


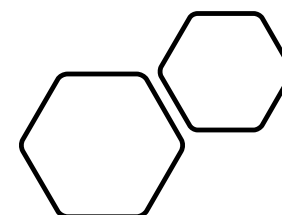


Digital Foundation (Part 1)

November 3rd, 2020
scoutcollectivedigital.com
ben@scoutcollective.digital

A close-up photograph of a person's hand holding a bright red circular sticker. The sticker features the text "I Voted" in a white, serif font. The hand is positioned on the left side of the frame, with the thumb and index finger gripping the edge of the sticker. The background is a solid, dark gray color.

**I
Voted**





Webinar Series



- Webinar One
 - Foundational concepts
 - Logo Design
 - Foundation #1 - Websites



- Webinar Two
 - Foundation #2 – Google My Business
 - Foundation #3 – Social Media
 - Beyond the Foundation

Remove the Mystery

Lessen the Intimidation

Give you a Place to Start

Pro Tip:

If you are working with someone and then can't explain what they are doing in simple terms – run!

A true mark of a expert is their ability to take complex terms and make them simple



Today's Agenda

- Digital Foundation
 - Why is digital important?
 - What is a digital foundation?
- Logo Design
 - The best investment you can make
 - The many uses of a good logo
- Websites (Foundation #1)
 - Domain names
 - Hosting and Platforms
 - Best practices
- Why It Might Pay to Hire Someone
 - Focus and expertise
- Q&A



