BUILD A BUSINESS WEBSITE

Current challenges:
- Website is not user friendly
  - Meaning it's designed more as a portfolio rather than a business
- Lacks context/content for your work.
  - Content helps the user understand your work and what you want them to do, such as buy your products
- Slow loading
  - Reduce image file sizes for fast loading
- Call to Action
  - What do you want visitors to do on your website?
- There's not a way for you to do outreach to prospects, buyers and admirers.

We recommend starting with strategy before you build your business website. This will help you brand your business and will make branding and marketing your business much easier.

Recommended Pages for a User Friendly Experience:

1. Homepage
   a. Easy navigation tabs
   b. Hero banner
   c. Section to feature offers/services
   d. Email generation
   e. Feature current art
   f. Possibly calendar for scheduling consultations

2. Services
   a. B2C
      i. Custom work
      ii. Template work
      iii. Link to portfolio of customer work
   b. B2B
      i. Corporate work
      ii. Link to portfolio of business client work

3. Portfolio/Blog page

4. Merchandise
   a. Consider displaying or highlighting merchandise that most resonates with your target audience(s)

5. Membership Button

ANALYZE AUDIENCE (Social Sites & Website Traffic)

Current challenges:
- Lack of intentional posts for target audiences
  - Posts lack context because there little to no content to accompany your images
  - Consider editorial/content calendar
- Current audience(s) is undefined
  - Cartoon art admirers?
  - Prospective subscribers?
  - Prospective buyers?
  - People who love Disney or theme parks?
  - People who share your political view?
  - Parents? Couples? Singles?
  - SouthPark Admirers?
- Hashtags
  - Hashtags are used, but it's unclear how or why you are using them.

We recommend starting by understanding who your audiences are and then developing a strategy for posting that resonates with your different audiences. This helps you intentionally build your target audiences using hashtags as well as grow the audience most likely to contribute to your membership;

Recommendations for Building Impactful Audience Experiences/Engagements:

1. Analyze your audience
   a. Facebook/Instagram/Social analytics
   b. Google analytics
   c. Post interactions

2. Find your target audiences
    a. Who DO you wish to attract?
    b. What are they interested in?
    c. Where will you find them?
    d. How will you let them know you exist?

3. Look at which or what top topics/posts got the highest engagement
    a. Why did it get so much attention?
    b. Who engaged with you?
    c. How did you facilitate the engagement?

4. Build merch around themes
    a. Create content around those themes

REFINE HOW AND WHAT YOU POST

Current challenges:
- Some posts lack written context, which may otherwise help you attract your target audience and convert them into a buyer.
- While some posts indeed speak for themselves, text helps with SEO
- Some of the hashtags that accompany each post have low volume and may not be targeting the intended audience.

Recommendations
- Adding more verbiage to set the context of your posts may help increase engagement
- Use ONLY hashtags your ideal audience is likely to search.
- Don't make up hashtags -- must have a reasonable volume of posts/searches
- Don't use a hashtag about a topic people are positively interested in if you're putting it in a negative light. You may get the wrong kind of engagement.
    ○ Ex: Don't make a negative commentary about trillionaires and use #trillionaire
- 80%/20% rules with posts -
    ○ For every 8 to 9 cartoons that you post, create 1 - 2 promotional posts
        ■ A photo and link to a specific article of merchandise
        ■ A graphic and link to info about your custom work (either BtoB or BtoC)

- ■ Always have some explanatory content along with the graphic and link
  - ○ The other 8 or 9 elicit engagement throug
    - ■ Questions
    - ■ Ask for….
- ● Create posts along themes that elicit high engagement by your target audience (only as long as you are creatively inspired)

PRICING/PACKAGES
- ● Custom for corporate
  - ○ Price is based on VALUE. Package your service in such a way that it conveys value.
- ● Custom/templates for individual
  - ○ Reduce time spent by creating the base outline template for certain theme