How to Brand Your Website Effectively?

by Anuj Singh

Article published on April 3rd 2012 | Software

Brand defines a name, term, design, symbol, or any other feature that identifies one sellerâ€™s product or service as distinct from those of other sellers. A brand may identify one item, a family of items, or all items of that seller. A brand is the visual, emotional, rational and cultural image that you associate with a company or product. Branding is very important for any online or off business. Branding can make or break your business.

A brand makes your offer unique and exclusive goods. It provides reputation, customer services, price, attitude and product line and logo to the company. Branding is important for both big and small companies. It is also beneficial for online businesses. The main purpose of branding is to get people recall your company, products and services from memory. Its objective is to gain trust from the customers. Here are some branding strategies which can make your website branded.

Creating a logo and design

A logo is a design symbolizing your company and provides an image to your company. It establishes a clear image of your company. Your identity is an extension of your business that communicates directly through visuals, appearance and symbols. Creating a logo provides a clear identity to your company. Your companyâ€™s website should contain a well designed logo which represents your company or product. Design a logo that improves the quality of your website and makes it more trustworthy among visitors.

Add a subscribe box

A subscription box usually contains a link to your RSS feeds and Email form, which allows your visitors to submit their Email ID to receive updates from your website or blog. Subscription works as the backbone of your website. The more readerships you have, the stronger you get. Customize your subscription box with various manage subscriber services. Like Aweber, it is a tool that allows you to send out mass newsletters and manage subscribers. It is an auto responder service that makes it easy for you to create and send colorful attention grabbing email newsletters.

Create a social media Icon

Social media icon plays a great role in driving traffic to your website. Most of the web designers know the importance of social media networks. Social media networks are a big online trend. If you want to promote your website effectively, social media icon is the best idea to implement. Promote your social media profiles with social media icons like â€œModule.â€• This module allows icons to show up on the most popular social media sites and promotes your website.

Include â€œAbout usâ€• page

Adding an About Us page is another important way to brand your website. Your About Us page helps you to build relationship with your customers. Write the best in your About Us page otherwise you will lose visitors. About Us page will give your site credibility and also help you to gain trust from your potential customers. Add brief information about the company, product or services and contact details in your About Us page. Always keep short and clear information in your About Us page, do not add unnecessary content which results into fewer visitors.

Post a personal photo

Posting a photo of yourself will place good impact on your customers. Add some pictures of your company and staff which influences your visitors and it can help you to establish your site trustworthy resource. Including pictures will attract your visitors and give a clear explanation about your company, company environment and make them feel warm and fuzzy.

A well branded website gets more traffic, more page views and more back links which results into better search engine ranking.

Article Source:
http://www.articleside.com/software-articles/how-to-brand-your-website-effectively.htm - Article Side

Anuj Singh - About Author:
KPMRS is a free website ranking monitoring, Keyword rank checker and Back link tracker SEO tool. It tracks search engine positions for keywords phrases on Google, Yahoo, Bing and Monitor your website rankings for different keywords for free. For more information about kpmrs visit http://www.kpmrs.com/

Article Keywords:
adding an About Us Page, Back links, better search engine ranking, Brand Name, Branding, Branding strategies, Company Logo, create a social media Icon, Creating a logo and design, Customers, Post a Photo, Visitors

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!