

# How to maximise your **online presence**

## A guide to website success



Creating a website can be daunting, but here are some pointers to follow and keep in mind



[WWW.CELMABRUMMER.COM](http://WWW.CELMABRUMMER.COM)



# The Author

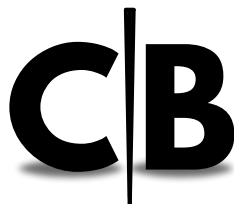
## HI THERE! I AM CELMA BRUMMER

With over 20 years' experience in business and having worked across various industries and having been fortunate to wear several hats in varying positions across different departments, I can say with certainty that I can create an in-depth understanding of your business.

With my first website created offline and then translated into Wordpress, I can honestly say that I know how to start from scratch and translate a vision on paper into a website.

With a firm background in Marketing and having varied experience, I can translate what you have in your mind's eye into a website.

I believe in an integrated approach as everything in your business works together to build a great brand and your website is most times the first contact your customer has with you. And to make a lasting impact, you need an impactful website and that is my aim.



CHAPTER N.1

# Understanding the Essentials of a High-Performing Website



# 6 Key Elements needed for optimal user experience and functionality

## 1 RESPONSIVE DESIGN

What is responsive design? It is the ability of your website to adapt seamlessly to different devices and screen sizes.

As more and more people have mobile devices and uses it from shopping to cooking instructions to watching Netflix, it is crucial that your website can adjust and show correctly on all devices.

## 2 USER FRIENDLY NAVIGATION

People want to find things easy and do not want to struggle. And if a person is looking for specific information and finding it difficult to get to it, the chances of leaving your site becomes higher and higher. And this translates into missed opportunities; a missed opportunity to connect with a potential customer and turning it into a sale.

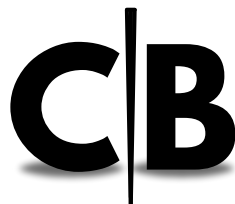
It is ideal to have a simple structure for your website and make the navigation menu easy to understand AND navigate, thereby decreasing the number of “drop-offs”.

## 3 SPEED OPTIMIZATION:

Just like people don't want to struggle, they also don't want to wait. Especially if they are online and looking for a quick answer.

It is therefore crucial to ensure your website loads within mili-seconds.

And yes, sometimes it entails you not having that video which you love so much. It is recommended to ensure all your images and videos and add-ons are optimised and does not hinder the load speed of a page.



# 6 Key Elements needed for optimal user experience and functionality

## 4 SEO BEST PRACTICES

SEO - Search Engine Optimisation has become more important these days. It is similar to having clear directions to your store front. When people struggle to find your store, ie. road closures or no visible signage, the probability of them throwing in the towel becomes higher. Or worse yet, stopping at someone else's store and buying there.

The same applies to your website. When SEO is used and optimised, people will "find" your website easier.

There are various strategies that can be used to optimise your website, with the most popular being; using keywords, doing keyword research, optimising your website structure, keeping users on your site longer, updating information and having content that is searched for.

## 5 ENGAGING CONTENT

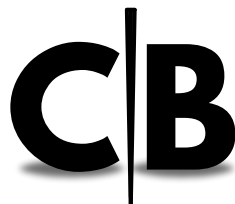
Creating compelling and valuable content that resonates with your target audience is crucial.

Not only does it help with your SEO, it also ensures that your target audience resonates with you, which can translate into more sales and/or referrals.

## 6 CONVERSION RATE OPTIMIZATION

This include tactics to optimize your website for lead generation and driving conversions.

This in essence means that you test, analyse your site's data, design with the user in mind, optimise your content and have effective call to actions in place.



CHAPTER N.2

# The Essentials of a high- performing website



# THE ESSENTIAL ELEMENTS OF A HIGH PERFORMING WEBSITE INCLUDE:

## ● Purpose

Clearly define the purpose of your website and align it with your business goals.

