audrey saccone

Website 101

Which one are you?

- I don’t have a website
- I have one, but it’s not great
- I have one and I love it

I’m Audrey

FOUNDER & CEO OF AUDREY DIGITAL

What is a personal brand?

A PERSONAL BRAND IS A BRAND

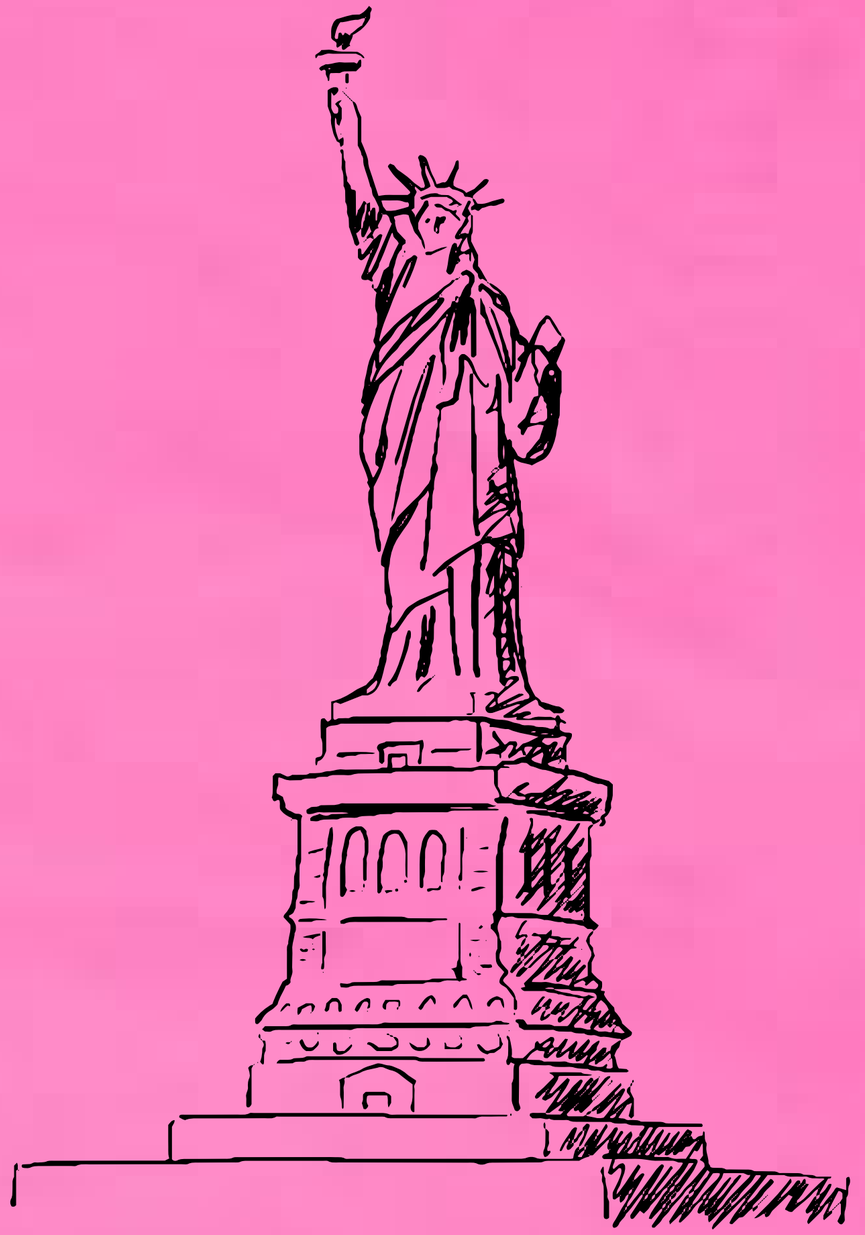
tied to a person

EXAMPLE:

Peloton

Example: Tunde Oyeneyin

Why do I need a website for that?



Your Media

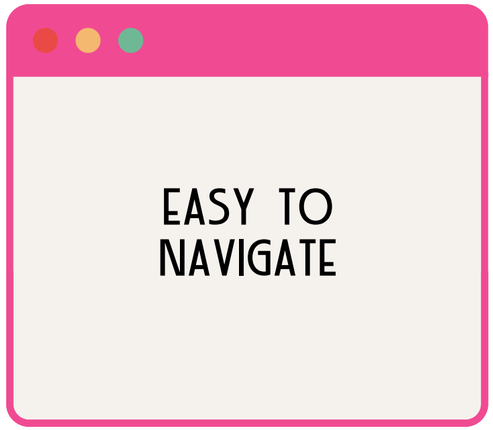
BORROWED

OWNED

What makes a great website?

