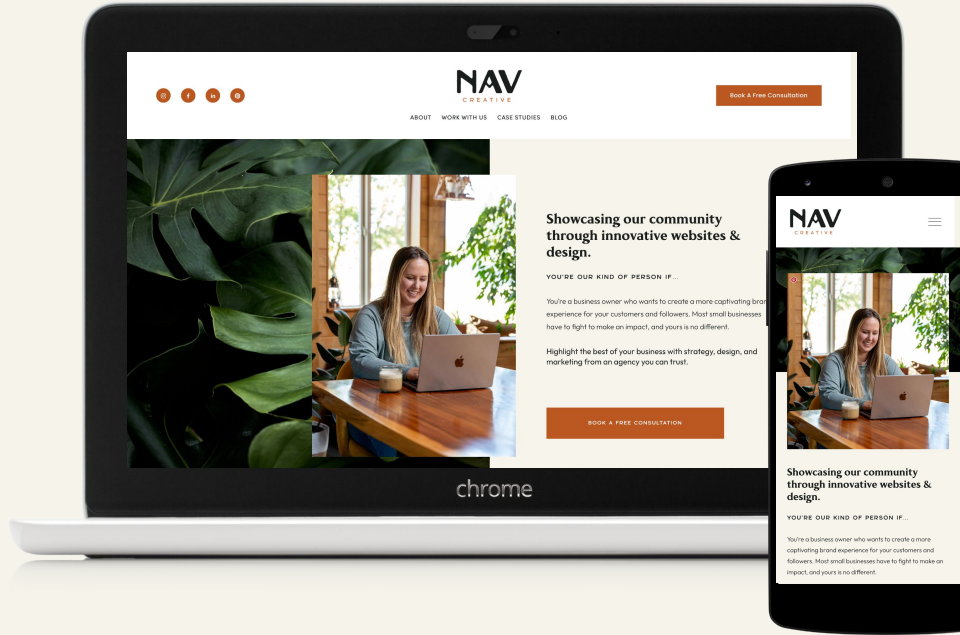
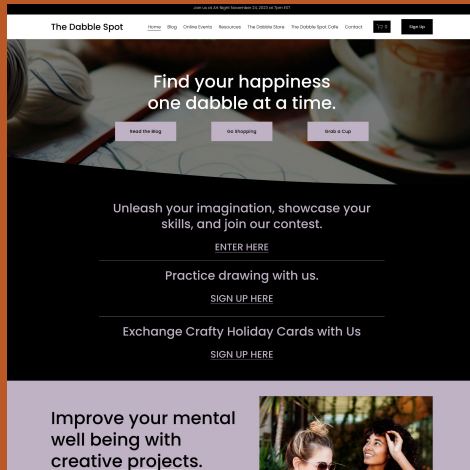

Building Your Webfront

Creating a strategic digital home for your business.



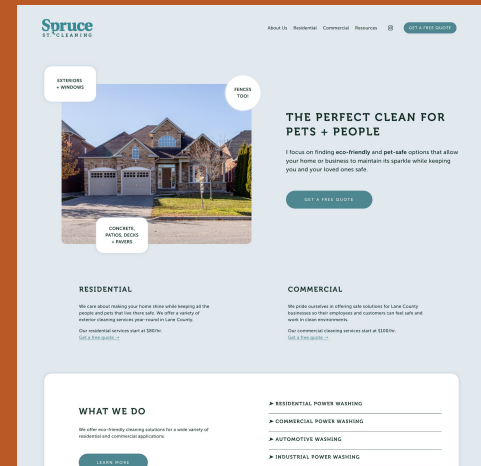
As a new business, you need a digital home where users can learn from, buy from, and interact with your brand.



An ineffective website can lead to brand confusion, decision paralysis, and ultimately, a loss of interest and interaction, the dreaded... **BOUNCE**.



An effective website can lead to increased interactions, brand recognition and loyalty, and **CONVERSION**.



How do websites work?



Domain

The address.



Hosting

The foundation.



Website

The house.



Domains



- Costs between \$5 - \$20/year, and designates the **address** for your website.

BEST PRACTICES

- Get a .com or .org for nonprofits
- Pick a business name with an available domain name
 - If your primary name is taken, try a location based add-in like NW, CA, etc.
- This will be used for your email, your newsletters, on every print material, and on every social media profile so make it as short as possible.



Hosting



- Costs between \$60 - \$500/year, and designates the **foundation** for your website.