Big Business

Customer Management
Systems

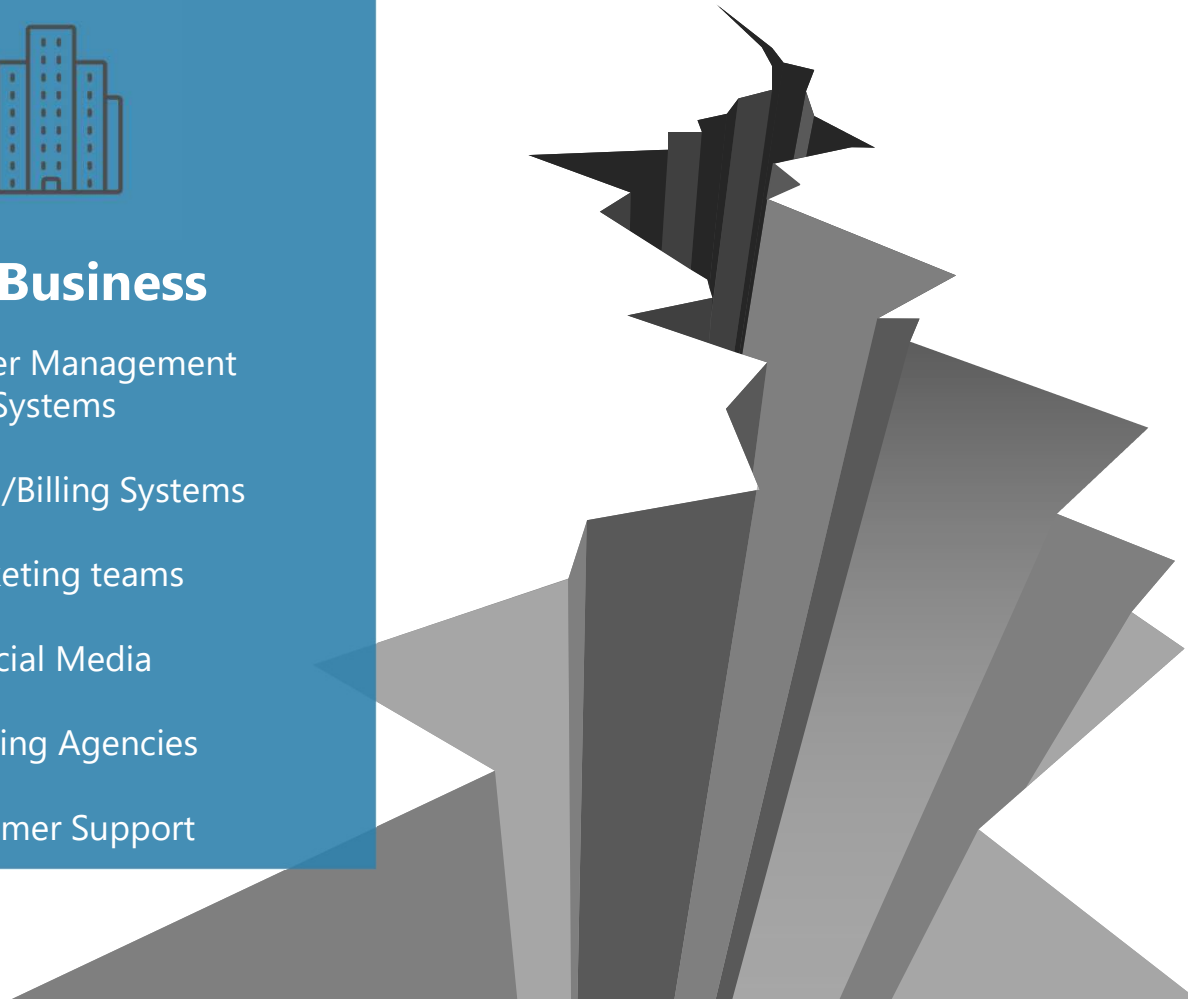
Invoicing/Billing Systems

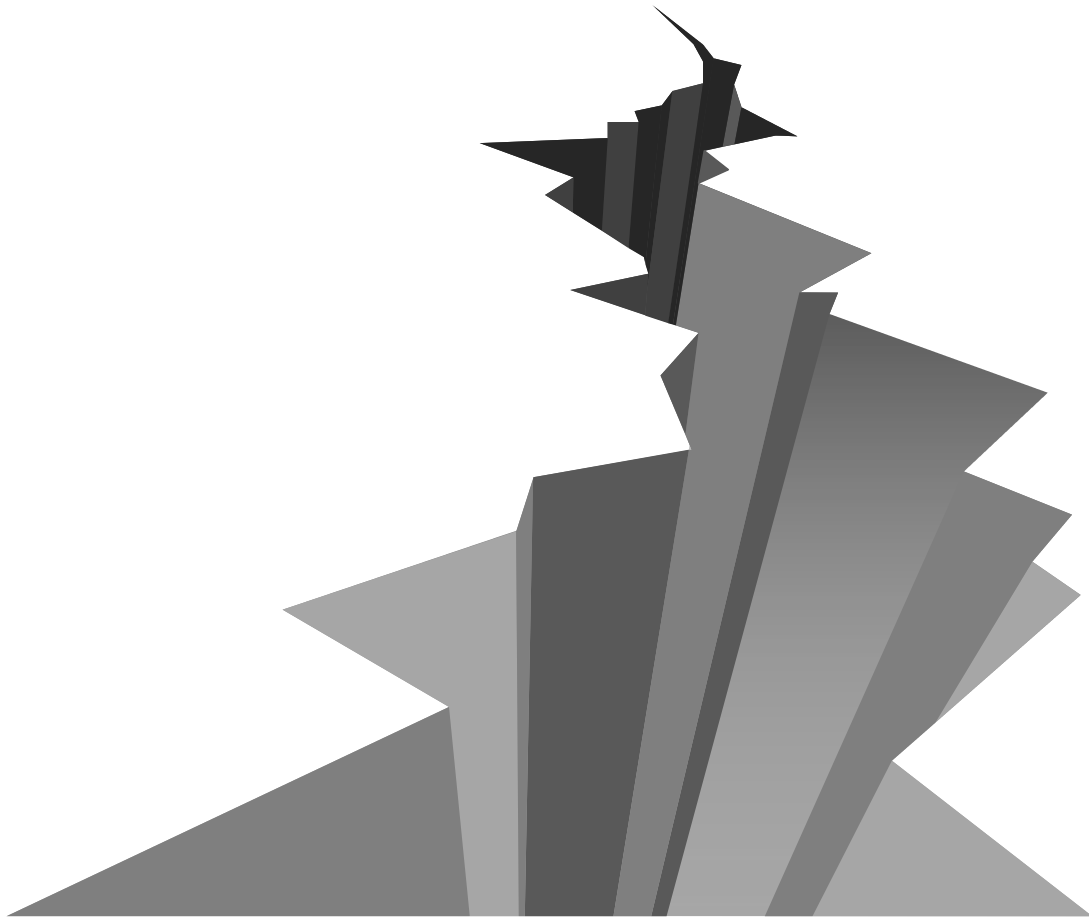
Marketing teams

Social Media

Branding Agencies

Customer Support





Small Business

Handwritten contracts

No website

Facebook

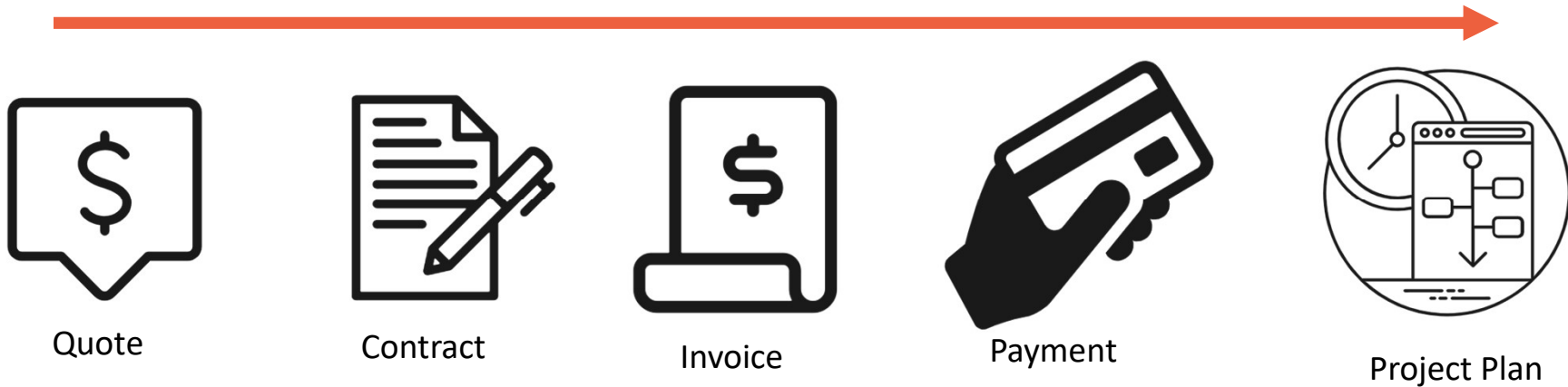
Checks

Contacts in Phone

Branding What?

