

MODULE 8 WORKSHEET

ONLINE MARKETING

Website Tips

These are the tips that are most effective for attracting viewers, and clients. Review your website to see if you're doing all you can to drive people to your site – and to your business.

- Be sure your website uses your brand language, colors, and visuals. You must be consistent.
- Have a professional logo and ensure that it links to your home page.
- Don't use photos that aren't GREAT. And be sure they make an impact – these photos are what really sell YOU.
- Don't include too much text or clutter – keep it clean and focused.
- Don't use overly "romantic" language or industry-specific terms. Remember: More people use "couch" than "sofa."
- Add a good photo of you, preferably from the shoulders up. It helps people to relate to you.
- Use fonts that are easy to read – there are a lot of lovely fonts, but some can be difficult to decipher.
- Treat every page as a landing page. You never know which page someone will click through to first, so be sure that all of your information is easy to find no matter which page they're on.
- Don't use Flash – it makes your photos unsearchable on the Web.
- Use your friends to test your site – and ask for honest feedback. Is it easy to use? Can they find all of the information they need?
- Use a blog to deliver fresh content to your website. Content that is updated regularly and is relevant will get your website ranked higher in online searches.