

Digital Strategies for Musicians
May 2 - 4, 2018 | Brandon University

Connecting to your Audience

Tips on designing your digital presence

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@MalenaGzzS

Connecting to your Audience

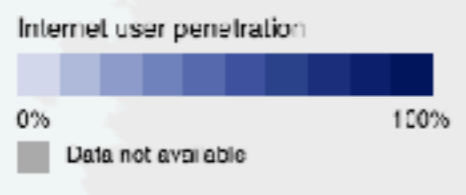
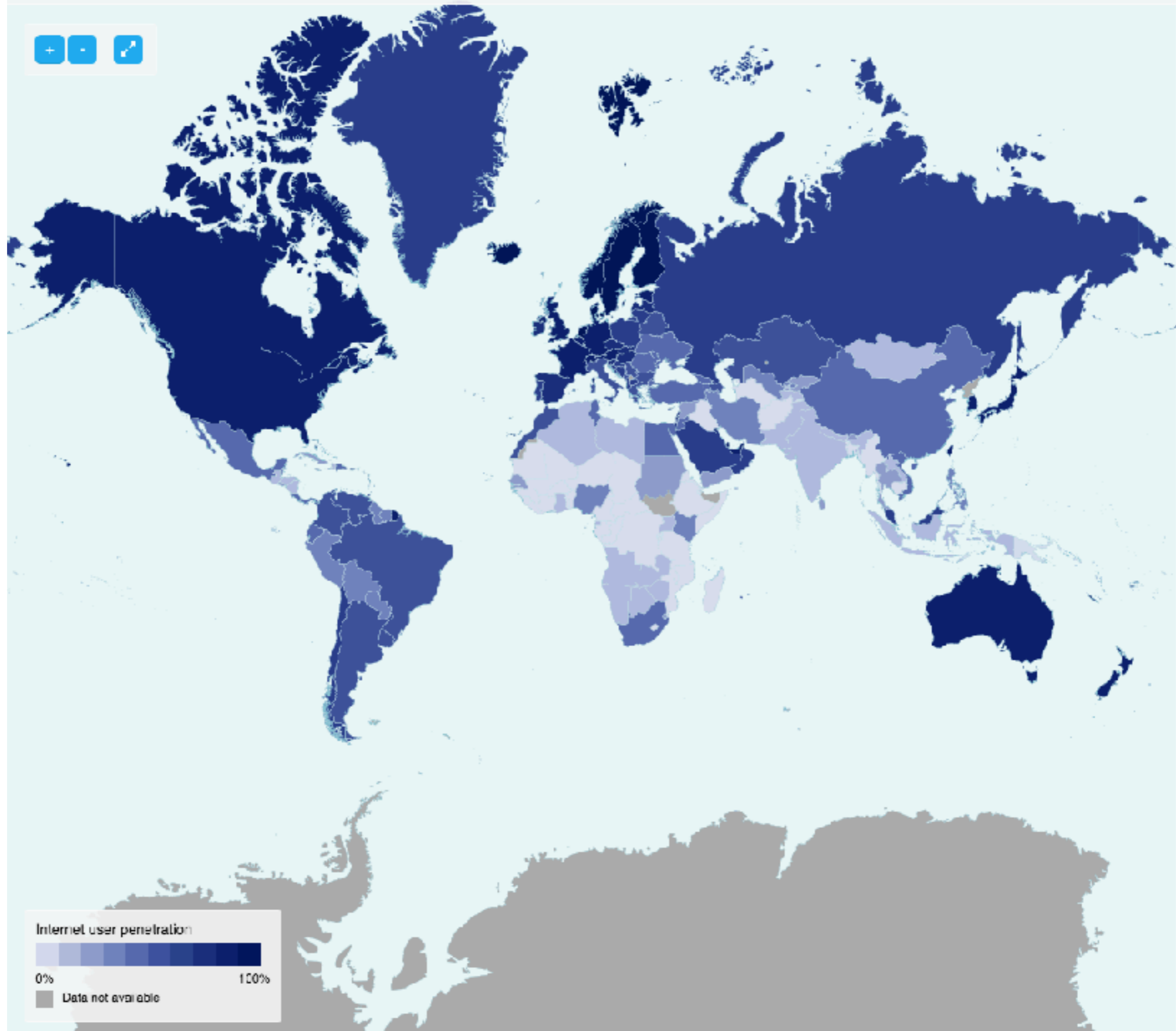
- ❖ **The Problem:** Understanding Why
- ❖ **The Medium:** Capabilities for Different Tools
- ❖ **Solutions:** Tools Available
- ❖ **Tips:** What Can I Do Now

**THIS IS
TOO
MUCH**



The Problem:

Understanding Why



The brave world of new gTLDs

Global Internet access and use

Canada's Internet

Internet use in Canada

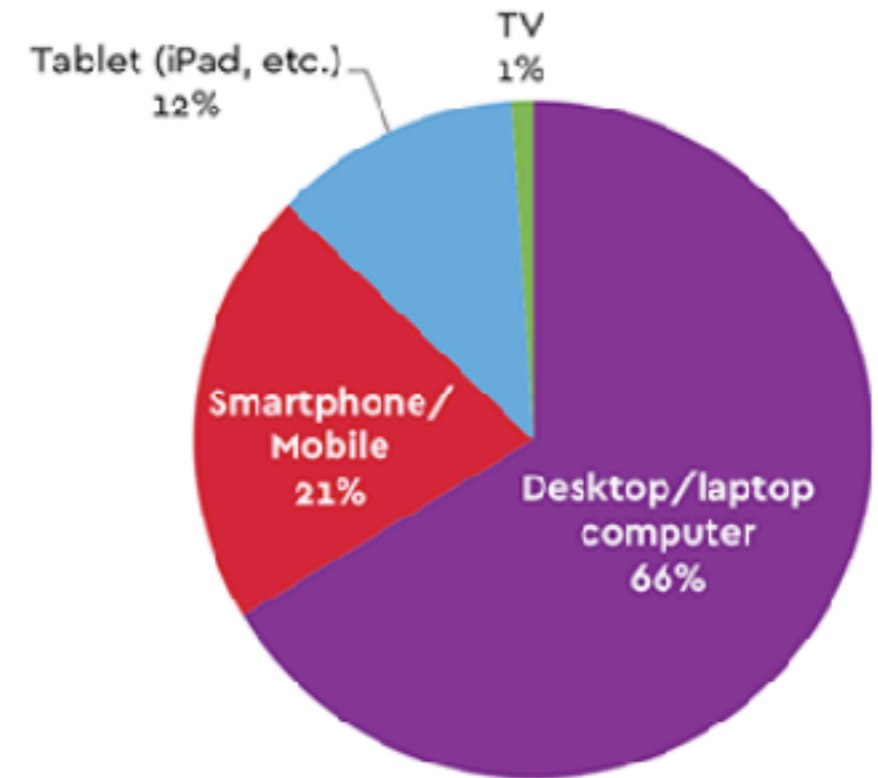
Cybersecurity and Internet technology

Download the PDF

CIRA Internet Factbook Archives

Device used most often to access the Internet

The majority of Canadians still use a desktop or laptop computer to access the Internet (67%), but those between 18 and 34 are less likely to do so (54%). 41 per cent of Canadian Internet users between 18 and 34 report using a mobile phone to access the Internet most often.

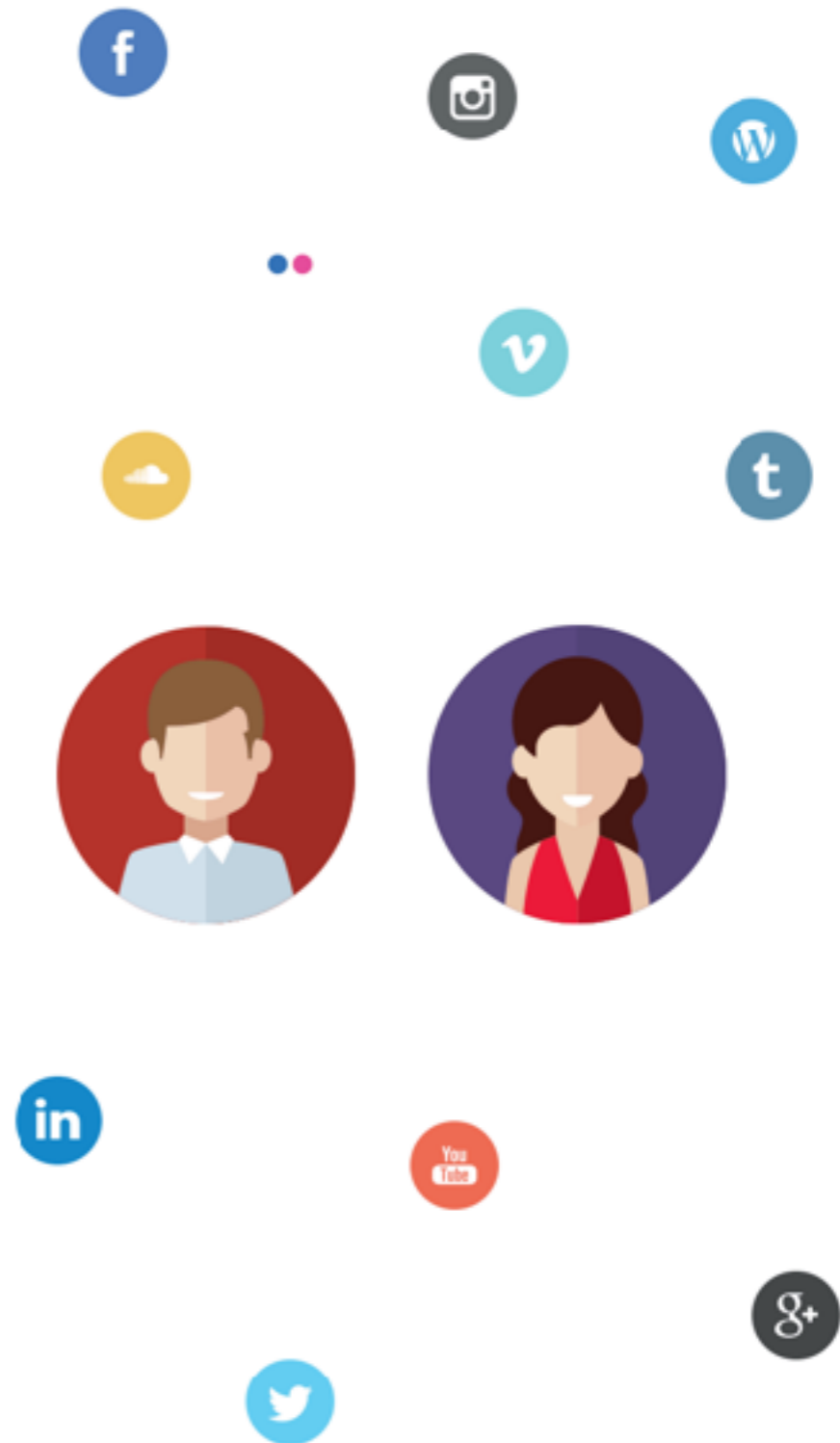


Source: CRA tracking research 2016

Device	Age			
	All respondents	18-34	35-54	55+
Desktop/laptop computer	67%	54%	67%	76%
Smartphone/Mobile	21%	41%	21%	6%
Tablet (iPad, etc.)	12%	5%	11%	17%
TV	1%	1%	1%	-

Creating a Digital Presence

- ✦ People to find you
- ✦ Validates the work you do
- ✦ Increases credibility
- ✦ Helps you connect






Who are you?