MOST COMMON HOSTING OPTIONS

- Web Builders with Hosting (\$100+/year)
 - You pay for hosting, and their proprietary website builder
 - Squarespace, Shopify, Wix, Weebly, Webflow are examples
- Wordpress Hosting (\$60+/year)
 - You build your website on Wordpress and pay for 3rd party hosting
 - You end up paying for plugins, security, templates, and/or Wordpress builder plugins like Divi or Elementor
- Web Hosting (\$60+/year)
 - You create your website and upload it to a web host (best for advanced developers)
 - You end up paying for design softwares and security

Website

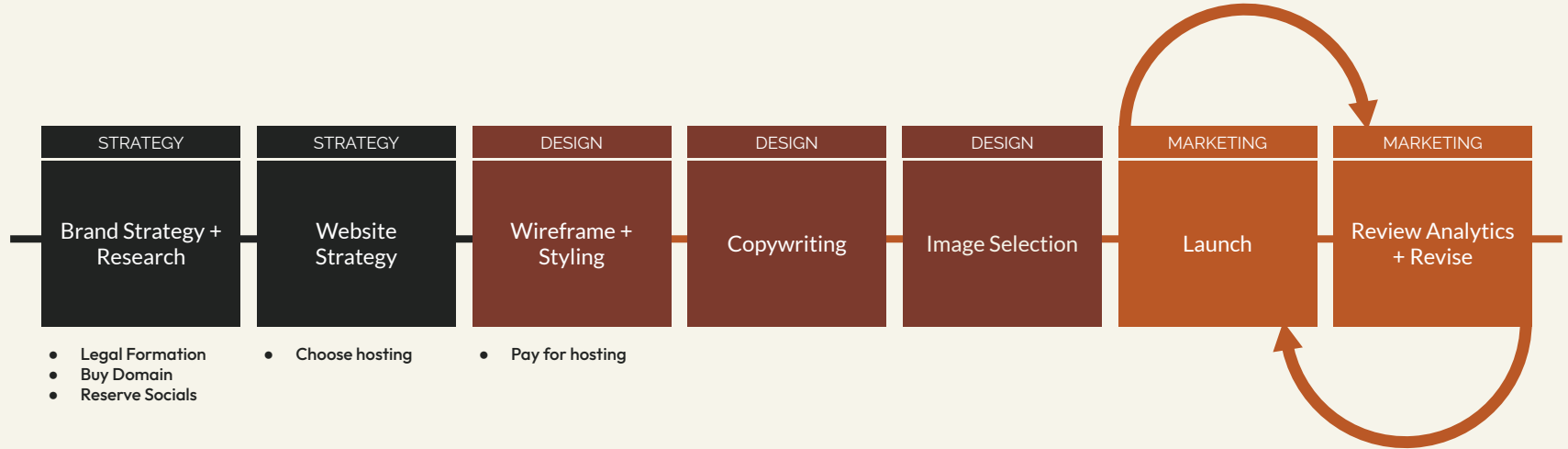


- Holds all the information and visual representation of your business and is the center of data YOU OWN.

BEST PRACTICES

- USE STRATEGY, not just aesthetics
- Route all digital marketing efforts into your website and mailing list/databases
 - Remember, you don't own your followers or viewers on social media

Website Process





80% of web design
is branding and
strategy.

Let's start with some basic brand strategy.

To build an effective web presence, you first need to know:

- Who you are, and why you exist
- Who your customers are
- Why you stand out to your customers



Defining Your Goals

It's important to know what your long-term goals are, as they might drive the name and identity of your brand, as well as form your brand voice.

You'll cover financials tomorrow, so for now let's keep it simple.

Important things to consider:

- What is YOUR ultimate goal in starting a business. Not what you want to solve, but why you've decided that you need to be the one to solve it.
- How do you see yourself being involved in the business long-term. Would you ever sell or hire others?
- Where and how will you have a digital or in-person presence, and will your brand identity hold up in that area and presentation?



Brand Identity Design

How Brand Identity Affects Websites

Your brand identity leads the design of your website and dictates the colors, fonts, and styles of images you'll use throughout.

You want ALL of your digital assets and print assets to feel like they are part of the same brand identity.

The **FIRST** thing you do on most website builders is load your logos, colors, and fonts.

Speaking of logos...

Have you heard of workmarks? Benefits of starting your brand identity with a wordmark are:

- You can start with something simple and DIY, and work your way up to professional branding.
- You can illustrative elements as they can lead to design issues and be complicated to make.
- You will have scalable designs - they can go down to an inch, and up to a billboard!

