

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



TUNDE OYEHEYIN

ABOUT | BOOKS | BOOK TOUR | BLOG | PRESS | EVENTS | CONTACT

SPEAK

RESILIENCE | POWER | BELONGING | AUTHENTICITY | KNOWLEDGE

LATEST NEWS

TUNDE OYEHEYIN'S NEW NOVEL 'SPEAK' BESTSELLING BOOK

SPEAK

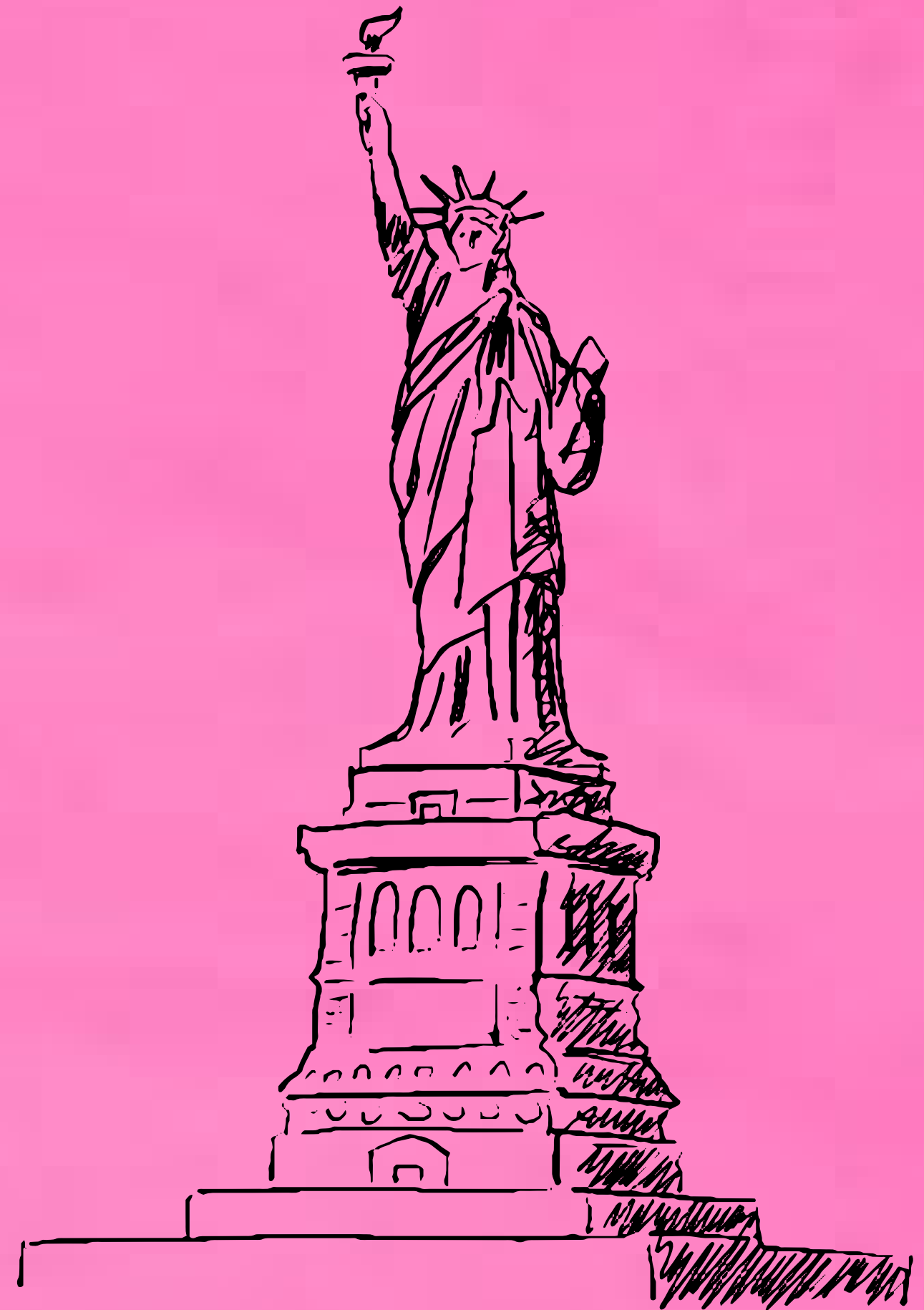
AVAILABLE NOW

LEARN MORE

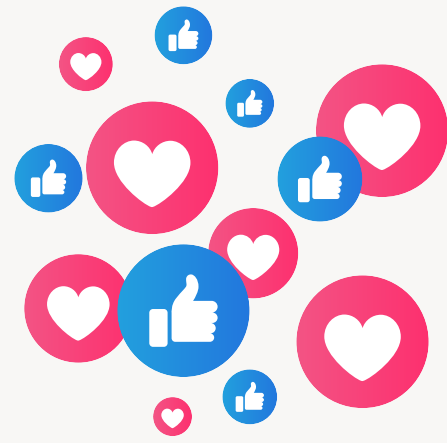
SUBSCRIBE FOR THE LATEST

Subscribe

Why do I need a website
for that?



