

# Website Building Information

Term	Description
Dashboard	landing spot when logged in, you will access everything you need behind the scenes
Media Library	houses all your pictures or documents you make available on your site
Page / Post	both managed similarly but the page is for content that is always there, posts are dated and should be updated often
Plugin	software installed on your site that allows all the things you want/need your site to do
SEO (Search Engine Optimization)	using words in certain areas of your site to ensure google or bing finds your site when someone is looking for it.
Site Name	Description of your offerings – this will show on an open web browser tab. 50 Characters or less.
Tag Line	Short description of your business. What do you do, who are your customers, and how will your visitors benefit from working with you? 10 words or less.
Theme	WordPress offers the foundation, but the theme you choose is the design palette
Widget	different sections or blocks of your site, change with theme

## Colors and Consumer Behavior

The infographic displays eight color-coded 'Buy' buttons, each with a corresponding color key and behavioral insights:

- YELLOW:** OPTIMISTIC AND YOUTHFUL. OFTEN USED TO GRAB ATTENTION OF WINDOW SHOPPERS.
- RED:** ENERGY. INCREASES HEART RATE. CREATES URGENCY. OFTEN SEEN IN CLEARANCE SALES.
- BLUE:** CREATES THE SENSATIONAL OF TRUST AND SECURITY. OFTEN SEEN WITH BANKS AND BUSINESSES.
- GREEN:** ASSOCIATED WITH WEALTHY. THE EASIEST COLOR FOR THE EYES TO PROCESS. USED TO RELAX IN STORES.
- ORANGE:** AGGRESSIVE. CREATES A CALL TO ACTION: SUBSCRIBE, BUY, OR SELL.
- PINK:** ROMANTIC AND FEMININE. USED TO MARKET PRODUCTS TO WOMAN AND YOUNG GIRLS.
- BLACK:** POWERFUL AND SLEEK. USED TO MARKET LUXURY PRODUCTS.
- PURPLE:** IS USED TO SOOTHE & CALM. OFTEN SEEN IN BEAUTY OR ANTI-AGING PRODUCTS.

## Must Have Website Pages

### Home

#### Include:

- 1) Logo – clear and identifiable. You can also use your logo as a favicon to guide a user back to the homepage from other pages.
- 2) Clear, easy-to-use navigation tool. Your navigation tool will serve as a table of contents for your page, helping users locate the specific information they are looking for. Include this in your header or somewhere very easy to see and access.
- 3) Headline – the way you will let your visitors know about your business. A heading is often a business name, whereas the subheading will provide a clear and succinct description of your business.
- 4) Call to action – the home page needs to draw your visitors in, prompting them to delve deeper into your website.
- 5) Social proof – You need to stimulate trust and establish expertise. We can do this through success stories, testimonials or client reviews.
- 6) A picture speaks a thousand words, people will be drawn in by captivating images. Real life pictures will add integrity to your site.
- 7) Text content – A visitor needs to connect to your business right away. Tell them why what you do matters, how will it help them? Keep it short and simple, do not overwhelm the visitor on the home page.
- 8) Footer – Include your contact info, links to important content, and social media links.

### About

#### Include:

- 1) Headline (About, About Us, About Business Name)
- 2) Sub-headline (Your mission or vision works great)
- 3) Benefits
- 4) Supporting Image
- 5) History or story telling
- 6) Call to action – send your readers to another page on the site

#### Tips:

- Connect with your readers – tell your story
- Use a conversational tone, evoke emotion
- Focus on how your agency solves a problem
- Add personal photos (pictures of your board members or staff?)
- Don't go into too much detail
- Keep it easy to read (at least 16pt)
- Put a link to your about page in several other spots on the site

### Contact

#### Include:

- 1) Your email, phone, and physical address
- 2) Contact form

#### Tips:

- Contact forms can feel impersonal, give them a real email and phone number
- Redirect users to a thank-you page, let them know how/when they will hear from you
- Include a call-to-action, sign up for a newsletter, join the board, leave your comment

### Services

#### Include:

- 1) Elevator pitch – less than five minutes to tell a perspective customer about your services, what do you say?
- 2) Structure your page to help the viewer find what they need
- 3) Provide customer feedback if possible
- 4) Include a natural conversion opportunity (Current events/Blog page/Schedule an appointment)

#### Tips:

- Give specifics about your services/products in a concise way
- Link to another page if you need more details on a service/product