## ● Usability

Ensure your website is easy to use, with intuitive navigation and a clear site architecture.

## ● User Focus

Design your website with the user in mind, considering their needs and preferences.

## ● Navigation

Provide clear and easy-to-use navigation to help users find what they're looking for.

## ● Mobile Responsiveness

Optimize your website for mobile devices to cater to the growing number of mobile users.

## ● Branding

Consistently represent your brand identity through visual elements, content, and user experience.

## ● Content

Create high-quality, relevant, and engaging content that resonates with your target audience.

## ● Search Functionality

Include a search function to help users find what they need quickly and easily.

## ● Good Customer Support

Provide excellent customer support to address inquiries and build trust with potential customers.

## ● SEO Optimization

Optimize your website for search engines to improve visibility and attract more visitors.

## ● Visual Design

Use aesthetically pleasing visuals and creative web design to impress visitors and differentiate your website.

## ● Simplicity of Use

Keep your website simple and easy to use, avoiding clutter and complex features.

## ● Solid Infrastructure

Invest in a reliable website platform and hosting service to ensure your website is always up and running.

## ● Regular Testing

Test your website regularly with actual users to gather feedback and make necessary improvements.

CHAPTER N.3

# Crafting a Professional Image Online





A successful online presence is not just about functionality; it's also about establishing a professional image that builds trust and credibility. But...

## **WHAT ARE THE ELEMENTS THAT CONTRIBUTE TO A PROFESSIONAL IMAGE?**

### **Branding**

This entails everything that relates to your brand - from the font used, to the colour, to the “voice” used in your copy. It is imperative that your website's design and messaging is aligned with your brand identity.

### **Typography & Colour Scheme**

You also need to carefully choose the right fonts and colours that convey professionalism and enhance readability. There are few things as bad as getting onto a website and the text is too small to read or the colours does not allow for the text to be read.

### **Quality Imagery**

Utilizing high-quality images and graphics makes a strong visual impact and can add to and support your brand's identity.

### **Testimonials & Social Proof**

Few people are comfortable with being the first or “guinea pigs”. Most people like to have their choices confirmed by their peers and having testimonials and social proof unconsciously support their choice. Customer testimonials and social proof builds credibility and trust and confirms to a new user that their choice is the right one.

### **Contact & About Information**

People want to know that they can get hold of you separate from the Contact Page. Ensure that your contact and about pages provide relevant and accurate information and also add an email address or contact number for them to contact you directly.



CHAPTER N.4

# Strategies for Quick Website Development



# A few possibilities

For those who don't have the time or expertise to build a website from scratch, the below offers strategies for quick website development:

## WEBSITE BUILDERS

Explore popular website builders that offer ease of use and templates for quick website setup.

This is a convenient tool, but it needs to be noted that you will still be required to input the majority of information and your website can (and will most probably) look a lot like other companies that uses the same builder.

And if you are technically challenged or have time constraints, this is not the best option for you.

## CMS PLATFORMS

This requires an understanding of Content Management Systems (CMS) like WordPress, Joomla, or Drupal that provide flexibility and scalability.

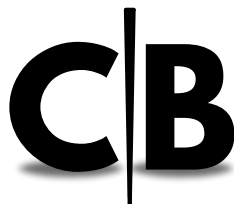
This is great to use IF you have the technical knowledge and expertise to create it in. If you do not, it is suggested to not go this route as it will take time to get a working (albeit basic) knowledge of the platform

## AI BUILDERS

This is a popular choice at the moment and a viable option. But it needs to be stressed that AI is still in its infancy and the end product is heavily dependant on the input you give. Also, designs are limited and it can detract from your brand and might create confusion when there are similar looking sites to yours.

