

Is your online brand working as hard as it could?

Does your website communicate and live up to the best parts of your brand? Is it working as hard for you as it could be? Does it build upon and make the most of being an interactive medium?

Websites are a key when building and communicating brand belief, but their very accessibility can be a double-edged sword: if they don't work well for you, they can work directly against you.

The world websites operate in

The world today is complex one, with many competing business pressures and increasing competition, sometimes from the most unlikely sources. Websites are not immune to this, and as a result, can become ever more complicated. All too often, unstructured strategic implementations and a dizzying breadth of audiences' results in them giving out the wrong message, at the wrong time, to the wrong people.

Particularly as the Internet fast becomes one of the most convenient and simplest ways of getting to know a company, it is vital to make sure your website has got it right and projects your brand accurately and consistently.

A website should be the place where people can go to get clarity about the brand while offering a real business advantage to the brand owner.

Why should the brand lead the website?

We firmly believe that every website should help build a brand people believe in. Our approach to creating successful websites is to go back to basics and keep it simple. It is vital that the brand's story is at the core of a website - not just in the way it looks, but also in how it acts, how it makes users feel, how it navigates, and in the style of images and tone of voice of the content.

If the website isn't led by the brand, it can fast become a separate entity, dislocated from the rest of the communication mix or it can appear as though it's been weaned in several different places. This may give the wrong impression of the brand - as may other variables such as technical problems that leave a negative lasting impression.

What can the website do?

A website should operate at two levels: firstly to work with and support the offline communications, by ensuring its purpose is in line with the brand and the business. Secondly to stretch the brand further than other media can, by maximizing the interactivity of the Internet and creating ways for the user to actually interact with the brand rather than just observing it.

- Here is a checklist of what your brand should do
- Does your website help people to like your brand more?
- Does your website reinforce what people see as important about you?
- Does your website help people trust your brand more?
- Does your website build upon the most inspiring elements of your brand?