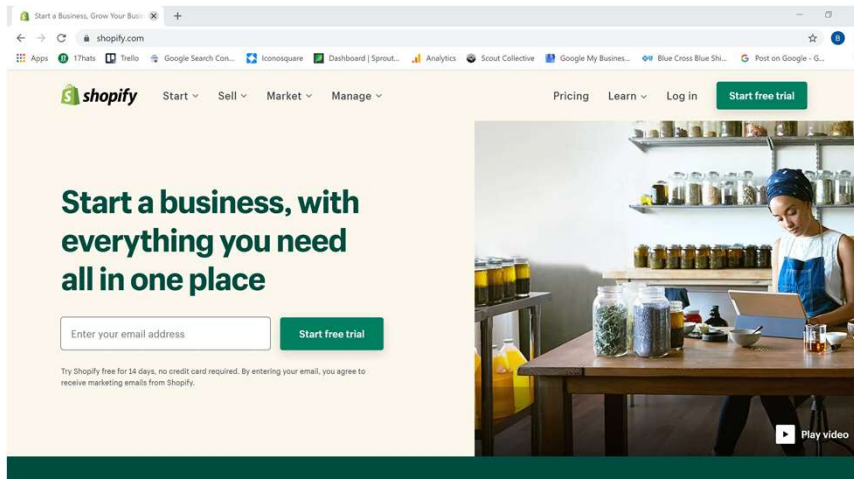
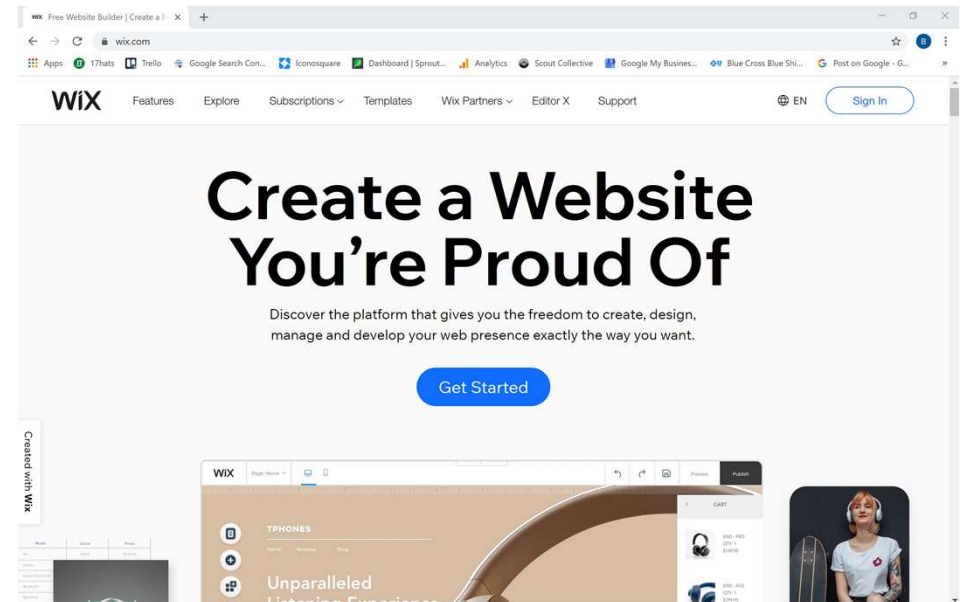
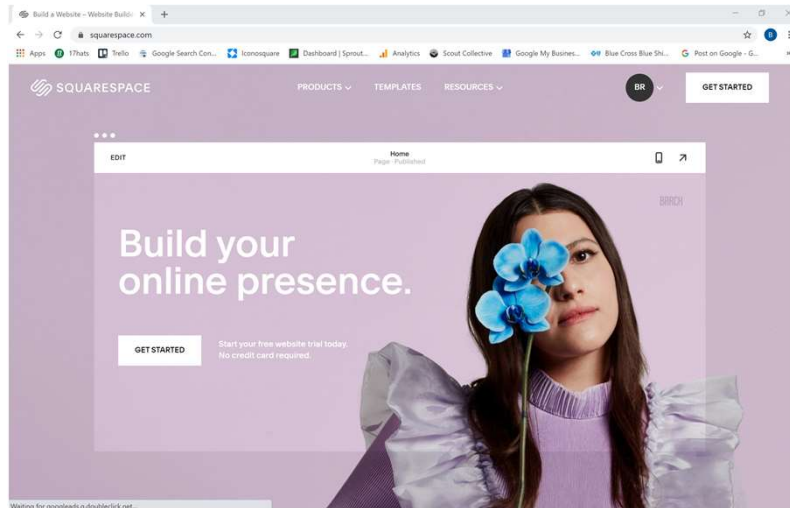


The Digital Divide Has Never Been Smaller



untitled

```
1 <div id="container">
2 <header>
3   <h1>Basic Structure Elements of an HTML Document</h1>
4 </header>
5 <dl>
6   <dt>&lt;!doctype html&gt;</dt>
7   <dd>The document type declaration is not really a part of the HTML document. The document type tells the browser what HTML rules to use to
  render the mark-up</dd>
8   <dt>&lt;html&gt;</dt>
9   <dd>The html tag is the container for all the rest of the HTML tags</dd>
10  <dt class="second-level">&lt;head&gt;</dt>
11  <dd>The head section contains the title, meta tags, scripts, styles, and any other non-content tags</dd>
12  <dt class="third-level">&lt;title&gt;</dt>
13  <dd>The title tag is required and provides a title for the document.
14  <ul>
15    <li>Defines the title in the browser bar</li>
16    <li>provides a name for the page when bookmarked</li>
17    <li>Displays the name of the page in search results</li>
18  </ul>
19
20 </dd>
21 <dt class="second-level">&lt;body&gt;</dt>
22 <dd>The body is where all the content of a web page is displayed. This includes text, links, graphics, and media</dd>
23 </dl>
24 <footer>
25   <p>References</p>
26 </footer>
27 </div>
```



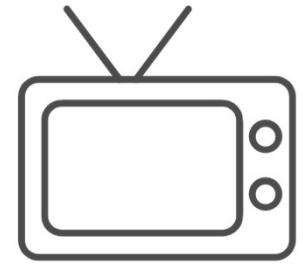


Do you Want to Survive or
Thrive?

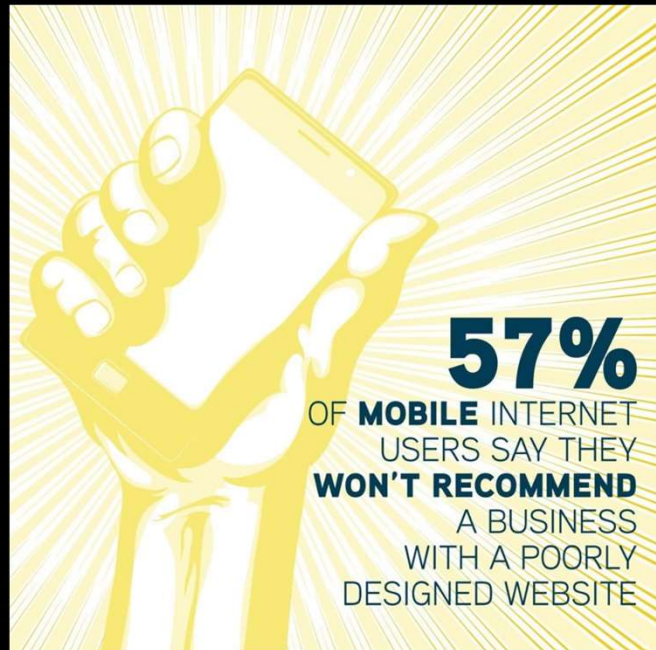


Digital Foundation

Old Methods for Creating Awareness







heydelphi • Following

heydelphi 57% of mobile internet users say they won't recommend a business with a poorly designed website. If you've been mulling over that sorely needed website makeover, now might be the time to do it, before you lose out on more than half of your potential leads. #mobile #website #webdesign

#socialmedia #conversions #sales #onlinesales #marketing #digitalmarketing #mobiledevice #mobilesearch #mobiledevices #funfact #statistics #branding #brandawareness #digitalfootprint #digital #mobilephone #delphi

Liked by dliquidmordre and 9 others

SEPTEMBER 18

Add a comment... Post

@heydelphi

54%
OF SOCIAL MEDIA USERS
RESEARCH PRODUCTS
ON SOCIAL NETWORKS

f t YouTube i p in

heydelphi • Following

heydelphi #FunFactFriday: 54% of social media users research products on social networks, and that number is only expected to go up as long as the number of users continues to soar. Having an easy-to-find, professional, on-brand social media presence has never been more important. #advertising #socialmedia

#delphi #heydelphi #workwithdelphi #formerlydigitalmit #strategic #marketing #design #creative #thinkers #storytellers #digitalmarketing #social #socialmediamarketing #smm

Liked by dliquidmordre and 11 others

AUGUST 28

Add a comment... Post

Only 0.78% of Google searchers
ever make it to page 2.

