

SLAY YOUR DIGITAL BRAND

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GIRLCODE

digital studio

Tiara



Tiara has over 16 years experience in the digital and marketing industry working with top brands such as Macy's, CafePress and Lane Bryant. Nothing brings her greater joy than to help other women build their digital empires and make their websites look amazing. You can also find her watching her Philadelphia Eagles and being a dog mom.

Who We Are

Dwan



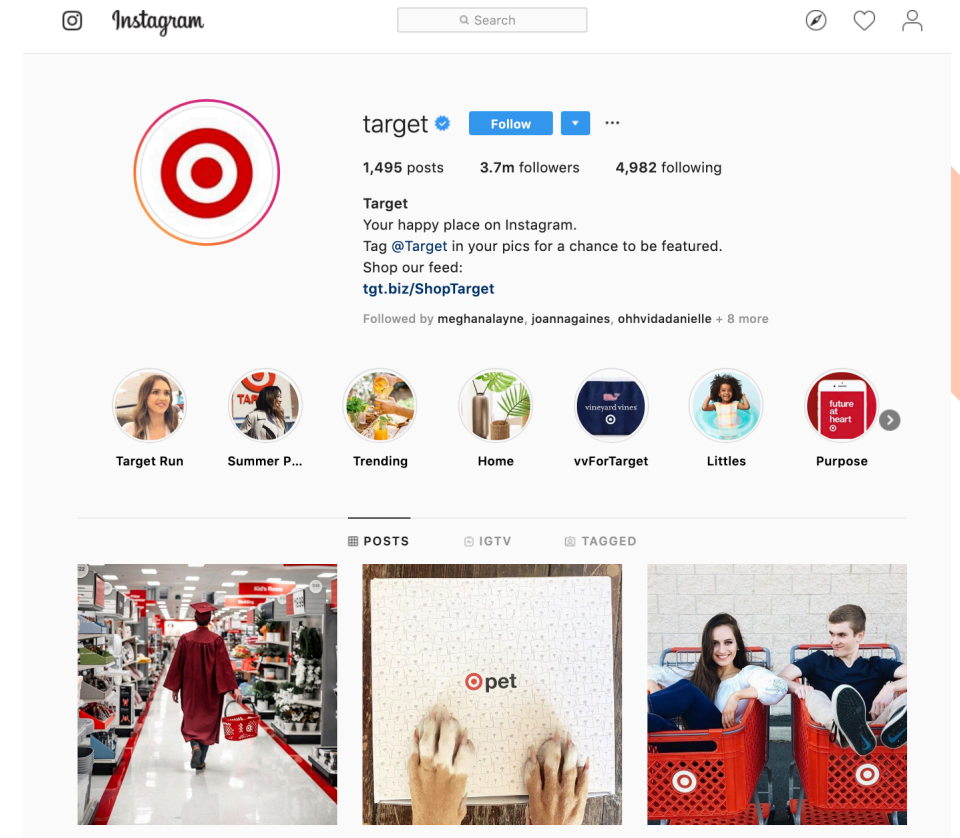
Dwan has more than 17 years of progressive marcom experience. Whether it's graphic design, social media, copywriting, small- or large-scale campaigns, she's done it all while being obsessed with strategy, planning and branding. When not being insanely useful to clients and organizations of all types, you can usually find her being consumed with whatever sport is in season.

DIGITAL BRAND

- What is a digital brand?
- Learn the who, what, when, where, and why of your digital brand

Digital Brand | Defined

- Brand Doesn't Equal a Logo, Symbol or Color
- Brand = People
 - **Relationship:** You, Company, Service or Product
 - **Connectivity:** Emotion, Thought, or Energy Connected with You or Your Company
 - **Experience:** How People Feel When They Experience Your Brand
 - **Differentiation:** How People's Experience is Different from Others



Digital Brand | Who

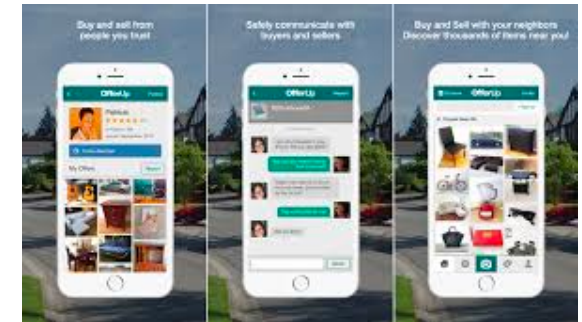
DO

- Know Yourself First
- Know Your Audience
- Use Your Gut
- Be Inspired
- Tell The World Who You Are

DON'T

- Duplicate
- Take Your Who For Granted

craigslist vs **OfferUp**
buy. sell. simple.



