



Branding & Website Design for Business

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A few comments

- This is a complex presentation
- We all come from vastly different backgrounds
- We all have different learning goals

My goals for you

- A few tips and suggestions
- A few questions to ponder
- A higher understanding of the interlocking pieces of your business

Your Brand

It's how you distinguish and differentiate yourself in the marketplace.

It applies to businesses, nonprofits, individuals, candidates, objects, causes, and even you.

How do you communicate your brand?

Your brand is communicated in many ways

Your “Look & Feel”

colors logo
fonts imagery
speed
layout
shape

Your “Attributes”

reliability
consistency flexibility
stability
community
transparent
easy to find

Your “Touch-Points”

your dress
proposals domain name
invoices
business cards social media
email address website
email signature

*Your brand is more than just “how you look”.
It’s the whole package – from business fundamentals
to processes to follow-through.*

*It is your job to choose
where you are on the spectrum*

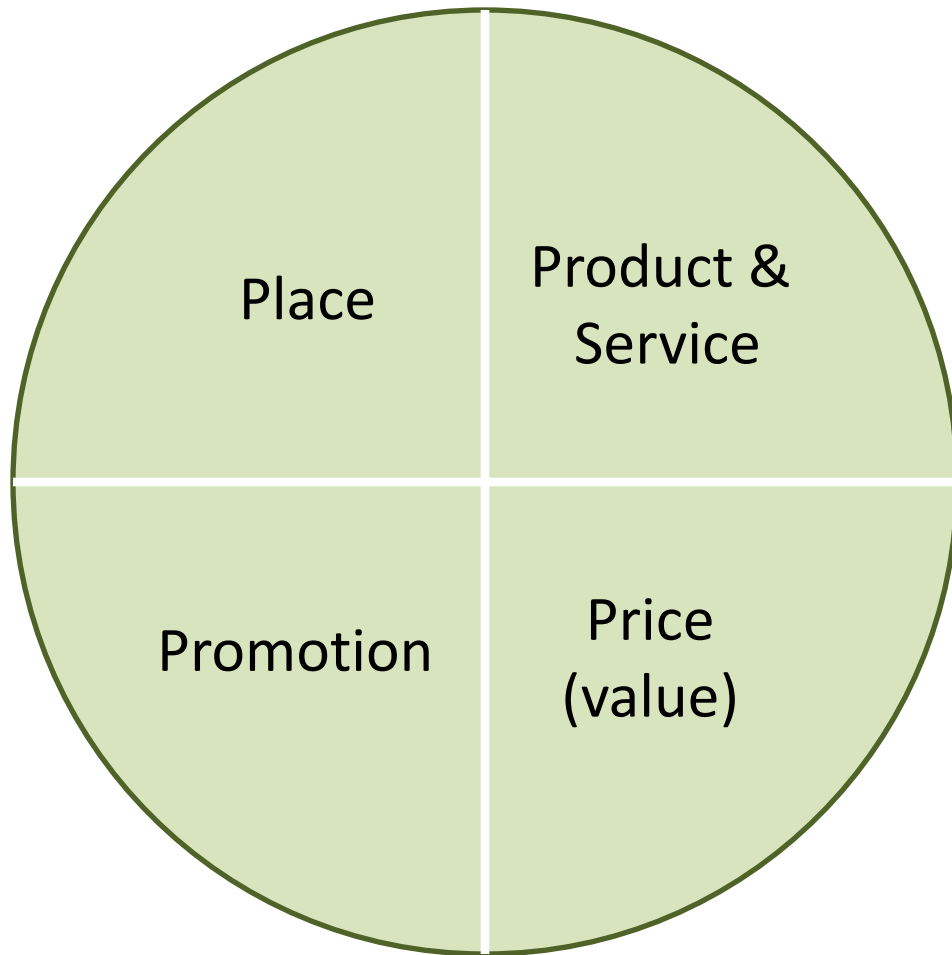
Ugly Duckling
Car Sales



Performance
Auto Sales

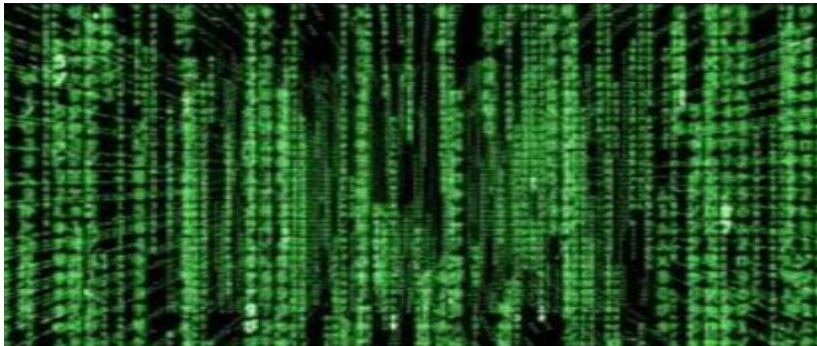
Imagine all the different dimensions that can exist: cost, convenience, location, hours, approachability, reliability, and so much more, and all those variables combined defines the marketplace.

The 4Ps and Your Profitability (ROI)



- Revenue is driven by multipliers.
- What is your breakeven?
- What do you need to be profitable?
- Are you making a reasonable return?

It starts with designing a website



Designing a website requires a lot of skills

What adjectives should describe you?