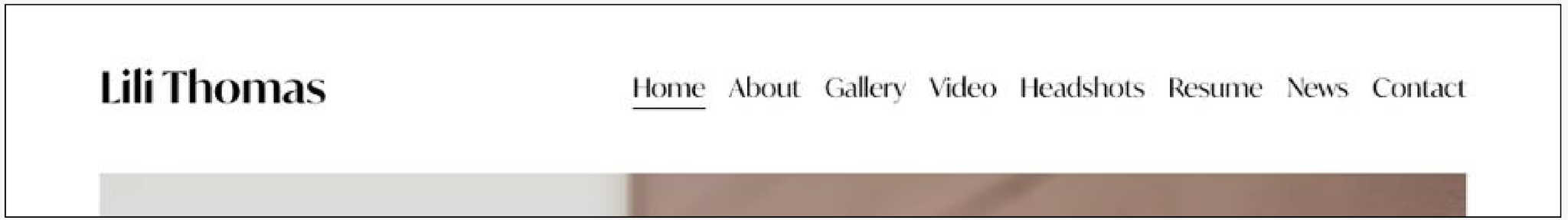
It’s not about design

What makes a great website?

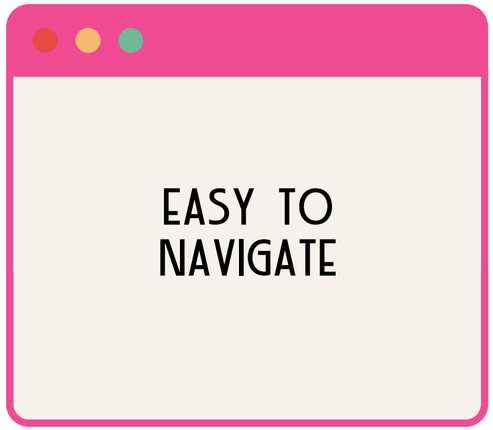


sarah goeke
ABOUT MEDIA RESUME WRITING CONTACT

Cathryn Wake
HOME
ABOUT
RESUME
MEDIA
PRESS
CONTACT


Lili Thomas
Home About Gallery Video Headshots Resume News Contact

What makes a great website?



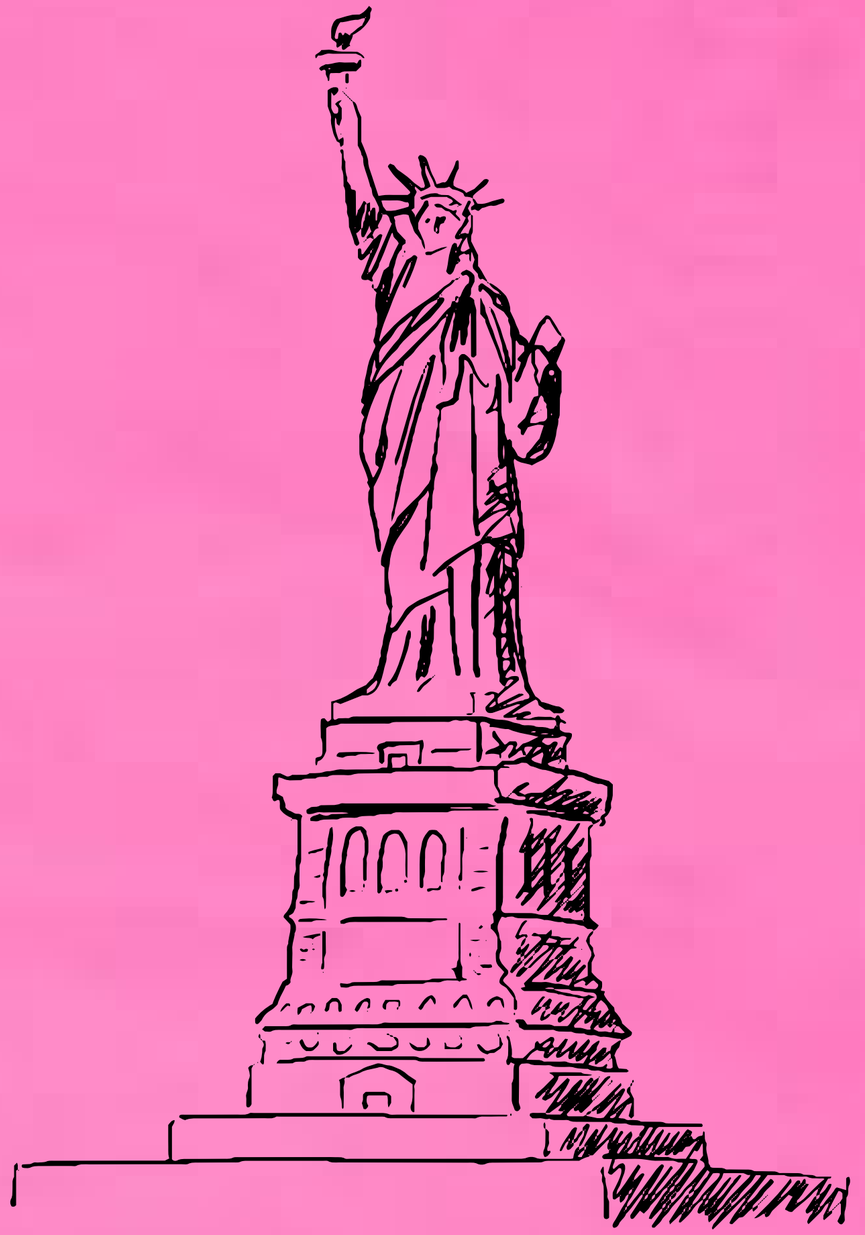
Too low-contrast

Background too dark

Non-responsive/not mobile-optimized

What makes a great website?

