

How to Monitor and Control What Your Website Is Saying About You – Define Your Essence as a Brand



Who Are You? Sell Me Your Brand in One Sentence.

Great. Let's work on refining that a bit. I bet you can do better.

Get back to your roots. What originally motivated you to work in this area?

What motivates you today to continue to work in this area?

What's changed, and which is more reflective of what you want your brand to be?

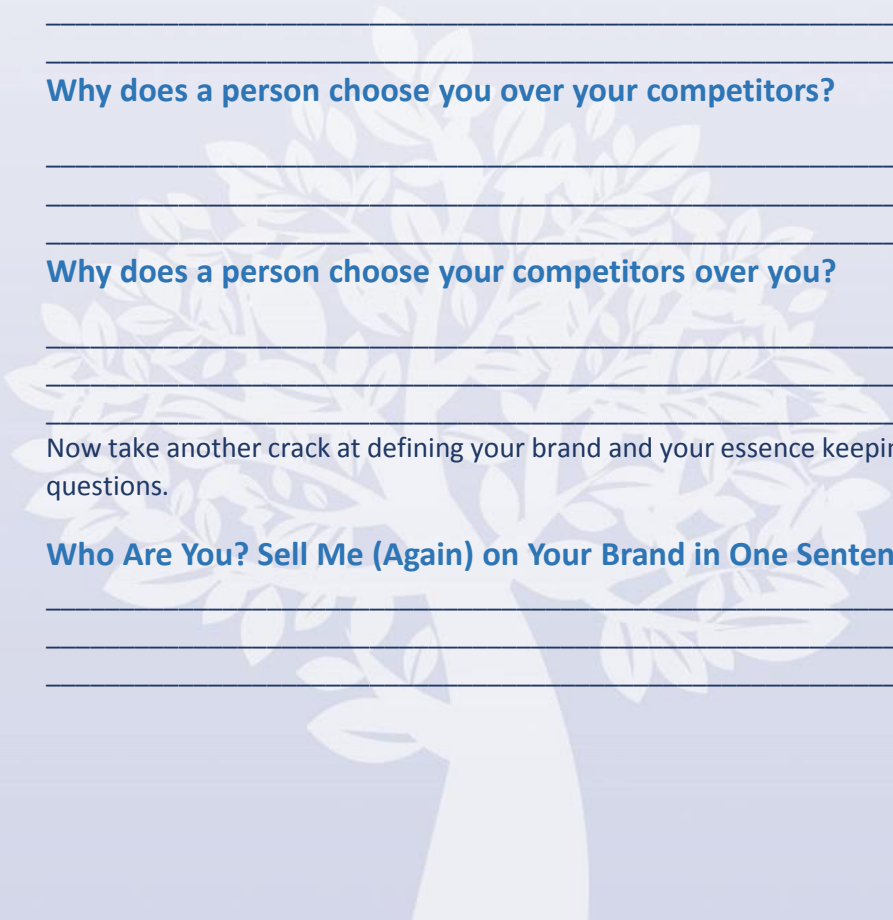
What makes you REALLY GREAT?

Why does a person choose you over your competitors?

Why does a person choose your competitors over you?

Now take another crack at defining your brand and your essence keeping in mind any insight gleaned from the above questions.

Who Are You? Sell Me (Again) on Your Brand in One Sentence





What Does Your Brand Say About You Right Now?

Home page

Office location page(s)

Bio page(s)

Your top landing pages

Where to Make Changes to Refine Your Brand Message

Inspect each of these elements and ask “how is the helping me present my brand?”

Page Titles:

The title of a page is not only an important SEO ranking parameter; it’s also an important vehicle to deliver top-level brand messaging. Title tags are displayed at the top of browsers as well as in search result pages (SERPs), and should concisely sum up the theme of the page and your brand.

Think in terms of relaying your brand essence as it relates to the page in question and the keywords will take care of themselves.

Page Headlines:

Page headlines are where you build upon the baseline brand essence established in the title. You have more room to be creative, and should craft headlines that compliment page titles while elaborating on the overall brand message for a particular page.

