



WONDERFUL WEBSITES

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WHAT WE'LL COVER TODAY



The WWW



Options



The Right Fit



Steps For Success

INTRODUCTIONS

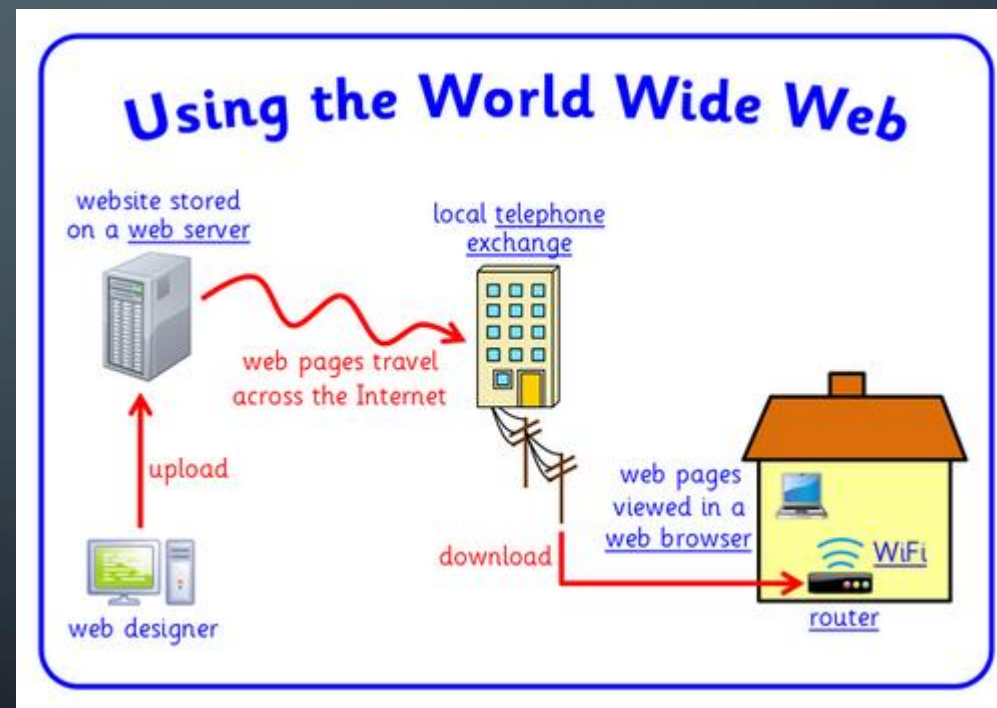
- Name
- Business Name & Industry
- Already online?
- Business Goal

ABOUT ME



- Tim Berners Lee 1989
- Worldwide communication between servers
- Code tells your browser what to display

THE WORLD WIDE WEB



WHAT YOU NEED

- Host
- Domain Name
- Content Management system
- Right Click > Inspect

The screenshot shows a web browser window displaying the Tesco website. The browser's address bar shows the URL `tesco.com/groceries/en-GB/orders`. The page content includes a navigation bar with links like "Hello Janet", "My orders", "My account", "Sign out", "Help", and "Feedback". A search bar is visible with the text "Search with a list of items". A date indicator shows "THU 22 APR" and "Home Delivery 07:00 - 08:00 Making changes". A price tag indicates "Guide price £ 10.17".

The browser's developer tools are open, showing the "Elements" panel. A right-click context menu is visible over a link that says "View your upcoming orders and previous orders from the past 6 weeks." The selected element in the DOM tree is:

```
<div data-auto="my-orders-ddl-list" class="styled__wrapper-ez0e4t-0 kEFKJh">  
  <h1 data-auto="my-orders-ddl-title" class="base-components_BaseElement-sc-18610ce-0 egjnznr hEILVW styled__Title-ez0e4t-1 WJzaZ">My orders</h1> == $0  
  <p class="base-components_BaseElement-sc-1mosoyj-0 typography__styledElement-sc-18610ce-0 egjnznr bZoCET styled_Description-ez0e4t-2 iVqomm">View your upcoming orders and previous orders from the past 6 weeks.</p>  
  <div>...</div>  
  <div data-auto="pending-order-list">...</div>  
  <div data-auto="previous-order-list">...</div>  
</div>  
</div>  
<div class="main__sidebar">...</div>  
<div class="left-hand-navigation">...</div>  
</div>  
<div class="footer-wrapper">...</div>  
</div>  
<div>...</div>
```

The "Styles" panel on the right shows the default styles for the selected element, including:

```
element.style {  
  }  
.WJzaZ.WJzaZ {  
  margin-top: 32px;  
}  
.WJzaZ.WJzaZ {  
  margin-top: 32px;  
}.hEILVW {  
  margin-bottom: 0px;  
  margin-top: 0px;  
  color: rgb(51, 51, 51);  
  font-family: "TESCO Modern", Arial, sans-serif;  
}
```

OPTIONS!