Your Media



BORROWED



OWNED

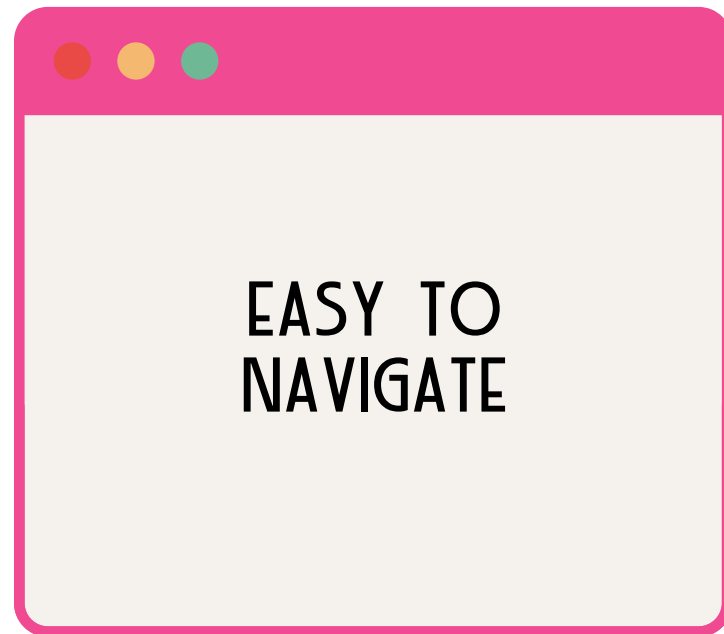
What makes a great
website?





It's not about design

What makes a great website?



sarah goeke

[ABOUT](#) [MEDIA](#) [RESUME](#) [WRITING](#) [CONTACT](#) 

Cathryn Wake



HOME

ABOUT

RESUME

MEDIA

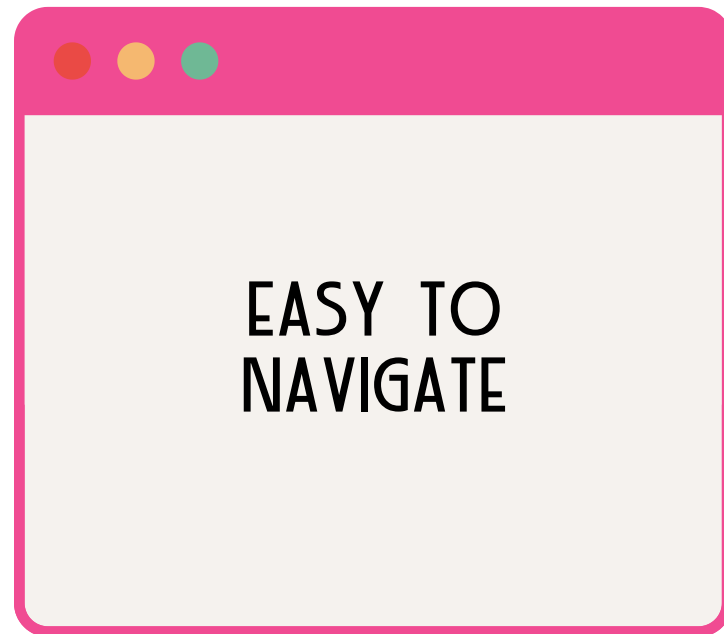
PRESS

CONTACT

Lili Thomas

[Home](#) [About](#) [Gallery](#) [Video](#) [Headshots](#) [Resume](#) [News](#) [Contact](#)