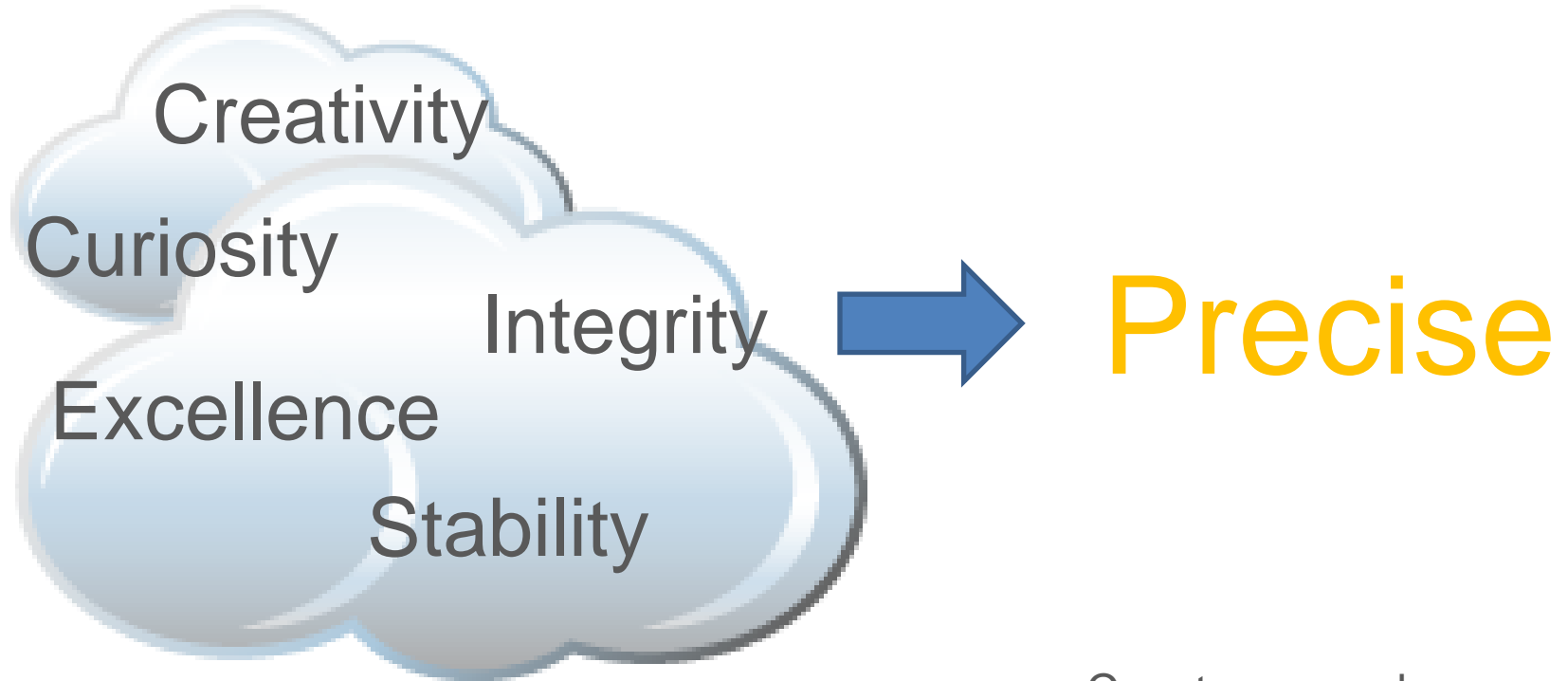
reliable precise open tasty
fast efficient convenient cheap elite
responsive caring secure glamorous fun
courteous healthy low cost premium
value



Are your adjectives expressed in your logo?

Associating Values with your Brand

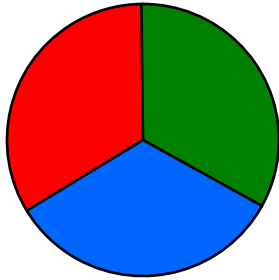
Looking at Luminys:



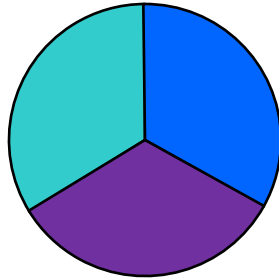
source: www.transitionstoday.com

Counter example:
Glenn Gary Glen Ross

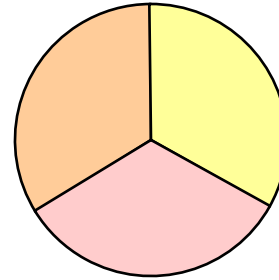
What color represents your business?