Instagram

WIX










shopify

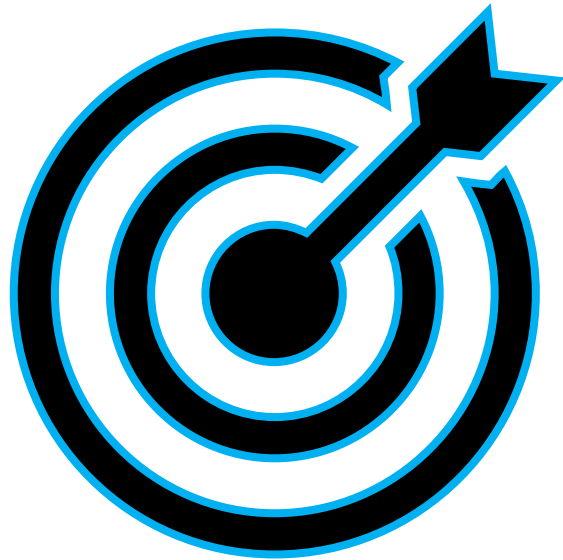


WORDPRESS

STAND OUT

- Fully Integrated E-Commerce
- Access to all themes
- Sell Unlimited Products
- Integrated Accounting

Website Builder Platforms	 WIX	 SQUARESPACE	 GODADDY	 STANDOUT
 COST	\$348/year	\$480/year	\$171/year	\$97 lifetime
 NO OF WEBSITES	1	1	1	UNLIMITED
 SUPPORT	NA	NA	EMAIL	24/7



THE RIGHT FIT

- Know your audience then define your strategy
- Create a strong brand that your audience will love
- Identify your skillset
- Position yourself to get seen



CUSTOMER FOCUS

- Name, Age & Location
- Career / Hobbies / Interests
- Daily routine / habits
- Online preferences
- <https://www.hannahmartinlondon.com/>

10 minutes to create/update
yours

I will share mine

BRAND IMAGE

Color psychology

Brand Guidelines

Hex vs CMYK

PX vs CM vs IN

PNG vs JPG vs PDF

COLOUR PSYCHOLOGY

- What image do you want to portray?
- What message do you want to convey?
- What fonts work

Red Excitement Strength Love Energy	Orange Confidence Success Bravery Sociability	Yellow Creativity Happiness Warmth Cheer	Green Nature Healing Freshness Quality	Blue Trust Peace Loyalty Competence
Pink Compassion Sincerity Sophistication Sweet	Purple Royalty Luxury Spirituality Ambition	Brown Dependable Rugged Trustworthy Simple	Black Formality Dramatic Sophistication Security	White Clean Simplicity Innocence Honest

BRAND GUIDELINES


- Consistency builds trust
- Does your social media have the same look as your website?
- Helpful when working with freelancers






HEX VS CMYK



- HEX is a HTML code for your browser uses RGB (red, green, blue)
- CMYK (cyan, magenta, yellow & keen) is for certain types of printing







1. 
Royal Mail®

2. 
Royal Mail®

 Royal Mail.  Royal Mail.

 Royal Mail.  Royal Mail.

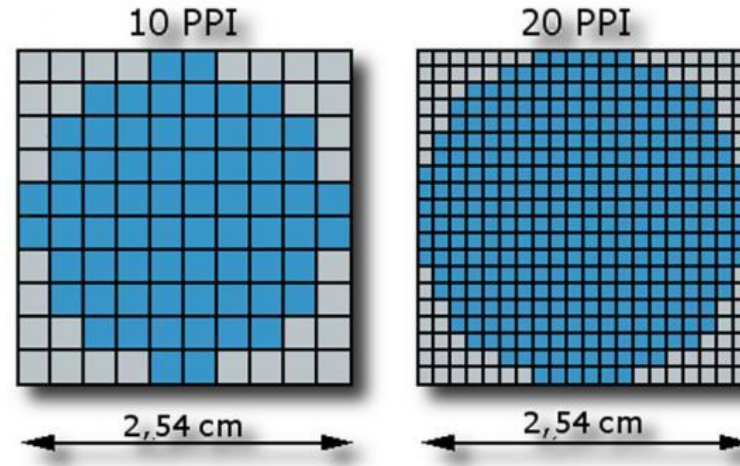
1.   

