

# ONLINE BRANDING:

## WHAT BUSINESSES SHOULD (AND SHOULDN'T) DO

Successful online branding will increase brand awareness, conversions and website traffic, as well as enhance your business's reputation.

**yourCOMPANY.com**  
WE SELL THE PRODUCTS YOU'RE LOOKING FOR

### DO:

- Keep the font simple
- Use a horizontal shape
- Ensure any tagline makes it clear what the company does

### BEST PRACTICE:

Product 1 | Product 2 | Product 3

Clear navigation will help visitors find what they're looking for and keep them on your site for longer

Use **easy-to-read** and consistent fonts  
**ENSURE VISITORS CAN CHANGE FONT SIZE IF NEEDED**

Dark fonts on light backgrounds are ideal for readability

Users strongly prefer **simple and familiar** website designs



92% of buyers check online reviews before making a purchase



### ONLINE LOGO

Here's a meaningless slogan  
Plus some other stuff

HERE'S A PICTURE TOO

### DON'T:

- Overdo it with text and graphics
- Use a dark background that makes the logo and text hard to see
- Make it run vertically

### WEBSITE DESIGN

### POOR PRACTICE:

Poor, unclear navigation will prompt visitors to look elsewhere for what they need

This means **nothing** on your website should look like this

Clutter will confuse website users

...and drive down conversions

Amount of time visitors take to decide whether to stay on a web page

50 milliseconds

### ONLINE REPUTATION MANAGEMENT

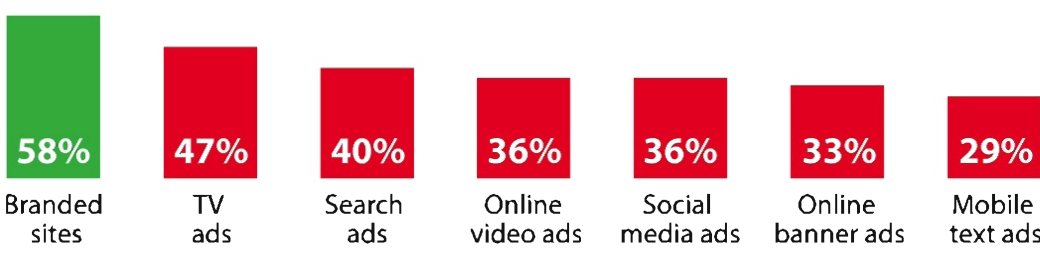
One in five businesses have never engaged in online monitoring activities

80% of consumers do not buy products that get negative online reviews

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### BRANDING THROUGH ONLINE CONTENT

#### MORE CONSUMERS TRUST BRANDED WEBSITE CONTENT THAN ONLINE ADS



73% of marketers see blogs as the best type of content to use for marketing purposes

#### COMPANY BLOGS

- Showcase expertise through industry-related content
- Expand on company announcements
- Let your audience interact with you through comments

#### GUEST BLOG POSTS

- Showcase expertise to a wider audience and customer base
- Drive website traffic through appropriate links
- Widen your network of industry contacts

#### DON'T SET UP A BLOG IF YOU CAN'T...

Post regularly

S	M	T	W	Th	F	S
6	✓	1	2	3	4	5
13	14	✓	8	9	✓	11
20	21	✓	16	17	✓	18
27	28	✓	30	31	✓	26

Say something new

Here's another viewpoint...

Spend time monitoring and replying to comments

#### OTHER WEBSITE CONTENT IDEAL FOR ONLINE BRANDING...

Industry news articles



Press releases



Landing pages



Videos



Infographics



Social media



White papers



Case studies



### BRANDING ACROSS PLATFORMS



The authority of a **multi-platform message** across devices will grow the more often it appears.