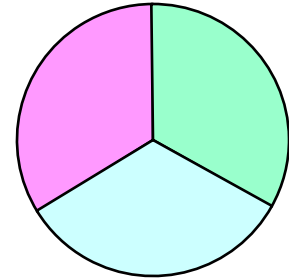
primary



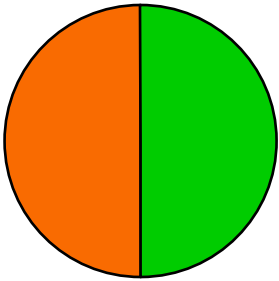
cool/techno



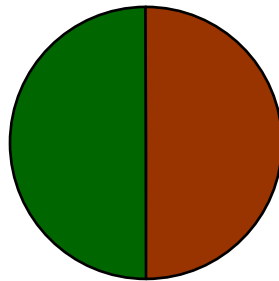
warm-baby



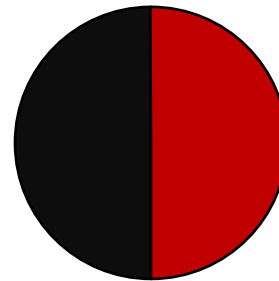
cool-baby



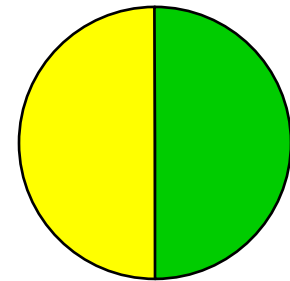
healthy/tasty



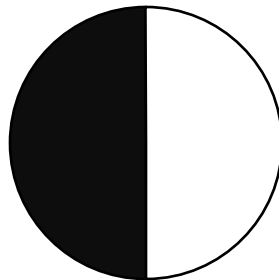
natural



performance

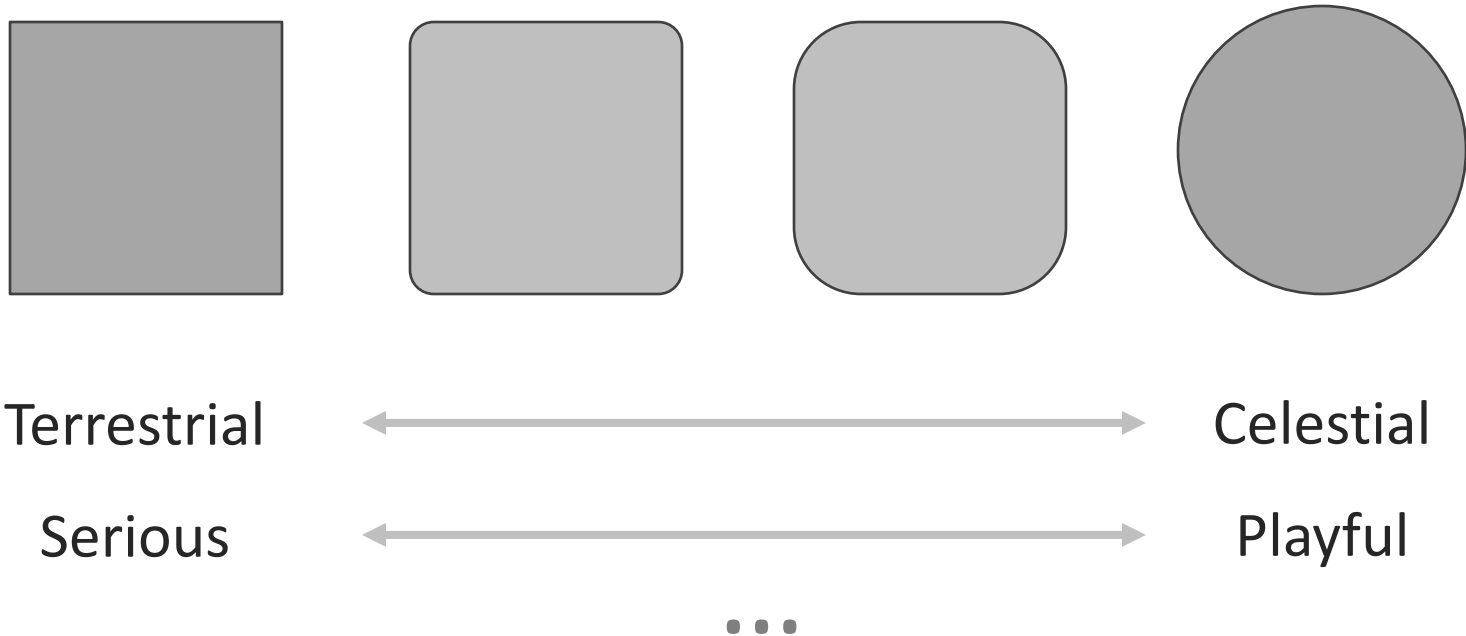


energy



Black, white & all shades
of gray are special

What shape reflects your business?



Apple, Microsoft, Google?
Range Rover, Ford, Chevy, Toyota?

What font represents you?

- Fonts are beautiful and can communicate passion, commitment, style, history.
- You can specify fonts for logo, headers, menus, submenus, footers headers, footers, and callout text in banners.
- Google fonts is the de-facto standard:
804 fonts at last count
Can be downloaded for free and used in graphics and text
fonts.google.com

Choosing Fonts

“The Old Days”

San Serif

Serif

Ariel
Verdana

Times New Roman
Georgia

In the old days we were stuck with four fonts. Today we have web fonts, and Google has a library of several hundred that you can incorporate into your website at no cost.

Font Families

Sans Serif Fonts

Open Sans
Source Sans Pro
Droid Sans
Merriweather Sans

Slab-Serif Fonts

Roboto Slab
Alfa Slab One
Antic Slab
Slabo 13px

Serif Fonts

Droid Serif
Source Serif Pro
Playfair Display
Alegreya

Novelty/Decorative

Indie Flower
Calligraffiti
Rye
Fontdiner Swanky

fonts.google.com

Viewing 804 of 804 font families

Open Sans
Steve Matteson (10 styles)



All their
equipment and
instruments are
alive.

Reem Kufi
Multiple Designers (1 style)



A red flair
silhouetted the
jagged edge of a
wing.

