

puretalentreview

QUARTERLY NEWS AND PROMOTIONAL TIPS

A New Year, A New Site

Pure Talent Graphic Design makes waves with a third edition of the company web site. The new site, unveiled this

month, is designed to support our philosophy – making waves by design. Pure Talent believes that small business owners must make waves in their industry to gain attention, build business relationships, and increase sales. Successful

graphic design can help you make those waves.

The new site highlights the most sought-after information right on the home page to give visitors easy access. The portfolio section is divided into four areas: logo and identity design, marketing materials, web sites, and Pure Talent's designer business cards. These categories will make it easier for visitors to find the appropriate samples of our work.

The resource section now includes information, workbooks, valuable links, and definitions to help small business owners improve their marketing skills. Visit our new site at www.puretalent.net and let us know what you think.



Is Your Web Site Out of Date?

While your web site may not need a total redesign, it is important to keep your site up to date and provide visitors with something new so they will want to return again and again. Repeat visitors are a great way to build strong business relationships and sell your products and services. If your site offers repeat visitors nothing new, they'll stop visiting. And, if you haven't updated your site in over a month, it needs your attention now.

To make sure that your site doesn't look neglected or out of date, schedule weekly or monthly updates to keep

information, outside links and dates current and accurate. A neglected web site will reflect negatively on your business.

You can keep visitors returning for more by offering valuable information, industry news, product reviews, printable coupons, discount offers, daily or weekly features like opinion polls, trivia questions or drawings. These elements can be easily changed without a major web site redesign.

Keep your site up to date and interesting and your visitors will keep coming back for more.

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MAKING WAVES BY DESIGN

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Recent Pure Talent Projects

Project: University System of Maryland Women's Forum Web Site

Situation: The Women's Forum is a networking vehicle for the University System of Maryland. The Forum works to bring together the women within the System to share and exchange concerns and ideas in order to enhance their professional and personal lives. The Forum needed to update their web site to appeal to the women of the University System of Maryland and increase involvement.

Solution: Pure Talent designed a fresh new look for the Women's Forum web site to highlight their news and events and provide a functional forum for sharing and learning among their members. The web site provides an organized and easy-to-navigate source of information valuable to women. The structured layout features strong women at work and at play to attract the attention of all the women involved with the University System of Maryland.



www.usmwf.usmd.edu

Project: Budget Deck Builders Logo and Identity System

Situation: Budget Deck Builders is a full-service home improvement company that specializes in custom designed decks for clients in the Washington, D.C. area. The company wanted to develop a professional image with a logo and identity that could help build recognition and set them apart from their competition.

Solution: Pure Talent designed a logo to represent the company's capabilities for creating exceptional decks with quality materials. The logo features a gazebo – a desired feature of a quality, custom designed deck. The distinctive logo will work to set Budget Deck Builders apart from their numerous competitors and help them build recognition. The logo was applied to the company business card and stationery. The back of the business card was utilized as a portfolio featuring images of completed projects.



Project: Checed Enterprises Web Site

Situation: Valerie Rogers is president and CEO of Checed Enterprises, LLC, a business consulting and development firm and an author of *Prosperity Foundation*. She founded Checed Enterprises in 2000 and successfully assists small businesses by laying sound foundations and establishing business strategies that help new businesses get a jump start in their industry and established businesses reach their fullest potential.

Solution: Pure Talent designed a web site to enhance Checed Enterprises' professional and accomplished image. Checed's existing logo was featured on the web site to reflect their spiritual principles and support their overall brand image. The company information was simplified and organized into an easy-to-navigate web site that will give visitors a pleasant experience. The site is designed to promote their services and publications and provide business owners with valuable information.



www.checedenterprises.com

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Flash Free and Fabulous Why Successful Web Sites Lack the Bells & Whistles

When imagining their dream web site, many of our clients picture high-tech animations, music, sound effects and flashy introductions. But what they may not realize is, technology-loaded web sites can do more harm than good. Research shows that a majority of web surfers are easily turned off by these high-tech features and may turn away from a site for good.