## HIRING WEB DESIGN PROFESSIONALS

There are huge benefits of outsourcing website design to experienced professionals. Professionals are required to KNOW their preferred platform and they also have design abilities to ensure your website is different from others. Further to this, they also have technical knowledge and know where to look if for eg plugins is hindering the performance of your website. Not only that, they need to have experience in design elements to ensure (at the least) that your website has complimentary colours and fonts.



CHAPTER N.5

# Some common mistakes to avoid



# What to avoid

Some common mistakes to avoid when designing a website include:

## ● Unclear Communication & Navigation

Complicated layouts and poor communication can lead to user confusion and high bounce rates. Ensure your website clearly communicates your offerings and is easy to navigate.

## ● Weak Calls-to-Action (CTAs)

Ineffective CTAs can hinder user engagement and conversions. Make sure your CTAs are clear, compelling, and guide users towards desired actions.

## ● Too Many Website Elements

Overloading your website with elements can overwhelm visitors and distract them from key information. Keep your design clean and focused on essential content.

## ● Not Prioritising Accessibility

Neglecting accessibility features can alienate users with disabilities and impact SEO. Make accessibility a top priority in your design to ensure inclusivity.

## ● Compromising User Experience for Aesthetics

Prioritizing visual appeal over user experience can lead to a frustrating browsing experience. Balance aesthetics with functionality for a seamless user journey.

## ● Slow Loading Web Pages

Slow-loading pages can drive users away and harm SEO rankings. Optimize your website for speed to improve user experience and search engine visibility.

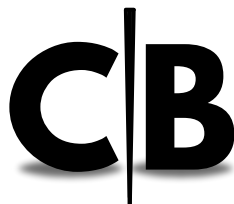
## ● Cluttered Site Navigation

Complex navigation structures can confuse users and hinder their ability to find information easily. Keep your navigation simple, intuitive, and organized to enhance user experience.

## ● Missing Clear Call-to-Action

Failing to include strong CTAs can result in missed opportunities for conversions. Ensure your website has clear, compelling CTAs that guide users towards desired actions.

By avoiding these common mistakes and implementing best practices in web design, you can create a user-friendly, visually appealing, and effective website that enhances user experience and drives business success.



CHAPTER N.6

# Improving Website Accessibility



# Consider implementing the following to improve accessibility

## 1 ADD ALT TEXT TO IMAGES

Include descriptive alt text for images to assist users with visual impairments in understanding the content.

## 2 MAINTAIN HEADING HIERARCHY

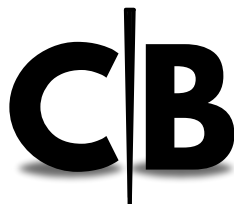
Use headers to structure and organize content, making it easier for all users to navigate your web pages.

## 3 USE DESCRIPTIVE TITLES FOR LINKS

Ensure that link titles are descriptive to help users relying on screen readers to navigate your website effectively.

## 4 ENSURE COLOUR CONTRAST

Use colors with sufficient contrast to aid users with color blindness or visual impairments in distinguishing different elements on your site.



# Consider implementing the following to improve accessibility

## 5 DESIGN FORMS FOR ACCESSIBILITY

Label text fields clearly and use accessible form elements to enhance usability for all users, including those relying on screen readers.

## 6 PROVIDE KEYBOARD FUNCTIONALITY

Ensure that users can navigate your website using only a keyboard, catering to individuals with motor function or vision impairments.

## 7 OFFER ALTERNATIVES FOR AUDIO AND VIDEO CONTENT

Provide transcripts for audio content and captions for videos to accommodate users with hearing or visual impairments.

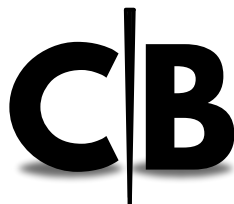
## 8 VALIDATE WEB ACCESSIBILITY

Regularly validate your website's accessibility using tools like WAVE Web Accessibility Evaluation Tools to identify and address any issues.

## 9 USE MEANINGFUL LINK TEXT

Instead of generic terms like "click here," use descriptive link text that clearly conveys the destination of the link for all users, including those using assistive technologies.

