Website Basics for Consultants

A Breakfast Roundtable Presentation for PMI Westchester

Tuesday, March 23, 2021 By Valerie L. Williams-Sanchez, Ph.D. & P.M.P.

Valorena Online, L.L.C.



Your Session Leader Valerie L. Williams-Sanchez, Ph.D. & P.M.P.

Strategic Marketing Communications & Engagement Leader

- A strategic consultant and marketing communications leader with more than 20 years of experience in healthcare and medical communications and marketing.
- I am highly analytical with experience managing budgets of \$72 million and a portfolio that includes entrepreneurship, programs, and project management including city, county, and state-regulated clinical services as well as extensive work with ad agencies and communications oversight of cross-functional communications solutions and teams.
- Journalist turned Blogger turned Consultant.
- www.VWilliamsSanchez.org

Framing Our Discussion

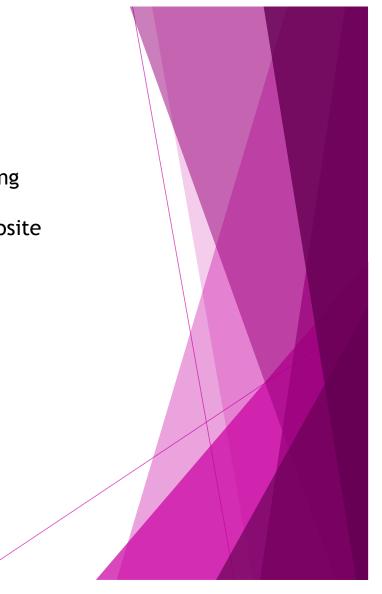
Raise your hand if...

- 1. You are a Consultant.
- 2. You find business development the most challenging part of your practice.
- 3. You have spent countless hours developing presentations for prospects, unpaid time that cuts into valuable billing hours.
- 4. You have thought, "I could really distinguish myself from my competition if I had a chance to let prospects see who I am, and the product(s) or service(s) I provide."

If you see yourself in any of these examples, YOU ARE IN THE RIGHT PLACE!

Today's Agenda

- A. Define Personal Professional websites
 - Owned media that serves as advertising <u>AND</u> marketing
- B. Review the Features and Benefits of a good portfolio website
 - Practical
 - Design
- C. Considerations for hired or DIY website development
- D. Website Basics Build your site in 14 steps
- E. Conclusion / Q & A



Resources:

- https://www.mrnwebdesigns.com/designing-a-website-here-are-7-important-factors-to-consider/
- https://www.themuse.com/advice/the-35-best-personal-websites-weve-ever-seen
- https://www.wix.com/blog/2020/05/how-to-design-a-website/
- https://websitesetup.org/choose-domain-name/
- https://www.forbes.com/sites/laurencebradford/2016/09/27/3-reasons-why-you-need-a-website/?sh=423f6cea2460
- https://www.quicksprout.com/top-10-widgets-to-improve-your-website/
- https://www.myfeelback.com/en/blog/customer-feedback-marketing-gold
- https://collegeinfogeek.com/personal-website-examples/
- https://www.coredna.com/blogs/increase-websiteengagement#:~:text=%E2%80%9CWebsite%20engagement%E2%80%9D%20isn't,converting%20into%20a%20paying%20custo mer.
- https://www.crazyegg.com/blog/increase-user-engagement-website/
- https://www.markbrinker.com/parts-of-a-website
- https://www.brightedge.com/glossary/content-mobileoptimization#:~:text=Mobile%20optimization%20is%20the%20process,user%20with%20an%20outstanding%20experience.

Thank You!

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