands attention: *Best Buy, Hertz*
- **Green: Nature, growth, health...** popular option for brands that want to connect to the Earth or sustainability: *Animal Planet, Whole Foods, Tropicana, Starbucks*
- **Blue: Trust, dependable, strength...** the most popular “big” brand color in the world because of its association with trust and universal appeal: *Dell, Walmart, HP, AT&T, American Express*
- **Purple: Creativity, imagination, mystery...** least used brand color because meanings can be so mixed: *Syfy channel, Hallmark, Yahoo*

REMEMBER YOUR TARGET AUDIENCE!

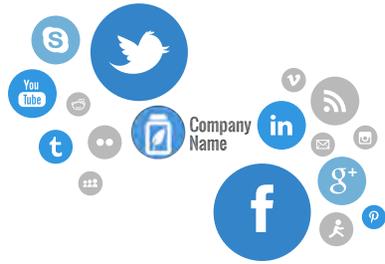
Though you, a passionate entrepreneur, may love the energy a splash of red puts into your logo, your **frazzled working mom target audience** may respond far more favorably to a **tranquil blue** or **subtle shade of green**.

| WHERE TO APPLY YOUR BRANDING

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YOUR SOCIAL MEDIA CHANNELS



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All of your social media profile photos should match. Include elements of your branding on every image whenever possible (i.e., include a watermark of your logo).

Message should be consistent...

EMAIL SIGNATURE

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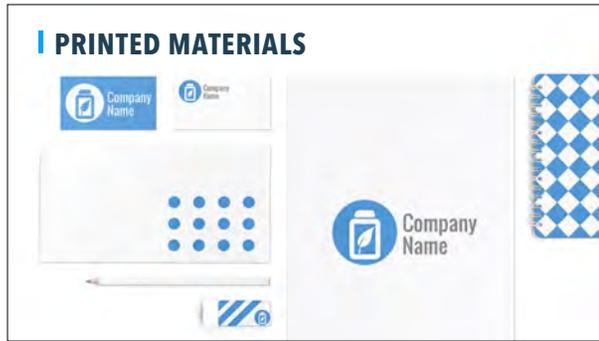
Secure a business email address that is NOT just a free gmail or yahoo or *whatever* address. It's more professional. Potential customers are far more likely to do business with a company that uses a business email address than those that don't.

If you decide to send out a newsletter, or discount offer to your email list using Mail Chimp (which can be free to use and I highly recommend it), you are FAR more likely to get marked as SPAM in people's inboxes if you use a free service like yahoo or gmail.

Check out G Suite by Google Cloud for your business email...

- As low as \$5 per month
- Unlimited alias addresses
- Full control
- Double the storage
- Company branded interface
- And more...

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Business cards, brochures, advertisements, flyers, giveaway items, signs in your store, etc.... Everything you print should include your branding and it all should MATCH!!!



WHERE TO PRINT LOCALLY?



159 North Gibson Rd. Henderson, NV 89014
(702) 792-3396



| YOU MUST HAVE A WEBSITE TO COMPETE!

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You have a couple of different options. You can do it yourself with the help of one of the many CMS or Drag & Drop platforms.

I have worked with all of them, and there are pluses & minuses to each. It depends on your type of business, your particular needs, your tech know-how, and your patience level.

PIECE OF ADVICE: If choose to do it yourself, and you are not a designer, just pick one of the professional templates from the options they give you, and try not to **mess with it!**

I can't tell you how many websites I've been hired to completely REDO because someone thought they could go in and customize it themselves and ended up with a huge, ugly mess on their hands.

There are companies, like ours, that will take a template from a platform like one of these and COMPLETELY customize it for you (meaning, go in the back end and make LOOK like a completely custom site...utilizing your branding, including only the functionality you need, custom widgets, etc.) **at a much lower cost** than hiring a developer to build a website from 100% scratch code.

And the benefit is that it's easy & quick for YOU to update in the future, if you choose to do that part of it yourself. But leave those type of customizations to the designers. If you're gonna do it yourself, keep it simple and stick to the template they give you.