Who are you trying to reach?

- ✦ Be real! Do not fake!**
- ✦ Who is your ideal listener?**
- ✦ Create Website**
- ✦ Select Social Media Platforms**
- ✦ Continue Adding Content**

The Medium:

Capabilities for Different Tools

A close-up shot of a man's face, looking slightly to the right with a confused or overwhelmed expression. His forehead is wrinkled, and his mouth is slightly open. The background is a vast, green, hilly landscape under a bright sky.

TOO... MANY... CHOICES.

Website Platform

Selecting the Platform

53% - Use no tool to manage website

47% Uses some type of content management system

#	WEBSITES USING	MARKET SHARE %	ACTIVE SITES	# OF WEBSITES IN MILLION
1	 WordPress	59.9 %	26,701,222	239,139
2	 Joomla	6.6 %	2,009,717	13,480
3	 Drupal	4.6 %	964,820	23,330
4	 Magento	2.4 %	372,915	12,095
5	 Blogger	1.9 %	758,571	15,779
6	 Shopify	1.8 %	605,506	11,587
7	 Bitrix	1.5 %	200,210	3,925
8	 TYPO3	1.5 %	582,629	3,568
9	 Squarespace	1.5 %	1,390,307	9,799
10	 PrestaShop	1.3 %	262,342	2,099

What Should I Use?

- ✦ **What is your Budget?**
- ✦ **Who will be making the changes?**
- ✦ **What services do you want to have?**
 - ✦ **Sell online?**
 - ✦ **Just share information**
 - ✦ **Blog**
 - ✦ **Etc...**



SQUARESPACE



WORDPRESS

Advantages

- ❖ **All-in-one hosted website platform**
- ❖ **Design, Functionality, Hosting, and Customer Support**
- ❖ **One solution with lots of capabilities**



WEBSITES

ONLINE STORES

PERSONAL

\$ 12 Per month billed annually or \$16 month to month.

A beautiful, simple website.

- ✓ Unlimited Pages, Galleries, and Blogs with Unlimited Bandwidth and Storage, and 2 Contributors
- ✓ Mobile Optimized Website
- ✓ Website Metrics
- ✓ Free Custom Domain* with annual purchase
- ✓ SSL Security Included
- ✓ 24/7 Customer Support

BUSINESS

\$ 18 Per month billed annually or \$26 month to month.

Perfect for businesses of all sizes.

- ✓ Unlimited Pages, Galleries, and Blogs with Unlimited Bandwidth and Storage, and Unlimited Contributors
- ✓ Mobile Optimized Website
- ✓ Advanced Website Metrics
- ✓ Free Custom Domain* with annual purchase
- ✓ SSL Security Included
- ✓ 24/7 Customer Support
- ✓ Professional email from Google*
- ✓ \$100 Google AdWords Credit
- ✓ Promotional Pop Ups
- ✓ Fully Integrated E-Commerce
- ✓ Sell Unlimited Products & Accept Donations
- ✓ 3% Transaction Fee
- ✓ Mobile Information Bar
- ✓ Complete Customization Through CSS and JavaScript
- ✓ Premium Blocks and Integrations
- ✓ Announcement Bar



WORDPRESS

Advantages

- ✦ All-in-one hosted website platform
- ✦ Design, Functionality, Hosting, and Customer Support
- ✦ One solution with lots of capabilities

Free C\$0 for life	Personal C\$5 per month, billed yearly	Premium C\$10 per month, billed yearly	Business C\$33 per month, billed yearly
<p>Get a free site and be on your way to publishing content in less than five minutes.</p> <p>Start with Free</p>	<p>Best for Personal Use: Boost your website with a custom domain name, and remove all WordPress.com advertising. Get access to high quality email and live chat support.</p> <p>Start with Personal</p>	<p>Best for Entrepreneurs & Freelancers: Build a unique website with advanced design tools, HTML editing, lots of space for audio and video and the ability to monetize your site with ads.</p> <p>Start with Premium</p>	<p>Best for Small Business: Power your Business website with unlimited premium and business theme templates, Google Analytics support, unlimited storage, and the ability to remove WordPress.com branding.</p> <p>Start with Business</p>
<ul style="list-style-type: none"> ✓ WordPress.com Subdomain ✓ Jetpack Essential Features ✓ Community Support ✓ Dozens of Free Themes ✓ Basic Design Customization ✓ 3GB Storage Space <p>Start with Free</p>	<ul style="list-style-type: none"> ✓ Custom Domain Name ✓ Jetpack Essential Features ✓ Email & Live Chat Support ✓ Dozens of Free Themes ✓ Basic Design Customization ✓ 6GB Storage Space ✓ Remove WordPress.com Ads <p>Start with Personal</p>	<ul style="list-style-type: none"> ✓ Custom Domain Name ✓ Jetpack Essential Features ✓ Email & Live Chat Support ✓ Unlimited Premium Themes ✓ Advanced Design Customization ✓ 13GB Storage Space ✓ Remove WordPress.com Ads ✓ Monetize your site ✓ WordPress support <p>Start with Premium</p>	<ul style="list-style-type: none"> ✓ Custom Domain Name ✓ Jetpack Essential Features ✓ Email & Live Chat Support ✓ Unlimited Premium Themes ✓ Advanced Design Customization ✓ Unlimited Storage Space ✓ Remove WordPress.com Ads ✓ Monetize your site ✓ WordPress support ✓ Email Plugins NEW ✓ Upload Themes NEW ✓ Google Analytics Integration ✓ Remove WordPress.com Branding <p>Start with Business</p>



Disadvantages

- ❖ Limited amount of customization
- ❖ Cannot add extra functionality easily
- ❖ Domain included only in yearly plan

Disadvantages

- ❖ Understanding the language used
- ❖ Too many options
- ❖ Slow to load
- ❖ Support Forums

Solutions:

Tools Available

If You Are Using WordPress.com

✦ Domain

✦ Theme - Mobile Compatible

✦ Optimize your Pictures + Video

**✦ Apply Unique Titles, keywords, description
for each page**

✦ Website, Youtube, Soundcloud

✦ Google Adwords Keyword Generator

Get Started & Classify the Website for Search Engines

WordPress.com Websites Blogs Features Pricing News Support Log in

WordPress powers 30% of the internet.

Join the global community.

WordPress.com is the easiest place to get started. Get a custom domain, tons of features, and 24/7 expert support from C\$5/ mo.

[Get Started](#) [See Plans](#)

Business plans now offer access to thousands of WordPress plugins and themes!

WordPress.com Log in

Step 1 of 4

Let's create a site

Please answer these questions so we can help you make the site you need.

What would you like to name your site?

What will your site be about?

What's the primary goal you have for your site?

- Share ideas, experiences, updates, reviews, stories, videos, or photos
- Promote your business, skills, organization, or events
- Offer education, training, or mentoring
- Sell products or collect payments
- Showcase your portfolio





How comfortable are you with creating a website?

Beginner 1 2 3 4 5 Expert

[Continue](#)

Wordpress.com Plans

Versatile plans and pricing

 Free C\$0 <i>for life</i>	 Personal C\$5 <i>per month, billed yearly</i>	 Premium C\$10 <i>per month, billed yearly</i>	 Business C\$33 <i>per month, billed yearly</i>
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
 [COMPARE PLANS](#)

Discover what your website can do with more power

[Get Started](#)

Each plan has different capabilities, start with free and upgrade from there, based on the needs you will have

Confirm your Registration

 **WordPress.com** <hello@wordpress.com>
to me ▾

11:23 AM (13 minutes ago) ☆



Welcome to WordPress.com, the most dynamic community of bloggers, website creators, and intrepid readers on the web. You're all set to begin crafting the site of your dreams and sharing your voice on the web. Take a peek at our [new user guides](#) for tips on getting started.

Log in with your Google account to find amazing content from publishers around the world.

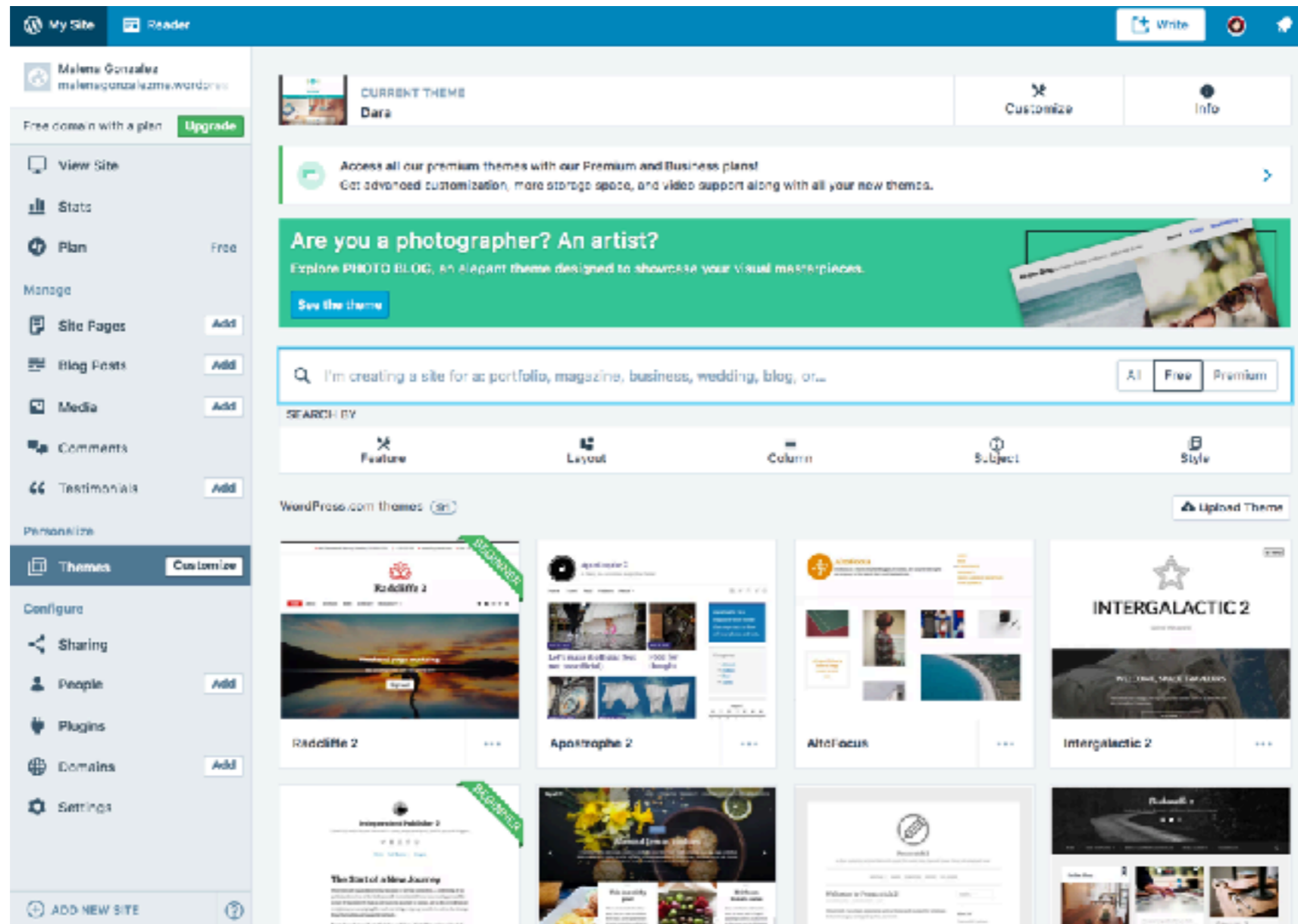
[Log in to WordPress.com](#)

