



HOW TO BUILD ONLINE BRAND FROM SCRATCH

“Your personal brand is what people say about you when you are not in the room – remember that.”


- Chris Ducker



MOTOCMS
beautiful websites made easy



INTRODUCTION



Welcome to the series of free eBooks for those who have a business, project, start up and want to know how to go online all alone and with no third-party specialists. The level of technological advancement allows you definitely to do that.

Together, we are going to find out:

how to get your brand ready to go on the web - prevent mistakes to create the marketing strategy that guarantees your business a better life.

why it is worth to build a website with no coding - if you think you should go to a web design agency, hire a web design or learn programming languages to create own website, I have good news for you. You shouldn't and I will show you why.

what are the essentials of digital marketing - in simple phrase, we are going to guide you through the basics of social media, SEO, email and content marketing etc.

CONTENTS

1 ONE IDEA GIVES RISE TO THE CONCEPT

- 01 7 ingredients to make your online brand truly original
- 02 how to design your online brand

2 PUTTING THE CONCEPT TO A WEBSITE

- 01 how to create a website without hiring anyone
- 02 how to find a proper domain name
- 03 how to choose a reliable hosting
- 04 how to increase your SEO rankings

3 GETTING STARTED WITH ONLINE PROMOTION

- 01 how to benefit from online advertising
- 02 how to make a splash in social media
- 03 why your website must have a blog
- 04 why email isn't dead yet and you must use it



"Creating an idea, spreading the idea has a lot behind it". - Seth Godin

I bet you have an idea in your mind. You might have implemented it and it is working just right now as your current business. But are you sure you did not forget anything? Before launching your business online, please, make sure your brand is ready to go. What do I mean, I am going to explain below.

Let's start with an example - a business owner named Joe. You can pick your favorite name. But we call this guy Joe. So Joe is an owner of a car service station with a zillion of years of experience.

He reached the moment when he realized that he can get one more XXI century source of advertising and, more importantly, income.

He decided to promote his business online, and in this way to get larger profit and a lot more customers who have heard nothing about his car service station, but would be pleasantly surprised with the level of service he provides.

However, there is one trouble. Joe has no idea how to make money online. So do you.

So why not to discover essential ingredients to come up with an appropriate online promotion company for your brand?

So don't let me detain you. Enjoy your reading!

7 INGREDIENTS TO MAKE YOUR ONLINE BRAND TRULY ORIGINAL



No one would deny that we are living in the start-up era. Within the last 10 years, the amount of businesses worldwide has been increased exponentially. The Internet thing transformed the rules of the game. In times past, you must have had contacts to enter this competition. Today, you can be on your own from the very beginning.

In the circumstances when everyone has access to these connections, you have to be much more responsible in creating what it is called “brand”. Here is where your business idea ends and the concept begins.

The branding elaborated for your enterprise is more than just an outer shell of your business. It allows you to identify yourself against your competitors and show off the advantages you have, but they lack.

In this tutorial, we specified 7 must-have components for your online brand.

Ingredient 1. Uniqueness

It is all about difference. Customers are very picky today. Don't forget they have a lot of options to choose from. In such case, it is recommended to create the conception that contains only unique solutions, something that both clients and competitors have never seen.

Ingredient 2. Clarity

When you meet something you have never met before, the first impression is everything. So your task is to make this meeting as simple as possible. Establish a brand that is easy to remember, so that even your logo would remind a client about you every time he or she sees it.

Ingredient 3. Storytelling

Everyone has a story. And you have your own one. Tell your story to your clients! Of course, the longer the story is, the more chances to attract more customers you have. That's a perfect solution for the die-hard businesses that can attract new clients with the tried-and-true service and the most advanced equipment. Sounds great? Make a better story to tell it everyone!

