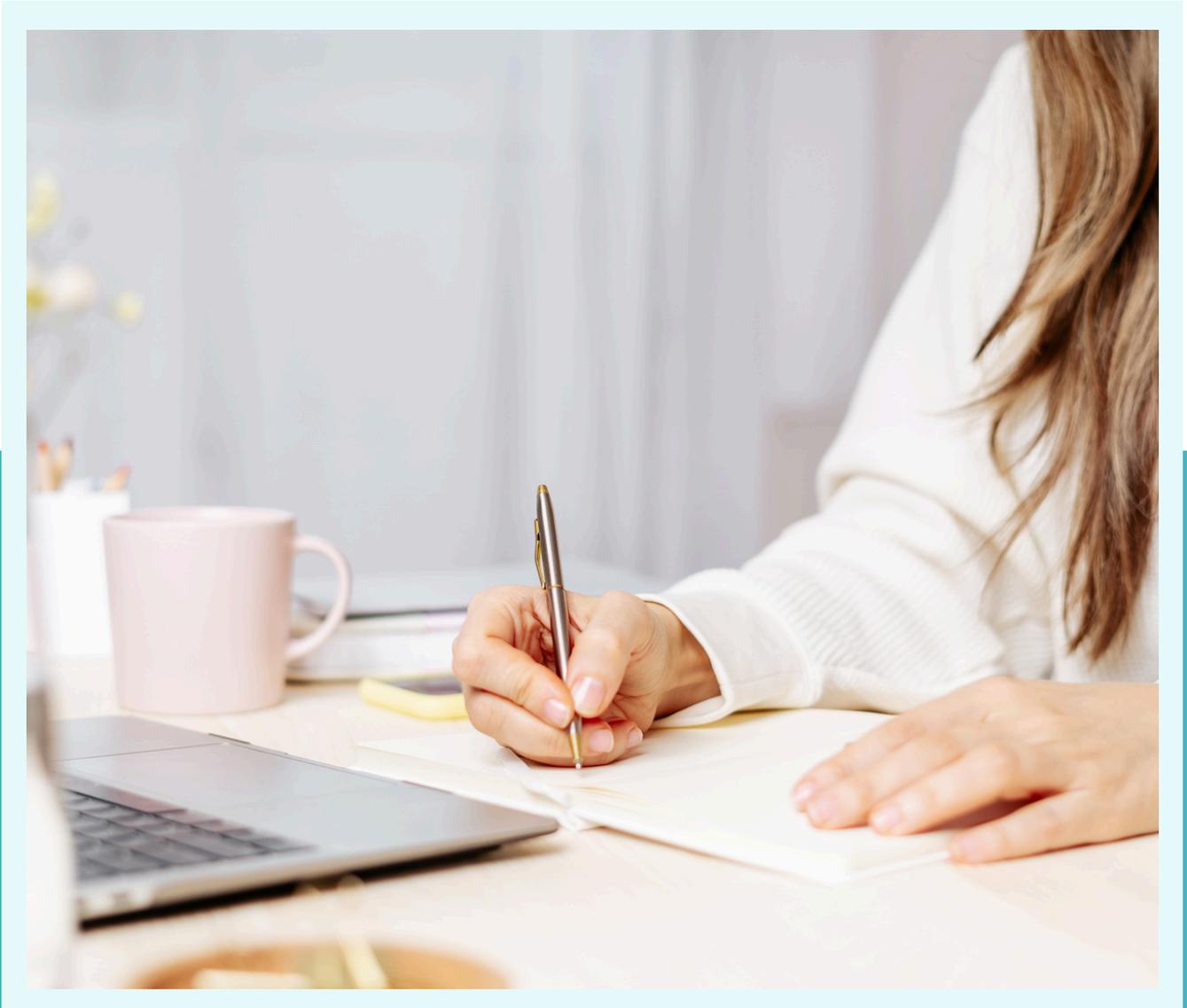


Module 2

Create Captivating Content



Module 2

01 Brand Consistency

The importance of creating a mood board that you can refer back to in order to maintain consistency.

02 Introduction to Canva

Creating your business logo, fonts & colours and selecting image filters and themes. Exporting from Canva and creating a favicon.

03 Easy interactions

Easily show your customer what information you have to offer as they instantly see content laid out clearly with the action you want them to take.

04 Introduction to WP

Logging in and creating your first page! Basic setup and overview of the WordPress backend.

05 Design & Layout

Creating structured pages of interesting content to make it visually interesting for your customers to explore your site.