Sign in with your personal email, google, but make sure you remember and check this regularly

Domains & Themes

- ✦ **URL - Domain - Must be unique and related to you**
- ✦ **WordPress Themes**
 - ✦ **Free - a lot of people may have this theme and your website could look the same as other ones**
 - ✦ **Purchased - it will offer unique personalization tools to make it look different.**

Select the Theme (the look)



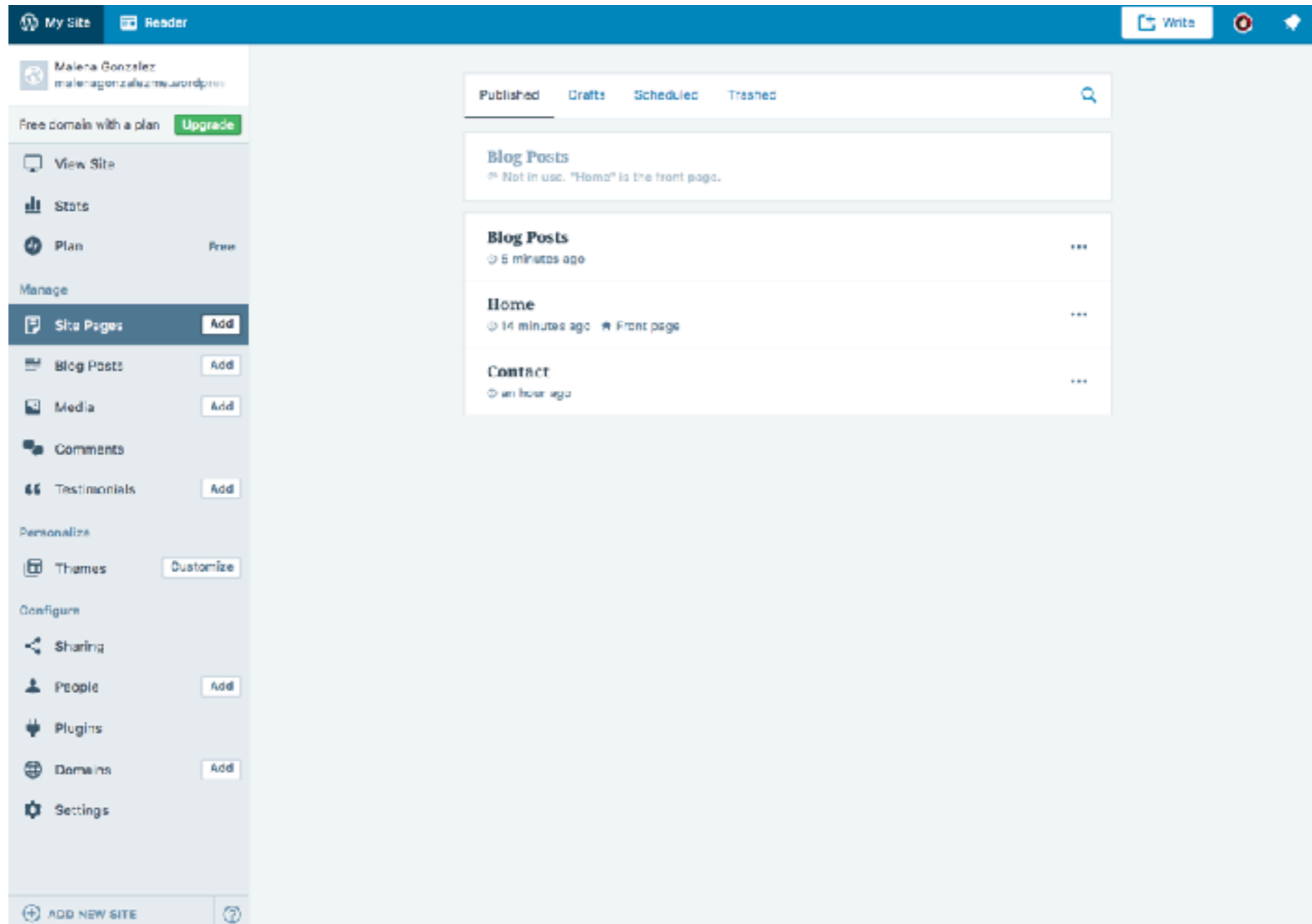
Customize your theme further with your own logo, colours, fonts, styles. Feel comfortable first, then come back to customization.

Site Pages vs Blog Posts

- ✦ **Site Pages are the main pages of your site that will never change**
- ✦ **Name it being unique and descriptive for search engine optimization**
- ✦ **Main Navigation Links**

- ✦ **Blog posts are regular entries you would like to add to your website**
- ✦ **These can help you generate traffic, as the content changes constantly**
- ✦ **Part of the Main Navigation**

Site Pages vs Blog Posts



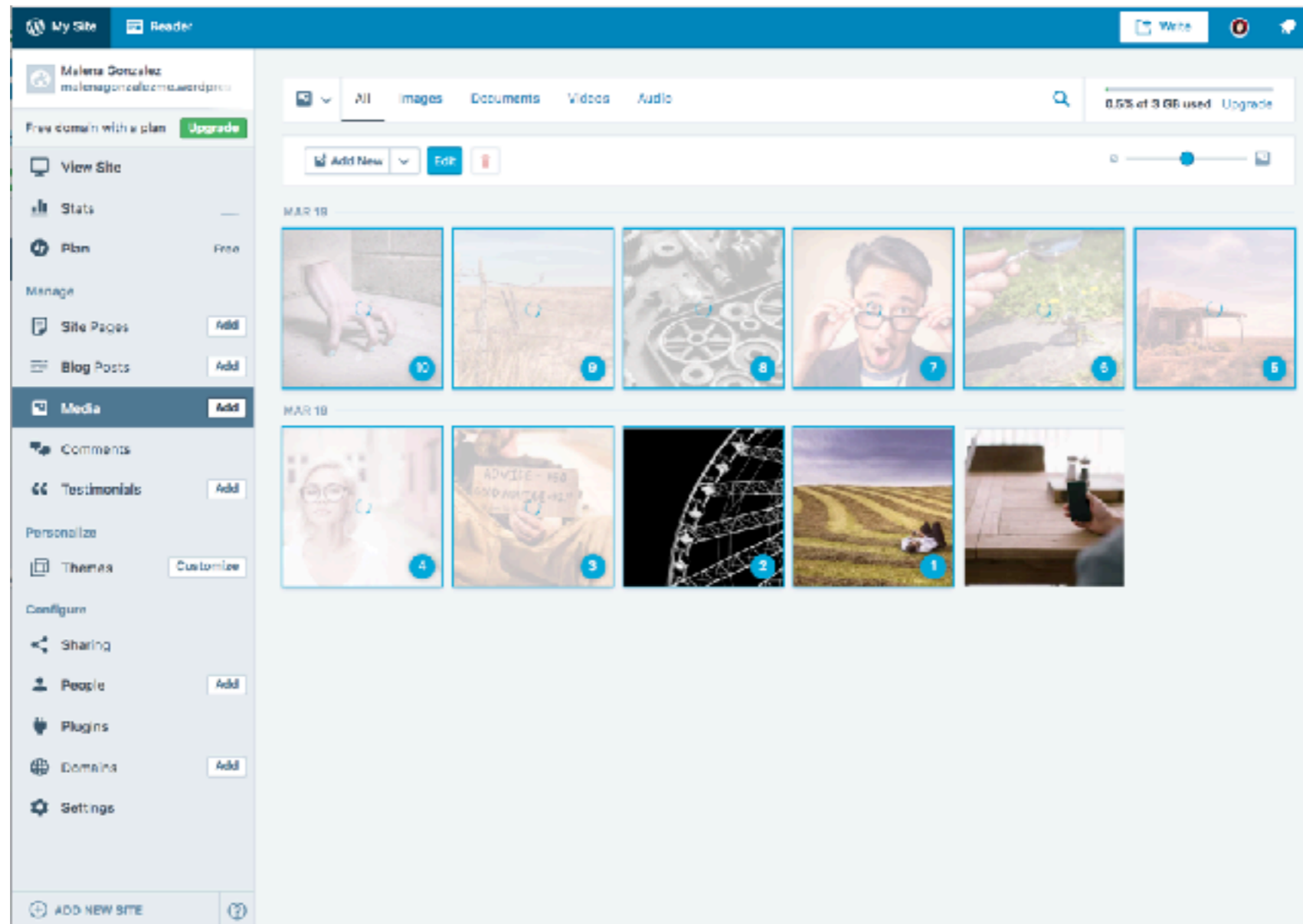
You can edit them the same way

How to Edit Pages or Posts?

The screenshot displays the WordPress editor interface. At the top, the user's name 'Malena Gonzalez' is visible next to a settings gear icon, with 'Preview' and 'Publish...' buttons to the right. The main editing area features a title field containing the word 'Title' and a rich text editor with 'Visual' and 'HTML' tabs. The rich text editor includes an 'Add' button, a 'Paragraph' dropdown, and various formatting icons such as bold, italic, text color, background color, link, unlink, list, and indent. The right sidebar contains a 'Post Settings' panel with expandable sections for 'Status', 'Categories & Tags', 'Featured Image', 'Sharing' (listing Facebook, Twitter, Google+, and LinkedIn), and 'More Options'. The bottom left corner shows 'NEW DRAFT' and the bottom right corner shows '0 WORDS'.