SAGINAW
VINEYARD

gather

the burg.

Delight Valley
FARMS



Wordmark Resources

- Wordmark.it (shows you a sampled text in all fonts on your computer)
- Creative Market (offers custom fonts at reasonable prices)
- Canva Pro (you can create a logo and download in a vector format)

Let's talk ADA Compliance on websites.

There are three levels of ADA compliance, as listed by the Web Content Accessibility Guidelines (WCAG). The levels range from Level A to Level AAA, where A represents the minimum accessibility level and AAA represents the peak.

Possible consequences of non-compliance:

- Being sued under the Americans with Disabilities Act
- Being sued Unruh Civil Rights Act in California
- Losing visitors who can't access the information on your website

Requirements for Level A compliance:

- Every image on your website must have alternate text that describes what's happening in the picture.
- All links on your website need descriptive names that clearly identify their purpose.
- All pages must have titles.
- Users should be able to resize your website's text up to 200% without losing any content or functionality. (automatic on Squarespace and other builders)
- Users should be able to navigate your website through a method other than a mouse. (automatic on Squarespace and other builders)

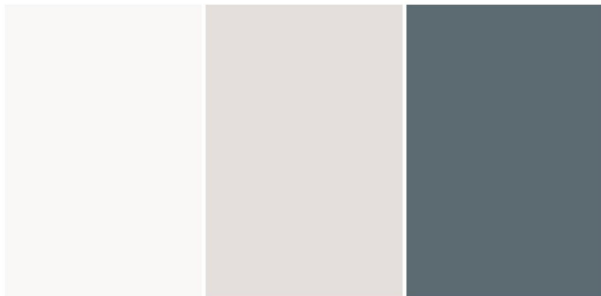
Requirements for Levels AA and AAA:

- Your audio content must have written captions, and your videos must have either captions or audio descriptions of the content.
- Users should be able to access and fill out forms without a mouse. (automatic on Squarespace and other builders)
- **All your pages should have a color contrast ratio of at least 7:1 relative to the background color.**
- **Users with cognitive disabilities should be able to access all your website's content.**
- **Users should be able to resize your website's text up to 800% without losing any content or functionality.**



Color Palette Fundamentals

- A website color palette on Squarespace and many other builders consists of approximately 5 colors.
- Often brands will have additional colors they use only in graphics or photos for an expanded palette.
- The website colors should be a light neutral, medium-light neutral or accent, medium accent, medium-dark neutral or accent, and dark neutral.
- Many brands opt to use Pantone matched colors, but these are not necessarily unless you plan to use Spot Printing techniques (most printers can now print accurately with CMYK).



#FAF8F6

RGB 250, 248, 246

#E4DFDC

RGB 228, 223, 220

#5C6B72

RGB 92, 107, 114



#575656

RGB 87, 86, 86

#000000

RGB 0, 0, 0

stbarabba.com



Explore Santa Barbara with Confidence

For Buyers

Delve into our comprehensive listings and neighborhood guides. From luxury estates to hidden gems, we offer a curated selection tailored to your desires. Our insider knowledge and vast network give you an edge in this competitive market.

LEARN MORE

For Sellers

Unlock the true value of your home with our expert advice and evaluation. We understand the intricacies of the market, ensuring you receive top dollar and achieve your goals. Our strategic marketing approach, pricing strategies, including off-market opportunities, maximizes your property's visibility.

LEARN MORE

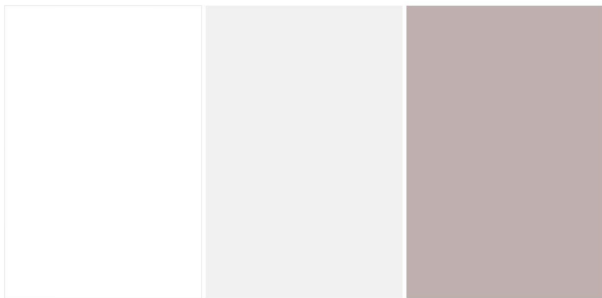
Stefan Rock Stojanovski

Santa Barbara's Trusted Real Estate Partner

As Santa Barbara's dedicated real estate professional, I, Stefan Rock Stojanovski, specialize in delivering unparalleled service and expertise in the sale and acquisition of distinctive properties across all price ranges.