Uncial Antiqua
Astigmatic (1 style)



I watched the
storm, so
beautiful yet
terrific.

Roboto
Christian Robertson (12 styles)



Almost before we
knew it, we had
left the ground.

Slabo 27px
John Hudson (1 style)



A shining crescent
far beneath the
flying vessel.

Lato
Łukasz Dziedzic (10 styles)



It was going to be
a lonely trip back.

Cormorant Garamond
Christian Thalmann (10 styles)



Mist enveloped the
ship three hours out
from port.

Oswald
Vernon Adams (3 styles)



My two natures had
memory in common.

Roboto Condensed
Christian Robertson (6 styles)



Silver mist suffused
the deck of the ship.

Source Sans Pro
Paul D. Hunt (12 styles)



The face of the
moon was in
shadow.

Montserrat
Julieta Ulanovsky (2 styles)



She stared
through the
window at the

Raleway
Multiple Designers (18 styles)



The recorded
voice scratched
in the speaker.

Many schools of thought...

- For content, choose two fonts (header & text), and try to match or complement your logo
- For footer, choose a narrow font if you must
- For navigation, try to use the most clear font between header and text (remember mobility)
- For cold precision, go single font family
- Go big, but complement your copy
- You can vary color within the same spectrum, size, boldness (there are several levels) and add underline, or topline for differentiation

And then break the rules!

Throwing a Halloween Gala?

FLESHEATER

CREEPSTER

NOSIFER CAPS

BUTCHERMAN CAPS

Should you use people photos?



- Should they be looking at you?
- Are they too stock-looking?
- Are they the right age?
- Can you make a real photo work?

Stock photo services

iStockPhoto.com (~\$15/credit)

Shutterstock (~\$10)

BigStock (\$2/credit)

Note:

You may find the same photo on multiple services

One license per domain

Use a lightbox to save comps

Pay the license!

Tips for taking photographs

- We live in a wide-screen world
- Always zoom out – don't use your camera to crop
- Clean the scene – get rid of keys or cups or pencils or anything that could be distracting
- Don't use your cellphone for large images! The lenses just aren't big enough....

Image Composition



← Beautiful

Beautiful →



← Lacks a focal point



The power of the individual



Stickouts and Cropping Techniques

People

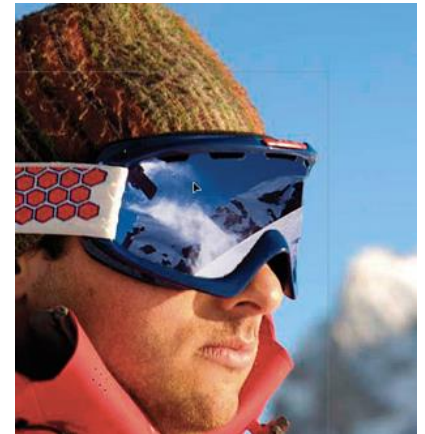


Objects



Top, bottom, left, right, and you can use more than one depending on your layout goal.

Two images at once



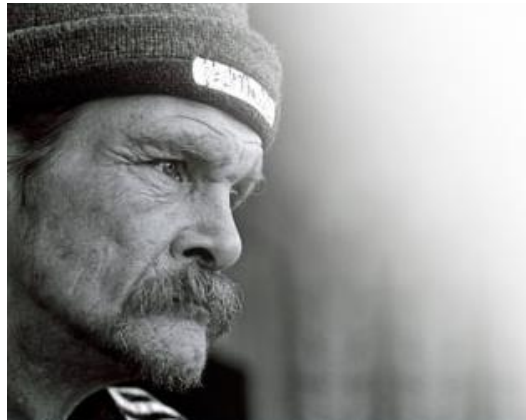
Can you put your visitor in the driver's seat?

Cognitive Science and Pleasure vs. Pain

Business

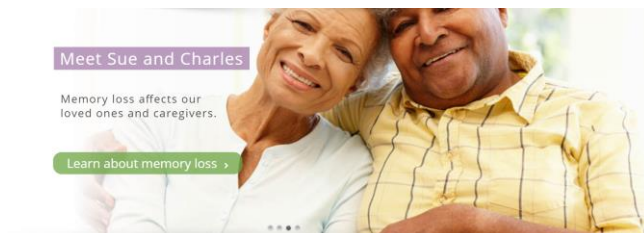
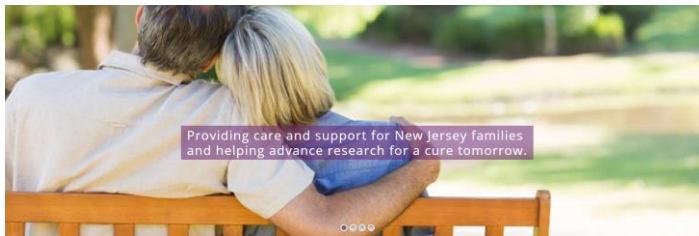


Nonprofit



Using Sliders

Mission, passion, story, call-to-action



Stand Out.

Brand yourself through through photos, your theme, and layout.

Be Heard.

Engage your visitors through clean message and clean copy.



And Grow.

Use your site, promote your site, and monitor your traffic.



Stand Out.



Be Heard.