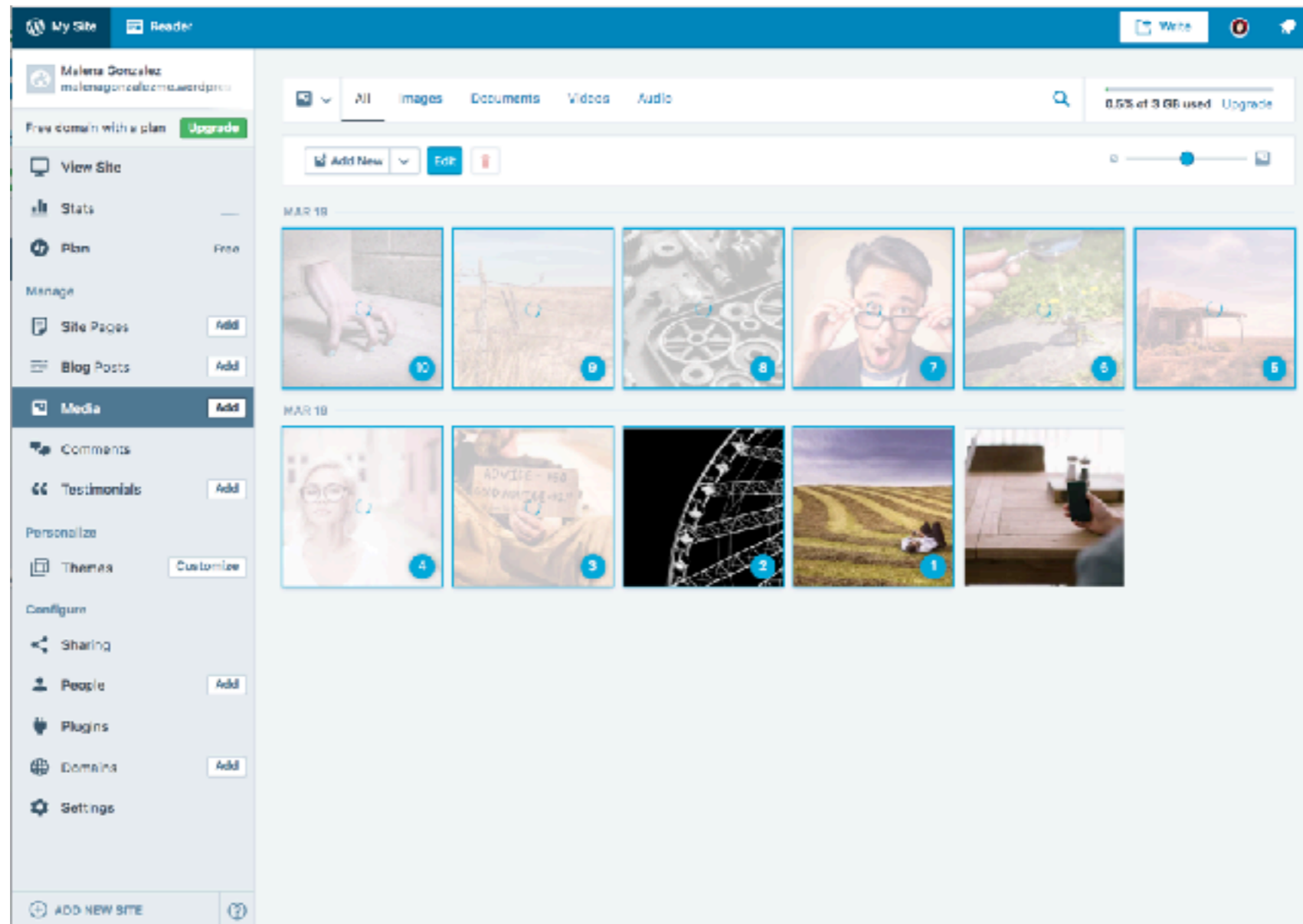
**Add unique title, content with images (optimized), videos, or audio.
It is like editing a word document.**

Uploading Media



**Upload your images, video or audio by dragging and dropping.
I will recommend uploading video in YouTube, audio in Soundcloud.**

Uploading Media



**Upload your images, video or audio by dragging and dropping.
I will recommend uploading video in YouTube, audio in Soundcloud.**

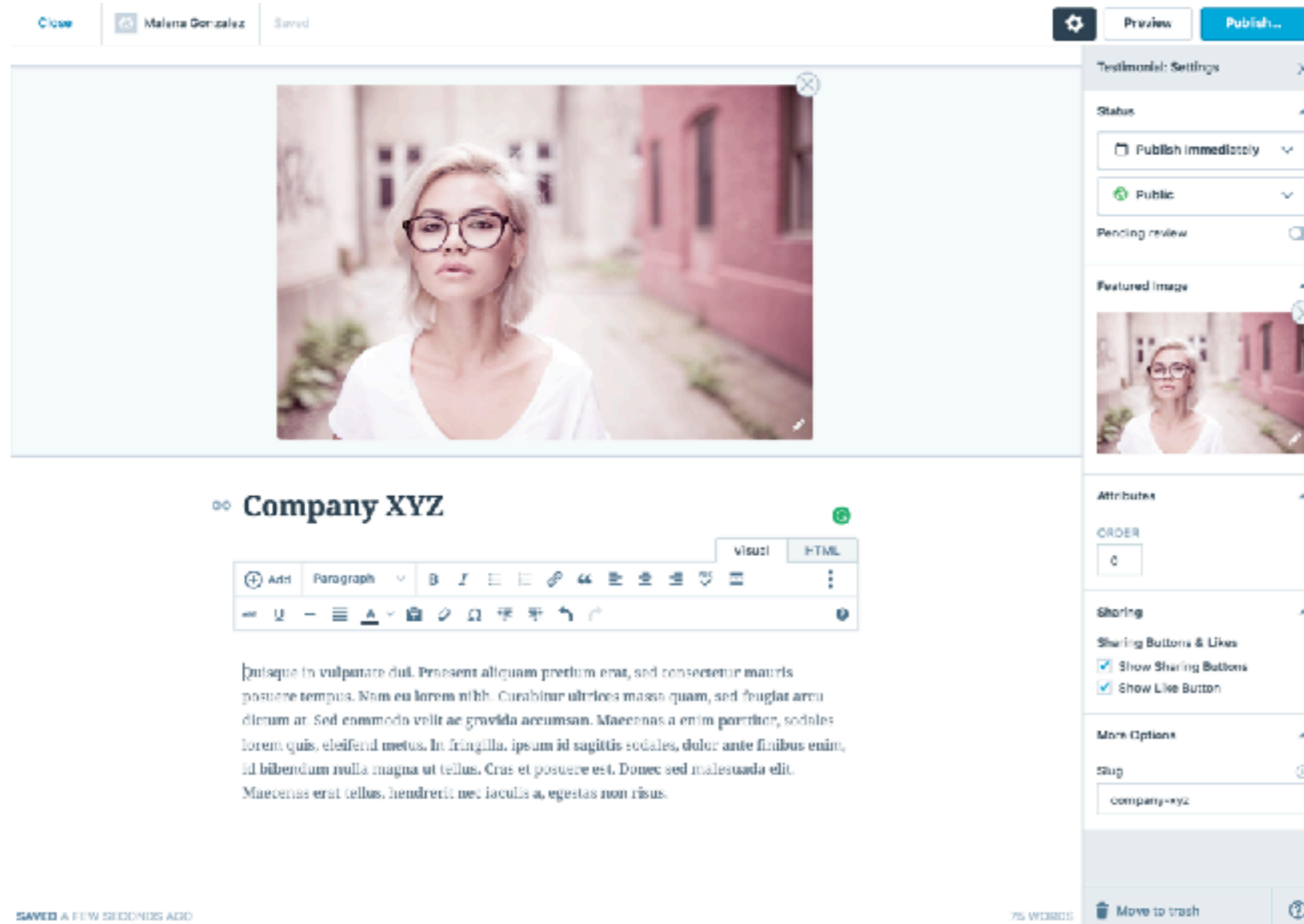
How to Edit Pages or Posts?

The screenshot displays the WordPress page editor interface. At the top, there are buttons for 'Close', 'Malena Gonzalez', 'Saved', 'Preview', and 'Publish...'. The main content area shows a featured image of a woman with glasses, followed by a text block titled 'Company XYZ'. Below the text block is a rich text editor toolbar with various icons for text formatting and alignment. The right sidebar contains the 'Testimonial: Settings' panel, which includes sections for 'Status' (with 'Publish immediately' and 'Public' options), 'Pending review' (a toggle switch), 'Featured image' (a thumbnail of the woman), 'Attributes' (with a 'ORDER' field set to '0'), 'Sharing' (with 'Show Sharing Buttons' and 'Show Like Button' checked), and 'More Options' (with a 'Slug' field containing 'company-xyz'). At the bottom right of the sidebar is a 'Move to trash' button.

Add a featured image - which will be the banner for that page.

Publish your page when you are ready!

How to Edit Pages or Posts?

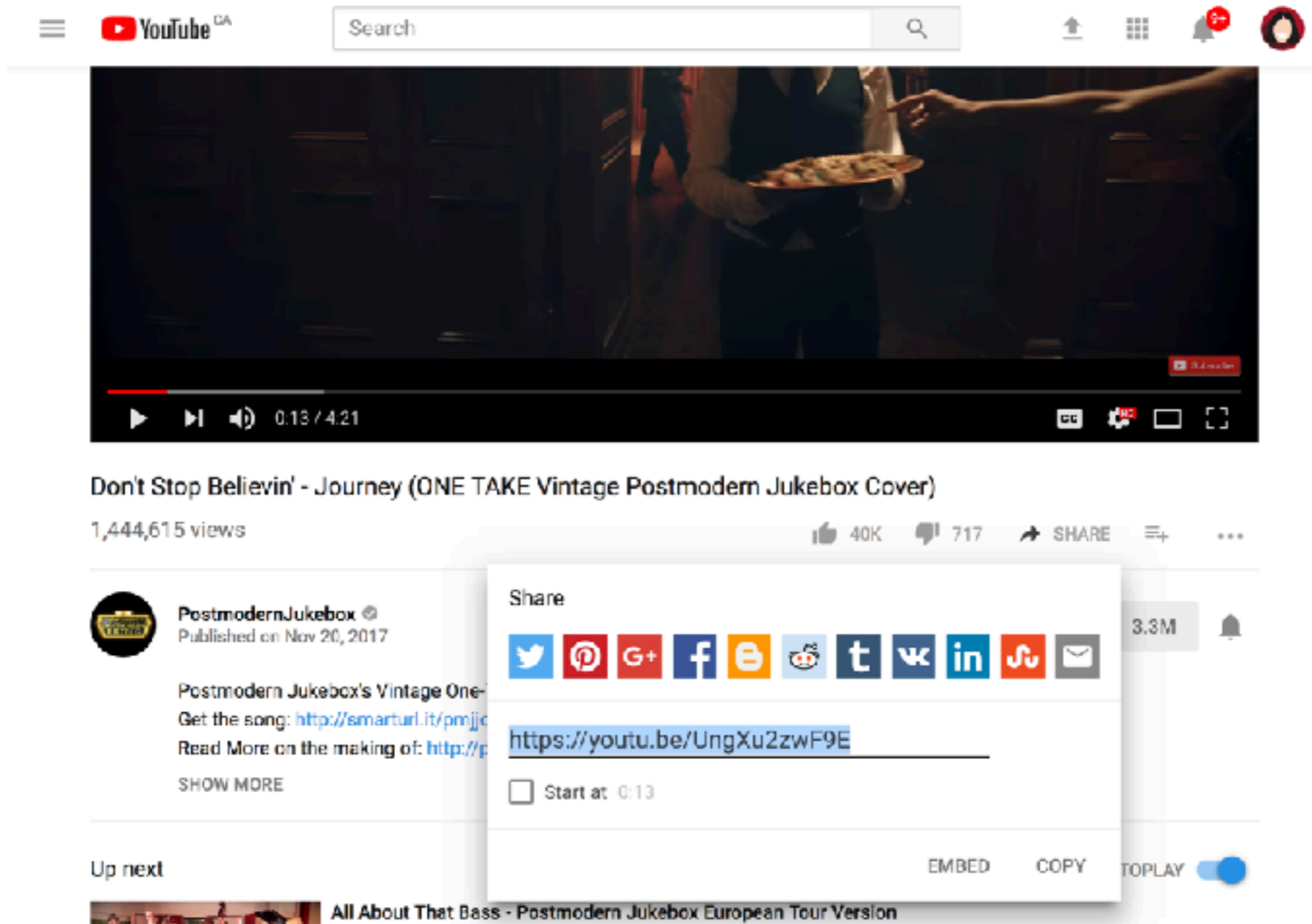


The screenshot displays the WordPress page editor interface. At the top, there are buttons for 'Close', 'Malena Gonzalez', 'Saved', 'Preview', and 'Publish...'. The main content area shows a large featured image of a woman with glasses. Below the image is a heading 'Company XYZ' and a rich text editor with a toolbar and a paragraph of placeholder text. On the right side, a settings sidebar is open, showing options for 'Status' (Publish immediately, Public), 'Pending review' (toggle), 'Featured image' (with a thumbnail of the woman), 'Attributes' (ORDER: 0), 'Sharing' (Show Sharing Buttons, Show Like Button), and 'More Options' (Slug: company-xyz). At the bottom of the sidebar is a 'Move to trash' button.