Known for my deep commitment to client satisfaction and market mastery, I am the go-to realtor for both buyers and sellers seeking





#FFFFFF

RGB 255, 255, 255

#F1F1F1

RGB 241, 241, 241

#BFAFAF

RGB 191, 175, 175



#1C7965

RGB 28, 121, 101

#000000

RGB 0, 0, 0

colorlab.com

FA

SHOP PERMANENT JEWELRY PRICING
EVENTS ABOUT

A^oRO
JEWELERS

🛒 0

SCHEDULE NOW

Aro Jewelers

At Aro Jewelry, we specialize in crafting exquisite custom jewelry, allowing you to adorn yourself with enduring jewelry that reflects your personal style.

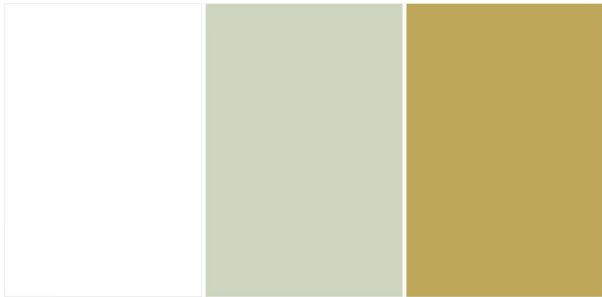


About Shelbi

Shelbi is a graduate gemologist who graduated from the world-renowned Gemological Institute of America in Carlsbad, CA (GIA) in 2017. She also holds CAD/CAM and jewelry design certifications from GIA and is a Registered Jeweler with the American Gem Society (AGS). She is highly qualified in diamond grading, gemstone identification, appraisals, and jewelry design.

That background and education turned into Aro Jewelers in April 2023, when she started taking permanent jewelry appointments from individuals. Now, Aro Jewelers has a full line of products available that strives for a

Example Brand Colors



#FFFFFF

RGB 255, 255, 255

#CFD6BF

RGB 207, 214, 191

#BEA758

RGB 190, 167, 88



#4B7860

RGB 75, 120, 96

#112924

RGB 17, 41, 36

colorlab.com



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MEN'S HEALTH

CHILDREN'S HEALTH

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XXam-XXpm

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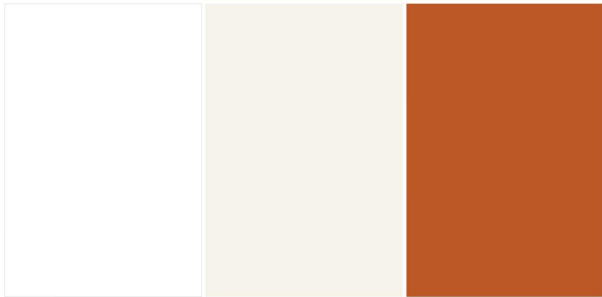
[Clinical Services](#)

[Women's Health](#)

[Men's Health](#)

[Children's Health](#)

[General Practice](#)



#FFFFFF

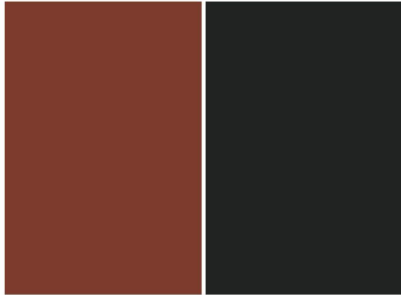
RGB 255, 255, 255

#F6F4EA

RGB 246, 244, 234

#B58226

RGB 187, 88, 38



#7D3B2D

RGB 125, 59, 45

#212322

RGB 33, 35, 34

coloradobco.com



NAV
CREATIVE

Book A Free Consultation

ABOUT WORK WITH US CASE STUDIES BLOG

Work With Us

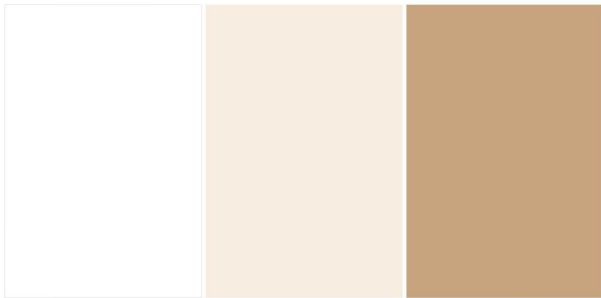
Our team focuses on helping businesses on their way up stop wasting time and start reaching new mile markers through a holistic approach to digital marketing incorporating strategies from web design, social media, and content creation.

From hourly work to custom full service offerings, we have you covered!