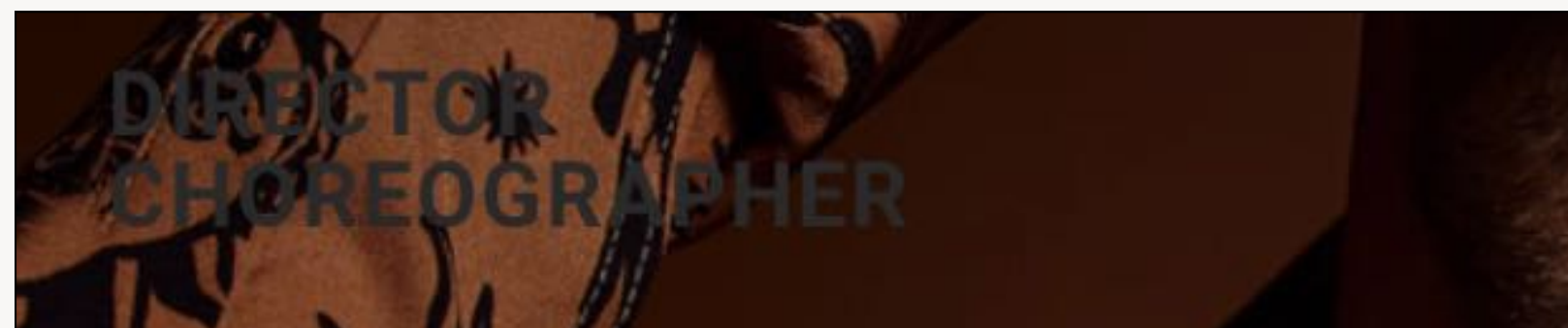
What makes a great website?