Add a featured image - which will be the banner for that page.

Publish your page when you are ready!

Adding Video to the Website



The image shows a YouTube video player interface. At the top, there is a search bar and navigation icons. The video player itself shows a scene with a person holding a tray. Below the video, the title "Don't Stop Believin' - Journey (ONE TAKE Vintage Postmodern Jukebox Cover)" is displayed, along with view counts and engagement metrics. A "Share" dialog box is open, showing various social media sharing options and a text input field containing the video URL: <https://youtu.be/UngXu2zwF9E>. The "Embed" button is highlighted in blue, indicating it is the selected option. Other buttons like "Copy" and "Top Play" are also visible.

Select the video you would like to embed and click share and then

EMBED

Adding Video to the Website

The image shows a YouTube video player for the song "Don't Stop Believin' - Journey (ONE TAK...". The video player is partially obscured by an "Embed Video" dialog box. The dialog box displays the following embed code:

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/UngXu2zwF9E" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>
```

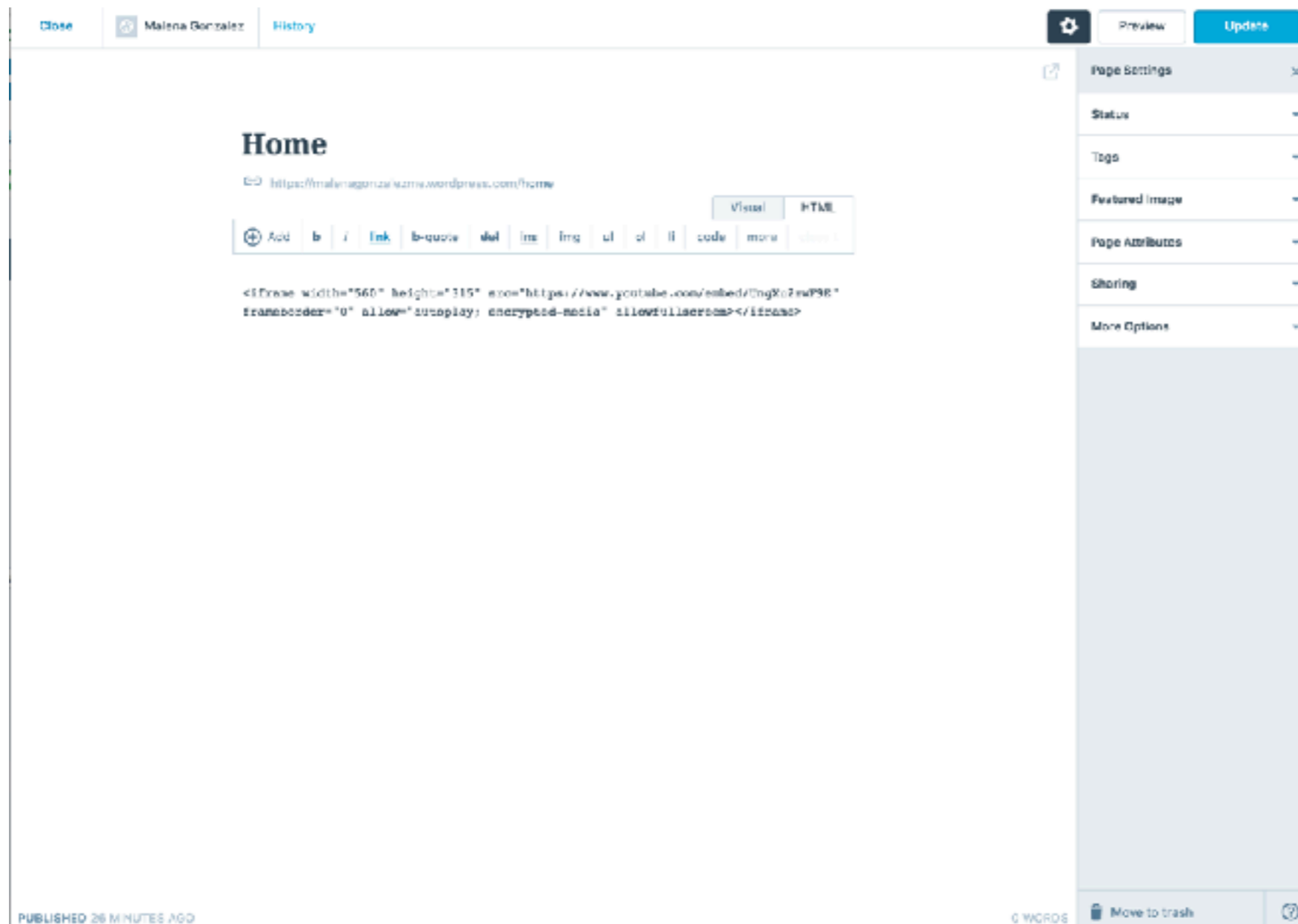
Below the code, there are several options:

- Start at 0:00
- Show suggested videos when the video finishes.
- Show player controls.
- Show video title and player actions.
- Enable privacy-enhanced mode. ⓘ

The video player shows the video is at 0:13 / 4:21. The video title is "Don't Stop Believin' - Journey (ONE TAK...". The video has 1,444,615 views. The channel is "Postmodern Jukebox" and was published on Nov 20, 2017. The video description includes "Postmodern Jukebox's V", "Get the song: <http://sm>", and "Read More on the makin". There is a "SHOW MORE" link. The "Up next" section is partially visible at the bottom left.

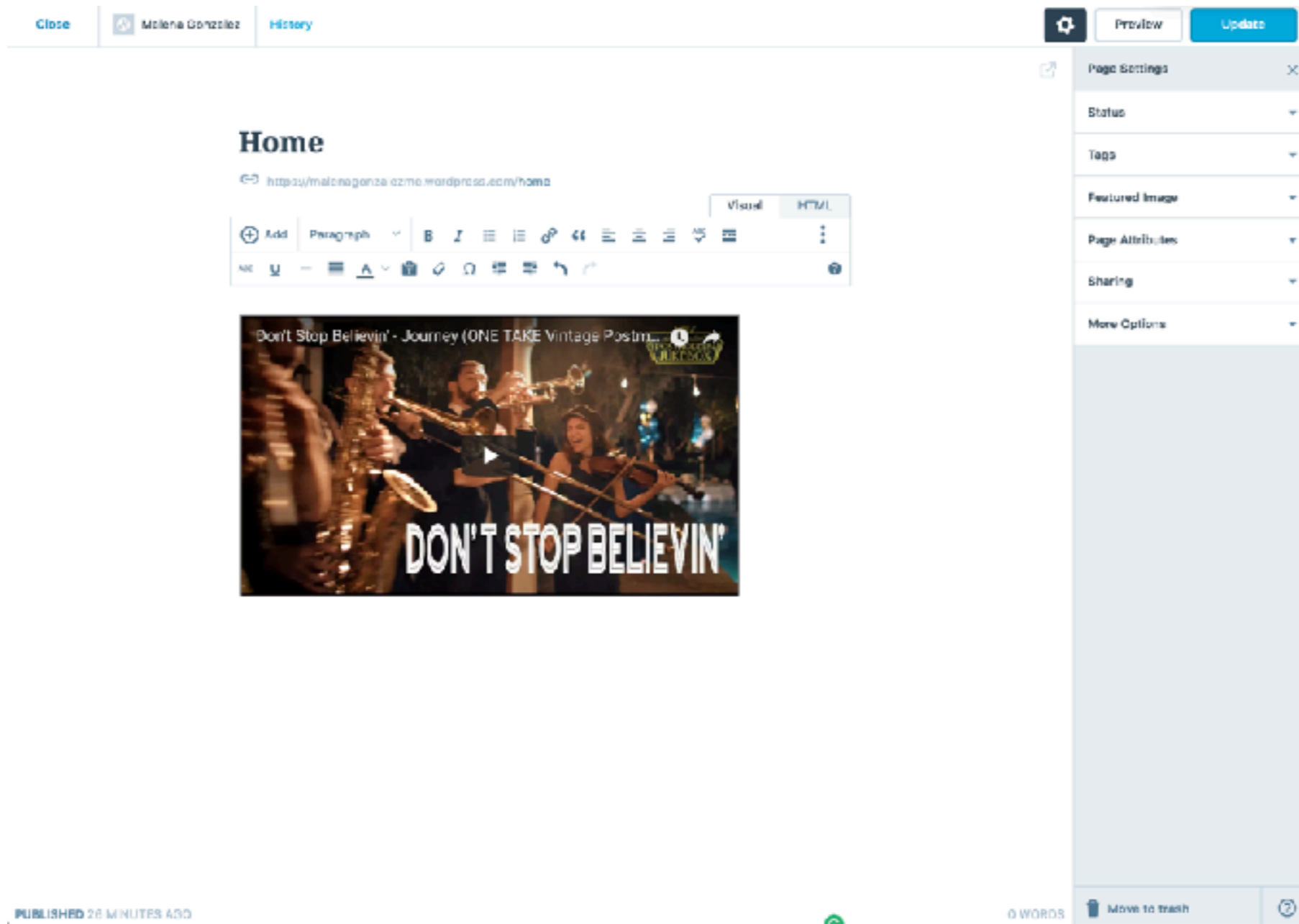
Copy the <iframe> code you see in the window

Adding Video to the Website



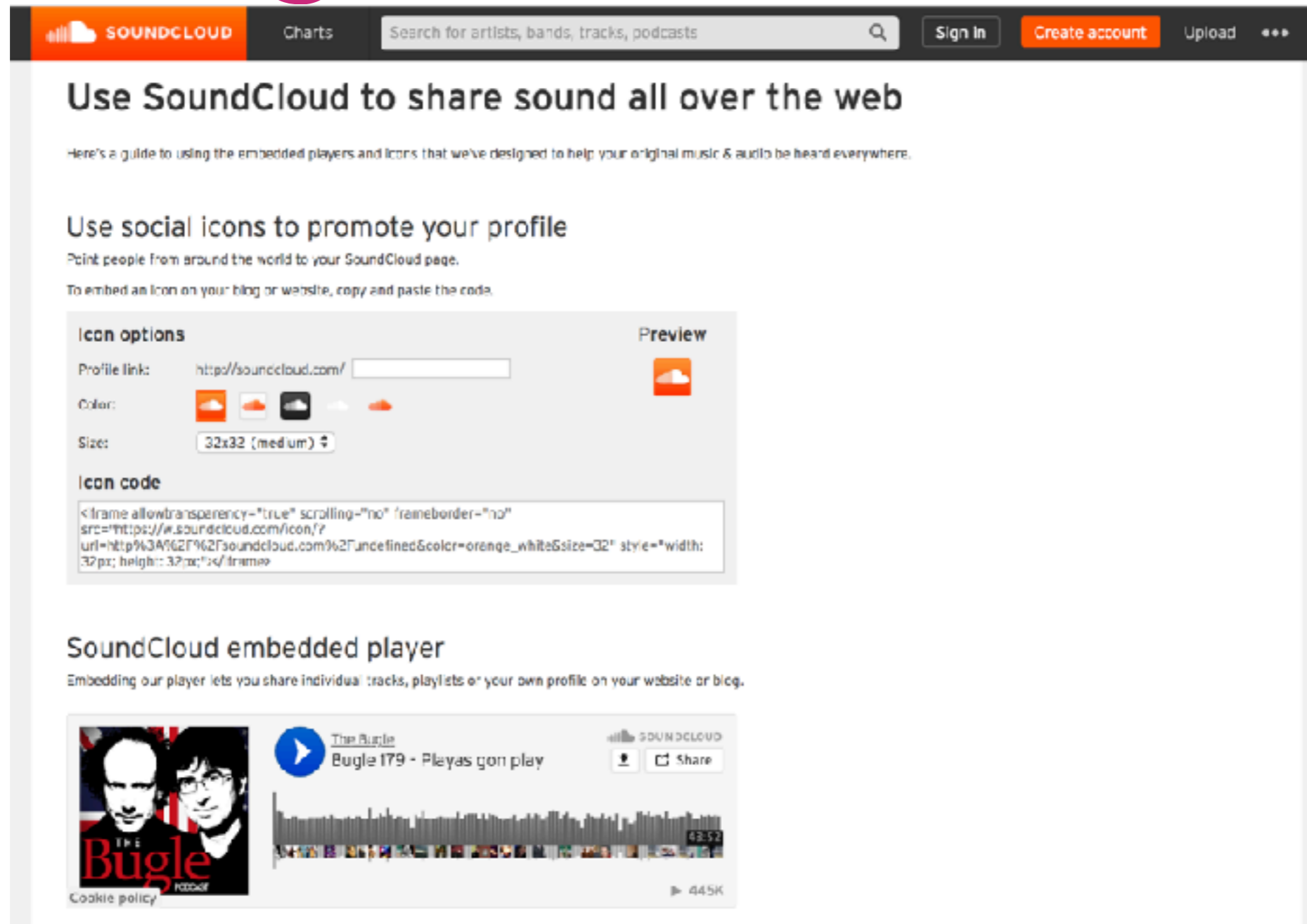
Go back to the page or post you would like to embed the video, click on the HTML tab and paste the code you just copied.

Adding Video to the Website



You can click back to the VISUAL tab and you should be able to see your video. You can click on the video and align it to the center, left or right

Adding Sound to the Website



The screenshot shows the SoundCloud website interface. At the top, there is a navigation bar with the SoundCloud logo, a search bar, and buttons for 'Sign In', 'Create account', and 'Upload'. The main content area is titled 'Use SoundCloud to share sound all over the web' and includes a sub-heading 'Use social icons to promote your profile'. Below this, there is a form for generating social icons with fields for 'Profile link', 'Color', and 'Size'. A 'Preview' section shows a small icon. Below the form, there is a 'Icon code' section with a code block. The bottom section is titled 'SoundCloud embedded player' and shows an example of an embedded player for 'The Bugle' track 'Bugle 179 - Playas gon play'.

Use SoundCloud to share sound all over the web

Here's a guide to using the embedded players and icons that we've designed to help your original music & audio be heard everywhere.

Use social icons to promote your profile

Point people from around the world to your SoundCloud page.

To embed an icon on your blog or website, copy and paste the code.


Icon options

Profile link:

Color:

Size:

Preview

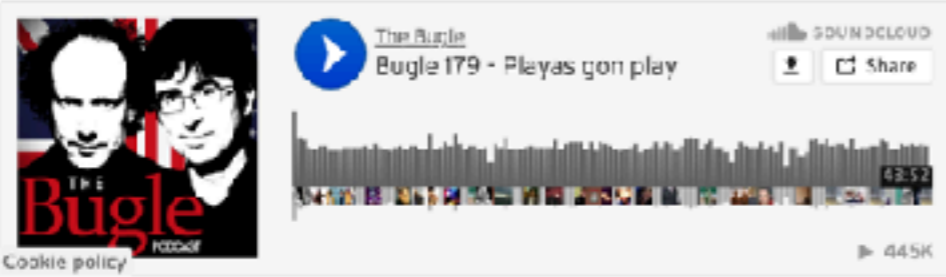


Icon code