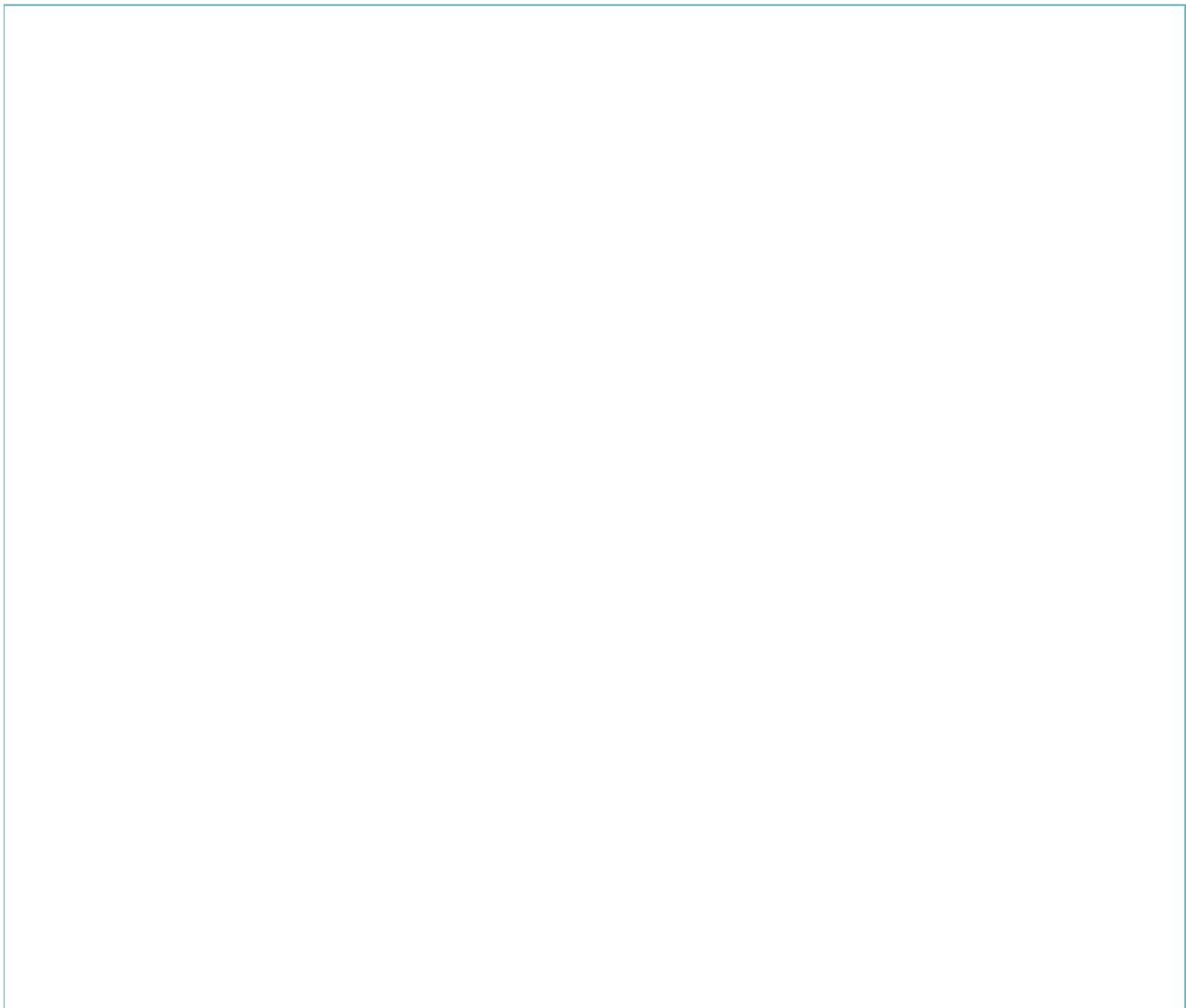
06 Be the expert

Write unique content in your own voice by referencing other experts and sharing your opinion.

Brainstorm time!

Task - Mindmap your brand vision

Should the site be light and fresh or dark and bold? Do you want curvy shapes and fonts or defined sharp lines? How active will your brand be ie. how often will you update content / respond on social media?

A large, empty rectangular box with a thin teal border, intended for creating a mindmap of brand vision.

Design Software



Canva is our recommendation for quick and easy professional looking graphics, with heaps of images, vectors and videos to customise, their range of professional templates. The founder Melanie is a real sweetie too!



Although Photoshop is now on a recurring subscription and gets expensive it can do just about everything! It's a truly professional programme which due to its scope takes a decent chunk of time to learn, If you're looking to go pro, this is probably the software for you.