BOOK A FREE CONSULTATION



Example Brand Colors



#FFFFFF

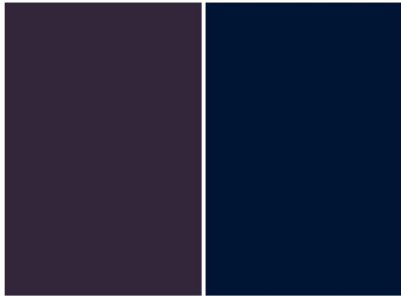
RGB 255, 255, 255

#F8EDE1

RGB 248, 237, 225

#C8A47E

RGB 200, 164, 126



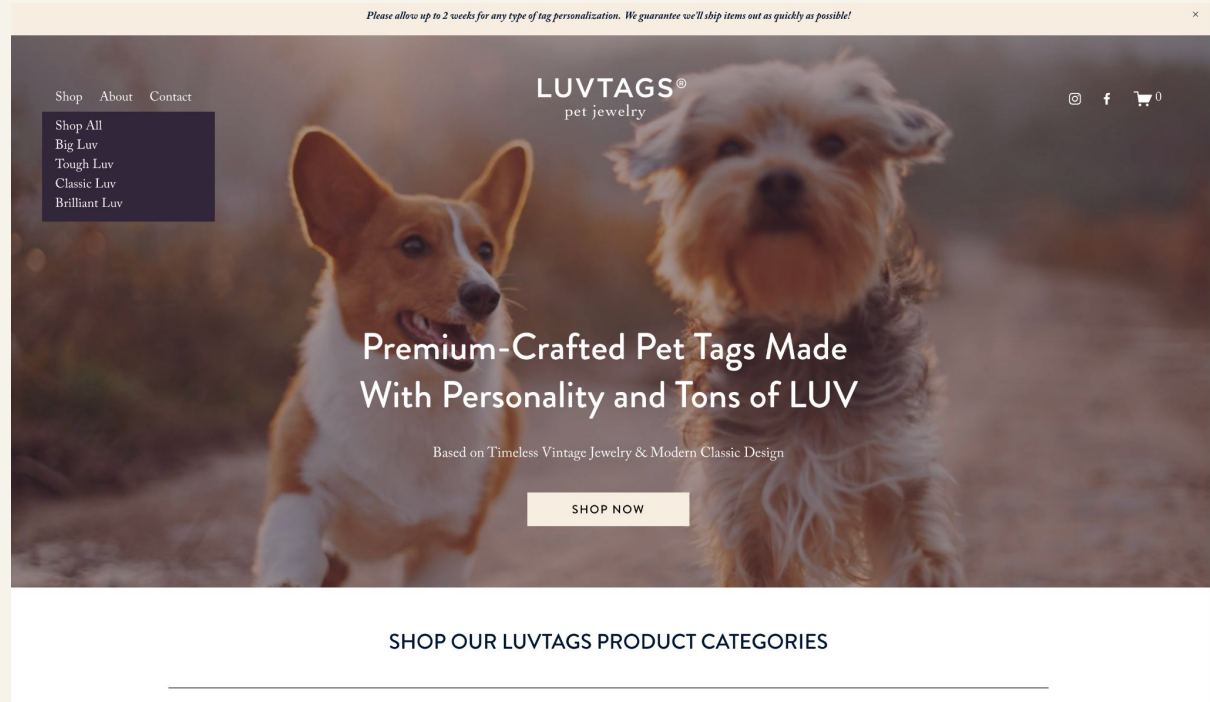
#32263A

RGB 50, 38, 58

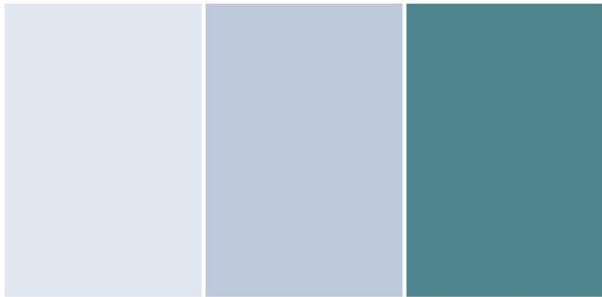
#001433

RGB 0, 20, 51

colorlab.com



Example Brand Colors



#E1E7EF

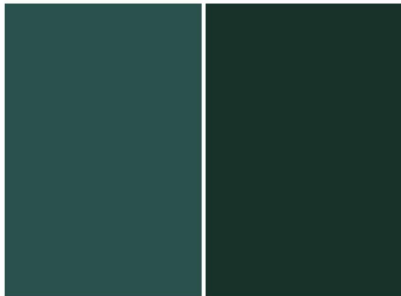
RGB 225, 231, 239

#BECADB

RGB 190, 202, 219

#4F868E

RGB 79, 134, 142



#2B514D

RGB 43, 81, 77

#183129

RGB 24, 49, 41

Ready for a spruce up?

