



**Your Web Coach, Christine Chubenko:**

## **The Importance of Branding**

**by Christine Chubenko | for Oakland Business Review  
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So how important is this idea of “branding” and is it even necessary? The answer is yes. Remember, branding is more than just a logo, it’s telling your customers “who” you are and why you are unique. The use of symbols, words, images and colors all come into play. Since we are focusing on the web, I’d like to talk about what *elements* assist in establishing your brand. I’m a big fan of using examples so let’s begin with [relife.org](http://relife.org). A very good friend of mine, Lori, began ReLife Counseling in 2001. Upon creating her new business, Lori commissioned someone to create her logo. She then purchased FrontPage and built her site, the same one published today. The layout is the same, only the data has been updated. Keep in mind that this layout was created 8 years ago! Why hasn’t the layout changed in all of this time? Because her clients LOVE her site and they make it a point to tell her. Typically, keeping your website updated and fresh is very important for a number of reasons, so why is her original look working so well? Lori associates the color green (a healing color) and leaves (green leaf = life) with ReLife. Her layout is clean, welcoming and filled with important information for her clients. She knows her audience and she knows the frame of mind they are in when they are seeking help from her. Thus, she has designed her site to appeal to their senses and help them find the help they are seeking. Until her formula no longer works, there is no reason for her to change it.

Color is an important element and people notice it. Dr. Saylor-Wither of [vaneverychiropractic.com](http://vaneverychiropractic.com) was in the Bahamas at a chiropractic conference a few months ago. She was sharing a cab with other doctors she didn’t know and they were discussing what kinds of information they have on their websites. One of the doctors said he wanted to incorporate videos on his site and Dr. Saylor-Wither said she already had them on hers and suggested he visit it for ideas. As she was giving him her web address, he blurted out “Is that the pink site?” Indeed, it is. Although he must have perused a number of chiropractic sites, including hers, the element he remembered in her site was the color. Even though the pages aren’t filled with pink, I believe that the color pink is part of the VanEvery Chiropractic branding.

It’s not always easy to tell what will resonate with your visitors or what will be most obvious to people, so please ask for feedback from a sizeable cross-section of people. Use that information to create your most positive impression.

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