Meta Description:

Present your case right in the SERPs with the meta description. Use page meta descriptions to reinforce your brand page by page, in 160 characters or fewer. Present a compelling argument to choose your brand over any other search result. **SELL YOUR BRAND IN ONE SENTENCE.**



Other On-Site Areas for Potential Brand Reinforcement

Content Sub-headings:

Use your subheadings to reinforce your message. Guide the reader down the path that **you** choose, and make sure that path terminates with a strong call to action.

Sidebar Modules, esp. Case Results and Testimonials:

Choose your sidebar modules wisely! You have limited space in the sidebar to drive home the message told in the main content of your page. Are the sidebar elements doing their job?

Go beyond just making sure these modules are added to a page, make sure the content within these modules is in line with your brand essence as much as anything else on the page!

Calls to action:

Your on-page call to action is your final opportunity to drive home your brand message. Anyone can say “contact us here for a free consultation”, what makes you special? Why should they contact you? If you’ve done your job, the entire page has convinced them already, this final point is where you recap.

Email Followups:

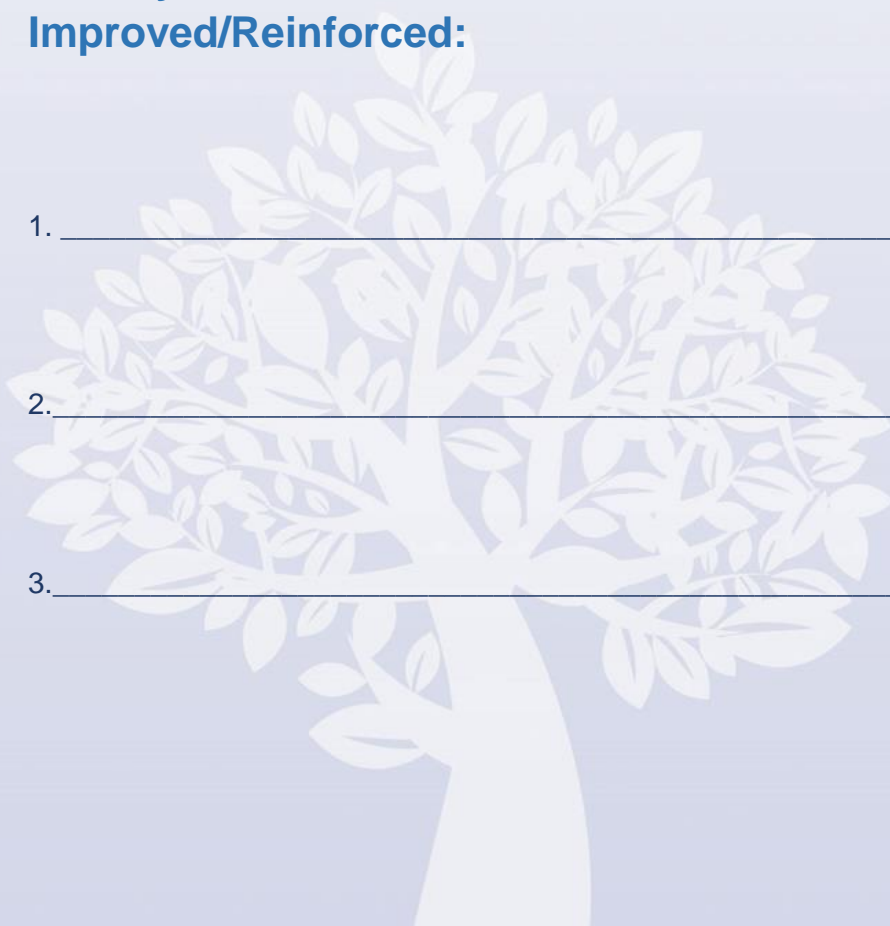
These people have already expressed interest in you. Drive home the point with consistent messaging about why you’re the choice for them.

Identify 3 Areas Where Your Brand Essence and Message Can Be Improved/Reinforced:

1. _____

2. _____

3. _____



Notes