GET IN TOUCH FOR A QUOTE TODAY!

GET STARTED

Spruce
ST. CLEANING

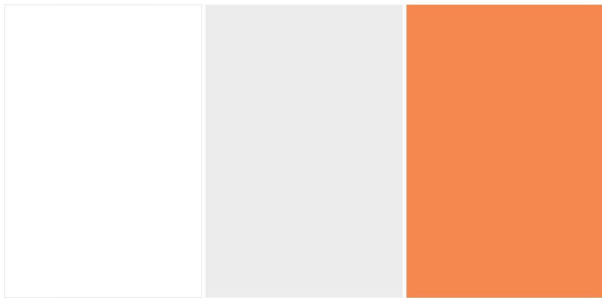
Residential and commercial exterior cleaning services
in Lane County, Oregon.

Instagram icon

HOURS
Monday – Friday
9am – 5pm

GET IN TOUCH
541-234-3638
ryan@sprucestreetcleaning.com

GET A FREE QUOTE



#FFFFFF

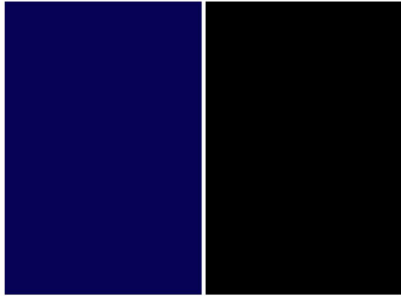
RGB 255, 255, 255

#ECECEC

RGB 236, 236, 236

#F58B4E

RGB 245, 136, 78



#060255

RGB 6, 2, 85

#000000

RGB 0, 0, 0

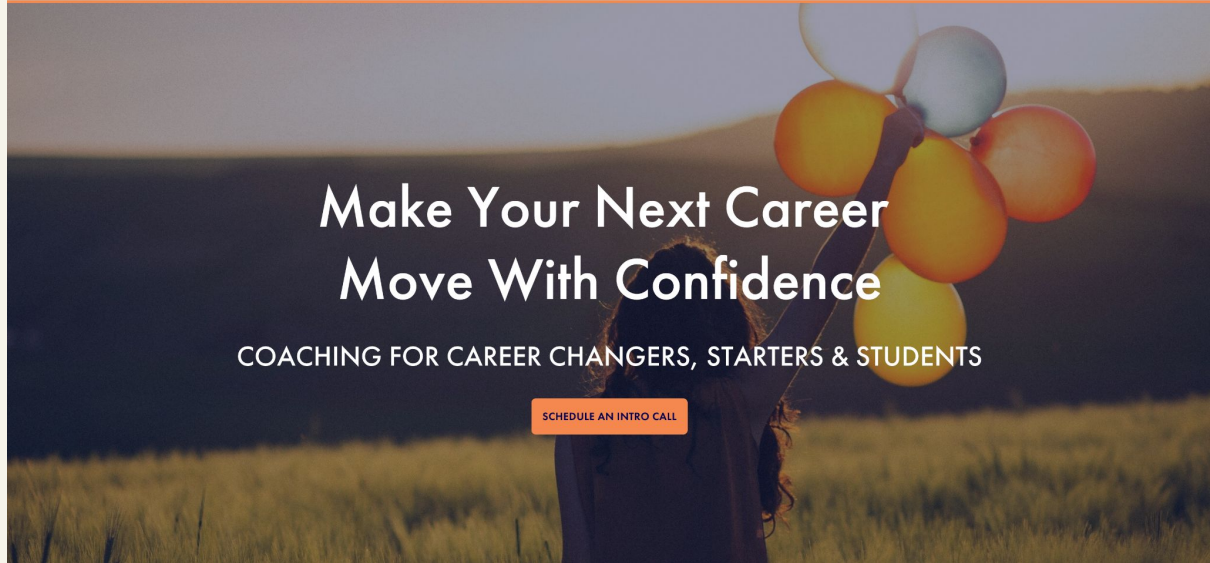
colorlab.com



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[SCHEDULE AN INTRO CALL](#)



Example Brand Colors



Color Resources

- [Coolers.co](https://coolers.co)
- [Colors.adobe.com](https://colors.adobe.com)

Both of these tools will help you extract colors from images or create color palettes from scratch, then allow you download or copy the hex codes used to identify the colors. Hex codes are six digital codes like #000000 used to identify web colors.