Google

heydelphi • Following

heydelphi #FunFactFriday: Only 0.78% of Google searchers even make it to Page 2 of the search results. If your website isn't on the front page for "at least" your brand's name, then you're likely not being found by potential customers. Not such a fun fact after all... #seo #searchtraffic

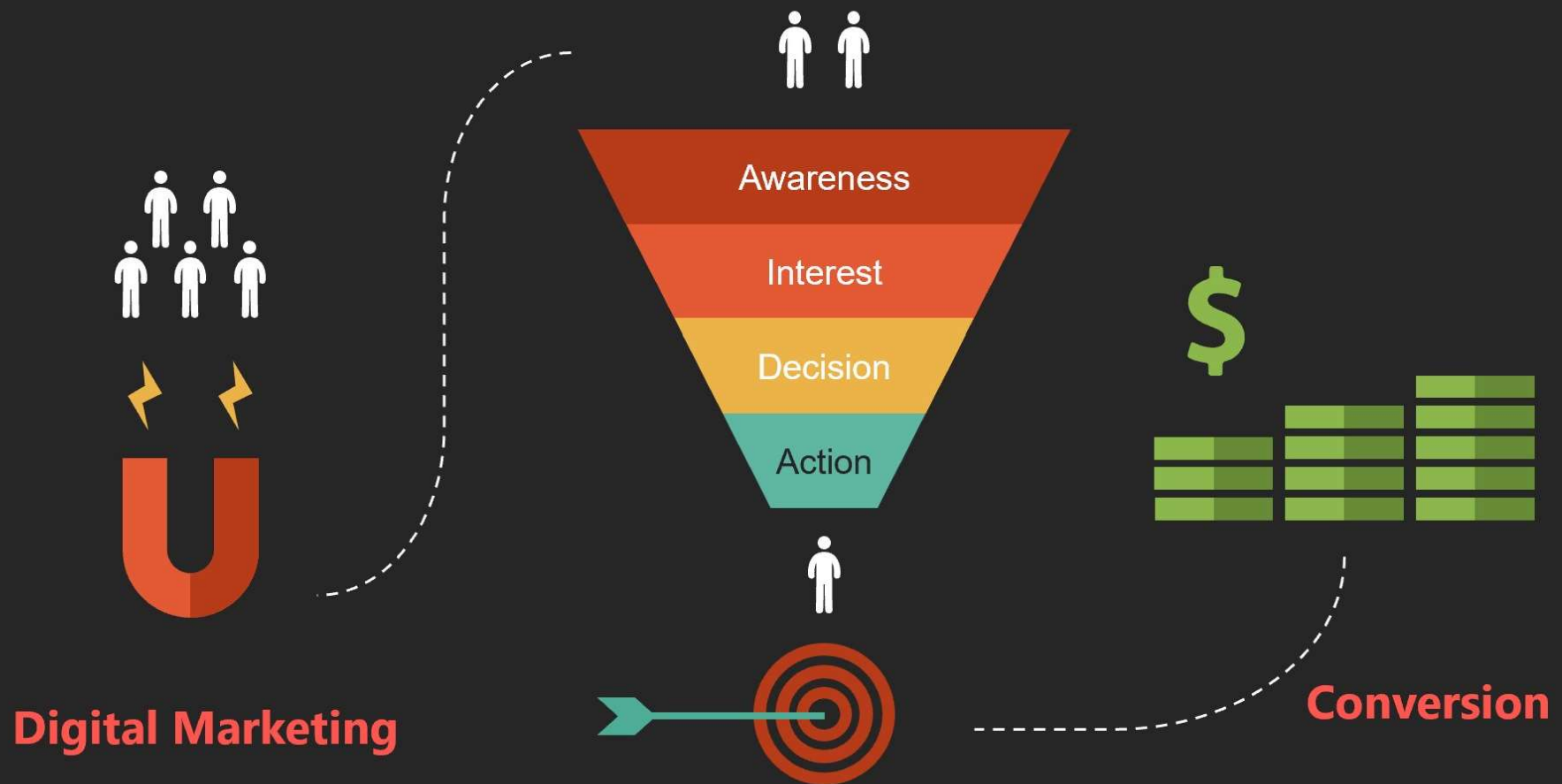
#delphi #heydelphi #workwithdelphi #formerlydigitalmit #strategic #marketing #design #creative #thinkers #storytellers #branding #digital #digitalmarketing #webdesign #seo #blog #blogs #searchengineoptimization #bloggers #socialmediamarketing #socialmediamarketing