By implementing these strategies, you can enhance the accessibility of your website, ensuring that it is usable by individuals with disabilities and providing a better user experience for all visitors.





CHAPTER N.7

# Real life example to learn from



# IndustryGeniuses - Maximizing Online Presence Through Digital Marketing

Website name: <https://www.industrygeniuses.com/>

IndustryGeniuses is a leading digital marketing agency that has successfully maximized its online presence through a strategic website strategy and comprehensive digital marketing initiatives.

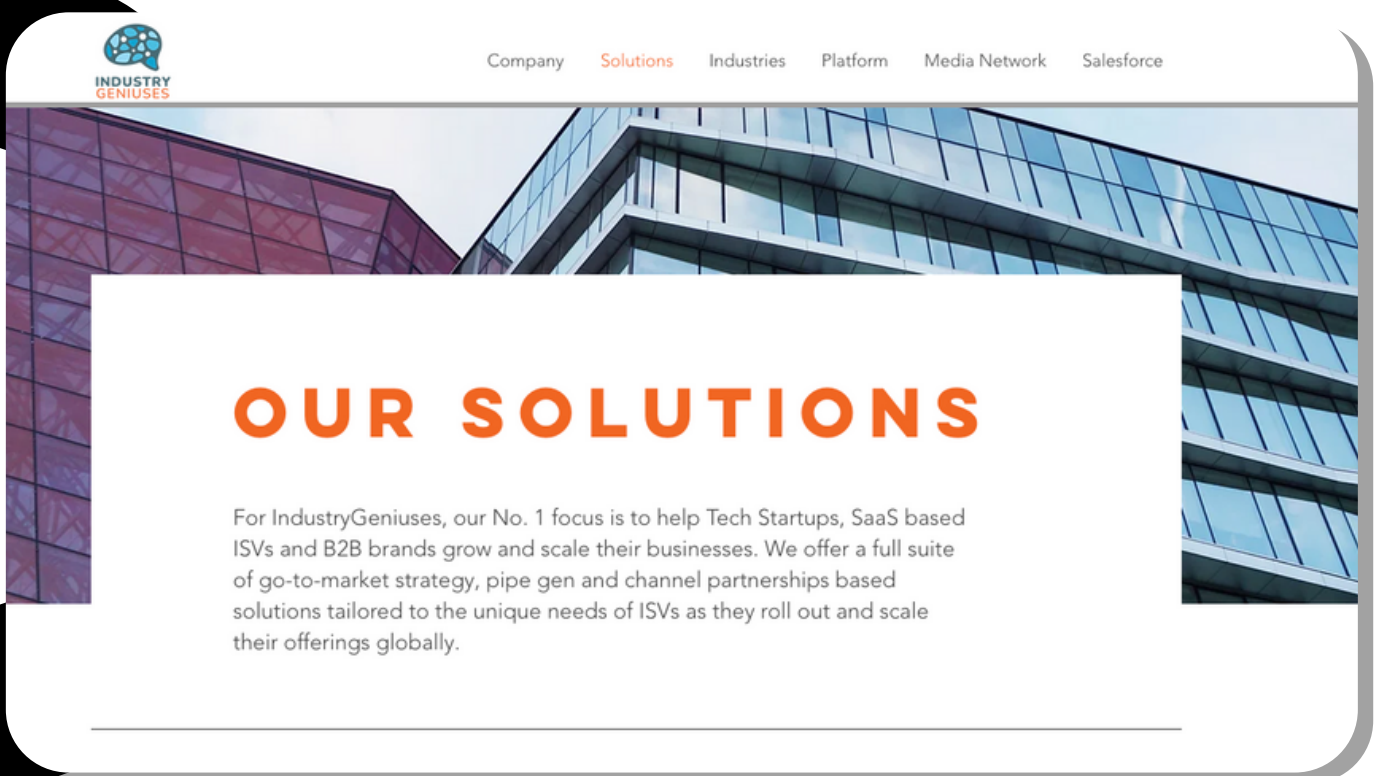


## Strategy Implemented:

- 1. Search Engine Optimization (SEO):** By implementing SEO techniques such as keyword research, on-page optimization, and backlink building, IndustryGeniuses improved its website's visibility in search engine results, driving organic traffic.
- 2. Content Marketing:** The company focused on creating and distributing high-quality, relevant content across various channels, including blog posts, articles, videos, and infographics, to attract and retain its target audience.
- 3. Social Media Marketing:** Leveraging social media platforms, IndustryGeniuses engaged with its audience, built brand awareness, and drove website traffic through compelling content and meaningful interactions.
- 4. Email Marketing:** Utilizing email marketing as a cost-effective strategy, the company nurtured customer relationships, promoted new products/services, and offered exclusive deals to drive conversions.

# Their results

- 1. Increased Online Visibility:** Through a holistic digital marketing approach, IndustryGeniuses expanded its reach and enhanced brand visibility across various digital platforms.
- 2. Improved Customer Engagement:** By delivering valuable content and fostering interactions on social media, the company established a loyal community of followers and customers.
- 3. Measurable Results:** With continuous monitoring and optimization of digital marketing campaigns based on performance data, IndustryGeniuses ensured that its online presence remained dynamic and responsive to market trends.



