

Using Your Logo Efficiently

There should be a consistent look and feel to every page of your website. You want your visitors to know they haven't actually left your site when they go to another page.

Icons for going back or to the next page, for printing the page or even the icons that line your menu should all follow the same theme as your site as part of your marketing effort. Every aspect of your website should be about your brand. Standing out from the rest is not nearly as important as having others recognize your site. If a visitor travels to other pages and they look different, they may believe they accidentally left your site and then leave it all together.

A simple concept for internet market branding is your logo as an icon. You can then use this as buttons and every time a person has to click, your logo makes an imprint. Obviously it will need to be much smaller than the main logo on your page or other areas to be used as a menu icon, perhaps as small as 16 x 16 pixels, but the reduced image will continue your branding throughout your pages and offer a benefit to your internet marketing effort.

Additionally, with this level of branding throughout your site there will be no doubt in your visitor's mind where they are. You can even make it so a visitor bookmarking your site will see the icon in his or her favorites, further imprinting the image. Remember, returning visitors often buy more than first time visitors and keeping your image in their minds will aid your internet marketing efforts

With a bit of creativity, you can make it so prospective customers automatically think of you when they see your logo. This is one of the simplest yet most effective branding methods.