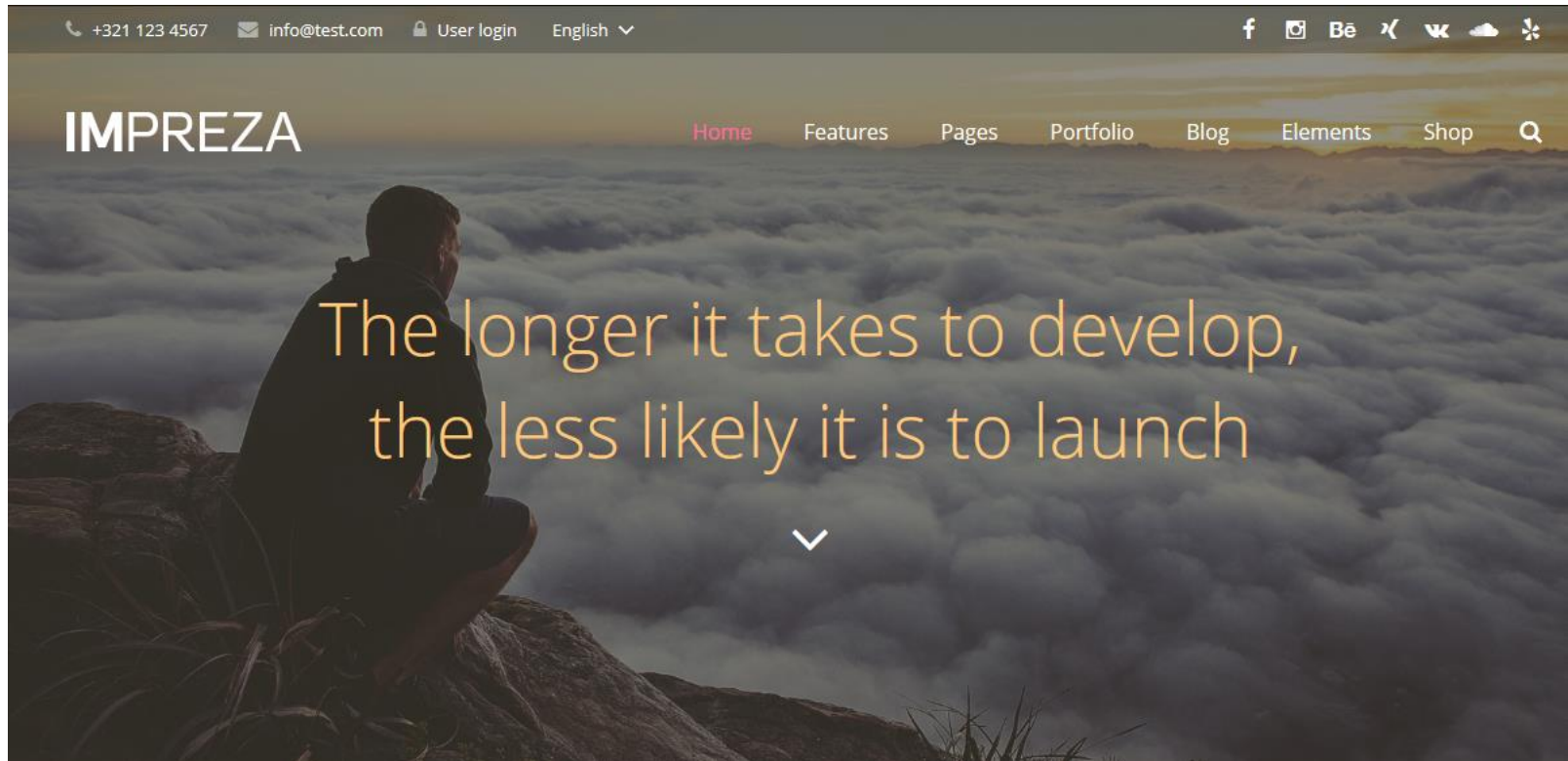


And Grow.

Slider Layout by Device



Full screen sliders (more difficult)



Sliders

- A clever way to cram in multiple messages “above the fold”
- Choose your dimensions
 - Full screen, 100% width, etc.
 - Web pages scroll vertically, so images are landscape, which will impact your photography
 - Sliders can be dropped on any page
- Different uses:
 - Tell a story
 - Sell through testimonials that solve a problem
 - Call to action
 - Reinforce your brand by showing your organization’s values (ethnicities, children/elderly, nature, health, sports, vets...)

The Design Process

1

Wireframe

2

Layout

3

Theme
Selection

4

Images &
Copy

5

Populate
Content

Sample Wireframe

Top Menu

Patient Login

Locations

Main Menu

Services

Medical

Dental

Women's Health

Children's Svs

Case Mgmt

...

Join our Team

Volunteer

Offsite Ops...

Career Ops...

Donate

Events

Past Events

About

Locations

Leadership

Board

FAQs

In the news

...