## Key take aways

- **Integrated Approach:** IndustryGeniuses adopted an integrated approach to digital marketing, leveraging SEO, content marketing, social media, and email marketing to maximize its online presence.
- **Tailored Solutions:** Recognizing the unique requirements of each client, the company developed tailored strategies that addressed specific challenges and objectives effectively.
- **Continuous Optimization:** By continuously monitoring key performance indicators and making data-driven adjustments in real-time, IndustryGeniuses ensured the effectiveness of its digital marketing efforts.

# Measurement

To measure the success of their website strategy in maximizing their online presence, the company likely utilized various key metrics and analysis techniques.

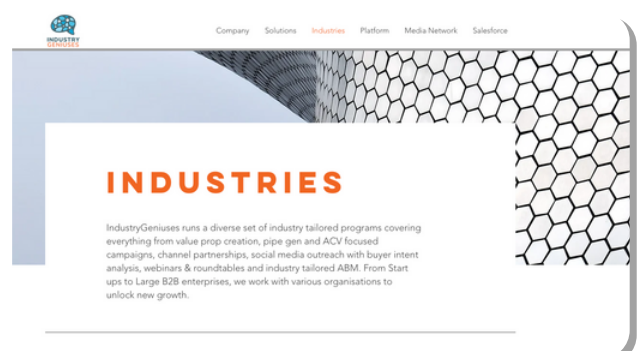
Here are some ways they may have measured their success based on the provided search results:

- 1. Website Traffic Analysis:** Keeping track of website traffic using tools like Google Analytics to monitor the number of visitors, page views, and user behavior on the site.
- 2. Engagement Metrics:** Analyzing engagement metrics such as bounce rate, session duration, and pages per session to gauge the effectiveness of the website in retaining visitors and encouraging interaction.
- 3. Conversion Data Analysis:** Examining conversion data to identify areas for improvement and optimize the website for better lead generation and customer acquisition.
- 4. Social Media Metrics:** Monitoring social media followers, referral traffic from social platforms to the website, and engagement levels to assess the impact of social media integration on online presence.
- 5. Brand Partnerships:** Building strategic brand partnerships and tracking the outcomes to measure the influence of collaborations on brand visibility and reach.

By utilizing these metrics and analysis techniques, the company could effectively evaluate the performance of their website strategy in maximizing their online presence. These measurements provide valuable insights into the effectiveness of their digital marketing efforts, helping them make informed decisions and optimize their online presence for continued growth and success.