Liked by dliquidmordre and 7 others

AUGUST 29

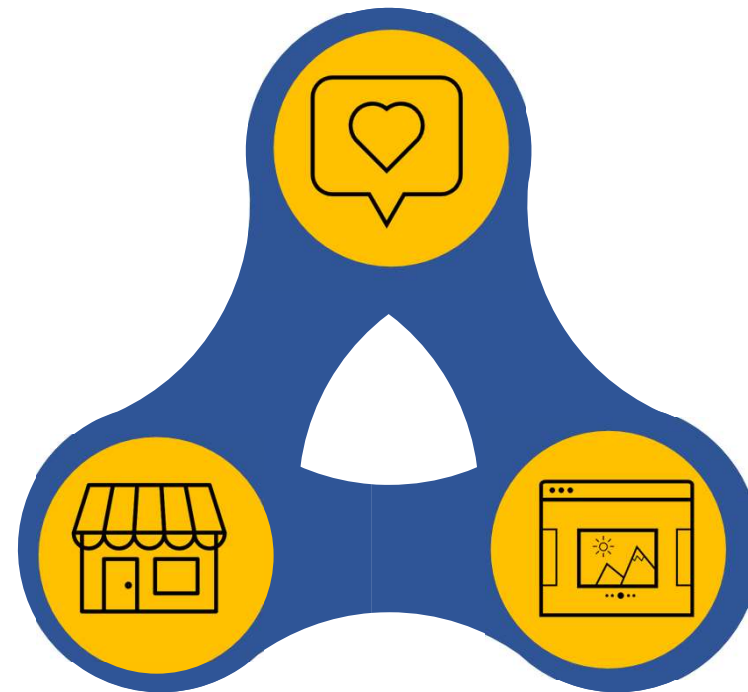
Add a comment... Post

<https://www.scoutcollectivedigital.com/blog/small-changes>



Social Media

Google My
Business



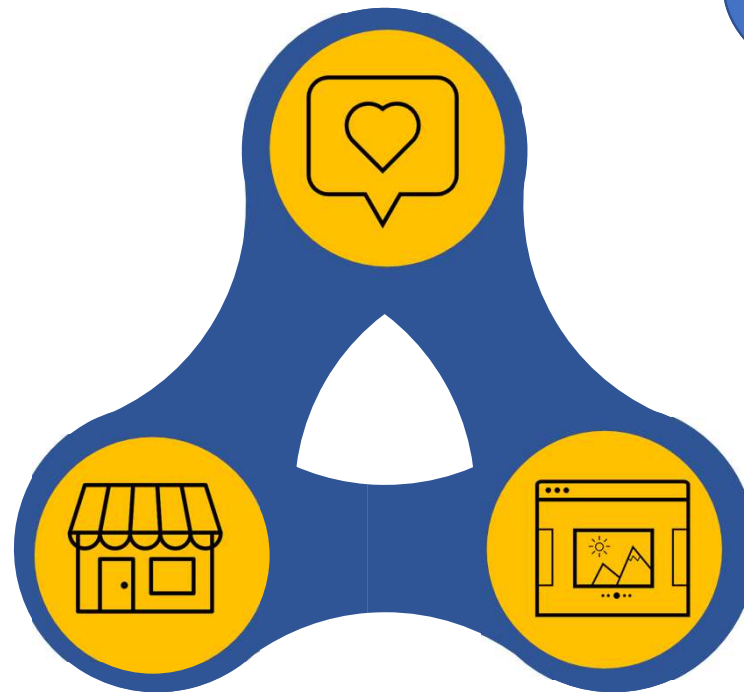
Website

Social Media

Create Awareness
Build relationships
Immediate

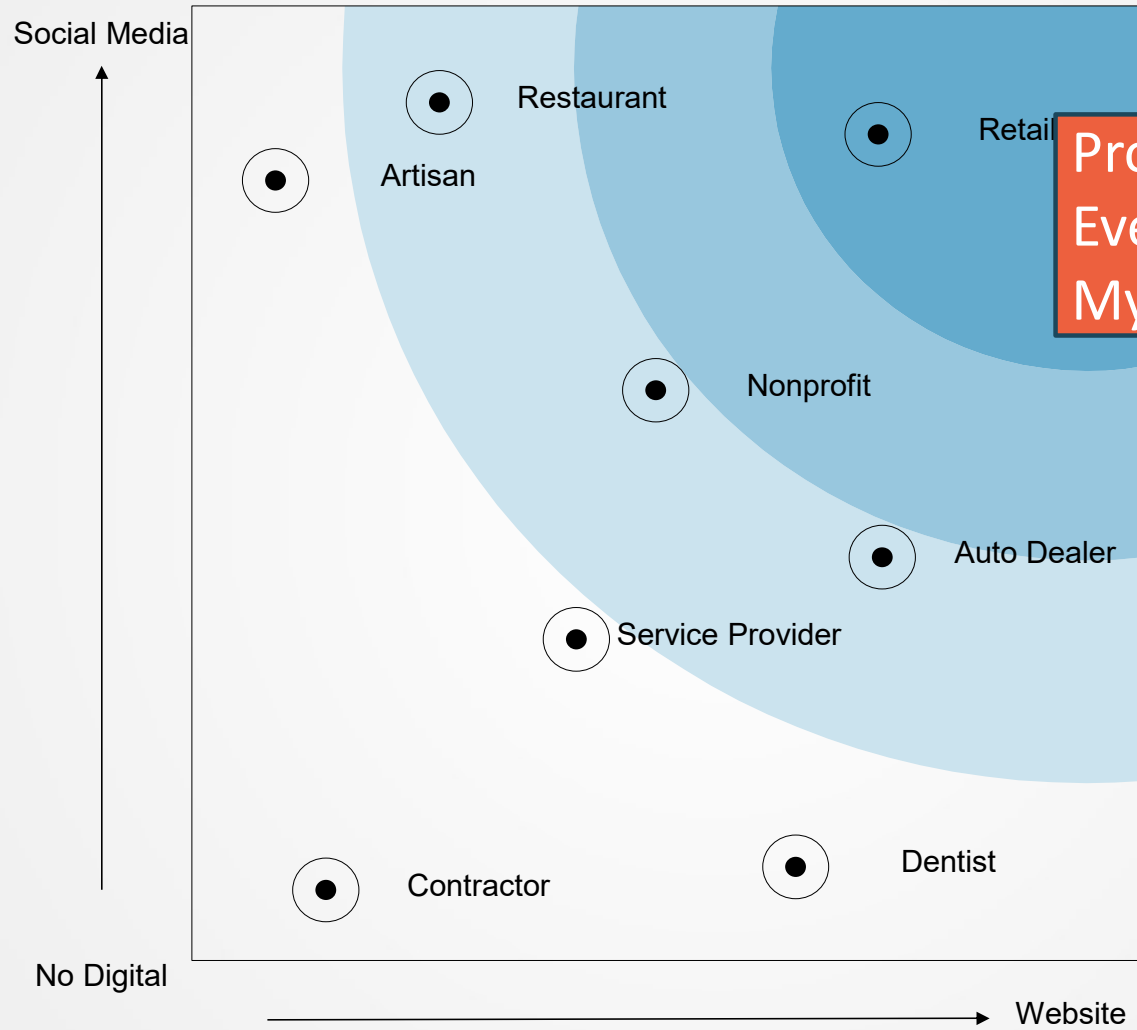
First Point of Contact
Locations/Hours
Maps
Reviews

Google My Business



Website

Call to Action
Products/Menu
Services
Blogs



Pro Tip:
Everyone needs Google
My Business



The Best \$500 You Can
Ever Spend...