Footer

Disclaimer

Location 1

Location 2

Location 3

Layout

- Logo placement
- Social media icons
(banner, footer, sidebar)
- Primary navigation
(to the right or below logo)
- Contact information
- Home page slider
(full screen, full width, etc)
- Sidebars
(home, landing page, tier-2 pages)

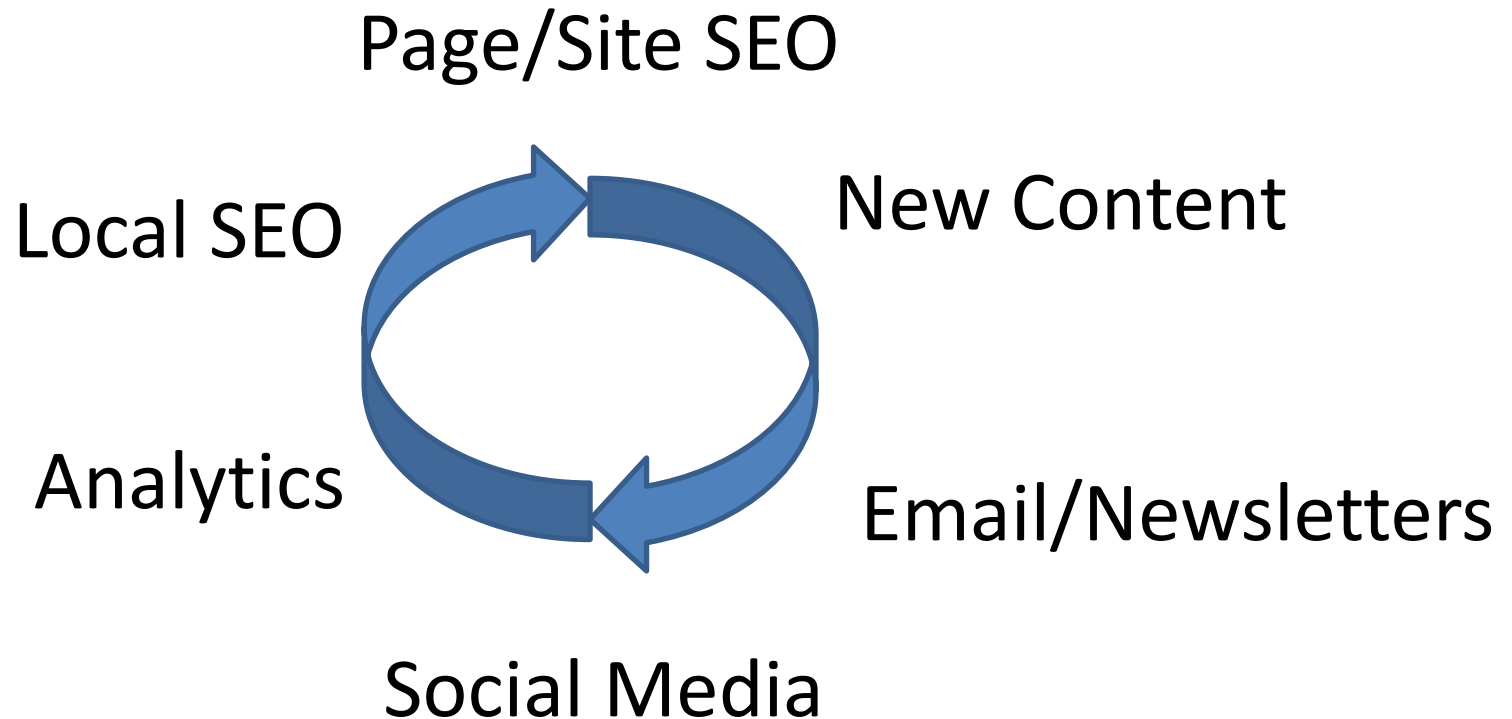


Choosing a WordPress Theme



- Important decision
- One-time expense
- Don't go cheap
- Review on phone, tablet, desktop
- Check the message boards
- Check the number of downloads

Search Engine Optimization




It's an ongoing process.

Smart SEO Makes a Difference

Pages / Session

1.84




Pages / Session

1.76




Pages / Session

2.10



Pages / Session

5.06




Avg. Session Duration

00:01:13




Avg. Session Duration

00:02:16




Avg. Session Duration

00:02:05



Avg. Session Duration

00:04:31




Bounce Rate

68.12%




Bounce Rate

48.53%



Bounce Rate

57.17%



Bounce Rate

32.49%




% New Sessions

81.05%




% New Sessions

82.14%




% New Sessions

52.40%



% New Sessions

48.15%



Page and Site SEO

- You can't own a word, you must own a phrase
- Search engines digest one page at a time
- Inbound links are like third-party endorsements
- Outbound links say who you associate with
- Meta tags instruct the search engine
title, description, keywords
- Think through headers, paragraphs, image titles, and navigation
- Over-describe in your text
 - Links: “learn more” vs. “learn more about SEO marketing”

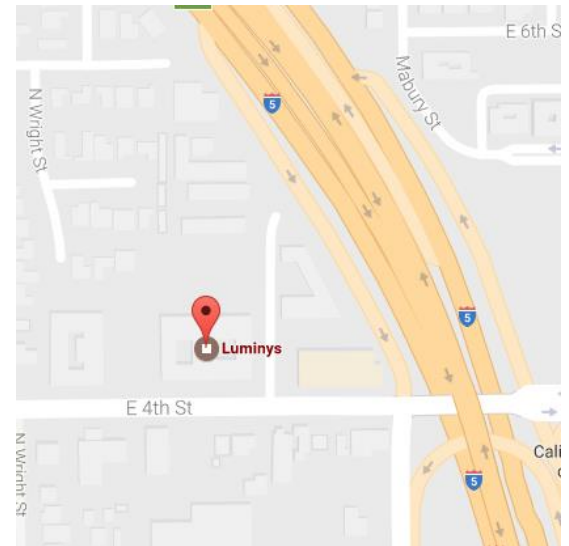
meta: “something about something”