Ingredient 4. Empathy

First of all, consider one golden rule saying you *must be friendly with your customers* no matter what. In turn, pay your attention to the customers' needs and try to find something in common. The goal is create an emotional connection

Ingredient 5. Consistency

Any changes are stressful, both for clients and business owners. Your online brand should be built on true standards that must be consistent. The changing of major principles may affect your sales rate and the level of sympathy of your clients.

Ingredient 6. Flexibility

No matter what kind of business you have, you must follow the latest tendencies in your industry. Adapt your online brand to the needs of your customers every time you see the changes in their feedback.

Ingredient 7. Jurisdiction

Brand is also a registered trademark, giving its owner an official and exclusive right to identify own brand by design and law. It ensures that no one can steal your idea, because trademark is a form of property.



DESIGN



HOW TO DESIGN YOUR ONLINE BRAND

Every day there are more and more brands and it is harder and harder to lure a client. Creating your brand, pay special attention to its design. An attractive image with and strong motto is the best way to increase your brand awareness exponentially.

How to come up with an appealing logo for your brand

The thing is a customer may not even remember your company's name, but he or she can actually remember your brand thanks to an attractive and memorable logo.

In logo design, there are a few principles you must consider to create the logotype that would be relevant for your brand.

First of all, *keep it simple* - when an easy to remember logo sits well with the main concept of your brand, you won the half of the battle.

Another gimmick of the professional logo creation process is *adopting the experience of world famous brands*. Take a look at the tried-and-true examples to make your logo unique from the perspective of time, in lay terms timeless.

And of course, take into consideration the *latest trends in logo design*, because changes are inevitable no matter how traditional your brand is. Based on true values, the logo must at the same moment reflect today's tendencies.

Why your brand need a catchy slogan

Though it seems like it is a mere thing, your brand must "say" something after all. If joking aside, these few melodic words are like the secret code that allow a customer to read between the lines and get closer to your idea in general.

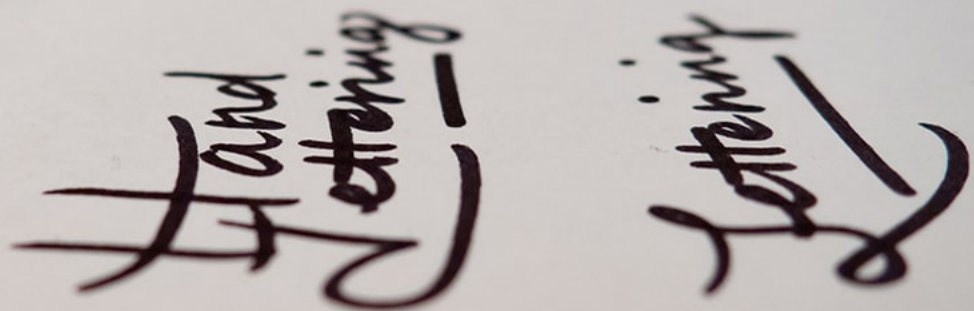
There is no secret that one can recall a particular brand, hearing its hallmark phrase. That's fascinating how just a few words can stuck in your head for minutes or even hours.

A short phrase that describes your idea *must be memorable* and hit the target.

The slogan is about *bringing value to your clients*. If you know why you want to do your business, if you know your idea, don't be shy describe it on paper.

The good thing is that you don't need extraordinary writing skills to write a word combination that sounds attractive and has some value for a consumer.

Don't forget also about typography. Pick a text style that harmonises with your logo. Because the text font you can choose as much important as the logo of your brand.



Hand Lettering



Part 2

Putting the concept to a website

Do you remember live without the Internet? When the rules of the game is different, you have even more chances to succeed with a wide range of promotion sources. The first and the prior one is a website.

In this part of the guide, you will know everything about how to launch your website and find out why you should not build your online business with third-party assistance.

You will read a few tips on how to choose a hosting provider that would be reliable for many years.

Also, we will give answers on a few questions like what is a domain name and learn a few simple, but important rules that will help you to prevent mistakes in creating a perfect domain name for your website.