Digital Brand | What

DO

- Take the Time to Define Your Unique Offering
- Tell Your Story
- Deliberately and Passionately Call Out What Makes You Different
- Get Creative in Your Message Delivery

DON'T

- Forget to Use Your Digital Space as a Message Board for Your What
- Disconnect Your Digital Experiences from In-Person Experiences

Walmart  vs



Digital Brand | When

- When Does Your Uniqueness Make Sense?

DO

- Take the Leap After You Establish Your Plan
- Your Research on When You Need to Jump and Where
- Establish Your Digital Presence Early and Often

DON'T

- Underestimate the Power of Timing, Scheduling and Frequency
- Start Without a Plan
- Sleep on Digital Enhancements



Digital Brand | Where

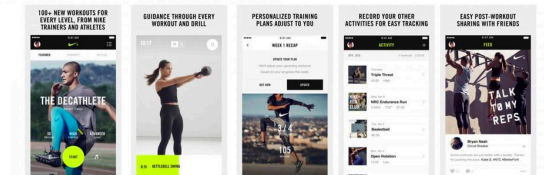
- Where Does Your Digital Brand Belong?

DO

- Your Research
- Enlist Professional Help
- Explore All Your Possibilities

DON'T

- Play Hide and Seek
- Try to Eat the Entire Cake at One Time
- Underestimate the Power of Your Audience



Digital Brand | Why

- Why Do You Exist?

DO

- Start with Your Why
- Use Your Uniqueness
- Always Connect Your Why to People
- Evolve and Expand Your Why

DON'T

- Base Your Why Solely on Competition or Revenue
- Forget to Invoke Your Why Digitally
- Ever Forget Your Why



vs



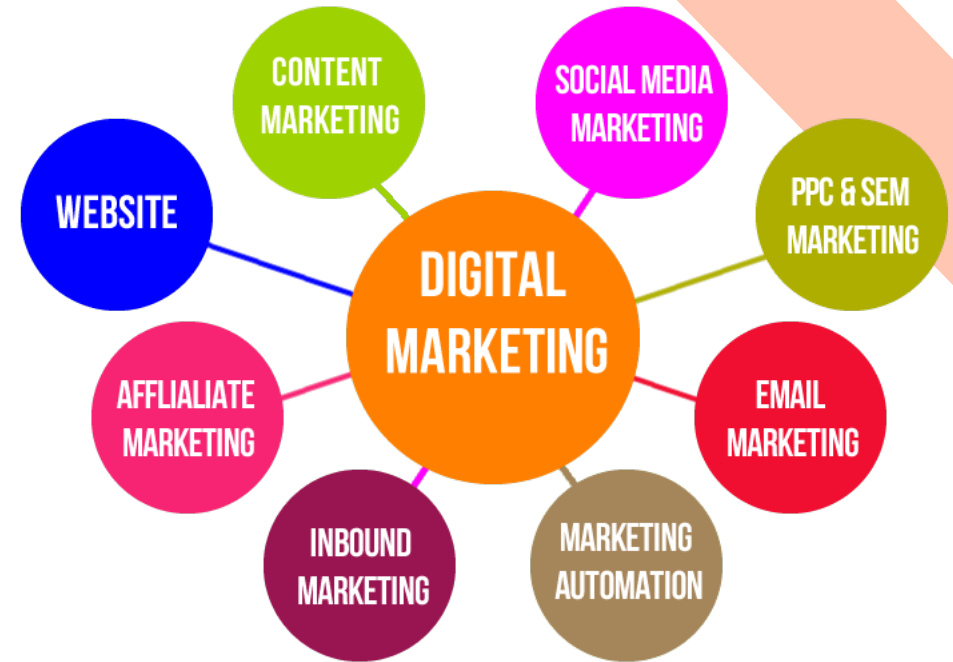
DIGITAL MARCOMS 101

- Your Brand Drives Everything
- Your Strategy is the Map that Gets You There
- Know Your MarComs Mix

