



## Tracy Repchuk's Online Branded Business Strategies



### Your Online Design Sequence - It's Not What You Think

Spending time on the wrong items, in the wrong order can cost you thousands of dollars in both time and money.

When I unroll in my presentations the order in which you should approach your online presence, I am met with shock and horror because everyone does it backwards.

Most start with their corporate website, and then go all in on traffic strategies - frantically sending leads and resources to their website.

However, that is the first and most critical mistake you can make - and here's why.

When you send traffic to your corporate site, the visitor comes, looks and leaves. They never do

anything, you don't know who they were, what they wanted, did they find what they were looking for - so it becomes a dead lead.

The other reason is you only have 3-5 seconds to make a good impression, so if your corporate site isn't branded EXACTLY to what your target market expects - they are instantly repelled and leave.

Without the landing page collecting the lead - getting their name and email address first and starting to build a relationship where people know you, like you, trust you and buy from you, you're hitting your head against the brick web wall.

It starts with establishing your vision, creating your brand (target market, colors, logo), building your landing page, creating compelling emails, building a page that sells your

signature product (you could do your corporate site here too), researching keywords for Search Engine Optimization (SEO) so that you can leverage these in your corporate site, social media, sales page, and traffic generation strategies. Once your brand and messaging has been set, and you have somewhere to send them - ie. The landing page - now you add social media strategies and traffic - because ALL traffic should be sent to your landing page - that is now the gateway to your market funnel.

#### Social Connections

[www.Facebook.com/TracyRepchukFan](http://www.Facebook.com/TracyRepchukFan)

[www.Twitter.com/TracyRepchuk](http://www.Twitter.com/TracyRepchuk)

[www.Linkedin.com/in/TracyRepchuk](http://www.Linkedin.com/in/TracyRepchuk)

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Want Help? [www.OnlineClarityCleanse.com](http://www.OnlineClarityCleanse.com)