

Integrate Your Web Site with Your Corporate Brand

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In the previous column, we began to talk about the importance of content – not just graphics – on your organization's web site. This week, I'll cover another key issue for content development for an effective web site: ensuring your web site fully integrates to your business' overall corporate brand.

Now, this may sound like a "no-brainer," but how often have you seen collateral or other information about an organization and when you log onto their web site, it could be mistaken for a completely different business. These days, there are just too many external influencers and distracters to messages so if you can't provide consistent communication to possible customers or donors, it will be easy to lose them.

Here are some tips to ensure your web site fits into your organization's overall corporate brand:

- Your web site is a virtual representation of your business; make sure your site reflects the same messaging you have in collateral, such as brochures, business cards and other external pieces.
- Each section of the site should have a similar look and feel from a content formatting standpoint, even if it conveys different messages or is for different target audiences. People like consistency so make sure a visitor to your site can review information on each section with similar formatting.
- Even though formatting should be similar, the content on each page should be consistent with the underlying design principals of your brand, e.g. if your brand is about appealing to teenagers, the content on your web site should do so as well.

In the next column, I'll provide insight on how to create meaningful content that not only communicates your messaging but also resonates with your readers.