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Scout Collective

@scoutcollective.az · Marketing Agency

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About

[See All](#)

📍 4981 W Stage Coach Trail Show Low, AZ 85901

📄 Launching and running a small business is daunting. It takes courage. You need a partner who will help your online brand evolve right along with your business. We know you have more important things to focus on than your digital strategy. Let us help!



Photo/



Scout C

October

Take a look at t
in! Not only do

[AM](#) [PACKAGES](#) [CONTACT](#) [BLOG](#)

Instagram

Search



scout.collective

[Edit Profile](#)



85 posts

220 followers

374 following

Scout Collective

Digital Marketing for Small Business located in the White Mountains of Arizona.

linktr.ee/scout.collective



12Weeksof...



About Us

POSTS

IGTV

SAVED

TAGGED



OUR UNIQ

7

hats

DOCUMENTS

WORKFLOW

BOOKKEEPING

SCOUT COLLECTIVE

QUOTE

4099030

ISSUED

July 28, 2020

VALID UNTIL

August 29, 2020

FROM

Scout Collective Digital

4981 W Stage Coach Trail

Show Low, AZ 85901

TO

Tiffany G...

Search Contacts...

🔄

📄

🔍

📧

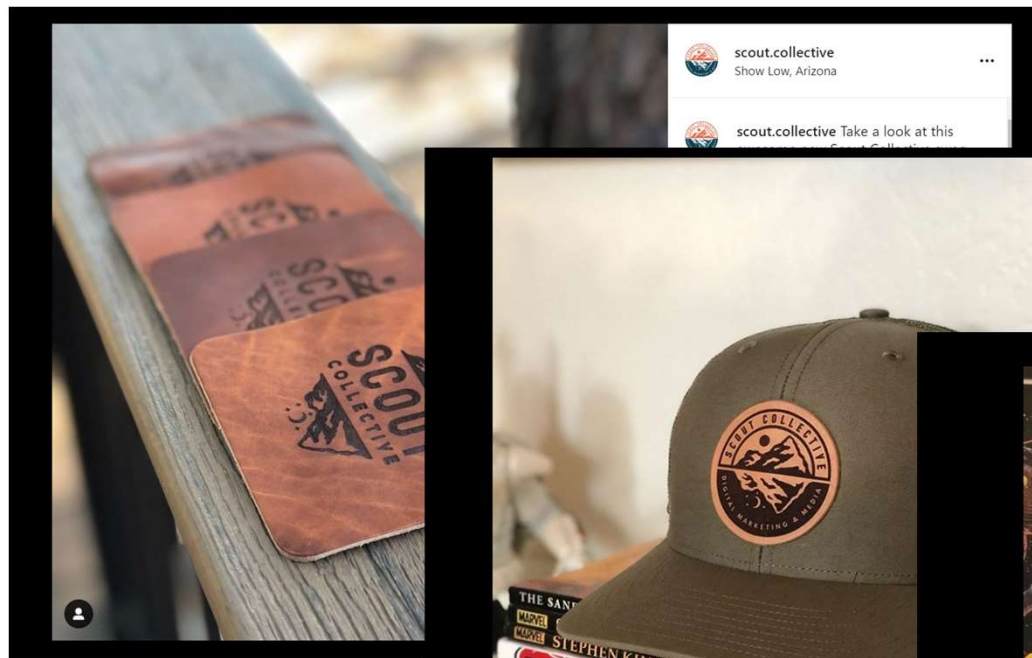
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🏠

ITEM	QUANTITY	PRICE	TOTAL
<div>Logo Design</div> <div>4 Round Logo Design Including:</div> <div>4 initial concepts</div> <div>4 final presentations (Landscape, Portrait, Icon and Alt)</div> <div>Style guide</div> <div>Digital Formats (PNG, JPEG etc)</div>	1		
<div>Website Design</div> <div>Website design, creation and launch</div> <div>Visual design</div> <div>Informational design</div> <div>Copy editing/creation</div> <div>Up to 5 total pages</div>	1		
<div>Website Hosting (1 Year)</div> <div>Squarespace Business plan</div> <div>Includes custom domain</div> <div>Account and domain ownership transferred to customer at launch</div>	1		

📄







What to look for in a Logo Designer?

- They work with small businesses
- They have a process
- They will provide multiple concepts and revisions
- They will provide multiple orientations
 - Landscape, Portrait, Badge etc.
- They are digital first/native



scoutcollective.digital
@scoutcollectiveaz



The Most Overlooked
Digital Asset...





Your Most Important Digital Asset is You!

- Don't chase an algorithm
- Don't build your digital foundation based on what experts tell you "must be" part of a website or social media
- Remember you are reaching other humans (not bots)
- You are your business
- Start with your unique story
- Let people get to know you and connect with you!

Pro Tip:

- Use pictures of your employees and yourself
- Tell folks why you got into business in the first place
- Show off your expertise and passions in a Blog



