



## Lesson 5 – Website – Part I & II

### Practice

1. If you have already a website, you go over it again and see what you think should be improved. If you're happy with it, send me a link, and I'll do a review by recording a screen video of your site. \*
2. Should you have not a website, then write down on a document, your idea of how your website should look, the menu, what kind of pages, style, etc. I will then do a review.\*

\* For courses with Instructor only - [elearning@ciceronema.com](mailto:elearning@ciceronema.com)

Summary of lesson 5:

Your **website** is your **online business card**

It's your **property**, and you have **the choice to decide how to use it**, and **which elements** you put.

**Social media tools** are prepared in a **standard format** > you **depend** on what they decide how you can use it.

**Branding = aligning your tools**

Summary

1. Purpose
2. How much time and money I want and can invest
3. What tools
4. Align your tools

What tools to use – my suggestion:

To keep it simple and effective, take the base of what you need

- Website
- FB profile and page (a business/musician one)
- LinkedIn Profile
- YT Channel

Follow the slideshow of the PowerPoint Website presentation, as put in the attached. (Video Part II)