



Hosted by Janet Gervers, JAGmedia **Essentials for YOUR Website** 





1. COLOR PALETTE

Primary Color Up to 3 Colors

**Keep it Simple!** 



# 2. CONSISTENCY Consistent Theme

- Colors
- Fonts
- Layout



# 3. CALL TO ACTION Guide Audience

- Buttons
- Forms
- Subscribe



#### 4. CONTENT

## **Content is Everything!**

- Text
- Images
- Videos

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