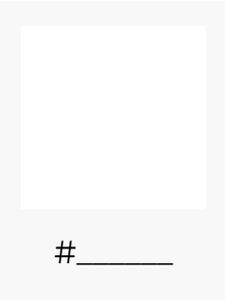


Affinity is similar to photoshop , it has a substantial amount of the same features and is a one time cost! It makes a great addition to Canva for any additional tweaks you might want to make. It does also have a bit of a learning curve though!

MAIN LOGO

YOUR LOGO

COLOURS

				
#_____	#_____	#_____	#_____	#_____

FONTS

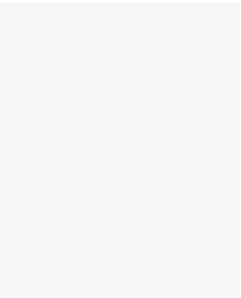
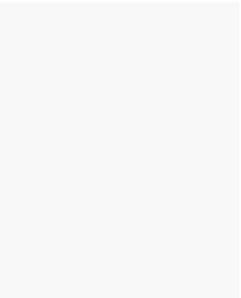
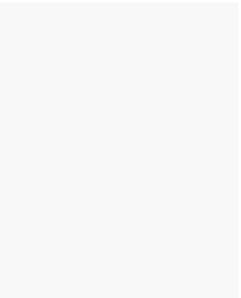
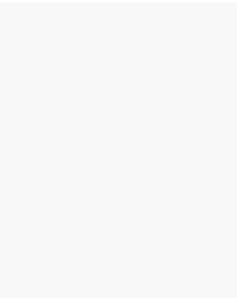
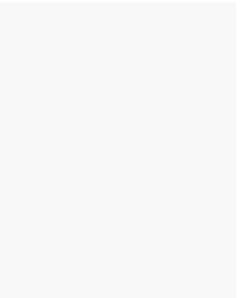
Font Name: _____

Font Name: _____

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@E\$%^&

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@E\$%^&

MOOD BOARD

				
---	---	---	--	---

MAIN LOGO



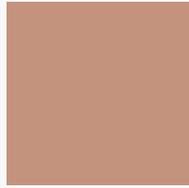
COLOURS



#333333



#D9CCC4



#C3937D



#E9A753



#375357

FONTS

Buffalo

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&

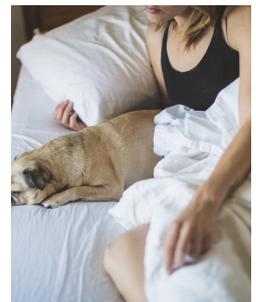
Cooper Hewitt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&

MOOD BOARD



Problem > Solution

My perfect customers mindset, beliefs and values are

My customer can relate to me because

They want _____.

because _____

They are hesitant about _____

because _____

My offer will help them overcome their hesitancy by

My customer struggles with

My offer will help with that by



Page name: _____

Main Keywords

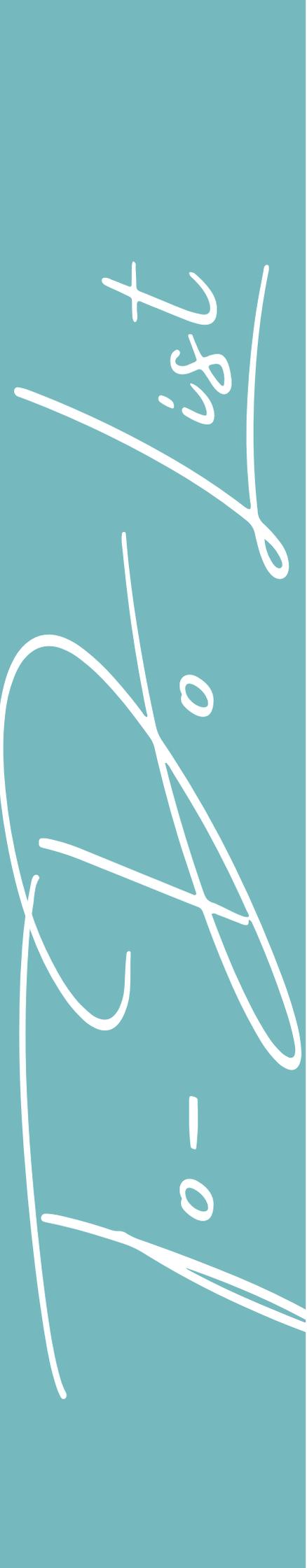
Blank area for entering main keywords.