Website 101

whorepresents.com

powergenitalia.com

speedofart.com

itscrap.com



Domain Names



Buy multiple variations of your domain



\$20 a year is a small investment



.com and .org are still king



Use your domain name in your email

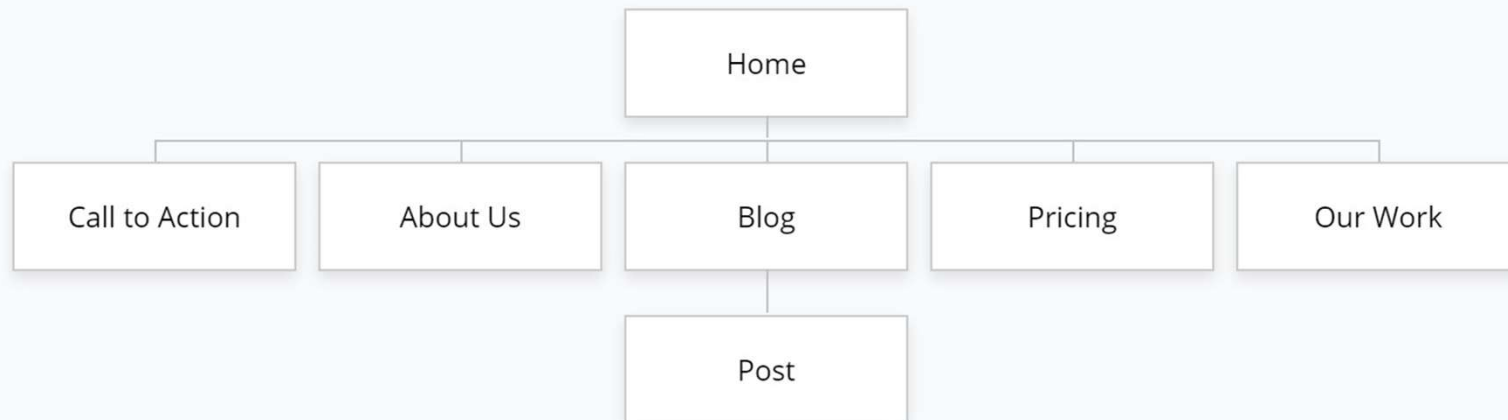
Pro Tip:

- Company you register your domain with is not who you have to host with
- You can also transfer registration to a new provider



- Register a good name
 - Make it secure
 - Think mobile first
 - Tell your unique story
 - Clarify your message
- Drive visitor to action
 - Include analytics
 - Think like your customers
 - Keep it fresh!
 - Make it visually appealing

10 Key Web Design Principles



Updated and ongoing blog posting
Opportunity for “special pages”
Social media links on every page
Clear call to action

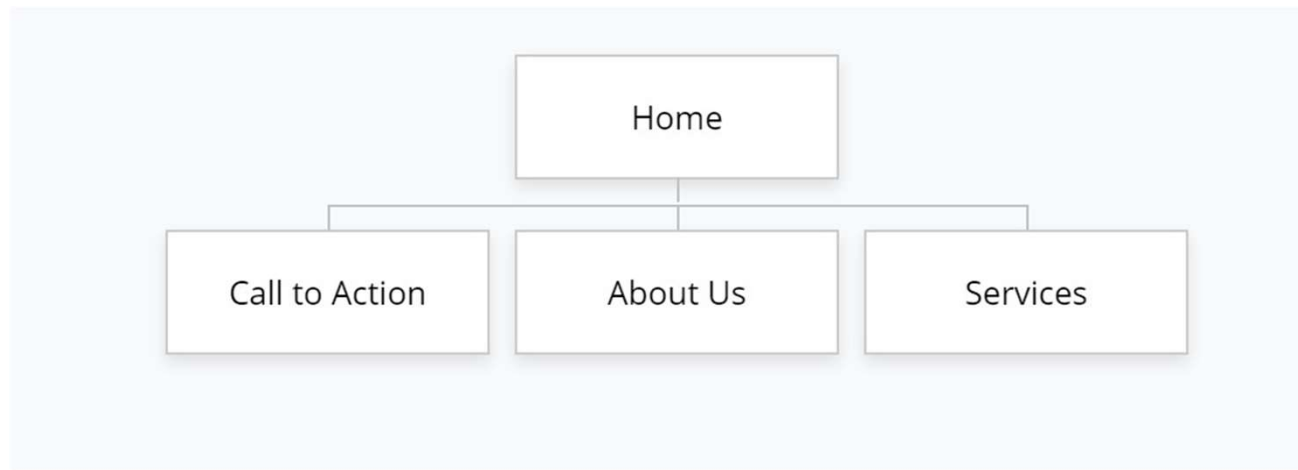


Social media links on every page (footer)

Hours of operation and address/map on Home

About us could include history, employee spotlight and unique culinary perspective

Call to action might be a newsletter signup – for weekly specials



Contact form
Unique business story
List of services



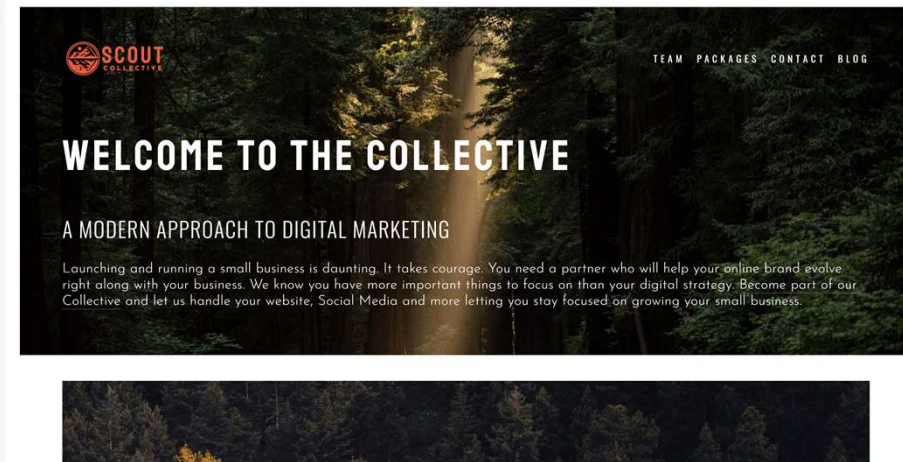
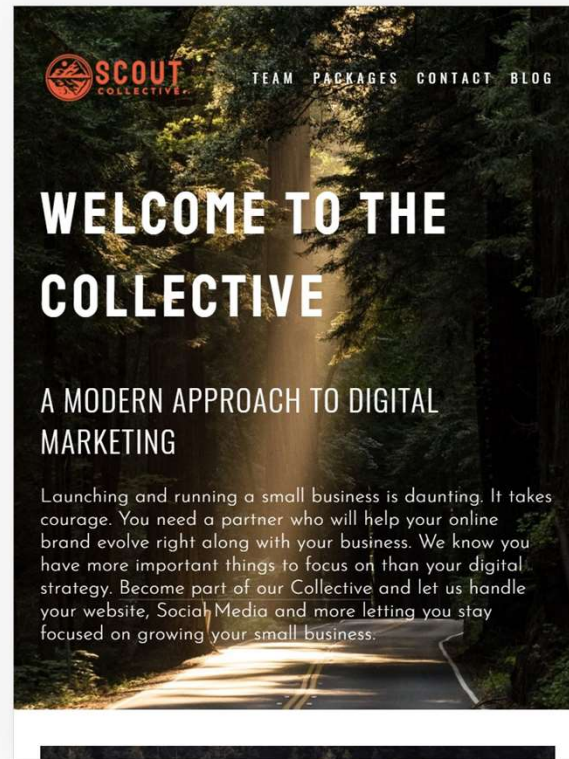
Keep it Fresh!

