

CREATING YOUR ESSENTIAL MARKETING & BRANDING IDENTITY



Welcome Magazine

- 1. WHAT PROBLEM DO YOU UNIQUELY SOLVE?
- 2. WHAT ARE YOUR CORE VALUES?
- 3. WHAT IS THE PROCESS TO DO BUSINESS WITH YOU?
- 4. WHAT DO YOU SELL?
- 5. TYPE UP YOUR "FREQUENTLY ASKED QUESTIONS".

6. CREATE EDUCATIONAL TOOLS TO HELP YOUR CLIENTS. (WHAT TO WEAR- SUCCESS TIPS- VENDOR RESOURCES, ETC)

7. GATHER IMAGES OF FINISHED INSTALLS (CREATE A GALLERY OF IMAGES SHOWING WHAT OTHER CLIENTS HAVE PURCHASED)

8. GIVE CLIENTS INVESTMENT EXPOSURE

9. CLIENT TESTIMONIALS

10. WHAT DO YOU GUARANTEE?

Allison English Watkins Master Photographer, Craftsman, Certified Professional Photographer, International Photographic Juror, Camera Craftsman of America

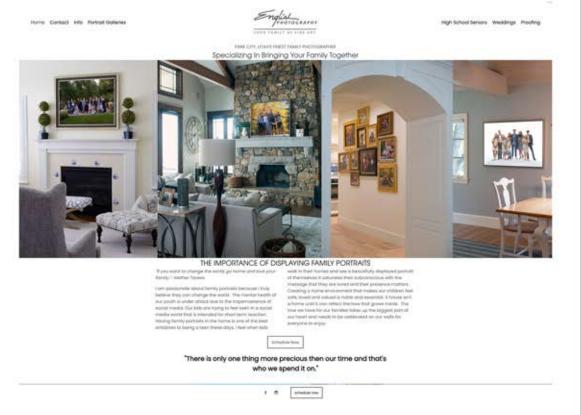
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1. WEBSITE LOAD SPEED

2.MOBILE FRIENDLY

3. WHAT IS THE FIRST TEXT GOOGLE CAN READ

4.HOW FAST CAN A CLIENT FIND YOUR NAME, CITY, STATE, PHONE NUMBER?

5. MAIN MENU = 7 BUTTONS

6. HOW QUICKLY CAN YOU VISUALLY SHOW You are different than your competition

6. CALL TO ACTION BUTTONS

7. GALLERIES 30 IMAGES

8. FILE NAMES OF ALL IMAGES = GOOGLE SEARCHES (Example: Park_City_family_pictures)

9. BLOG = INCREASED SEARCH ABILITY

10. YOUR WEBSITE IS ALIVE & ALWAYS BEING CHANGED

english photo website make over