```
<iframe allowtransparency="true" scrolling="no" frameborder="no"
src="https://w.soundcloud.com/icon/?
url=http%3A%2F%2Fsoundcloud.com%2Fundefined&color=orange_white&size=32" style="width:
32px; height: 32px;">/iframe
```

SoundCloud embedded player

Embedding our player lets you share individual tracks, playlists or your own profile on your website or blog.



The Bugle
Bugle 179 - Playas gon play

445K

The same as the video, but go to SoundCloud, select the music and click on embed. Paste the sound on the page you would like to have this.

Wordpress.com Plugins

The screenshot shows the WordPress.com interface for a user named Malena Gonzalez. The left sidebar is active, with the 'Plugins' option highlighted. The main content area displays the 'Contact Form 7' plugin by Takayuki Miyachi. The plugin card includes a 'Back' link, a thumbnail image, the plugin name, the author's name, and an 'Install' button. Below the plugin card, there is a message: 'Upgrade to the Business plan to install plugins.' with a right-pointing arrow. The 'Description' section explains that Contact Form 7 can manage multiple contact forms and is customizable. The 'Docs & Support' section provides links to documentation and a support forum. The 'Contact Form 7 Needs Your Support' section encourages users to donate to support the plugin's development. The 'Recommended Plugins' section is partially visible at the bottom.

Based on the plan you selected, several plugins are available, other ones you will need to upgrade your plan to have access.

Wordpress.com Plugins

The screenshot shows the WordPress.com interface for a user named 'Mariana Gonzalez'. The 'Plugins' section is active in the left-hand navigation menu. A search bar at the top of the plugin area contains the text 'seo'. Below the search bar, a notification banner reads 'Upgrade to the Business plan to install plugins.' The search results are displayed in a grid of 12 plugin cards, each showing the plugin's icon, name, developer, and a star rating. The 'Plugins' menu item is highlighted in blue.

Plugin Name	Developer	Rating	Status
SEO Tools by Jetpack	Automatic	★★★★☆	Upgrade
Yeast SEO	Team Yoast	★★★★☆	
All in One SEO Pack	Michael Torbert	★★★★☆	
The SEO Framework	Sybra Waaijler	★★★★☆	
SEO SQUIRRLY™	Squirry SEO	★★★★☆	
Redirection	John Godley	★★★★☆	
MetaSlider	Team Updraft	★★★★☆	
WPSSO Core (Main Plugin)	JS Modest	★★★★☆	
WP Meta SEO	JoomUnited	★★★★☆	
Jetpack by WordPress.com	Automatic	★★★★☆	Installed
Wordfence Security – Firewall & ...	Wordfence	★★★★☆	
SEO Redirection Plugin	Fakhr Alawdi	★★★★☆	
LiteSpeed Cache	LiteSpeed Technologies	★★★★☆	
ACF Content Analysis for Yoast ...	Thomas Kräfner, ViktorFroberg, mar...	★★★★☆	
The SEO Framework – Extension ...	Sybra Waaijler	★★★★☆	
Import Settings into WordPress ...	Sofiy	★★★★☆	
Premium SEO Pack – WordPress ...	WP SEO – Dalin Vingan	★★★★☆	
Hide SEO Bloat	SO WP	★★★★☆	
SEO Post Content Links	content-links	★★★★☆	
Smush Image Compression and ...	WPMU DEV	★★★★☆	
AMP for WP – Accelerated Mobil...	Ahmed Kaludi, Mohammed Kaludi	★★★★☆	

Search for the functionality you would like to have

Plugins that I will Recommend

✦ **Contact Form 7**

✦ **Visual Form**

✦ **All in One SEO
Pack**

✦ **Elementor Page
Builder**

✦ **VIMEO embeder**

✦ **SoundCloud is Gold**

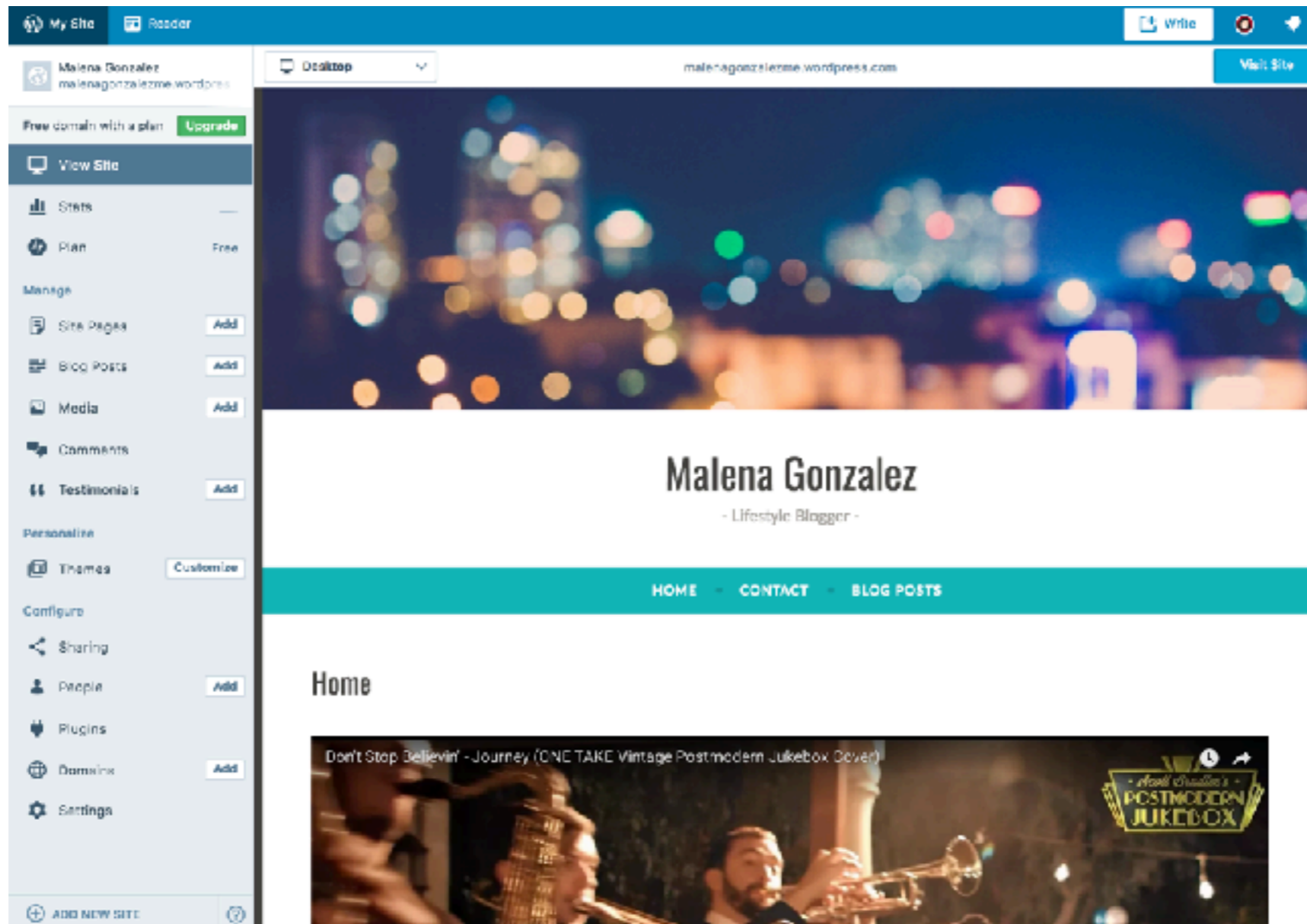
✦ **SoundPress Plugin**

✦ **Prevent Content
Theft**

✦ **Sitemap Plugin**