# Conclusion

IndustryGeniuses' success in maximizing its online presence through a well-executed website strategy and comprehensive digital marketing initiatives serves as a testament to the power of leveraging digital tools and techniques to expand reach, enhance brand visibility, and drive sustainable growth in today's competitive digital landscape.



HOW TO MAXIMISE YOUR ONLINE PRESENCE

CHAPTER N.8

# FAQS



[WWW.CELMABRUMMER.COM](http://WWW.CELMABRUMMER.COM)

# How to Maximise your Online Presence FAQs



## WHAT IS THE FIRST STEP IN GETTING STARTED WITH A WEBSITE?

The first step when creating your website is to secure a domain name.

A domain name is like your business address on the internet. Once you have secured it, you own the “property” and will build your premise (your website) on this property.

## WHERE DO YOU BUY A DOMAIN NAME?

There are various companies you can buy your domain name from, from a local hosting company in your area to a national or international hosting company.

The most popular is [Bluehost](#) or [GoDaddy](#) in the US, but you are urged to do your due diligence when you decide on a hosting provider as they are the ones that will “provide the electricity” to ensure your site stays active

## WHY DO YOU NEED TO PAY A HOSTING COST?

A hosting cost is like your rates and taxes for your business. This is the fee you pay to the provider that “stores and support” your website on the internet.

## DO YOU NEED TO RENEW YOUR DOMAIN NAME?

Your domain name needs to be renewed yearly as this signals to the Domain Registrar that your website is still active.

## IS THERE A MONTHLY COST INVOLVED?

You will need to pay a monthly hosting fee to your hosting provider. Some of them do offer yearly or 2-yearly subscriptions and this is really dependant on your preference.

## WHAT IS THE MONTHLY COST?

The monthly hosting cost can vary between service providers and can range from from \$3 to \$800/month. Make sure you check what is offered with the hosting service and the technical support which is offered.

## HOW DO I RENEW THE DOMAIN NAME?

Normally your service provider through which you registered your domain will set your domain name on auto renew with payment deducted automatically from the payment method you set.



## WHAT DO YOU NEED TO LOOK OUT FOR WHEN DECIDING ON A WEB DESIGNER?

There are a few things you need to look out for when deciding on a web designer. Check their portfolio, see whether they can do responsive design, check their testimonials. For more detail, have a look at this helpful article.

## HOW MUCH IS IT GOING TO COST TO DESIGN A WEBSITE?

The cost is dependant on a variety of things and can range anywhere between \$100 to \$50 000. But just like asking an interior designer what the cost will be to redesign your workspace before you told them what you need, the same is true for your website. The cost really depends on the end goal and “finishes” of your website.

## WILL YOU BE ABLE TO MAKE CHANGES YOURSELF?

It really depends on your technical expertise whether you will be able to. Depending on the technical difficulty and/or user friendliness of the platform on which the website is built, you could maybe make edits. BUT, it is really important to ensure you ARE technically able to make edits BEFORE you make the edits.

## HOW LONG WILL IT TAKE FOR YOUR WEBSITE TO BE DONE?

This is again dependant on what you want. For simpler websites that don't involve intricate details, delivery can be within a few days. It also depends on the designer you have chosen and whether they offer websites within a day/week/month and if they time available to do it within the time frame you require. It is best to ask this before you decide on the designer, if time is of the essence.

## WHAT NEEDS TO BE INCLUDED IN YOUR WEBSITE WHEN STARTING OUT?

There are a couple of things to be included and what needs to be done. First of all, it needs to be mobile responsive and have easy navigation. See here, for a [helpful article](#) answering this question.



# Ready to maximise your **online presence?**

Schedule a **FREE consultation** to see  
what can be done to transform your  
online presence

[BOOK YOUR SPOT HERE](#)



[WWW.CELMABRUMMER.COM](http://WWW.CELMABRUMMER.COM)

