

BRANDWITHIN SITE TOUR | LISTENER NOTES

Our Site, Your Site

In showing you the thinking behind Brandwithin.com, we hope to bring out some points that could be helpful to your own web strategy and design.

We do NOT suggest you imitate our format, design or copy – or any other visible element of the site. We DO suggest you freely use any underlying principles that apply to your site.

Have A Strategy!

One point we'd emphasize is the value of having a strategy for your web presence, not just a site design. Ask these questions to start with:

- What's the business outcome you are seeking?
- Who is your website for?
- What kind of experience do you want to give your visitors?
- What do you want them to do?

WordPress Rocks

Our entire site is built on the WordPress blog platform which gives:

- Easiest content management
- Great plugins for SEO (search engine optimization) and other functionalities
- Built-in blog
- Free WordPress software and updates for the platform
- Flexibility with design for the 'theme' (the visual look and feel)
Brandwithin uses and recommends the [Thesis](#) premium theme (excellent design flexibility and runs fast and efficiently behind the scene)

HOME PAGE

Make Them Feel At Home

We're inspired by the book “**Don't Make Me Think**” ([on Amazon here](#))

Respect conventions:

- Logo on the left
- Simple horizontal navigation bar — Home on the left, Contact on the right
- Extended navigation below (this is a newer convention)
- Small print at the bottom

NB: NO grinning stock photos!
Enough of the Stepford Wives...

Main Headline

- Simple benefit — “Growth”
- Call to action — “Click”
- Subhead expands on these ideas

The Big Buttons

- “Click me!” — stimulate action
- Numbers... people like ‘em
- Wants before needs (“quick fixes” before “long-term growth”)
- FREE is powerful
- Encourage action

Lower Navigation

- Better than drop-down menus
- Group under headings
- “Connect” — social media links are cool
- “Contact” — make yourself easy to reach

FAST TRACK SOLUTIONS

- Bite-size blocks of info
- Simple headlines
- Short copy
- “Learn more” – clickable link
- Link opens separate page
- Bullet lists of services
- Call to action

STRATEGIC TOOLKIT

- Clear, simple headlines
- Lively subheads
- Short copy blocks
- Panel design for easy scanning
- Last panel – Call to action

LEARN FOR FREE

- Knowledge marketing — build trust and “expert status”
- Give REAL value in exchange for lead contact info
- Podcast functionality for easy access
- Twitter feed for updated content
- Blog post structure — keeps content fresh
- Easy searchability

OTHER PAGES

- **About Us** — Showcases experience and introduce the people behind the brand
- **About You** — Shows that we're client-centered, not us-centered
- **Clients** — Uses ‘slider’ and gallery functions to display projects
- **Trump U** — Focuses on education
- **Contact** — An invitation, not just information

Contact us at **Brandwithin** to discuss your website needs.

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