



## Website Identity - What to Think About

### What is Website Identity and How Do I Choose One?

When thinking about website identity, you want to think about your business as a whole. Your website identity should go hand-in-hand with your business identity which is a part of your branding strategy. Website identity should be built right into your website design and should follow the branding strategy you've come up with your Smith & Jones Advertising consultant.

Some things to consider when coming up with your own Website Identity:

- What does your business do? Do you provide services and products? Are you an educational institution?; Are you a non-profit that aims to inform people about a certain problem or issue? - **What you do will shape the kind of website design you will use which, in turn, will shape your website identity.**
- How do you want your website visitors to feel when exploring your site? - If you are a children's museum, you would want your website to feel young and fun, maybe with interactive games and animation. If you are a medical association, your website should feel more academic and professional. **How you want your visitors to feel when using your website is an important piece of not only your website identity, but your branding strategy as well.**
- Consistency - A fundamental part of your website identity is that the website design feels cohesive. Each page of your website should be consistent so that it feels like a part of the whole. **Website identity is inclusive; you don't want different pages to have differing identities.**

These are just a few things to think about when coming up with a website identity. Smith & Jones Advertising is a Houston-based marketing firm with the understanding that for a lot of people, website identity is a brand new concept. Not to worry, we have the experience and expertise to guide you toward your own unique website identity.

Smith & Jones Advertising 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, we 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.