If you even don't know how to decode this abbreviation, you should probably know that SEO is very important for any online business. We will find out the basics about this part of online promotion.

HOW TO CREATE A WEBSITE WITHOUT HIRING ANYONE

Let us not beat about the bush and show you where do things stand now on the website building market.

Basically, there are three ways how to create own website. You can:

- ✔ learn how to code and create a website yourself from scratch. Some web developers have an opinion that a true website is not a website if it is not hand-coded. Consider how much time you would spend on this.
- ✔ hire a web designer/web developer to cope with your train of thoughts and create something that you don't like, but have already spent the money you had. And what's next? Every time you have an issue you must call this person again and again?
- ✔ CMS is the most flexible solution that meets the requirements of the most miscellaneous businesses, including world's top trends. This fact shows that almost everyone use content management systems to





But the question how do they do that?

Let's turn aside for a moment. When it comes to creating a website, there 3 basic requirements every future website owner has:

- you want to make it as fast as possible
- you want to save as much as possible
- you want to get satisfied with the result

All that and more can be done only with a website builder.

Website builders like [MotoCMS](#) are user-friendly and primarily made for non-tech-savvy users who had no idea how to create and edit own site without learning a line of code and hiring an ocean of professional web developers.

The process is simple for the very beginning. The gimmick is you can start building your website without getting the system itself.

Anybody who wants to get the MotoCMS admin panel under own belt, there is a free trial version that has no difference with the one you would get for real money.

In a few simple steps,
you can create a real website
yourself and get the template at the end of the trial period:

1. Choose your business category

MotoCMS is a professional vendor of **ready-made websites** with the collection of 2.500+ templates for any purpose and need. There are more than 60 niche categories you can check out for yourself and find the perfect web theme for your brand.

2. Pick the most favorite web theme

Pay your attention that you don't have to choose a template only from your professional category. If you think that this way would take much less time on your site customization and launching, do yourself proud.

3. Launch it for the 14-days free trial

To log in with your MotoCMS admin panel, you need just your social media account or e-mail. Once you enter your personal data, wait a few moments and voila - your demo template is ready!

4. Adjust a template's design to your requirements

No matter what template you choose, its design is already built. You should just add your text content, upload images and pictures and formally it is ready for launch. However, you'll be none the worse for learning how everything works inside the admin panel.

5. Get your theme with all modifications

If you are serious about creating your website, we bet two weeks are more than enough to do that, especially with MotoCMS. Once you are ready, push the button under the admin panel dashboard to buy your website.

Imagine you would contact a web designer to do all the stuff. It is the pretty same process, but much more profitable for your business.

Because you don't waste a penny, control the whole process yourself and buy your website only if you like it.



HOW TO FIND A PROPER DOMAIN NAME

A domain name of your website is basically its URL (an ultimate resource locator) - a title in the address bar of your web browser.

For example, *https://mywebsite.com* is your website URL, where *mywebsite.com* is the domain name and *.com* is an extension or suffix.

Check out other popular extensions:

.co : an abbreviation for company, commerce, and community.

.info : informational sites.

.net : technical, Internet infrastructure sites.

.org : non-commercial organizations and nonprofits.

.biz : business or commercial use, like e-commerce sites.

.me : blogs, resumes or personal sites.

There are a few certain moments you must take into consideration, coming up with the domain name for your brand website.

Authenticate your domain name

If you have already know your domain name. don't be so hurry to register it. First of all, make sure that nobody else takes the name you got. There are dozens of services like [Instant Domain Search](#) and [PC Names](#) you can use to look for possible matches before getting started with choosing your domain registrar.

".com" is preferable

To be more exact, you must create a domain name with a *.com* extension. It is the number one extension for commercial businesses. Take a look at top world's brands. All of them have the same direction. Do you want to join them?

Prevent the misspelling in URL

It is not recommended to make a domain name too long. The shorter your domain is, the faster people be able to type it. Don't use hyphens and numbers. It is not good for SEO.