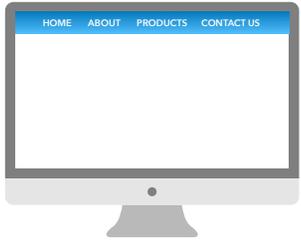


And if you DO decide to hire someone, here are a few KEY THINGS you want to LOOK FOR IN A DESIGNER:

You want someone who:

1. Asks the right questions.
2. Is interested in your thoughts, but is not a “yes man.” Confident, but not condescending.
3. Knows the importance of brand identity and prioritizing a good user-experience.
4. Makes it easy for you to update info and make simple changes to the website in the future, either by teaching you how to do it yourself, or doing it *for* you (you email the updates, they get it done quickly...usually within 48 hours).
5. Professional: they have a website, a portfolio, reasonable contract with clear payment terms, etc. **They must communicate well** and get back to you in a timely manner.

NAVIGATION MUST BE EASY FOR VISITOR!



- HORIZONTAL NAVIGATION
- FIXED NAVIGATION
- VERTICAL NAVIGATION
- HAMBURGER MENU
- SLIDE-IN/OUT MENU
- FAT FOOTER
- FULL-SCREEN NAVIGATION
- LANDING / ONE-PAGE SCROLL

One major difference between an average website design and an effective website design is how EASY the website is to navigate. Users need to find their way around the site and EASILY understand what the most important elements are in the hierarchy of design.

MAIN NAVIGATION...there are several types.

Trend Tip:

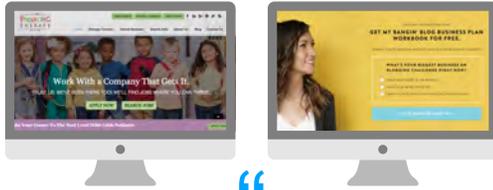
Scrolling websites are BACK, in a big way for 2019... Due to the abundance of mobile phone usage, people have become accustomed to scrolling. The above-the-fold versus the no fold debate, which always said that a website's most important content should be contained above the fold simply does not hold water any more.

As long as the content on the page holds promise of good things to come, they are finding that users will gladly keep scrolling, as long as the content is relevant to their needs.

That being said, do NOT just try to cram everything onto your homepage. All that's gonna do is slow down your website and feel overwhelming for the visitor.

The best way to take advantage of a one-page scroll if you have a lot of information to share, is to do a combination of both. Have your navigation menu, with other pages, but take advantage of the scroll by also including a highlight of each page as you scroll down, with a button or image for people to click if they want to find out more (they click, it takes them directly to that page, without them having to go back to the top navigation). That way you are giving EVERY user the same opportunity to enjoy your website (younger folks who LOVE to scroll, as well as those who don't like, or don't find it easy on their particular computer).

USE POWERFUL HEADLINES



Most website visitors will read the HEADLINE even if they read NOTHING else on the site.
Make it count!

Keep headlines **short, clear** and with a direct message.

Tell users **why your product or service is different** than other available options. Like this....

Keep the headline simple and use **common language**.

Don't use vague statements or **make users guess** what you are trying to say.

Don't go overboard and try to list everything at once...one or two features is PLENTY.



Did you know that 90% of information transmitted to the brain is visual?

All images on your site need to be **visually appealing!** From your header image, to the images you use to break up text...your icons, product images, images of your team.

My first recommendation would be to hire a GREAT photographer!! It's worth the money.

If you're not ready to do this, or you can't do this, let me give you some advice...

Do NOT simply search Google for images and just take what you want to use. Not only will you end up with images 100 other people have used on their sites (that's why they show up in the search), but you can get yourself into a lot of trouble.

But don't fear. There are actually MANY places you can get inexpensive and even FREE stock photography nowadays.

Many of these photographs are free from copyright restrictions or licensed under **creative commons public domain** dedication. This means you can copy, modify, & distribute the work, even for commercial purposes, all without asking permission. However, some photos may require attribution (meaning you have to give the photographer credit *somewhere* on your site) so be sure to check.



VIDEO HEADERS is a trend that started a couple of years ago and is not going away.

SIMPLE, subtle background video, not overwhelming, with **POWERFUL HEADER TEXT** on top is a great way to catch people's attention.

Cinemagraphs are great! Simple **micro-movement animation** (a term you will hear often in the coming year).

YOUR ABOUT PAGE: TELL YOUR STORY

1. Write conversationally
2. Keep it short
3. Make it visual
4. Include contact info
5. Stick to "About Us"



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Your about page...this is where you tell your story!!

People connect to people.

Tell your personal story (relevant info, your education or your experience) and include your WHY and what makes you (or your business) different or SPECIAL (what problem do you solve).