✦ **Shortcuts Ultimate**

View your Website



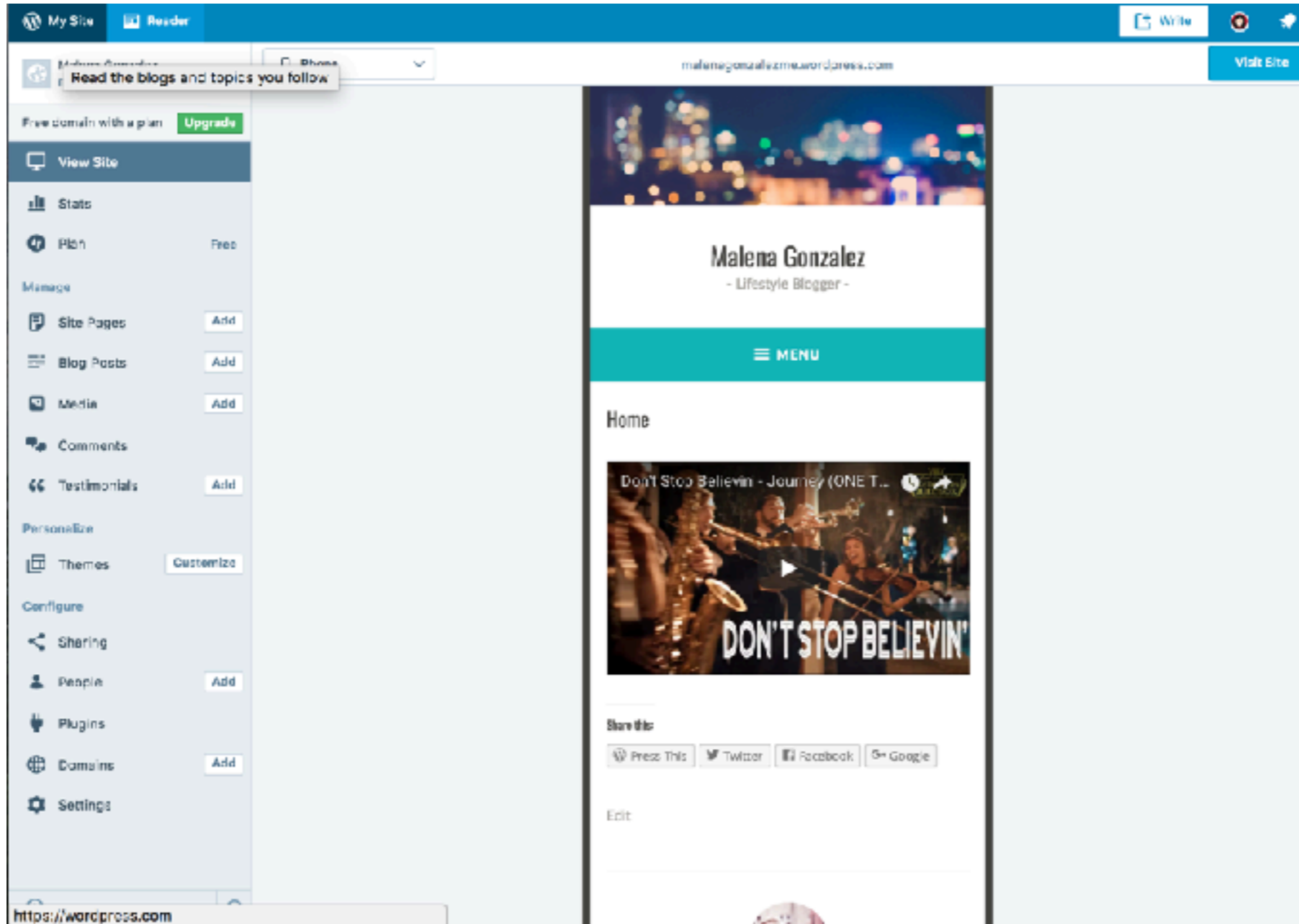
Test your website in Desktop, Tablet, and Mobile.

View your Website

The screenshot shows the WordPress dashboard interface. At the top, there's a navigation bar with 'My Site' and 'Reader' tabs. Below that, the user's name 'Malena Gonzalez' and the site URL 'malenagonzalezme.wordpress.com' are visible. A 'Tablet' view selector is present. The left sidebar contains various management options like 'Stats', 'Plan', 'Site Pages', 'Blog Posts', 'Media', 'Comments', 'Testimonials', 'Themes', 'Sharing', 'People', 'Plugins', 'Domains', and 'Settings'. The main content area displays a preview of the website. The website has a teal header with navigation links for 'HOME', 'CONTACT', and 'BLOG POSTS'. The main content area shows a post titled 'Home' with a featured image of a jazz band performing 'Don't Stop Believin'' by Journey. The image includes the text 'DON'T STOP BELIEVIN'' and 'POSTMODERN JUKEBOX'.

Test your website in Desktop, Tablet, and Mobile.

View your Website



Test your website in Desktop, Tablet, and Mobile.

Review the Website Stats

The screenshot displays the WordPress Jetpack Stats dashboard. The top navigation bar includes 'My Site', 'Reader', and a 'Write' button. The user profile 'Melena Gonzalez' is visible. The left sidebar contains various site management options like 'View Site', 'Stats', 'Plan', 'Manage', 'Personalize', and 'Configure'. The main content area shows a 'Traffic Insights' section with a bar chart for 'Views' and 'Visitors' for the date 'Mar 19'. A message states 'No activity this period'. Below the chart, a summary table shows 0 views, 0 visitors, 0 likes, and 0 comments. The 'Stats for March 19, 2018' section includes detailed metrics for Posts & Pages, Referrers, Countries, Search Terms, Authors, Clicks, and Videos, all showing zero activity.

Category	Value
Views	0
Visitors	0
Likes	0
Comments	0

Metric	Value
Posts & Pages	No posts or pages viewed
Referrers	No referrers recorded
Countries	No countries recorded
Search Terms	No search terms recorded
Authors	No posts or pages viewed
Clicks	No clicks recorded
Videos	No videos played

Tips:

What Can I Do?

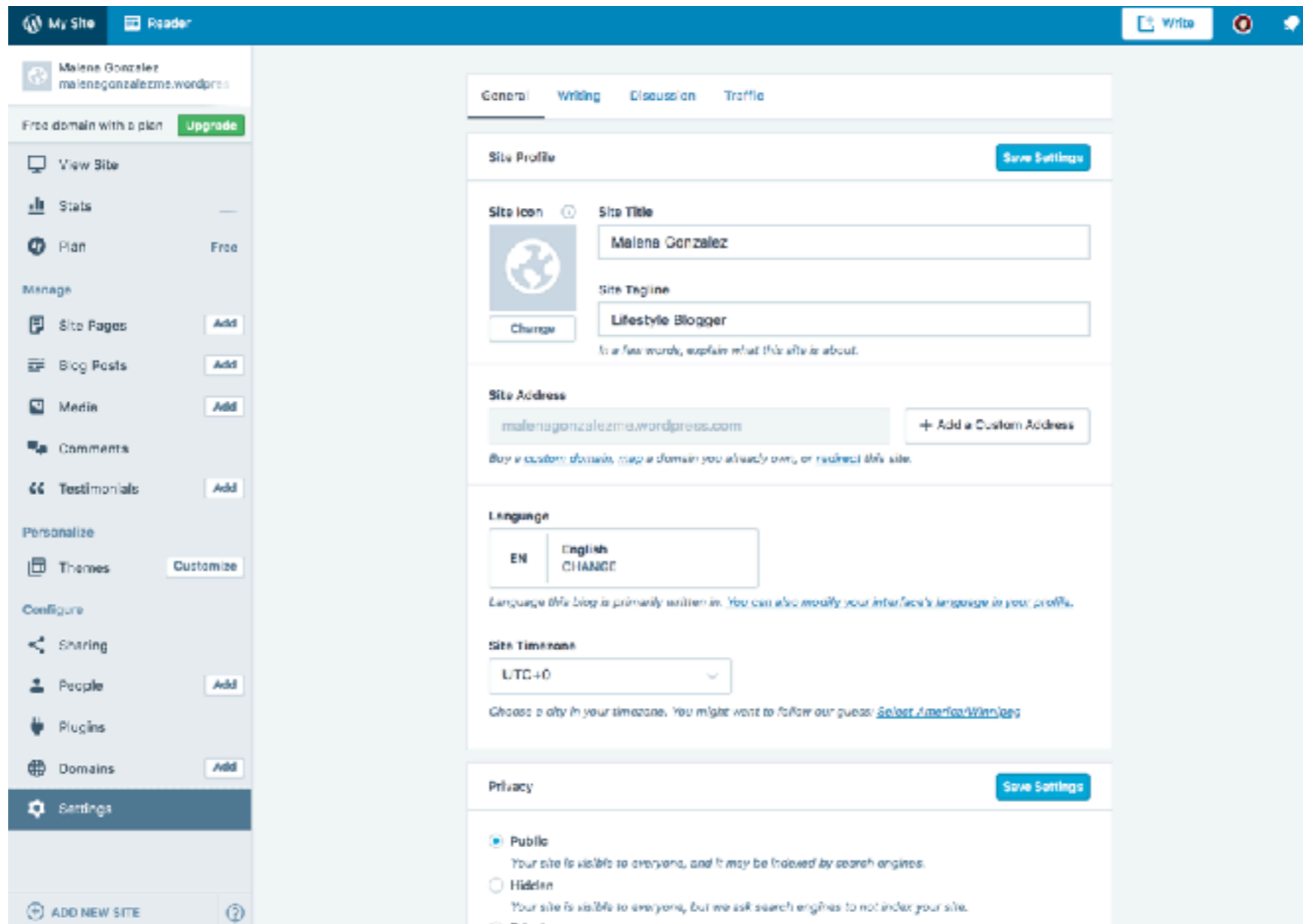
Social Media

The screenshot shows the WordPress dashboard for a user named Malena Gonzalez. The left sidebar contains navigation options: View Site, Stats, Plan (Free), Manage (Site Pages, Blog Posts, Media, Comments, Testimonials), Personalize (Themes), and Configure (Sharing, People, Plugins, Domains, Settings). The main content area is titled 'Connections' and 'Sharing Buttons'. It features a 'No Ads with WordPress.com Premium' notice, a 'Publicize Your Posts' section with options for Facebook, Twitter, Google+, LinkedIn, Tumblr, and Path, and an 'Other Connections' section with options for Eventbrite and Photos from Google.

Platform	Description	Action
Facebook	Sharing posts to your news feed.	Disconnect
Twitter	Sharing posts to your Twitter feed.	Disconnect
Google+	Commenting and sharing to your profile.	Disconnect
LinkedIn	Sharing posts to your connections.	Disconnect
Tumblr	Share posts to your Tumblr blog.	Connect
Path	Share posts to your Path timeline.	Connect
Eventbrite	Connect to your Eventbrite account.	Connect
Photos from Google	Access photos stored in your connected Google account.	Disconnect

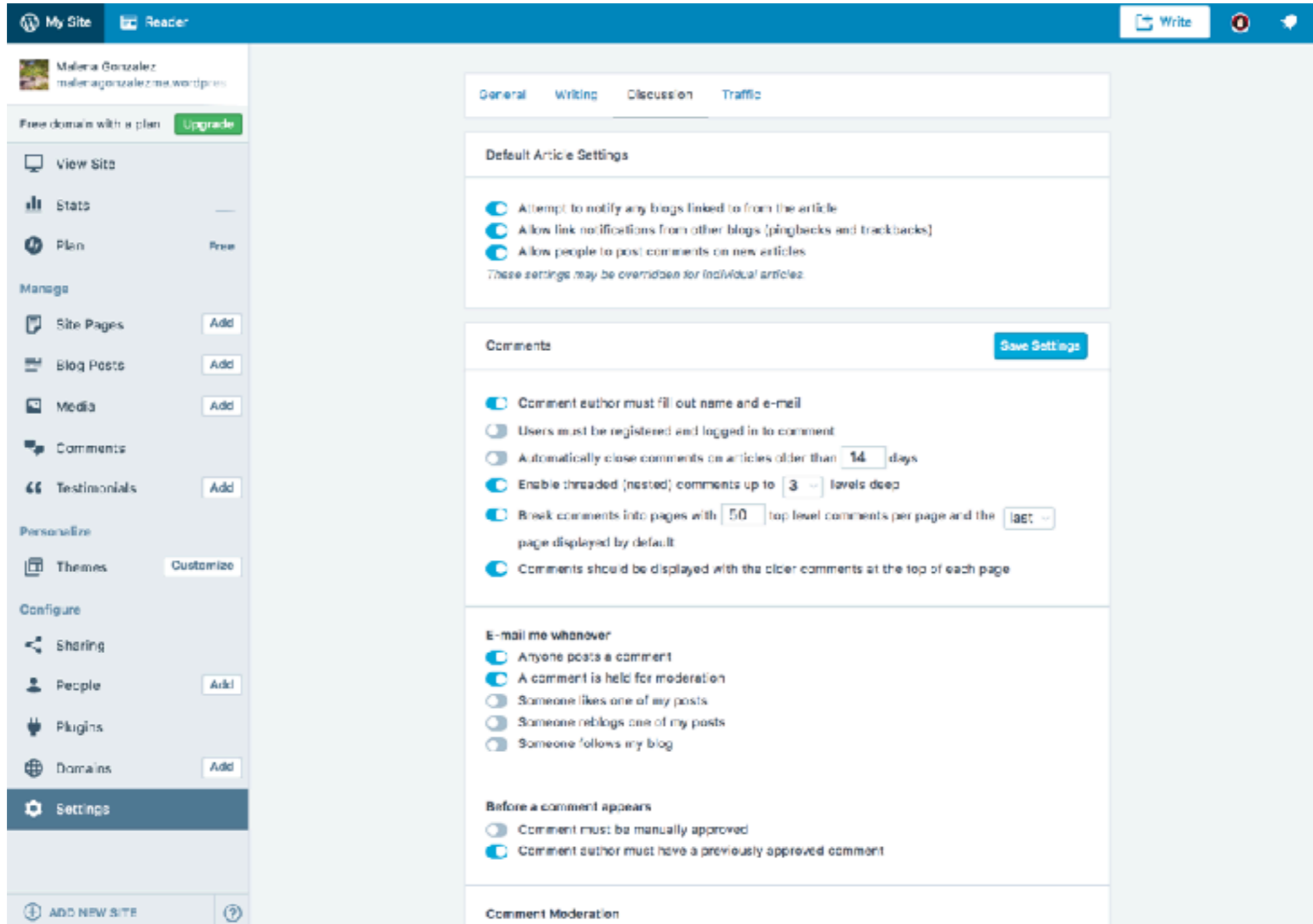