SEO aspect

What we recommend is creating a brandable domain name, combined the keyword that reflects your business and your brand name. All the information I mentioned before will help you to create a SEO-friendly domain name with no mistakes.



HOW TO CHOOSE A RELIABLE HOSTING

To get the answer on this question, go through the following tips & tricks that will help you to make the best choice.

- 1** First things first. You should choose your *hosting server type*. There are *shared* and *co-located* hostings. The second kind is more preferable, because, in a point of fact, you rent the whole server by yourself. It is a must-have, especially when you have a big business.
- 2** The second crucial aspect is the **bandwidth capacity** of your hosting, in other words is your server fast enough to provide the most reliable performance of your website?
- 3** Choose the plan that includes **enough space** to host your website. Consider that the size of your website files will only increase with time. So it is highly recommended to get the plan with an unlimited amount of space.
- 4** Another important thing to consider when choosing a hosting provider is an access to *24/7 customer support*. Even a few minutes of server downtime may cost your business and you personally a lot. The professional assistance is essential for such an establishment as a data center.
- 5** Customer feedback may be really useful when you are looking for your hosting provider. During the search, don't forget to read *customers' reviews & testimonials* on different web resources to identify the reliability level of your provider.
- 6** Choosing a hosting provider, be careful with pricing. *Don't chase after low price*. Instead, try to find the happy medium between pricing and services.

HOW TO INCREASE YOUR SEO RANKINGS

Search engines is the baddest lifehack, ever created by human civilization. In the age of information pollution, search engines help us to find what we need in a blink of an eye.

However, these systems based on various algorithms are useful not just for people who search things they need, but (oh, surprise!) for the marketers who promote own business and *study customers' needs* by checking the visiting statistics.

Search engines help you to *spread your ideas*.

Search engine optimization (*SEO*) is a complex of measures, aimed at increasing of the position of your website on search engines results pages (*SERPs*).





Aside from the fact that your website will have better rankings, there are also 3 basic secondary benefits.

1. Brand awareness

SEO is a linchpin of online promotion. If you want your brand to be noticed, first of all, it must be noticed by search engines that will spread the word about your business throughout the whole web.

2. Content quality standards

Your content is the bridge between your online brand and a search engine. The more unique and well-written this content is, the more chances that you will be noticed. Thus, you kill two birds with one stone: increase your position on SERPs and improve the quality of the information you publish.

3. Credit of trust

To log in with your MotoCMS admin panel, you need just your social media account or e-mail. Once you enter your personal data, wait a few moments and voila - your demo template is ready!

Each SEO campaign consists of two parts: technical (*On-page SEO*) and promotional (*Off-page SEO*).



On-page SEO is the factors, related directly to your website, its content and architecture.

1. Keywords research

Keywords are the words that people type in to a search engine bar every time they want to find out something. Every SEO process starts with the research of the most appropriate keywords to match the needs of potential clients.

2. Meta Tags

Each page of your website must have data for your web browser to understand it. The two most basic tags are a title tag (name of a page) and meta description (of what the page is about).

3. Website speed

It is one of the crucial factors not only for your website visitors, but for search engines as well. To check your site speed, use [this page speed tool](#) from Google. It will not just show you the current speed rate of your site, but give a few advices on how to fix your situation.

4. Mobile version

The number of users who surf the web with mobile devices has dramatically increased within just a few years. If your site is not responsive in 2017, don't even dream of good search engine positions. Pass [this test from Google](#) to find out whether your website is mobile-friendly or not.

5. HTTPS

A website with secure connection increases the trust of search engines. If your site uses an HTTP protocol, it is the best time to change this.



Off-page or *Off-site* SEO is usually performed once you went through the On-page stage. It is when the promotion of your online brand actually begins.

Many experts agree that Off-page SEO is about *natural link building*, which includes today not just creating organic links to the pages of your website on other web resources, but social media, blogging etc.