Digital Marketing 101

Top 5 Things to Do Tomorrow

1. Embrace Digital as a Business Basic & Carve Out Time and Budget
2. Audit Your Current Digital Presence
3. Build Your 10 Step Strategy
4. Think Holistically
5. Write Down and Implement 5 Content Ideas



SLAY YOUR WEBSITE

- What you need to know to create a memorable, easy to use website.

Did You Know?

ANSWER

8 seconds

QUESTION

How many seconds do you have to capture a users attention when they come to your site?

QUESTION

What is the #1 driver of traffic to almost all websites?

ANSWER

Google

ANSWER

3 seconds

QUESTION

How long should it take for a web page to load?

Slay Your Website

Spend Your Time on:

- Content
- Design
- UX
- Development



Slay Your Website | Content

DO

- Make your content short, concise, and easy to read – bullets are your friend
- Have at least 250 words on most pages
- Proofread your copy
- Keyword research & Implement keywords and phrases
- Use a consistent voice and tone
- Use relevant content & link to it

DON'T

- Stuff your site with keywords
- Use poor grammar
- Write a novel
- Forget metadata and alt text
- Use long page titles (60 character max)



Content is King Queen

Slay Your Website | Design

DO

- Be on brand
- Limit the number of fonts you use
- Design for your target user
- Use white space

DON'T

- Use images or files larger than 1MB
- Use flash
- Have music playing
- Do too much

*there is
beauty
in
simplicity*

creativesummerstud

Slay Your Website | UX

DO

- Make your site easy to use
- Test your site with users
- Check your site in various browsers and on mobile
- Be responsive
- Make your site accessible

DON'T

- Make it complicated
- Use fun sayings for navigation
- Use flash
- Make call to actions hard to find

NO AMOUNT OF
DESIGN CAN
MAKE UP FOR A
POOR WEBSITE
EXPERIENCE.

Slay Your Website | Development

DO

- Use a pro or pick a platform you can update
- Follow best practices
- Make it responsive
- Implement Google Analytics
- Ask for help
- Always be testing

DON'T

- Don't use text smaller than 14px
- Don't use complicated URLs
- Don't use special characters in your domain name
- Get complacent



Slay Your Website | Free Checklist

WEBSITE AUDIT CHECKLIST

Use this checklist to audit your website. These 10 things are the minimum you need to have to launch. Keep tweaking your site until you can check everything off as complete!

- ☐ **Proper headings**
One h1 per page; h1-h6 heading structure
- ☐ **Metadata**
Meta descriptions & titles on each page and document
- ☐ **URL structure**
URLs are consistently lower case, words separated by hyphens
- ☐ **Image alt text**
Alt text added to all images for search and accessibility
- ☐ **Optimized images**
Images should be under 1MB and 72dpi for faster load times
- ☐ **Mobile first**
Looks good on mobile devices
- ☐ **Concise content**
Short, clear, error free content optimized with keywords in context
- ☐ **Browser check**
The site looks good in major browsers
- ☐ **Analytics**
Google analytics is loaded and is working correctly
- ☐ **It works**
All links and functionality have been tested and checked

NEED A PRO? CONTACT US FOR A FREE CONSULTATION AT [THESQUAD@GIRLCODEDIGITAL.COM](mailto:thesquad@girlcodedigital.com)

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Need help with your business?

Email us at thesquad@girlcodedigital.com

Get help with:

- Branding
- Marketing
- Web & Graphic design
- Strategy & Planning
- SEO & Content
- Email Marketing
- Communications & PR
- Social Media
- Analytics
- E-commerce

GIRL CODE

GOT
QUESTIONS?

digital street

Thank You

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