2. 





CMYK: 1/87/76/0 RGB: 228/60/57 PMS: Pantone 179 U/C HEX: #E43C39	CMYK: 0/35/85/0 RGB: 248/179/52 PMS: Pantone 122 HEX: #F8B334	CMYK: 1/4/1/0 RGB: 252/247/249 PMS: Pantone 663 HEX: #FCF7F9	CMYK: 0/0/0/100 RGB: 26/23/27 PMS: Pantone Black HEX: #1A171B
---	--	---	--

PX VS CM

- Pixel is the smallest unit you can manipulate
- The higher the number, the better the quality
- We never use cm for online measurements















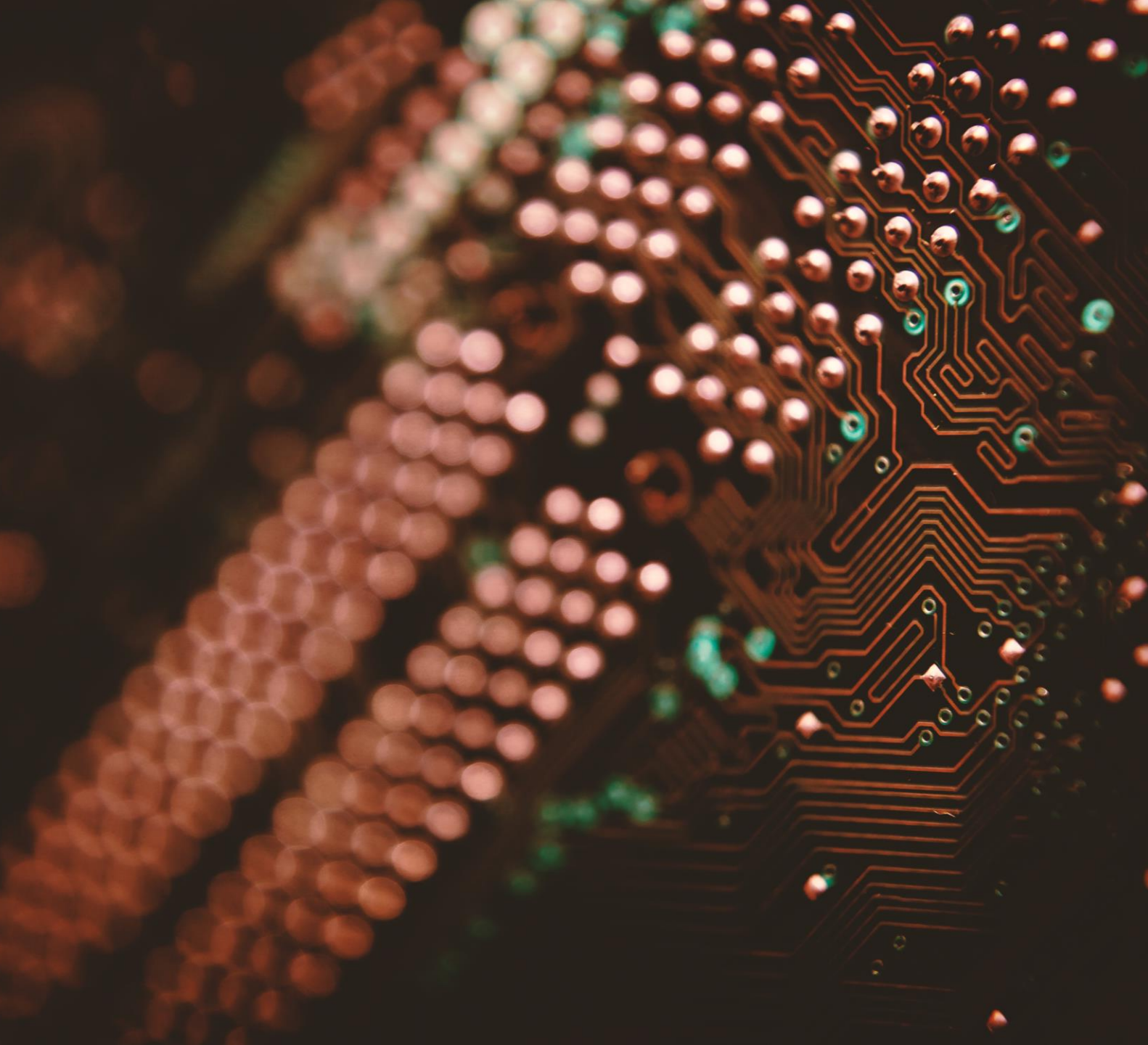
Social Media Image Sizes 2021

				
Profile photo:	320 x 320	170 x 170	400 x 400	400 x 400
Landscape:	1080 x 566	1200 x 630	1024 x 512	1200 x 627
Portrait:	1080 x 1350	630 x 1200	N/A	627 x 1200
Square:	1080 x 1080	1200 x 1200	N/A	N/A
Stories:	1080 x 1920	1080 x 1920	1080 x 1920	1080 x 1920
Cover photo:	N/A	851 x 315	1500 x 1500	1128 x 191