Google likes websites with good connections. If a very popular web resource with high SEO rankings mentions your online brand with a direct link to your website, your own position.

The more connections you have, the better. Use all you need - blog to create original content, submit your own articles, social media share this content and increase your presence on the web.



Part 3

Getting started with online promotion

Some of the most eminent marketers of our time said: *"Ideas that spread, win."*

Maybe, he said this otherwise, but you got the idea. Anyway, he is totally right. In this part of the tutorial, we will define the most spread promotional channels for your online brand.

The status quo is not *about the connections anymore, but the way how you use them*. We are going to prove you that any business owner (even no web development background) can learn the basics of online promotion and improve these skills in future.



HOW TO BENEFIT FROM ONLINE ADVERTISING

To be honest, Google is the front runner of web advertising. So Google Adwords is a great solution to start to invest in promotional campaigns you can manage yourself. If you want to [start now](#), you will need a Google account.

How Google sell commercials? Here come *keywords*. Google sells them via Google Adwords, which is also the simplest platform for PPC ads.

This advertising system is made for business owners to display own search, display, video, shopping advertising on Google, YouTube and other places.

Pay-per-click advertising is the simplest way for beginners who only make their first steps in online advertising. You pay to Google for your PPC ad only when a user clicks on it.

Aside from PPC ads, there are also *CPA*(cost-per-acquisition), *CPC* (cost-per-advertising), *retargeting* and other alternatives, which we are going to review in *another freestanding eBook* dedicated to Google Adwords.

Now let's summarize what online advertising with Google is about:

Do you like auctions? Google Adwords is a fully-featured bidding system that allows users to arrange the price of chosen keywords, which Google sales to you by bid. For the search engine company, such a system is the golden medium to provide the most optimized experience for both searchers and business owners.

Campaigns & tools. The functionality of the system allows a user creating campaigns, where you can control every aspect of your online business yourself. Of course, you would need a bit of your time to learn how everything works, but it's definitely worth it!

Prepare yourself for keyword research. You will need the list of relevant keywords to get started with your Adwords campaign. Take advantage of **Google Keyword Planner**. This tool will help you to set a list of preferable keywords for your PPC campaigns.





HOW TO MAKE A SPLASH IN SOCIAL MEDIA

Despite all that tremendously enormous flood of content you see every day, social media changed the world of Internet for good. Business owners got their own benefits, allowing to increase brand awareness dramatically. Our ancestors could only dream about that.

The more detailed walkthrough on social media management, you can read in the stand-alone eBook that will come next. As for now, read a few basic tips that will help you start your journey through social media much easier.

The number of social media is changing every year, but there are a few certain rules that work for every beginner or prof.

Keep abreast of the latest trends. Become an expert to earn a great reputation on the market, follow the news and events in your industry to produce fresh content. You can even set the list of valuable web resources and subscribe to various newsletters to get all news among the first.

Be active. You must post something at least once a day. It is enough for the start. Once you grow your audience, increase the amount of content you publish. But don't even think about giving up. Keep posting no matter what.



Like & share. Treat with respect and be friendly and to everyone. When someone share and like your content, pay back in kind. Likes and shares from reputable resources are also welcome. The visitors of your social media communities will notice that you are “in the trend” and take a liking to you.

Dig for more content. Have any ideas about how to get more subscribers? Keep looking for relevant content, even if it is not about your business or industry. Tend to expand the list of subject categories you use for your posts.

Ads at your disposal. Some of the top social media platforms offer places, so you can put your own advertising. The effectiveness of this solution depends on a particular situation. More often than not, all necessary information on launching an ad campaign is available in your personal account.

Don't be selective. Each social media has own specific audience with particular interests. If you are serious about growing your influence in social media, there is one simple rule - use all top platforms at the same time to post your content and neglect none of them.

