

How to Rock Your Brand With Strategic Design


10 Point Checklist

Joana Galvao

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



**“You need simple content and a clear call to action, because
you only have two seconds to capture someone's attention.”**

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10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Establish my branding before designing my website. I should know how I want my business portrayed prior to hiring a designer.
- Don't just focus on "pretty." Having a beautiful website is not beneficial if it doesn't convert well.
- Choose the right website elements by creating a mood board. Go on Pinterest and pin the visuals, style and aesthetic I want.
- Give my viewers the best experience possible by making it clear what they should read and where they should click.
- Make my website buttons stand out by choosing clear fonts and vibrant colors.
- Keep my content simple so that it's easy on the eyes. Highlight the message I want to get through for conversion.
- Make sure that I capture my viewer's attention the second they enter my site. I only have between 2 to 8 seconds to grab a website visitor's attention.
- Check my text and make sure that every line has a maximum of 12 words. The longer the sentence, the harder it is to understand.
- Make sure I have a great contrast within the website with the right balance of white space, text and images.
- Invest in a designer and a copywriter who can help me achieve a good looking, professional website that also converts.