PNG VS JPG VS PDF (BASICS)

- What output are you using?
- What size will you need the image
- Transparency required?

FILE FORMAT	COLOR PROFILES	VECTOR/ RASTER	PRINT/ DIGITAL	TRANS- PARENCY	LOSSLESS	EDITABLE
	 RGB	R RASTER	 DIGITAL	✗	✗	✗
	 RGB	R RASTER	 DIGITAL	✓	✓	✗
	 RGB CMYK	V VECTOR	 PRINT	✓	✓	✓
	 RGB CMYK	V VECTOR	 PRINT DIGITAL	✓	✓	✓



QUIZ TIME

What percentage of the global population has a mobile phone?

1 12%

2 67%

3 55%

4 89%

A close-up, artistic photograph of a circuit board. The board is dark, and the copper traces and components are illuminated with a warm, golden-brown light. Some components are glowing with a soft green light. The background is dark and out of focus, showing more of the circuit board's intricate patterns.

QUIZ TIME

What percentage of the global population has a mobile phone?

2

67%



STEPS FOR SUCCESS

Adapt & stay current

- Trend Data
- Analytics
- Promotion
- Over Deliver

GOOGLE

- Google Trends & Think with Google
- Consumer behavior is changing rapidly and unpredictably amid the coronavirus pandemic
- Updated daily
- Answer The Public

Country  United Kingdom  Change  Yearly 

Top trending categories

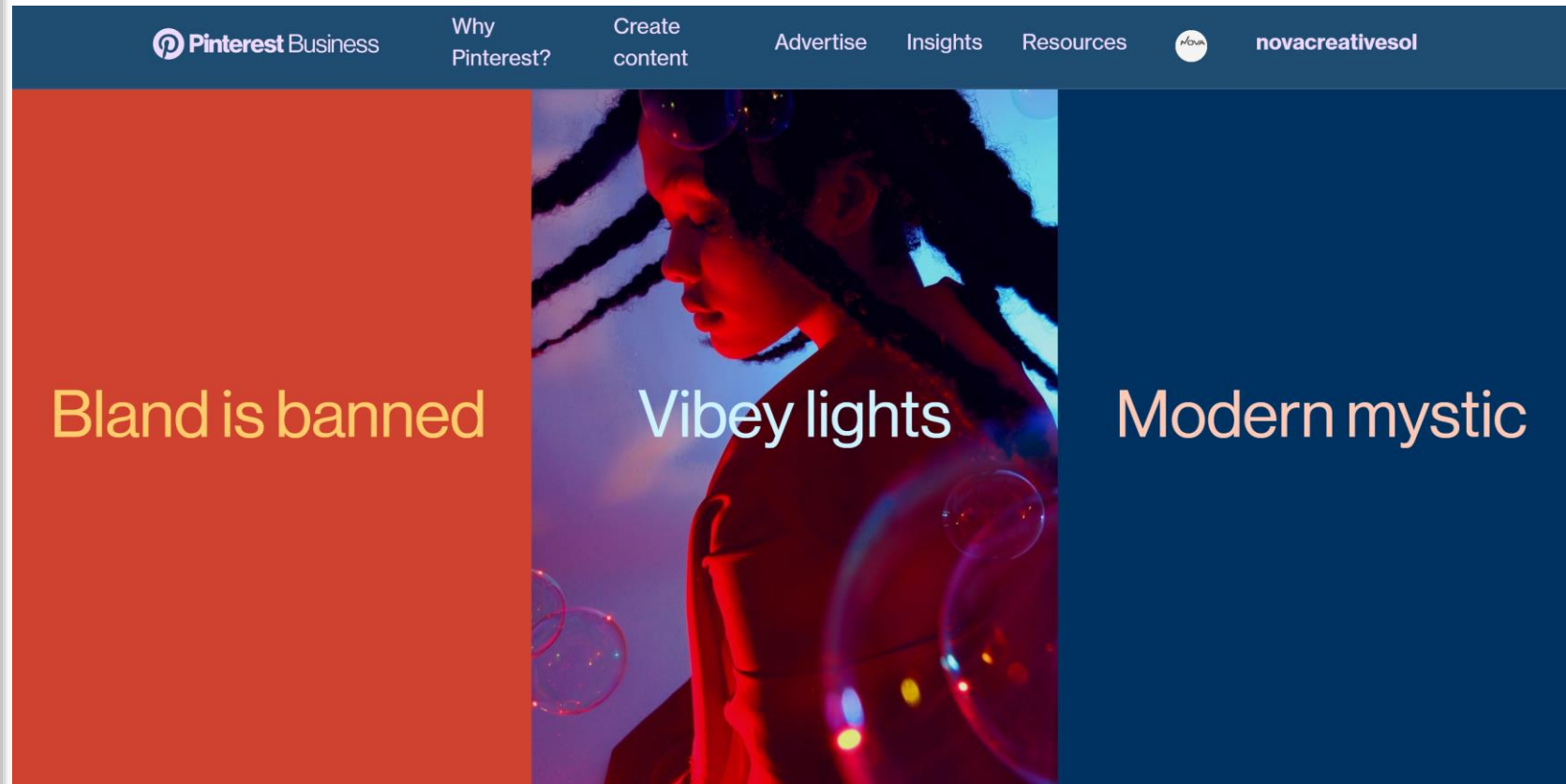
1. Bakery Boxes	-1981284352%
2. Laboratory Chemicals	-1981284352%
3. Hot Water Tanks	Breakout
4. Vehicle Performance Additives	Breakout
5. Horse & Livestock Trailers	Breakout
6. Gutters	Breakout
7. Picnic Blankets	Breakout
8. Document Templates	Breakout

