How to Start Building a Website That Empowers Your Brand

A good brand communicates the "idea" of a company or product, and branding properly means creating consistency in all aspects of your business – both online and offline. You probably already know that having a website is just as important as having a phone number to provide your customers with. But your [website is the perfect platform](#) to create a dependable, positive image that will automatically come to mind when people think of your business.

Communicate the right message and solidify your online brand with these helpful tips:

Content:

Text

The language you use to communicate with your client base should have its own identity. If you run a daycare center, it should probably be playful and upbeat, while if you have a consulting firm it should be more formal and professional. Pinpoint your audience and the personality you want your brand to convey and stick with it. Finding

the right tone and voice for your business is a huge part of shaping your brand.

Images

Sharp, informative, original images will do half of the work for you. Giving your customers high-resolution photos of your products, staff, and services is a great way to make 'trustworthy' part of your brand. Just remember that people want to see what they're getting and can usually tell when they're looking at stock images versus the real deal. Bottom line: do your best to limit stock photos and keep your [site's images to ones that are relevant](#) to your business.

Design & Layout:

Logo, Background & Colors

If you already have a logo for your business, well done! If not, you should really consider creating one. It doesn't have to be anything too complicated or fancy, but it should represent your business' style. Once you've got your logo ready, you're going to want to place it in a [fixed header](#) that will be seen on all of your site's pages. Once you've done this, make sure your site's backgrounds and color scheme work in harmony with your logo. Keep in mind, colors trigger feelings and associations, so the color palette you use needs to be in line with your

brand's identity. For more info on colors and their meaning, [check out this blog post](#).

Informative Pages:

Wix lets you add as many pages as you want to your website, but there are a few essentials:

About Us

This is your opportunity to give visitors an idea of your business identity and values in your own words. Clarity and straightforwardness is a winning combo – just make sure the tone of your writing is in line with your brand's.

Testimonials

Positive testimonials can do wonders for your brand. Dedicating a page to them on your site enhances your visitor's experience and understanding of your business. Even better, give your visitors the option of adding their own comments by adding the [Inffuse Testimonials App](#) directly on the page.

Contact

Being easy to get in touch with can be one of your brand's best associations. Add all of your contact details to this page and let your viewers know that if they have a question, you can be reached.

Engaging Apps:

Social Channels HQ

Part of best practices for branding means being active in all of the relevant social networks for your business. Every channel you engage users on needs to be aligned with the look, feel and language of your brand and should of course feature your website's domain. Wix makes it easy to connect all of your accounts and pages in one place, turning your website into your very own social headquarters. Adding social buttons for all of your accounts is super easy, and there's even [fun and interactive social Apps](#) like Social Comments, GoChat, Social Poll Contest, RebelMouse and so much more. Just go to the editor→ App Market→ Social and pick the Apps that appeal to you and your network. Have fun with it!

Email Marketing Apps

Branding 101: communicate and stay in touch with your client base. Email Marketing might sound like a big scary term, but it's not as complicated as it sounds. The Wix App Market has a bunch of user-friendly options that will help you expand your brand's reach and engage your audience. We like [MPZMail Email Marketing](#) – it has really helpful features that take the headache out of the process. You can send email campaigns, store unlimited contacts, and see real time graphs and stats so you can track performance.