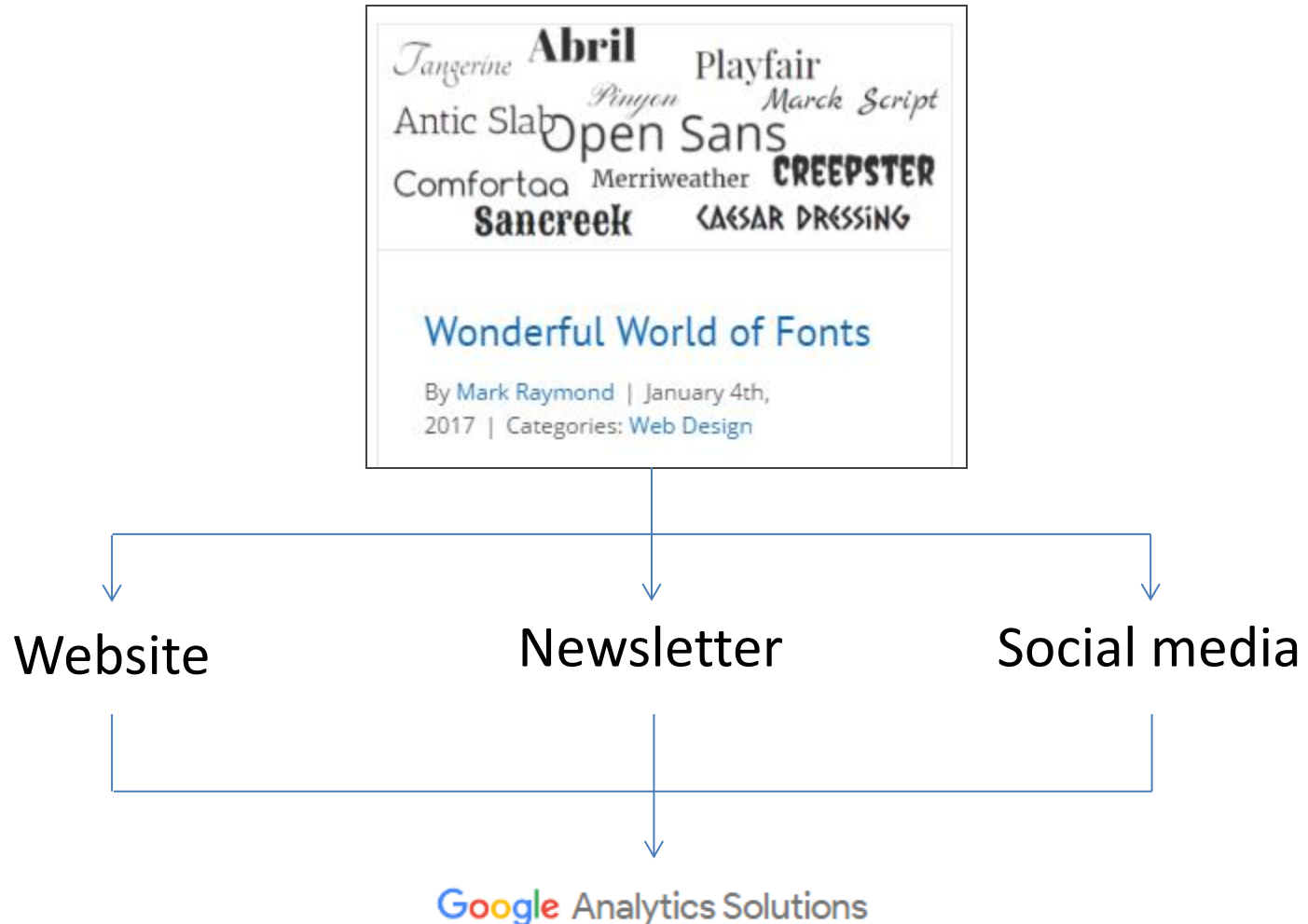
*Search engines are
designed to gobble
up content*

Local SEO

- Search engines, social media, business directories need to have your information, 100% consistent
- Proves you are a legit business
- Requires physical business address
- It takes about 6 months
- Services like MOZ can save time and money



SEO: Content Strategy



Newsletters: Promote your Brand

126
Opened
(42.1%)

358
Sent

26
Clicks
(20.6%)

0 Forwards
59 Bounces
2 Spam Reports
7 Unsubscribes
173 Did Not Open



Email Settings

Subject: Great things are happening at Luminy's

Preheader Text: Fonts and Web Design | Branding and Web Design Presentation in La Habra | Meet Freddy Krueger

From Name: Luminy's, Inc.

From Email Address: mraymond@luminy's.com

Reply-to Email Address: mraymond@luminy's.com

Send To Lists:

General Interest

Nonprofit

Business

Customer - Website

Customer - Email

Customer - Agency

Tracking Performance

You can use UTM codes to create custom URLs so that in Google Analytics you can track precisely how people got to your website.

