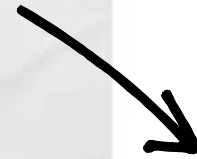


# On-Demand Series For Artists

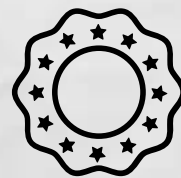
## Your Website



Vision



Personality



Value



What's Important

**When  
Building  
Your**

**WEBSITE**

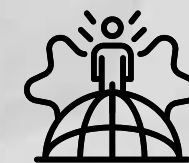
PRESENTED BY BRANDON LEE



Trust



Consistency



Differentiation









# INTRODUCTION

Brandon Lee - Owner - Edison Apps, LLC

Digital Marketing & Website Dev SME

Core Mission "Help Small Businesses  
connect their analog and digital worlds to  
make smarter business decisions"



- 
1. Start with Domain/Username
  2. Secure Digital Assets
  3. DIY or Hire for Website Dev
  4. Create Brand Awareness Ads
- 

**HOW DO  
WE CREATE A  
GOOD DIGITAL  
PRESENCE?**



Pick Your

**COMPANY'S**

**DOMAIN?**

1.Consistency

2.Name Availability

3.Simplicity



Do's & Don'ts for your

**COMPANY'S**

**DOMAIN?**

**DO's**



Be consistent across all digital assets

**Domain name = Username**

Use Simplest Version of Domain

**Keep it simple, common, and memorable**

Use Domain Security/Privacy

**Keep your personal info safe, out of public**

Use available tools to help you

www.namecheckr.com  
www.namechk.com  
domains.google.com

**DON'Ts**



Use a non-branded email account

**@gmail, @yahoo, @outlook**

**Mix and match usernames**

**Keep it consistent across all platforms**

Secure Digital Assets

**IMMEDIATELY**

1.Setup branded  
email

2.Secure Usernames  
on all Social Platforms

3.Be Visible in Your  
Industry





# **BRANDED EMAIL**

**Domains.google.com**

Create a forwarding email (Free)  
or  
Create a workspace email (\$6/month)

*\*100 email alias are free via google when you  
purchase domain.*

*Strategically use to funnel leads, social accounts, etc*



# SECURE USERNAMES

Use branded email to secure social accounts

(all industry specific platforms)

(platforms your customers are already on)

**Google**

"Best Social Media Platform for \_\_\_\_\_"  
(blank is your business vertical)








# **VISIBILITY**

**Research Your Top Competitors:**

- 
- What platforms are they on?
  - How does their website look?
  - Do they use branded emails?
  - What search terms drive traffic to their website?
  - Are they running ads?