The style you adopt will depend on your company, but make an effort to write in a way that makes your content, and your site, feel **accessible and friendly**

Break up the text if there is a lot of it.

Include REAL photos!!! Possibly include a visual timeline. You can do a video, but be sure to include text as well (not everyone likes video, or will be in a place where they can have the sound on.)

INCLUDE CONTACT INFO somewhere on the page

Don't name your about page some obscure name like, Our Ethos, or The Journey. People are looking for an About Us page, so give them one. Come up with a name that is too vague and people may miss you completely.



A call to action (CTA) is any element on your site that asks people to do something specific.

Why do you need CTAs?

People start a business and ultimately create a website, with a specific goal in mind. You may want people to **learn about & buy your product or service**, sign up for an **email list**, take part in your **event**, or **contact you** for more information...or maybe a **combination** of all these things. In all of these scenarios, you want to encourage visitors to take the plunge...

And your CTAs need to be **well designed** and **carefully placed** if they're going to be effective at prompting the desired response.

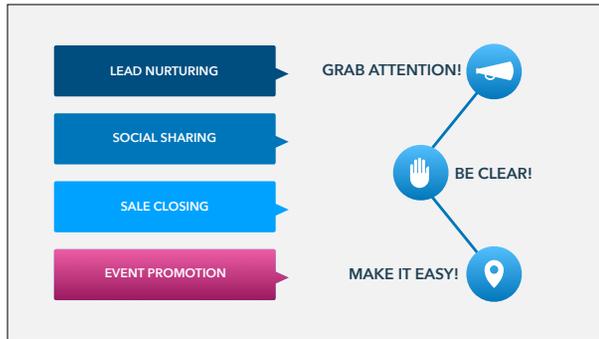
Here are a few examples:

Lead generation: "Give me your email address and I'll give you something in return...could be a **coupon** for service, could be an **ebook** that you wrote, could be a **subscription to a monthly newsletter**..."

Forms: "Fill out this FORM and I'll give you something in return (like, an answer to your question...a call to give you a quote...etc)."

Read more: "Click here to find out more."

Product or service discovery: "Learn more about what we do by clicking here."



Lead nurturing: “You’re already interested, but I’m going to sweeten the deal with this offer.”

Social sharing: “Like this content? Share it with your friends!”

Sale closing: “Buy now!”

Event promotion: “Register here.”

Which CTA you use depends on what you’re going for. It’s totally fine to mix and match CTAs on your website to help maximize your impact, but be careful not to overwhelm. Given too many choices, people will often choose nothing.

NOTE: Great place for your SPLASH OF COLOR (maybe one of the brighter complimentary colors from your color palette) and Micro-animations (when you hover over the button, maybe it grows, jiggles, or changes color).

All of them should have a few things in common:

- **Grab attention.** Getting your users to take action is one of the most important functions on your website. Make sure your message is easy to spot, and will immediately grab the eyes of your visitors.
- **Be clear.** If your audience is scratching their head as to what you want them to do, your CTA will fail.
- **Make it easy.** Don’t make your audience jump through hoops and click a button, fill out thirty forms, respond to an email and give you their firstborn child in order to successfully complete your CTA. The more steps, the more people you’ll lose.

INCLUDE REVIEWS OR TESTIMONIALS



HOW TO GET REVIEWS:

1. REVIEWS FROM FACEBOOK
2. LINKEDIN RECOMMENDATIONS
3. GOOGLE ALERTS & SOCIAL MENTION
4. REQUEST POST-PURCHASE
5. ASK YOUR PAST CUSTOMERS

TOP TIPS:

1. TIMING IS EVERYTHING
2. REWARD THEM
3. GUIDE THEM
4. MAKE IT EASY
5. MAKE IT MOBILE

A recent ZenDesk research report noted that 88% of customers have been influenced by an online customer review when making a buying decision.

Rewards: Zappos hands out 100 points or about \$10 credit to those who write a review. Offer incentives to gather reviews - especially at the start. **IMPORTANT:** I'm not saying to pay for a review. You want reviews to be authentic and from people who really purchased and used the product from your store. Consider offering points in your customer loyalty program or entries in a quarterly drawing.