Top growing queries in Bakery Boxes

1. cake box	100	
2. cake box near me	10	
3. cake decorating company	8	
4. the cake decorating company	5	
5. cupcake boxes	4	
6. money cake	3	

PINTEREST

- A window into the future from the platform where people go to plan it.
- 8 out of 10 predictions correct for 2020
- “Manifesting is the new nesting”



SHOPIFY

- R.I.P. TopShop!
- UK based trend report for retailers
- What behaviour shifts are here to stay?



Convenience is key

From same-day pickup to local delivery, discover how new conveniences have changed your customers' expectations.



The "shop local" trend is here to stay

UK shoppers are eager to revitalize their high streets. Learn which factors will motivate your customers to shop local.



Health and safety is still a top priority

Customers want to shop with peace of mind. See the health and distancing practices that will help store visitors feel safe.

ANALYTICS & COOKIES

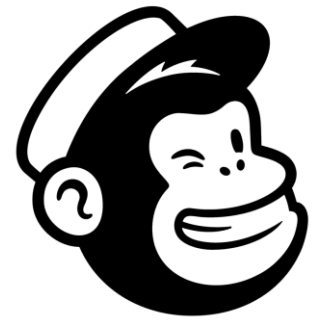
- Analytics provide data on who is visiting your site & when?
- Cookies look at browsing habits and can be used for targeted advertising
- What information is available to you?



Google Analytics



WEBSITE
COOKIES



mailchimp

What is the Facebook pixel?

The Facebook pixel is code that you place on your website. It collects data that helps you track conversions from [Facebook ads](#), optimize ads, build [targeted audiences](#) for future ads, and remarket to people who have already taken some kind of action on your website.

It works by placing and triggering cookies to track users as they interact with your website and your Facebook ads.



PROMOTION

- Social Media
- Email
- Online Ads
- PR
- Word of Mouth
- Out Of Home (OOH)



OVERDELIVER

- Video
 - Intro, product demonstration
- Share your knowledge
 - Newsletter, blog
 - eBook
- Customer Service
 - Chat bot
 - FAQs
 - Reviews & testimonials

ENTREPRENEUR QUALITIES

- Which stands out to you?
- What do you enjoy doing?
- How much time do you have?
- How involved do you need to be?
- Who do you have on your team?



OUTSOURCING!



LIFE GOALS



**Start
Now**

TASK TWO



**Get
Perfect
Later**

AUTHOR



**Rob
Moore**

Bestselling author of
LIFE LEVERAGE and MONEY



THE MOM TEST

How to talk to customers & learn if your
business is a good idea when everyone is
lying to you.

Rob Fitzpatrick
a foundercentric.com book

RECOMMEND
READING



THANK YOU!

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