#000000 is black. #ffffff is white.



Type Fundamentals

- Websites on most builders generally stick to 2-3 typefaces.
 - A **typeface** is a group of fonts, for example Arial, and each **font** in the typeface has a different weight like Light, Medium, Bold.
- Sticking to 2-3 typefaces prevents a website from looking amateur or busy.
- Unique fonts can be purchased on websites like Creative Market and uploaded to website builders.
- Use varied weights or letter spacing to accentuate certain text.
- All website fonts should be sized according to hierarchy.
 - Heading 1 is the largest, followed by Heading 2, Heading 3, Paragraph 1, Paragraph 2, etc.



Popular Styles of Typefaces

Serif

- Most legible for print
- Stylish
- Great for headings or larger body fonts
- “Serif” refers to the marks on the end of the letters

Sans-Serif

- Legible for web
- Clean and modern
- Great for headings and paragraph fonts, especially when used in varied weights

Slab-Serif

- Type of Serif
- Traditional/Rustic
- Fun for headings

Script

- Can be handwritten or computer-made
- Many types
- Fun in small doses for headings
- Usually not as legible as serif, sans-serif, or slab

DISPLAY

- Decorative
- MANY types
- Fun for headings
- Usually not as legible as serif, sans-serif, or slab

Monospace and *handwritten* are font styles as well, but rarely used in web design.

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I focus on finding **eco-friendly** and **pet-safe** options that allow your home or business to maintain its sparkle while keeping you and your loved ones safe.

GET A FREE QUOTE

Similar Google Pairing

Roboto Slab - Heading

Roboto - Paragraphs

ROBOTO UPPERCASE - BUTTONS

What Your Taco Bell Order Says About You (Based on Our Office Orders)

They say you can tell a lot about a person based on their Taco Bell order. Well, maybe they don't. But they should! We believe that our food orders around the office are windows into the soul and personality like no other, and Taco Bell is the restaurant that offers the clearest view into who a person is.

Similar Google Pairing

DM Serif Display - Heading

Outfit - Paragraphs

Our guidelines for pretty + compliant fonts:

- Use display, script, or bold fonts as HEADINGS only.
- Don't put more than a short phrase in uppercase or script fonts
- Use smaller letter spacing for sentence case, larger for uppercase.
- The smaller the font, the bolder and higher contrast it needs to be.

Work With Us

Our team focuses on helping businesses on their way up stop wasting time and start reaching new mile markers through a

Get in Touch

Contact me via the form below so

reliable estimate backed by up-to-date market data and expertise.

GET STARTED

GET IN TOUCH

[541-234-3638](tel:541-234-3638)

ryan@sprucestreetcleaning.com



Web Strategy + Wireframing

Wireframing your website is creating a written or visual outline of what your website will include.

In this section you will solidify your:

- Your brand bio and call to action
- Your sales funnel
- List of pages and their sections

What is a brand bio?

More specific than a mission statement, and shorter than an elevator pitch, when you're new your brand bio is the first thing customers should see when they land on your website or very soon after. It's usually similar to a tagline, but in sentence form. Brand bios are usually stated in one of these formats, or a modified version of them.

- We do {this service} for {these people}.
- We solve {this issue} with {this product or service}.
- We create {this product} for {these people}.
- We help {these people} achieve {this thing}.

Brand Bio Examples

Examples

- Showcasing our community through innovative websites & design. - NAV Creative
- Clinical formulations with integrity. - The Ordinary
- You have nutrition gaps. Grüns fills them. - Grüns Nutrition
- If you can't eat it, Mill it. Meet the easiest way to keep food out of the landfill. - Mill
- Create a business and life you love. - Marie Forleo

Let's revisit this question from your brand strategy:

What is the primary user action you would like to drive based on this project/business (for example: to sell my product, to get sign-ups for my experience, to sell my service, etc)?

This, is your primary call to action.



Now, let's map out a sales funnel together.

- Start with a matrix.
- On the far right, write your primary call to action at the top.
- Below it, write some other options down the page for final actions people could take on your website, for example, signing up for your mailing list, joining a wait list, or going to your social media profiles.
- On the left, write down the page a list of every possible way people can end up on your website, for example, Google Search, Referred by Friend, Instagram, Facebook, Yelp, Flyer.