A few **GUIDED QUESTIONS** can do wonders when asking for a review. If you are sending a post-purchase (or post service) survey, and you want longer answers, give a 2-point review worded something like this, "Please review your purchase and:

1. Tell shoppers why you bought the product
2. Did it do what you wanted and would you shop with us again?"

MAKE IT EASY: Create a simple form where you can send them a link. **Typeform.com** (what we used for the online questionnaire) or just a hidden page on your website with a set of questions.

Your text and surveys must be **responsive** so they adapt to different size screens, like MOBILE phones. Designing mobile first makes all the difference in getting customers to respond.

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Badges lend credibility. One or two well-placed, authentic badges go a long way.

ALSO, if you've won any awards relating to your business, put those on there as well.

AGAIN, people are visual. They may not READ it in your bio, but if they see a visual of your award, they are much more likely to notice & remember it.

MAKE SURE YOUR N.A.P. IS EASY TO FIND



1. About Page
2. Contact Page
3. In the Footer
(so it's at the bottom of every page)

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This seems like it should be a no-brainer, but you'd be surprised how many websites I visit where I have to SEARCH for the address or phone number of the company. Please DO NOT do that to your potential customers.

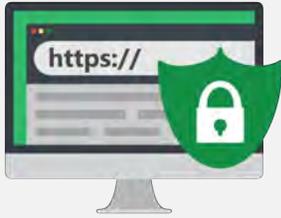
A few places you can add your N.A.P....

- About Page
- Contact Page
- In The Footer

PLEASE...make it easy for your customers to find your contact information.

GET AN SSL CERTIFICATE

1. WHAT IS IT?
2. HOW DO I KNOW IF IT'S INSTALLED ON MY WEBSITE?



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1. What is an SSL Certificate?

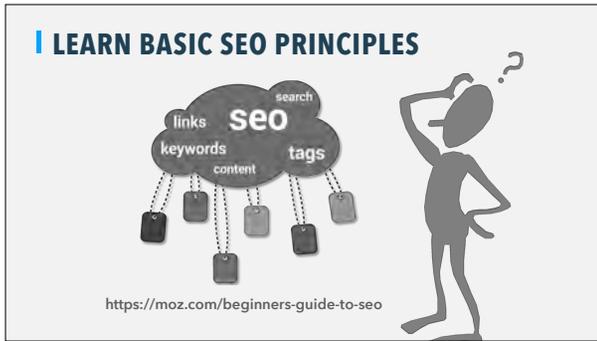
It's basically your electronic passport to security!

Security certificate is used to encrypt information on the web...it used to ONLY be standard practice for someone actually selling a product directly on their website and requiring credit card information.

As of July 1 of this past year, Google has decided that EVERYONE needs a current SSL certificate...and if you don't have one, you'll basically be labeled "not secure."

So it is NON-negotiable. Users have come to recognize that simple lock icon as an insurance policy of sorts that a website is safe, which is really important when entering credit card information or ANY personal information (like, signing up with an email address, or creating an account with a password).

2) How do I know it's installed?? When you view your web address in your browser, you will see either an "http" or "https" before the URL. HTTPS stands for Hyper Text Transfer Protocol Secure. If the website has an SSL certificate installed you will see the https before the URL. In Chrome and Safari, you'll also see a little lock symbol. If see a circle with an "i" in it, SSL is NOT installed.



You need to know at least a few of the **BASICS** of SEO.

What does SEO stand for? Search Engine Optimization.

If you want a great beginners guide to SEO, check out the following link when you have some time: moz.com/beginners-guide-to-seo

There are some minimum things you can do to help your rankings...some we already talked about, like:

1. Make your website user-friendly by minimizing the number of clicks it takes the user to get where they want to be.
2. Invest in professional photos of your product(s) & be sure to tag, or rename, your photos for SEO...Google can't find your image if it's named photo #1 or image_58698...
3. Make sure people can easily contact you from your website.
4. Tell your brand story in an authentic, compelling way (to keep them engaged) and update your site frequently to give people a reason to come back again and again. That will help you attract a loyal following and your visitor count rising.

BUT there are also some “behind the scenes” things you can easily do...

CLAIM & UPDATE YOUR LOCAL LISTINGS



SAMPLE SEARCH: -site:geekgirlsinvegas.com "geek girls in vegas"

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This means **claiming and taking control** of your business's local listings on places like Google My Business, Bing Places, Yahoo Small Business...which are FREE! But you have to start by claiming them. Once you have access, take the time to complete ALL of the necessary information for each listing (hours, phone number, website, social pages, business category, etc, etc.).