Subheadings

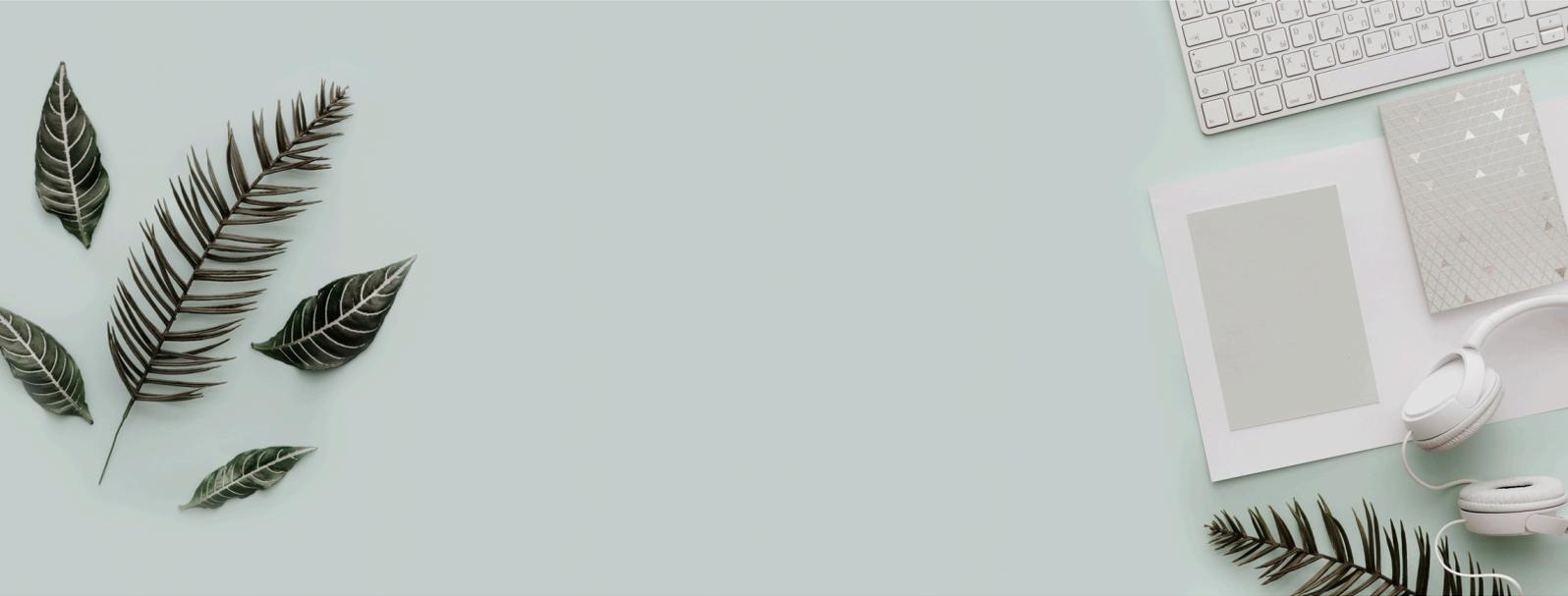
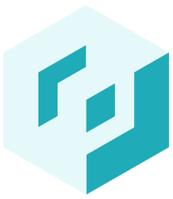
Blank area for entering subheadings.

Call to Actions

Blank area for entering call to actions.



- Log into Wordpress
- Update site name
- Install favicon
- Add new page
- Create header
- Update banner
- Add new section
- Create footer
- Duplicate page
- Assign featured image
- Add keywords and initial SEO



Creative & Flexible Designs That Work!

How do your customers perceive your digital presence? How are you engaging them on the website? What happens if they google your business?

1 Web Design & Development

We develop with only the latest technology. CSS3, HTML5 and Ruby on Rails output to suit your individual business needs.

2 Search Engine Optimization

We make sure customers can find your business and that you get a consistent and growing amount of traffic.

3 Social Media Marketing

Connect, engage and enchant your customers. Don't just make sales, make relationships!

TRUSTED BY



www.webdesign.com

Visit our website to see our quality services and experience only the best that web design has to offer and get your business kickstarted.

End of module 2

Checklist

In this module you should have begun to see the structure of your website come together, padding out your content and bringing the design to life.

- My brand has a clear, consistent message and look
- I know how to design my materials and edit images to tie the look of my brand together
- I have set out my pages, structured my subheadings and defined my call to actions
- I know how to create new pages, add content, images and structure my pages to flow easily for site visitors
- I am clear on my message and can communicate my unique value



I AM NOT AFRAID TO BE SEEN

AMISHA GHADIALI