What goes on your website?



clevr
Sip smarter, feel better.

OMSOM
"THE BEST
INSTANT
NOODLES
FOOD & WI
OMSOM

FRESHLY ROASTED
MAINSTAY COFFEES

Site archetecture

HOME

- Photo of you
- “Cliffnotes” of website

Site archetecture

HOME

- Photo of you
- “Cliffnotes” of website

ABOUT

- Bio
- Media kit

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REP/RESUME

- Full rep/resume
- List out your roles

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GALLERY

- Video
  - Reel
  - Production videos
  - Recital videos
- Photos
  - Headshots
  - Production photos

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EVENTS

- Upcoming events
- Recent events

Site archetecture

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EVENTS

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CONTACT

- Contact form
- Your contact details

What's next?

Where should you start first?

- Pick a platform

Where should you start first?

- Pick a platform
- Pick a template

Where should you start first?

- Pick a platform
- Pick a template
- Write your copy

Where should you start first?

- Pick a platform
- Pick a template
- Write your copy
- Gather your media and other assets

Where should you start first?

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- Pick a template
- Write your copy
- Gather your media and other assets
- Implement

Where should you start first?

- Pick a platform
- Pick a template
- Write your copy
- Gather your media and other assets
- Implement
- Launch

Maintenance mode

A quick note on maintenance

ANNUALLY

- 2 hours

A quick note on maintenance

ANNUALLY

- 2 hours

QUARTERLY

- 1 hour

A quick note on maintenance

ANNUALLY

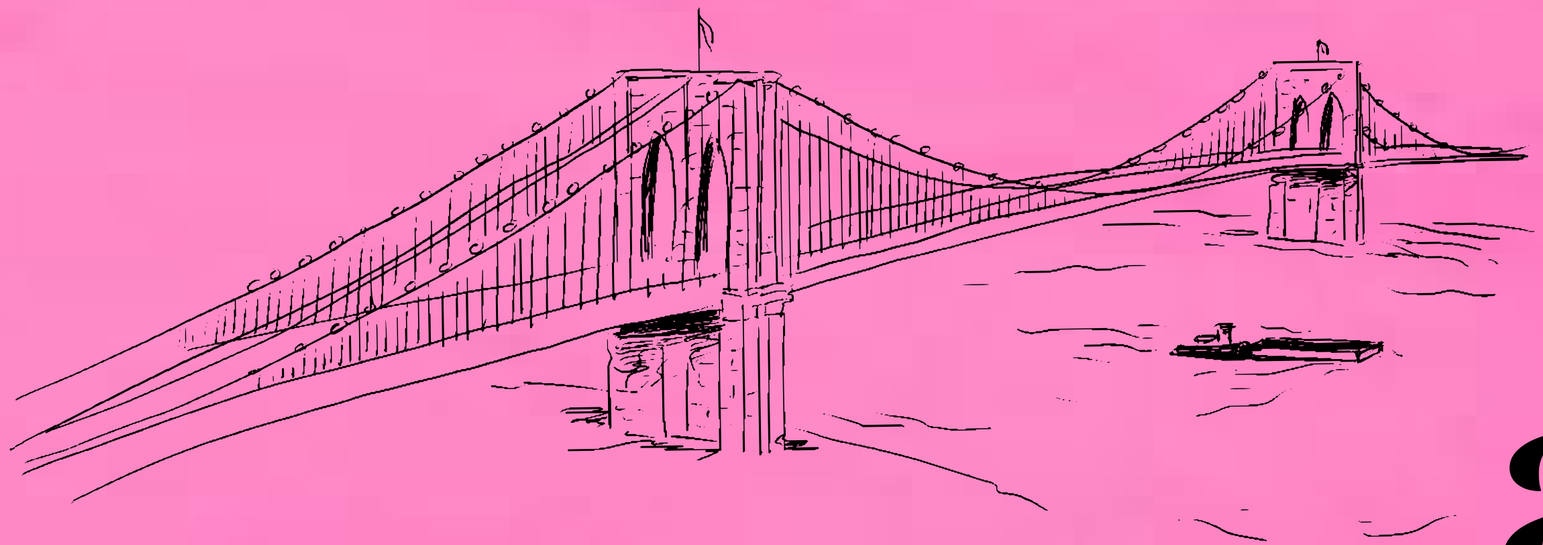
- 2 hours

QUARTERLY

- 1 hour

MONTHLY

- 15 mins

Questions?

Ciao for now!