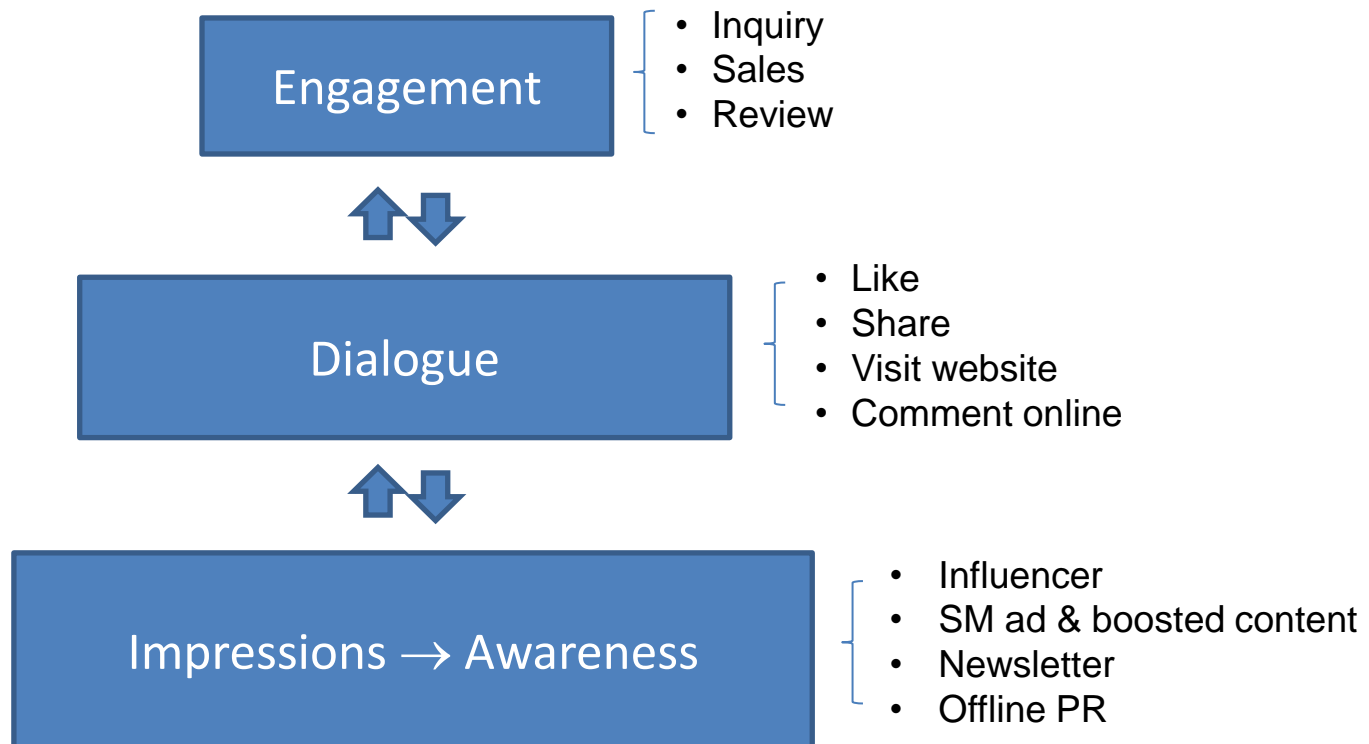


PS: *This is free*

From Analytics:
Acquisition, All Traffic, Source/Medium

Source / Medium ?	Sessions ? ↓	% New Sessions ?
	344 % of Total: 100.00% (344)	51.45% Avg for View: 51.45% (0.00%)
1. (direct) / (none)	126 (36.63%)	42.86%
2. google / organic	124 (36.05%)	70.16%
3. duckduckgo.com / referral	32 (9.30%)	0.00%
4. newsletter / email	20 (5.81%)	80.00%
5. bing / organic	11 (3.20%)	45.45%
6. twitter.com / referral	7 (2.03%)	0.00%
7. yahoo / organic	5 (1.45%)	60.00%
8. analytics-ads.xyz / referral	3 (0.87%)	0.00%
9. barbarakimlerpr.com / referral	2 (0.58%)	100.00%
10. blackhatworld.com / referral	2 (0.58%)	0.00%


Relevance Starts with Awareness



Favorite Plugins

- Wordpress SEO by Yoast – search engine optimization
- Woo Commerce – shopping cart
- Gravity Forms – drag-n-drop form editor (awesome)
- Akismet – antispam
- WP Super Cache – page caching (easy to use)
- Redirection – redirects one page to another

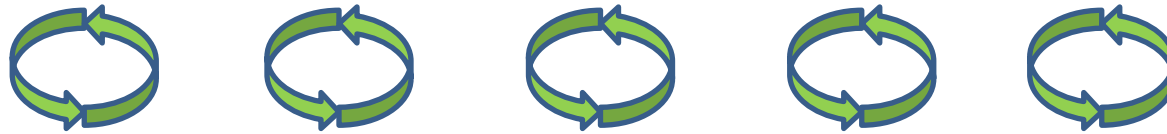
Design Tips

- 
- Be consistent
 - Unify your look
 - Start with your logo
 - Choose a legible font
 - Check on browsers and mobile devices
 - Use a flexible home page layout
 - Stay within your theme
 - Avoid pure colors
 - Don't overuse effects (e.g., shadow & glow)
 - Black and white are special colors
 - Make key pages visually interesting
 - Consider image techniques like stick-outs and white backgrounds for images

Pre-Implementation Checklist

- ✓ Logo
- ✓ Wireframe
- ✓ Copy (text)
- ✓ Wordpress theme
- ✓ Slider story, images & text
- ✓ Stock imagery (lightbox)
- ✓ Social media images
- ✓ Staff & board head shots
- ✓ Key messages
- ✓ Blog? Or news...?





Questions?