

# Website Basics for Consultants

**A Breakfast Roundtable Presentation for PMI Westchester**

Tuesday, March 23, 2021

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# 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](http://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 AND 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.myfeedback.com/en/blog/customer-feedback-marketing-gold>
- ▶ <https://collegeinfo geek.com/personal-website-examples/>
- ▶ <https://www.coredna.com/blogs/increase-website-engagement#:~:text=%E2%80%9CWebsite%20engagement%E2%80%9D%20isn't,converting%20into%20a%20paying%20customer.>
- ▶ <https://www.crazyegg.com/blog/increase-user-engagement-website/>
- ▶ <https://www.markbrinker.com/parts-of-a-website>
- ▶ <https://www.brightedge.com/glossary/content-mobile-optimization#:~:text=Mobile%20optimization%20is%20the%20process,user%20with%20an%20outstanding%20experience.>

# Thank You!

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