

Digital media platforms: Websites



How to use websites easily, effectively and to boost your company's presence. Anyone can do it, use the digital age to your company's benefit.



Mirror Image
Agency

What is a website?

A website is a collection of publically accessible, interlinked web pages that share a single domain name to display your products and services to increase your company's presence and sales.



What are the benefits?



Positions you as an expert

Builds your brand identity

Reaches a goal marketplace

Creates 24/7 passive-revenue profit machine

Builds your database

Allows for filtering and unsuitable clients

Provides an opportunity for bold self-expression

Creating your effective website

We want you to feel comfortable with doing this by yourself, of course, we are always here to help if you need it. This is why we have got the ball rolling on giving your articles to read, we

want to show you how easy it can be! (and exciting)

You may find yourself only referring to one article each, and that's okay!

<https://torquemag.io/2018/07/web-design-tips/>

<https://www.youtube.com/watch?v=ASAtZfCLqIU>

<https://www.youtube.com/watch?v=ShSNbXkxQS8>

<https://www.youtube.com/watch?v=HECMycQLRz0>

<https://www.youtube.com/watch?v=z-xkbNLIB5w>

<https://www.wix.com/blog/2017/10/5-design-tips-for-a-professional-site/>

<https://www.impactplus.com/blog/tips-for-improving-your-web-design>

<https://webflow.com/blog/web-design-tips>

Types of websites:

The brochure - five pages or so written in an online brochure format.

The email converter - Their email for free value returns.

The one page sales letter - Designed specifically to encourage buying a product, program or service.

The menu of services

The assessment - Let the buyer assess how much they need you and your services.

The portal - Typically offers a catalogue of websites, a search engine, larger amounts of content about certain subject matter.

The virtual entertainment site - Buzz marketing approach, get others to spread the word for you.

The blog - Online diary.

The social network - Grouping individuals into specific groups, like a political or religious group or men who collected model trains. Facebook groups for example also.

The personal brand identity site - Promoting your personal brand rather than the brand of a company.

Client conversion - explained

Lets make this more fun. I'm not going to bore you to death with a wall of text with all the terminologies.

Instead, I'm going to list you the best content creators that have dedicated themselves in providing the best and exciting content.

Sure, we can do the work and explain it to you, but that would be a super boring experience.

The whole goal here isn't for us to flex knowledge on you, its for you to feel comfortable within yourself to action it for your company. Anyone can do it, not just flashy and trendy teens!

Best YouTube channels:

HubSpot marketing - <https://blog.hubspot.com/marketing/how-to-increase-conversion-rate>

Josh Hall - <https://www.youtube.com/watch?v=IRhetyvk6dr8>

Sam Dey - <https://www.youtube.com/watch?v=WagaluJyJAs>

Exposure Ninja - <https://www.youtube.com/watch?v=g5pHYRJxF0E>

Dylan Albertazzi - <https://www.youtube.com/watch?v=CwKzveMzhoQ>

Semrush - <https://www.youtube.com/watch?v=TmhxguEY7yo>

Quick Tips - <https://www.youtube.com/watch?v=9YdBU556gWA>

Your turn!

Congratulations, you now know the basics of websites and how to make them effective.

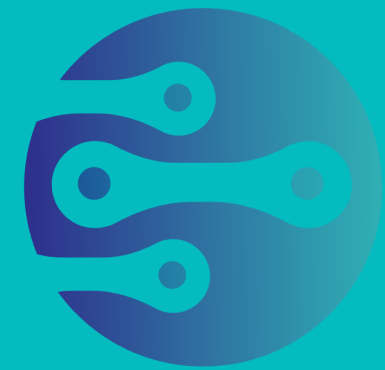
Even if you have made one in the past before, I hope this has helped you give you a bigger perspective on why websites is so important in the digital age and how you can take advantage of it.

Need help? You can contact us at info@mirrorimageagency.com - Please don't hesitate to ask for help or any questions you may have.

Learn more about us: www.mirrorimageagency.org

Places to build your first website:

Wix
Squarespace
GoDaddy
Shopify
Weebly
Zyro
Jimdo Creator



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