How to fill out a website sales funnel:

- Now, add the following columns across the top, middle of the sheet in order:
 - ◆ Identify
 - ◆ Build Authority
 - ◆ Make An Offer
- Now, we'll fill in the middle of the matrix with sections or pages on the website that we want to create.



What is a wireframe?

- Written or sketched outline of the pages on your website including the general sections or content of each page.

How to make a wireframe:

- List the pages you are going to create for your website, and include a bulleted list of the sections/content on that page in order. Remember to focus on driving traffic to your primary action while building credibility as you move down the page.



Website Copywriting

Once you have your wireframe, all you need to do is figure out your brand voice, and fill it in! Your brand voice consists of:


- Your point of view
- Your pronouns
- Your tone of voice traits



Copywriting Best Practices

- Don't be afraid to turn to AI, just clean it up after it's generated!
- Check against your brand voice guidelines, sales funnel, and strategy document as you go
- Write the homepage last!!!
- 300 words or more per page when possible, 700-1000 is even better!

Your SEO presentation will go in depth about keywords, but make sure to research and use keywords in your copy that are relevant to your business.



Photography + Stock Image Selection

**Your images can MAKE OR BREAK
the website.**

One of our most popular portfolio sites is complemented over and over again for the design, but guess what, IT'S ALL BECAUSE OF THE STOCK IMAGES!

We had the same layout with different photos in our portfolio, and nobody ever noticed.

Picking the right color images, the highest quality, and the right placement makes ALL the difference.

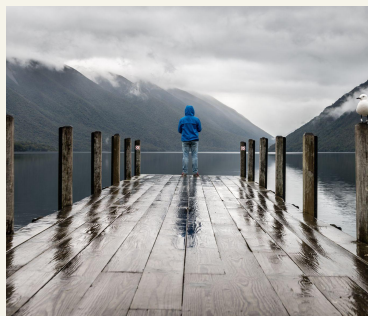
Luckily, we have some tips...

Stock Image Sources



Unsplash

- Over 5 million pictures exclusive to the website (some paid, some free)
- Trendy, styled edits



Pexels

- Free for commercial use
- Millions of free stock photos and videos



Nappy

- Free for commercial use
- Brings cultural diversity to the stock image space



Adobe Stock

- Offers illustrations, vectors, and 3D assets
- 10 image free trial!



Stock Image Best Practices

- Look for your brand colors or use the same complimentary color on multiple pages/placements
 - ◆ If you're unsure, aim for images that have only 1 color that's not in your palette at the most
- Look for the same edit style or photographer (most stock photographers upload in sets)
- Avoid unnatural looking setups or poses
- Use faces to show the “outcome” of your offer, not for information about you
- Supplement with your own images as soon as possible



Putting it all
together, and
launching a
website!

You have all the pieces! Now you just to do the technical bit of putting them all together.

Let's talk about the following decisions and quick techie parts.

- Website Builders
- Squarespace Resources
- After This Workshop



What platform should I build on?

➤ Squarespace

- Service-based businesses or simple commerce businesses
- Add-ons including appointment scheduling, members-only content areas, course builder, newsletter software, e-commerce, and light customer management capabilities.

➤ Wordpress

- Blog or content management websites
- Websites with advanced e-learning models, membership models, or that involve user profiles or discussion forums

➤ Shopify

- Subscription based e-commerce businesses
- Kit based e-commerce businesses
- Dropshipping businesses



Getting Traffic To Your Website

When you hit “make public”, you may hear a few crickets...

The amount of success your new website will have, is entirely up to you and your marketing place.

- Expect to create more content to get noticed (your SEO workshop will discuss this)
- Don't be afraid to share with friends and family
- Plan to reinvest money into marketing (SEM)



Analytics

➤ Google Analytics

- Shows you conversion rates, bounce rates, location and demographics of viewers
- Ties into Google Search Console to tell you how you're ranking on Google and where your traffic is coming from (which search terms)

➤ Heat Maps

- Shows where people hover, click, and stall on your website pages

➤ Customer Surveys

- Best information comes directly from the source!
- Always include a “how did you find us?”

➤ Advanced: AHREFS for SEO

Additional Resources

To review the slides, download a copy of the handout, or find any of the links we've mentioned as well as Squarespace tutorials, visit:

www.navnwcreative.com/sfsu

password: bootcamp



Morgan Newton

Accounts Coordinator, NAV Creative
morgan@navnwcreative.com