As a minimum, make sure your business N.A.P. (name, address, phone number) is updated across the web. It's an important signal when it comes to local business, and it HAS to be accurate and consistent everywhere on the web. There are so many FREE local listings you can be listed on...you just have to take the time to do it.

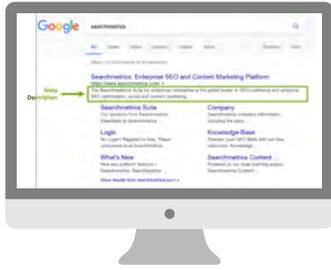
In particular, you gotta have a **Facebook** business page, and no matter how you feel about YELP, you need to claim your page on **Yelp** (if you've been in business for a while, chances are you're already listed there...and claiming your page is the only way you can respond to positive and negative reviews, delete photos others have uploaded).

Helpful Tip: You can find where on the web your business is already mentioned by typing in: -site:yoursite.com "yourbusiness" in Google. For example, this would look like: **-site:geekgirlsinvegas.com "geek girls in vegas"** if you were searching for *my* business

You are basically telling Google to crawl the web and search all pages (except for your website) where you are listed or talked about so you can see if the information about your business is correct. If it's not, reach out to the site to get it updated.

WHAT IS A META DESCRIPTION?

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Another thing you can do “behind the scenes” is make sure your META DESCRIPTION is complete & up to date.

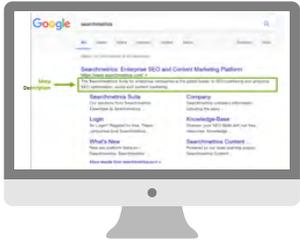
This is basically what it looks like on Google (image above)

It is a “**short description of a website page's content.**”

It’s that little snippet of text displayed beneath a listing in the search results. It’s what people see when they search. It kinda serves as a bit of FREE **advertising copy**, drawing readers to your site from the search results. It is an extremely important part of search marketing.

In the absence of **meta descriptions** (meaning, if YOU don’t write one), search engines will create a little snippet from other elements on the page. Which isn’t horrible...but for most of you, it’s not necessarily the best way. Just as we talked about with creating your brand, YOU want to be in the driver’s seat as much as possible when it comes to your business. THIS is something you actually have control over.

WHAT IS A META DESCRIPTION?



1. Readable, compelling description.
2. Include *keywords* (also included in your website).
3. Around 160 characters.

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- You need to craft a **readable, compelling description** ... again, remember, this is like an advertisement for you.
- You should use important **keywords** (words that are also found on your website)
- And, finally, while meta descriptions *can* be any length, search engines will usually cut snippets longer than **160 characters**, so it's generally wise to stay within in these limits.

YOUR WEBSITE MUST BE RESPONSIVE



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Your website **MUST** be responsive!! This means your website is designed to automatically detect the type of device you are viewing from (widescreen desktop, smaller laptop, iPad, mobile phone) and then automatically orient & change the layout, the size of text, etc accordingly.

In 2016, mobile web use surpassed desktop for the first time in history!!

On March 26th, 2018, Google officially announced that they would be using “mobile first indexing” from now on. Meaning, they are going to be indexing or RANKING sites based on their mobile version, rather than their desktop version, first. SO, you need to make sure that your website looks and WORKS just as well on an iPhone (from a tiny iPhone 5 to the BIG 10sMAX phones) as it does on a desktop if you want your users to have a good experience and for Google to find you. Don’t get me wrong, beautiful desktop sites are still important, but not at the expense of your potential customer’s mobile website experience.

INCLUDE "ACTIVE" SOCIAL MEDIA LINKS

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- ▶ At the top of every page
- ▶ Side Bar
- ▶ Contact Page
- ▶ About Us
- ▶ In the Footer

Be sure to include your active social media links. When I say “active,” I mean only those that are actually active. If you haven’t posted on Twitter since the day you created your account 3 years ago, please don’t include it!

That being said, I ABSOLUTELY encourage to find 1 or 2 social platforms that you can connect with...whether it be Instagram, Facebook, LinkedIn, YouTube...get yourself on them, and get yourself active on them. And then make sure those social media button/links are EASILY FINDABLE and CLICKABLE on your website.



Need more help? Got questions?

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We believe EVERYONE is entitled to a great online presence, and we're here to help. :-)