A successful web site has to be designed for the visitor and not for the owner's own enjoyment. It must function efficiently and effectively to keep visitors engaged but it doesn't need to entertain.

Web surfers visit web sites voluntarily, seeking information, products and services. Why put them through a song and dance before they can get the information or make a purchase?

Flash introductions and splash pages actually impede a visitor's progress. You may manage to impress a visitor with a creative animated introduction during their first visit, but on future visits, they'll just want to skip it entirely.

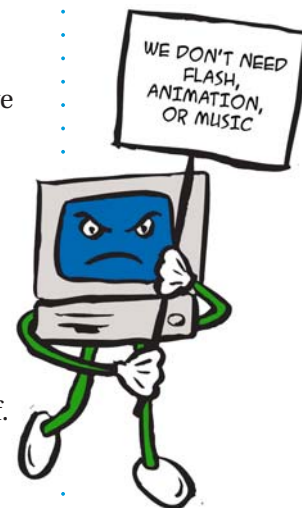
Repetitive animations have a negative effect on visitors trying to focus on your content. The flashing, movement and scrolling actions are distracting and make reading a struggle.

Music and sound effects can turn visitors away immediately if they can't find a mute button to quiet your site. If you want to include sound, make it optional for the visitor to turn on and off.

All of these features can serve a purpose for some web sites. If your site's purpose is to entertain your visitors, these elements can be successful. But if you're trying to sell products and services, stick to what works.

Before adding any element to your site, ask yourself: How does this benefit the site? How does it help visitors find the information they want or increase their interest?

Visit the top 10 web sites according to web100.com (listed at right). You'll be hard pressed to find Flash introductions, annoying animations and intruding sounds on these successful sites.



Top Ten Web Sites:

CNET.com
Shutterstock.com
ESPN.com
NationalGeographics.com
Evite.com
Amazon.com
ZDNet.com
eBay.com
CNN.com
ETrade.com

Keep Your Web Site Visitors Happy

When it comes to web sites, presentation is everything. Keeping visitors engaged is important to your site's success. The following is a list of common mistakes made on web sites that visitors dislike and want to avoid:

- 1. Force-Fed Advertising:** Pop up ads are annoying, but those ads that fill the screen and force a visitor to watch are the most annoying.
- 2. Unclear Navigation:** Visitors won't spend too much of their time trying to figure out your navigation system. Use links to your different web pages that are easy to find and understand.
- 3. Industry Speak:** Avoid the hard to

understand jargon that is popular in your industry. Make sure your written content is clear and understood by all your potential readers.

- 4. Spelling Tests:** Hard to spell domain names are frustrating to visitors. If your business name does not use a common spelling, visitors may give up trying to find your site.
- 5. Nothing New:** If your web site only offers the same information you provide in your brochure, your brochure readers will be disappointed when they visit. Offer more in-depth or new information on your web site.

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Marketing Help is Here

New Workbooks Available from Pure Talent

Pure Talent Graphic Design now offers two workbooks to help you increase your business success.

Our first workbook, *Writing That Sells*, is available to help you organize your marketing message and develop successful written content for your marketing materials.

It's important that your writing successfully grabs your readers attention, keeps them interested and entices them to respond the way you want.

Writing That Sells follows the A.I.D.A. format to help you develop a message that focuses on Attention, Interest, Desire and Action. Use this workbook to structure your written message for advertisements, brochures, catalogs, capabil-

ity statements, web sites and other marketing materials.

Our newest workbook is titled, *Tell-All Taglines*. This workbook is designed to help you develop a meaningful tagline or slogan for your company, product, or service.

Every successful company has a defining message that distinguishes them from their competition – it's their unique selling proposition (USP). This message is communicated in a tagline or slogan along with their company name and logo.

A proper tagline is helpful in setting you apart from your competition and building strong brand recognition. Use this workbook to define your company's USP and develop it into a successful tagline or slogan.

You may download free PDF copies of both these workbooks from the Resources section of the Pure Talent web site at www.puretalent.net.



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