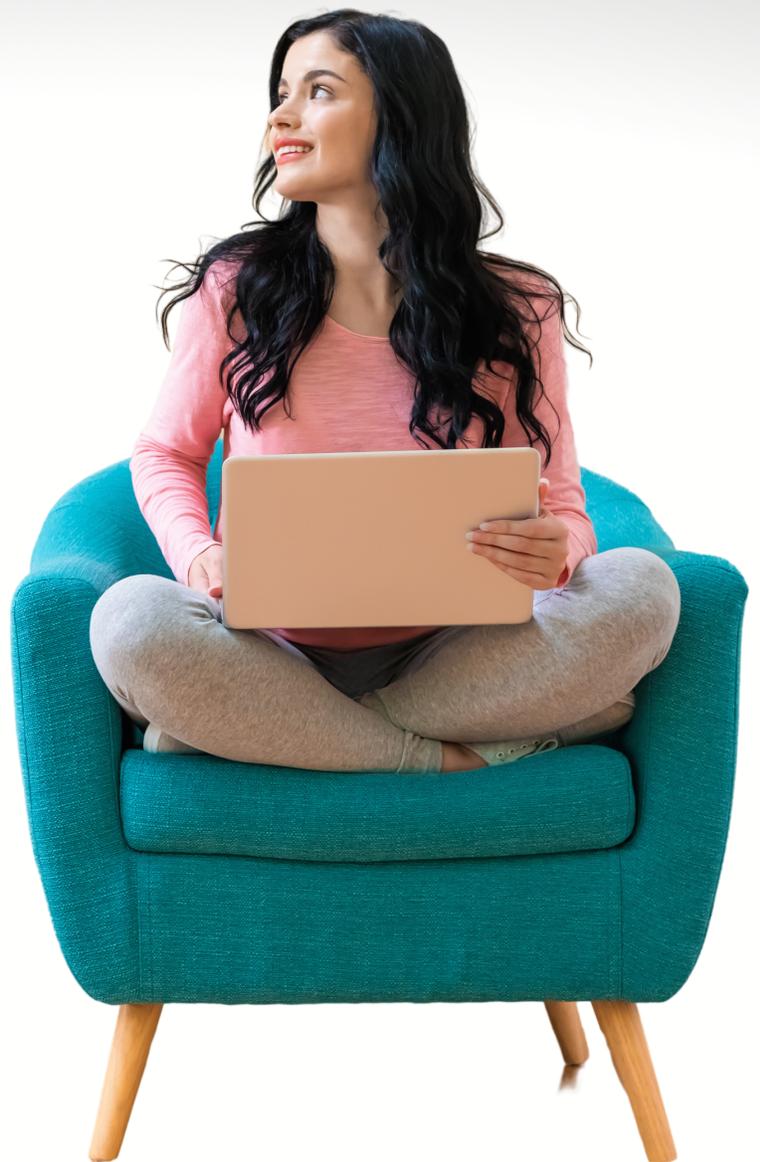


Basic Branding and Website Dos & Don'ts

Simple, yet
impactful tips to
help your branding
do its job effectively,
so that you can
focus on doing
yours!



DO



- ✓ **Do** choose colors for your logo that coordinate, and use the same colors through out your branding and website for a cleaner and more professional feel. Also be sure that the color of your text is contrasting to the background so that it stands out, and is easy to read.
- ✓ **Do** think about your what you want to accomplish when designing your branding and creating content. Who is your target market? How do you want them to feel when seeing your logo and visiting your site?
- ✓ **Do** choose a custom domain name that is easy to articulate and spell. You'll want to be able to verbally share your web address without having to spell the whole thing out to your audience. Use the coordinating e-mail address extension. Using a gmail or other major e-mail service does not feel as professional.
- ✓ **Do** choose up to three simple and legible fonts that coordinate with one another for your print materials and website.

DON'T



- ✗ **Don't** use too many of different colors and fast moving animations, videos and special effects. While it is tempting to add a little "umph," you need to make sure to find just the right balance that doesn't distract your viewer from your message.
- ✗ **Don't** just assume that the templates on a web building platform will fit your business perfectly. While these templates are professionally designed, it's important to remember that each business, especially YOUR business is unique, and your website should be as well!
- ✗ **Don't** use a social media page as your business website. Instead, list your website on your social media pages, and add links to your social media pages to your website. This will also increase your overall web presence.
- ✗ **Don't** go overboard on your branding and website with fancy fonts, which can be hard to read. Too many fonts can also be distracting and overwhelming.

DO



- ✓ **Do** stick with the standard website layout; logo top left, menu at the top, scroll to bottom to the contact at the bottom. People are accustomed to it, and will feel more comfortable when visiting your site.
- ✓ **Do** remember that less is more on print materials and websites, as long as it's enough, tastefully executed, aesthetically pleasing and properly balanced.
- ✓ **Do** try to give your visitors the option to scroll through your site without having to click through. You will increase their exposure to the "good stuff" on your site that you want them to see. I recommend using anchors on your menu to go to different parts of your homepage, so they have the option to click, but will still see the information if they choose to scroll.
- ✓ **Do** be sure to optimize your website for mobile and tablet viewing, and test it out on other browsers before fully advertising it. If you're not sure how to do this, consult a professional.

DON'T



- ✗ **Don't** try to stand out and be different from other sites by changing the layout to the point that it becomes difficult to navigate and find important content. If your viewers are not able to navigate your site easily, they may become frustrated, and leave.
- ✗ **Don't** leave your website too sparse. You won't want your viewers feeling like they're looking at a website from the 1990s or a word doc.
- ✗ **Don't** place important info on your site on pages that you can only arrive to by clicking the menu. Visitors are less likely to click, and more likely to scroll. For example, if they need to click to see the "about" section or the "testimonials," they may never get to it.
- ✗ **Don't** post dated announcements about events on your site, unless you will remove or replace them when the event is over. It's important to keep your site up to date. Nothing invalidates your site and credibility than an event that took place last year!

About Joanna

As a small business owner, I understand the need that individuals feel to have professional branding that represents their passion for their business authentically. There is so much to be done to get the business off the ground to begin with, and so many new businesses don't know where to begin when it comes to branding and marketing. The good news?



I can help! Aside from being a certified personal development coach, I have a marketing degree from NYU, and many years of experience in the marketing field. Uniquely combining these skills, I will work with you one on one to create everything you will need to boldly represent yourself and your business while appealing to your potential clients. Working together, we will channel your energy behind your "why" towards putting everything your business has to offer out into the world in a way that feels true and exciting for you. I have several packages available, including websites, logos, branding, business cards, customized tools and forms for your clients, and so much more. I welcome the opportunity find out more about your needs, and to share what I have to offer you and your business. Together, we will move your business forward!



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