- Blogs – but be realistic?
- Use social media integrations (2 for 1)
- Popup specials?
- Events section?
- Gallery/images
- Seasonal changes/specials
- If nothing else, review it for accuracy yearly

Pro Tip:

- Don't make your website your full-time job – so find ways to keep it fresh without taking a ton of time

Think Mobile First



Pro Tip:

- You don't need a separate mobile site – just a responsive one



Drive Visitors to Action

- Visit physical store?
- Join you at your event?
- Call (or better yet – email/contact form) to make an appointment or schedule a quote?
- Eat at your restaurant
- Buy your goods online
- Sign up for our newsletter
- Learn more

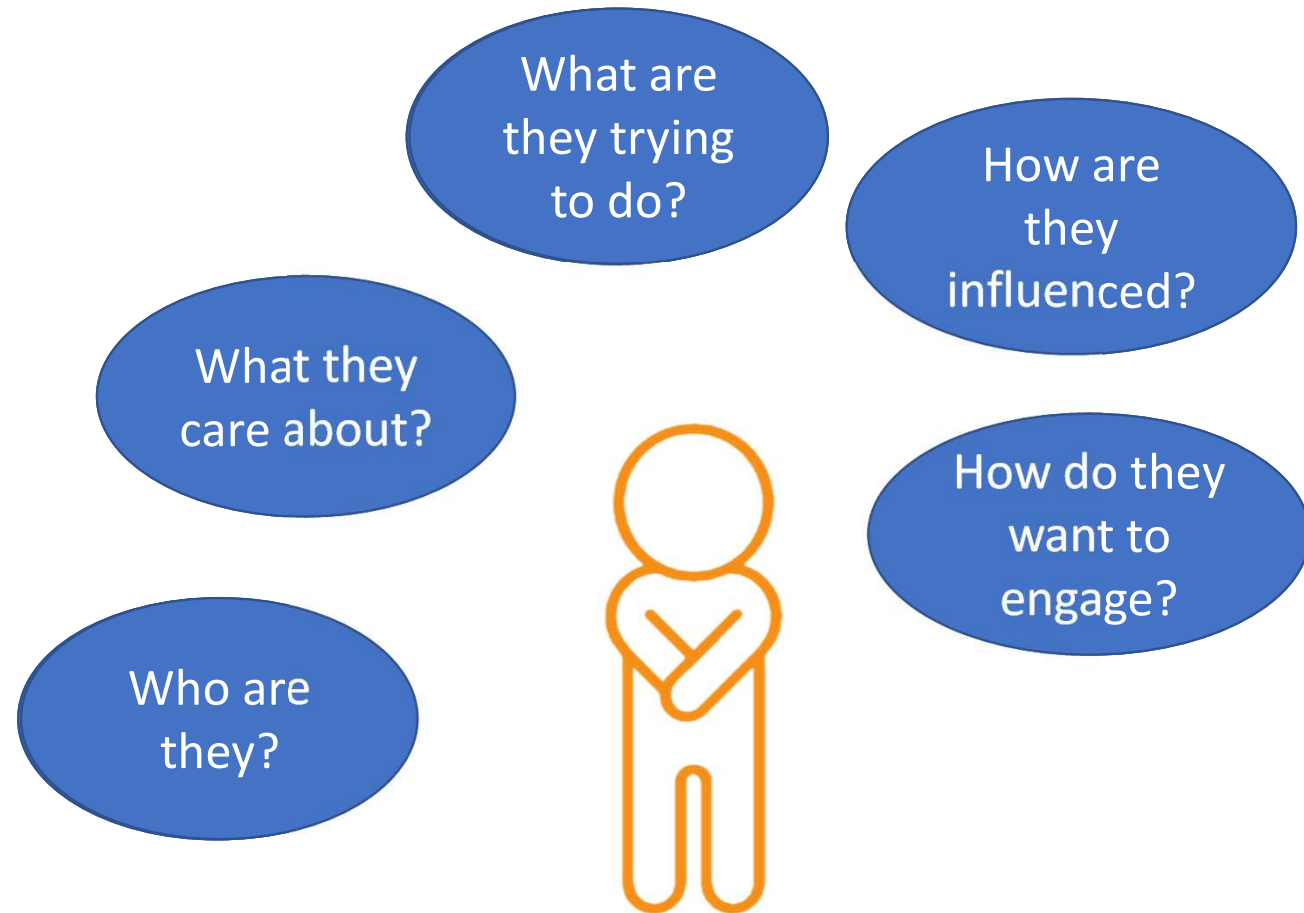
Pro Tip:

- Design the site with your end goal in mind
- What do you want people to do? Might be different than what they want to do!



Think Like Your Customer/Prospect

- Potential Customers?
- Current Customers?
- Donors?
- Other Businesses?
- Locals?
- Tourists?





- Register a good name
 - Make it secure
 - Think mobile first
 - Tell your unique story
 - Clarify your message
- Drive visitor to action
 - Include analytics
 - Think like your customers
 - Keep it fresh!
 - Make it visually appealing

10 Key Web Design Principles





ECommerce



Hosting



**Domain
Registration**



Mobile



Security



Analytics

Recommended DIY Website Providers

Squarespace

Wix

Shopify

Weebly





What to look for when want to pay someone for a website?

- They get you and your unique story
- They work with small businesses
- They have a process
- They can train you how to update your site ongoing (if you have time!)
- They are not creating a custom site
- They have multiple pricing models (one time or ongoing)
- They can flex based on your needs
- Can measure their impact

<https://www.scoutcollectivedigital.com/blog/why-invest-in-web-design>



Key Takeaways

- Focus on the foundation first
- Define your unique story
- Invest in great and versatile logo
- Get the 1st foundation in place (your website)
- Make sure your website is following the 10 principles
- Choose a “all in one” solution or ask for help!

- A recording of this session will be posted
 - <https://www.azcommerce.com/small-business-boot-camp/>
- Join us for Session Two on Thursday
- Checkout our blog for more content/ideas at - scoutcollective.digital/blog
- Reach out if you need help (info@scoutcollective.digital)



Q&A

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scoutcollectivedigital.com