How Do You Build Your

**COMPANY'S**

**WEBSITE?**

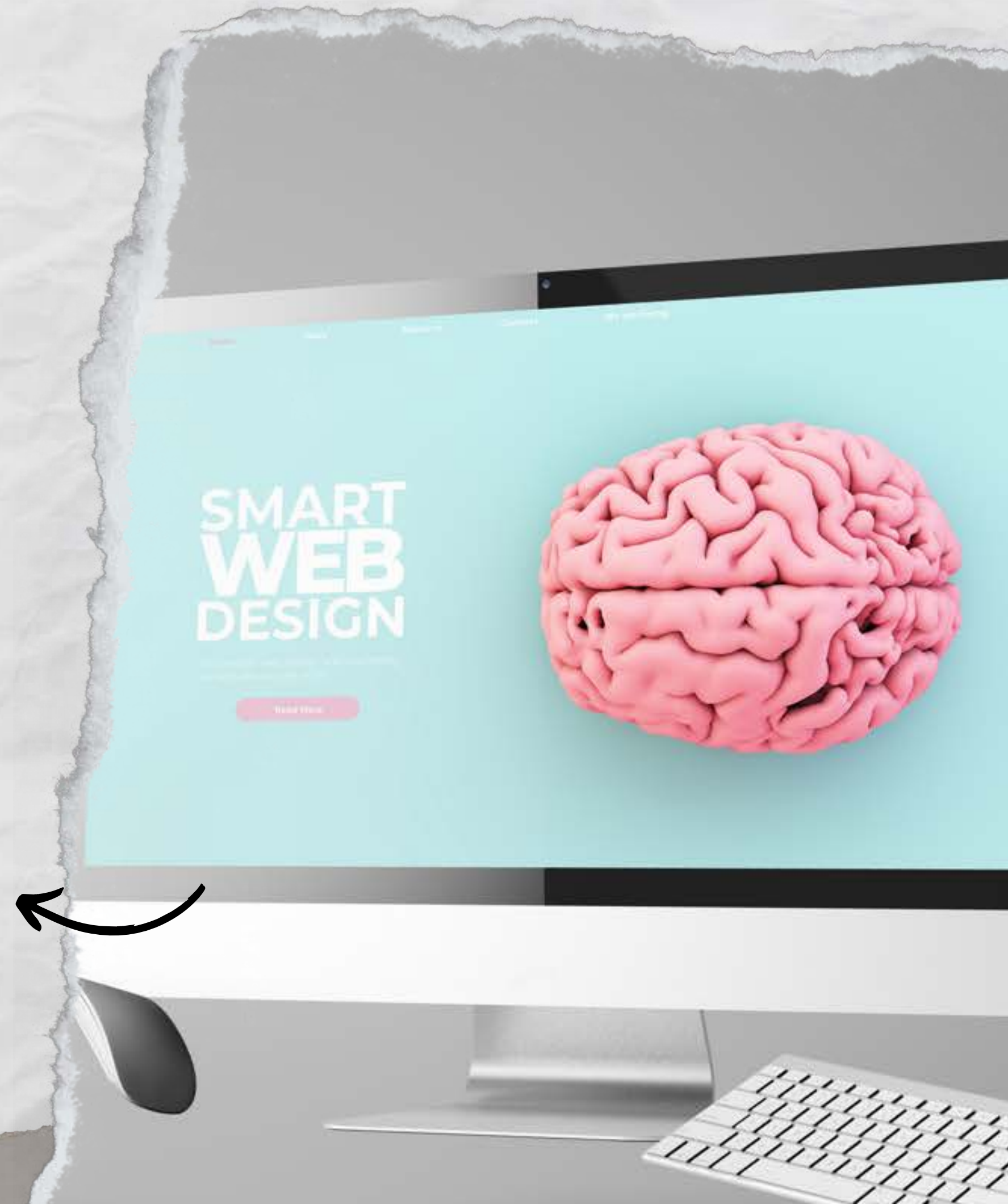
**DIY**

**Hire A Dev**

What is

# **THE PURPOSE OF YOUR WEBSITE?**


1. To inform/educate consumers
2. Present your brand/products/services
3. Generate Leads for sales channels
4. Build Trust







## DIY

1. How tech savvy are you?
  2. What is your timeline?
  3. How complex does your website need to be?
  4. How competitive is your vertical?
    - a. How good are your competitor's websites?
    - b. How important is SEO for gaining new customers?
    - c. How important is your website to your marketing and sales mix?
- 



**WHAT TO**

**CONSIDER FOR  
DIY...**

### Platform Options

Squarespace


Wix


Weebly

Webflow



## Hire A Dev

1. Do you have a budget?
  2. What is your timeline?
  3. Which platform do you want your site built on?
  4. What technical integrations do you need/want?
  5. Who will maintain the website once it's launched?
  6. How often will you make content changes, need to add new content, add landing pages for ads?
- 



**WHAT TO  
CONSIDER IF  
HIRING A DEV...**

### Platform Options

Wordpress  
Shopify  
BigCommerce



# BRAND AWARENESS

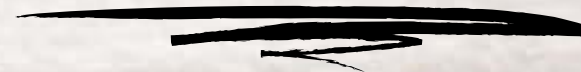
Consumers and Businesses don't know you exist

Brand Awareness Ads are super **powerful** and **affordable**  
ways to gain marketshare for your business

Build a Brand Awareness Ad budget

Use the Ad platform where your target audience is already active  
(FACEBOOK ADS, GOOGLE ADS, TIKTOK ADS)

Create landing pages on your website for ads to send traffic to  
**(Do not use your homepage for this)**





**CONTACT**

**US**

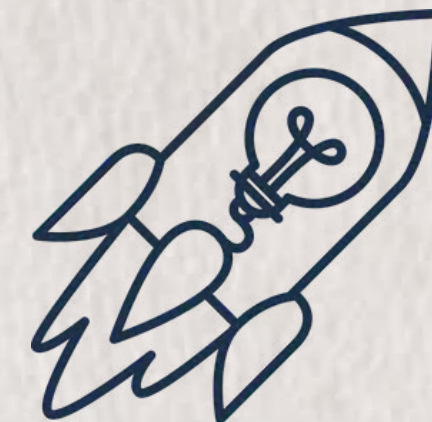


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**EDISON APPS**  
SMALL BUSINESS MARKETING AGENCY



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