Too low-contrast



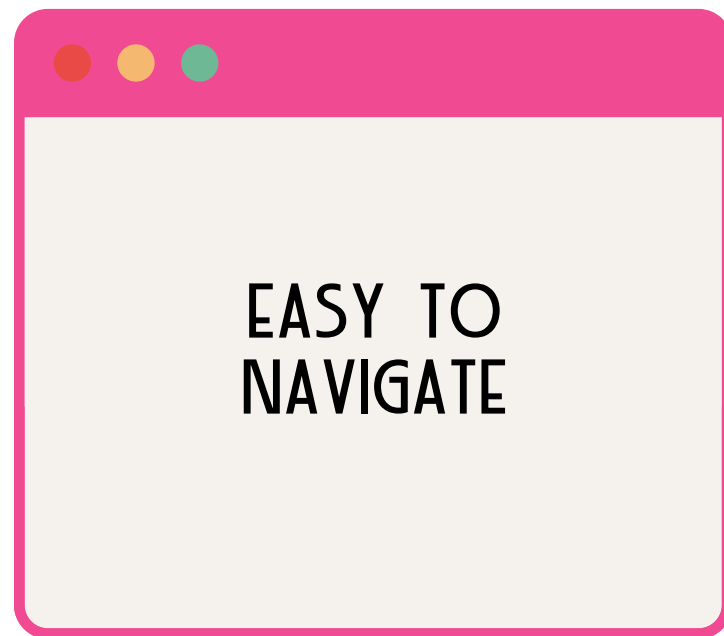
Background too dark



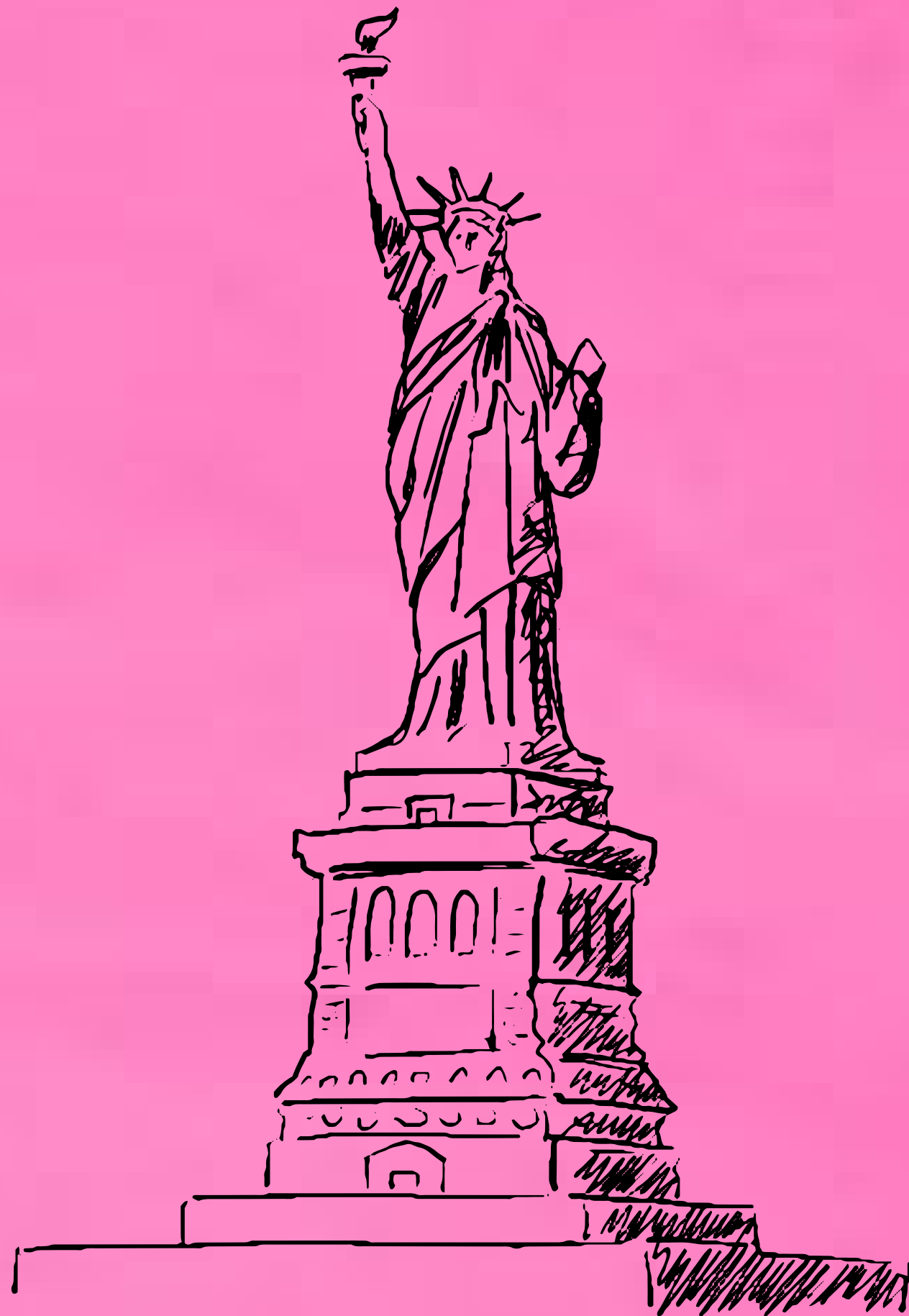
Non-responsive/not mobile-optimized



What makes a great website?



What goes on your
website?







Sip smarter, feel better.


Introducing the new line of smart, healthy drinks.

[Shop the new line](#)

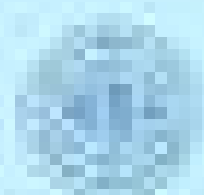


 **Smart, healthy drinks**
Introducing the new line of smart, healthy drinks.

 **Smart, healthy drinks**
Introducing the new line of smart, healthy drinks.

 **Smart, healthy drinks**
Introducing the new line of smart, healthy drinks.





FRESHLY ROASTED

Specialty coffee is the highest quality coffee available. It is grown, processed, roasted, and brewed to the highest standards.



SPECIALTY COFFEE, ESPECIALLY GOOD.

SPECIALTY COFFEE, ESPECIALLY GOOD.

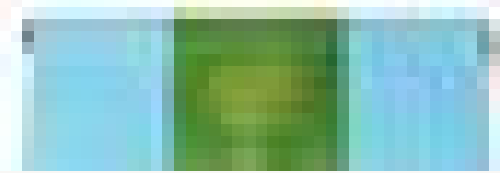
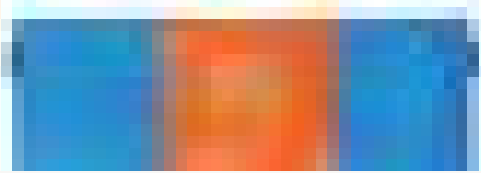
SPECIALTY COFFEE, ESPECIALLY GOOD.

MAINSTAY COFFEES

Specialty coffee is the highest quality coffee available. It is grown, processed, roasted, and brewed to the highest standards.



Specialty Coffee Association of America



Site architecture

HOME

- Photo of you
- “Cliffnotes” of website

Site architecture

HOME

- Photo of you
- “Cliffnotes” of website

ABOUT

- Bio
- Media kit

Site architecture

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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 architecture

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EVENTS

- Upcoming events
- Recent events

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?

- Pick a platform
- 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!