Plug the different channels you are currently using via the Sharing section. Only pick the social media that you use the most.

Personalize Settings



Add a unique site icon, change the site tagline and make your site public.

Personalize Settings



The screenshot shows the WordPress dashboard for a user named Malena Gonzalez. The left sidebar contains navigation options: View Site, Stats, Plan (Free), Manage (Site Pages, Blog Posts, Media, Comments, Testimonials), Personalize (Themes), and Configure (Sharing, People, Plugins, Domains, Settings). The main content area is titled 'Comments' and includes a 'Save Settings' button. The settings are organized into sections: 'Default Article Settings' (with three checked options: 'Attempt to notify any blogs linked to from the article', 'Allow link notifications from other blogs (pingbacks and trackbacks)', and 'Allow people to post comments on new articles'), 'Comments' (with five checked options: 'Comment author must fill out name and e-mail', 'Users must be registered and logged in to comment', 'Automatically close comments on articles older than 14 days', 'Enable threaded (nested) comments up to 3 levels deep', and 'Break comments into pages with 50 top level comments per page and the last page displayed by default'), 'E-mail me whenever' (with four checked options: 'Anyone posts a comment', 'A comment is held for moderation', 'Someone likes one of my posts', and 'Someone reblogs one of my posts'), and 'Before a comment appears' (with two checked options: 'Comment must be manually approved' and 'Comment author must have a previously approved comment').

Comments - If you are not checking your site, disable comments, you don't want to have unwanted comments, or approve them before publishing them.

More Tips:

- ❖ **Once you publish your website, share it in your social media networks.**
- ❖ **Anytime you post a blog, share it again.**
- ❖ **Craft a unique message for each social media channel, do not use the same message across.**
- ❖ **Come back regularly and keep checking your website.**

More Tips:

✦ Homepage:

- ✦ Use a “call to action” on the main top area of your page

- ✦ What do you want the user to do when they get here?

- ✦ This should be at the very top of your website.

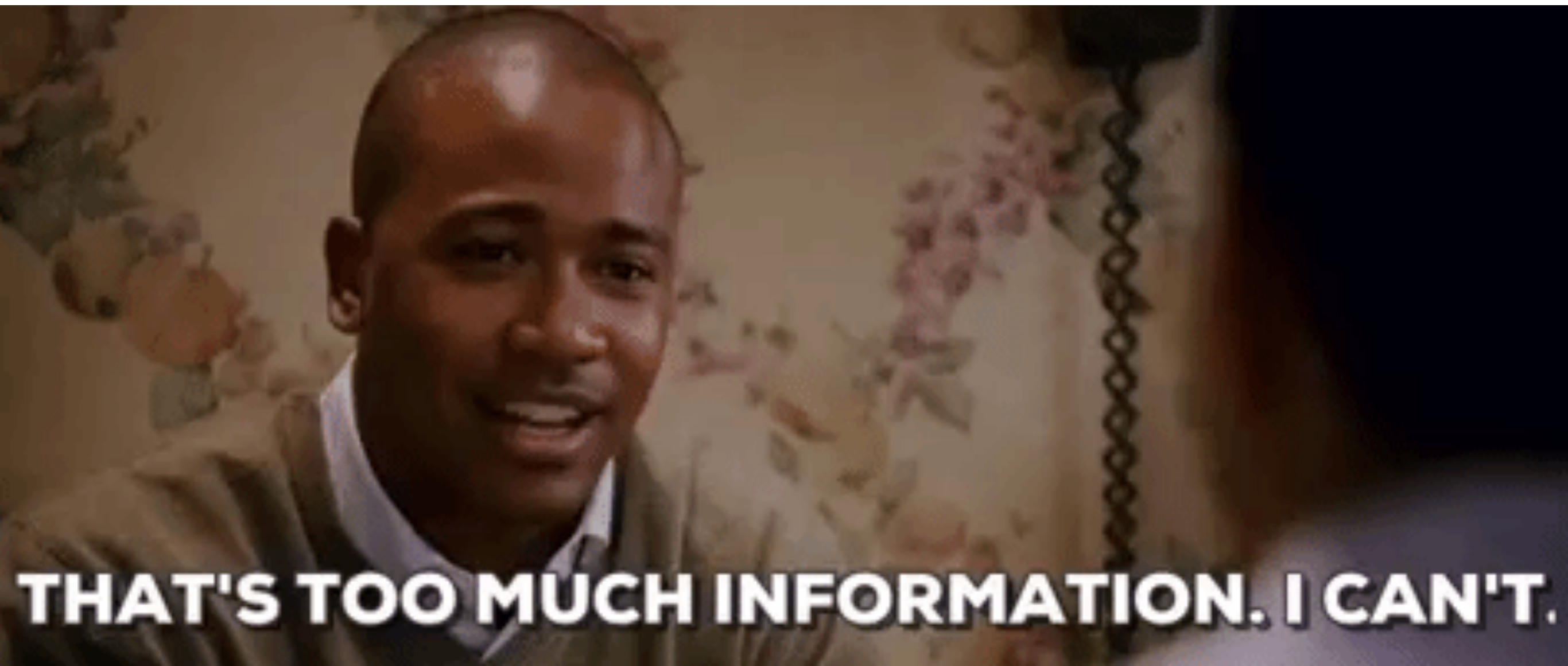
- ✦ Don't make the user wonder what your website is about.

More Tips:

- ❖ **Do not use LARGE images, resize them using a third party tool. (1000px width at the most)**
- ❖ **JPG - for pictures**
- ❖ **PNG - for transparent background**
- ❖ **GIF - for 8 - 16 colour images**

More Tips:

- ✦ **Use a nice profile picture, so people can identify you and connect with you**
- ✦ **Using a professional photo works for the best.**
- ✦ **It is also based on your demographics**
- ✦ **Photos clean, unique, do not use stock photos! Everyone does this! Be unique!**



THAT'S TOO MUCH INFORMATION. I CAN'T.

Relax and start little by little!

- ✿ Start with spending 15 min / day updating your website, or getting more comfortable.**
- ✿ Reply to your comments or messages in social media.**
- ✿ Try to reach out to other people in the community and link from your website to their sites - this can help you in searches!**



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Thank You!

Check the Wordpress Customization Video

<https://youtu.be/4DCnli6j5Qs>



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