



Website Identity - Branding and Firm Identity

Website Identity: Unique, Like You

Businesses are like people - each one is unique. Your products and services may be similar to another's but the way you run your business - and the way you market your business - is distinctive to you alone. Smith & Jones Advertising is a Houston marketing firm that understands how competitive a market it is and we know that one of the best ways to get noticed is a great website design that is as unique as your business. An important consideration in internet marketing and website design should be website identity.

Website Identity: What's The Big Deal?

Website identity is important because it tells visitors to your site a lot about you. A website with a lot of flash animation and pictures feels creative and exciting. A website design that is content-heavy and that has a more formal look, feel serious and informative. There is no one website identity that is "right" or "better" than another, it just depends on what is right for you.

Website identity is an important part of your business or firm identity and should be an integral part of your branding strategy. The way you choose to brand your business will have a great impact on your website identity and website design. At Smith & Jones, Houston we can help you come up with a branding strategy that enhances and optimizes your website identity and website design.

To learn more about Website Identity, have a look at our page [What To Think About When Considering Your Website Identity](#)

Smith & Jones Advertising, Houston marketing firm, can help you decide on a website identity and then turn that idea into a website as unique as your business, with our website design services. Once we have a website identity and website design, Houston's Smith & Jones Advertising will help get your site noticed with our search engine optimization services.

Contact us via [E-mail](#) or call us at 281.759.0202 to put the web to work for your business.