WHY YOUR WEBSITE MUST HAVE A BLOG

Blogging is as much important as the website itself because this niche is on the front burner now. Everyone want to become bloggers and you should either. Please, don't be angry for this call to action, because you can benefit from creating a blog for your online brand a lot.

New extra traffic & sales source. If you have a blog on your website, it will attract new traffic. These are not just potential subscribers, but the potential clients and buyers for commercial websites. It is a good way to increase an amount of visitors and the sales rate.

Get stunning copywriting skills. Blogging is a great way for an experienced business owner to become a bestselling author. But before that you should learn how to write in a way to lure customers with your content. Since you make your way in online marketing yourself, don't consider this as a must, enjoy the process.

Become smarter. A good research requires time and patience. However, in turn, you get a much wider perspective of your industry, as well as new knowledge on different topics. When you see the first results, it motivates you to keep up and learn more.





Improve SEO rankings. With a professional niche blog, the chances of your online brand to get a higher position on a search engine results page are much higher than with no one. When you have more valuable content and share it with the audience, Google appreciates this.

Expand social media. Like and share the content you produce with most popular social media platforms to enlarge the expansion of your online brand. Your blog will work like a magnet to the newbies of your website who came from Facebook, Twitter and other networks.

Use advertising space. Monetize your blog space. For example, give it for rent. That's how you will get additional income and use your ad space wisely. [Sign up an account for your company](#) and get your own percent of revenue.

Create the loyal audience. Your brand needs loyal customers. Blogging is the best solution to get new subscribers and convert them into your clients. Together with the customers you already have, you can provide the relevant content to everyone to bring values and create a strong relationship with the audience.



WHY EMAIL MARKETING IS NOT DEAD YET AND YOU MUST USE IT

Email is the oldest and most time-proven channel among others. Emails are still in the game and seems that they have never been so relevant. There are a few reasons why:

this channel is perfect to send *a personal message*, which is in demand more than ever due the constantly growing informational pollution;

email messaging *got second wind* with the emergence of mobile devices;

email marketing is *affordable for small businesses* with low budget.

To start your path in becoming a real guru of email marketing, you have to:

Get an email marketing platform. There are a lot of companies that provides software for sending thousands of emails with original content and design.

Create an email list. Collect contacts of your clients to add them to your platform and start a new campaign.

Segment your all your customers. Different clients have different needs. Separate your audience to send them target emails.





Take into account mobile version. Some of your clients use smartphones and tablets to check their emails. Before sending your message, make sure it looks fine on mobile devices.

Mark each email with your branding. It is up to you how you design your letters. Just make it attractive and easy to read and use your brand coloration to make your message memorable.

Focus on email subject. A subject that sounds great is the half of battle. Of course, it is not easy to attract attention with only one line. Do you want your email got opened? Then just do it!

Start a personal conversation with your client. Try to send your client the second message with an interesting offer or any other "goodie" to create a connection. Once you get a positive feedback, you can involve this customer in future.

Send messages only to your clients. Avoid spam. People hate it. Make first contact with people is who already your customers or blog subscribers.



PUNCHLINE

That's it for now. We hope this tutorial was useful for you, because the eBook you went just through is only a drop in the bucket. As promised, we will review each channel of online promotion one by one in next books of the series.

Thank you for reading this guide! One more thing - if you read it carefully, then you know that your online brand starts with a website.

To help you with establishing your online brand, we give away a special gift that will simplify the launch of your website - a valid **30% OFF** promo-code on any template from MotoCMS:

mybrandwithmotocms

Follow these steps to get your personal discount:

1. Choose your favorite [website template](#);
2. Push the **Checkout now** button on the theme's page;
3. Enter **mybrandwithmotocms** promo-code on the cart;
4. Enjoy your website at a discounted price!

Remember, you can try your template with a built-in admin panel free of charge within 14 days. Test the functionality of the MotoCMS website builder and get your website only if you like it in the end of the trial period with all modifications, so we could continue our study in practice.

See you next time!