
Website and Brand Development for Beginners

We will show you how to

- Create a brand
 - Build your website
 - Bring people to your website
 - Grow your business
-



www.postcardjar.com



Ann Teget

Enjoys: Photography, writing

Social media favorite: Facebook/Instagram

Favorite NE destinations: Toadstool Geologic Park,
Peppermill and EKV Lounge in Valentine

Degree in: Journalism - News Editorial

Steve Teget

Enjoys: Writing, booking trips

Social media favorite: Twitter

Favorite NE destinations: Ashfall Fossil
Beds, Kinkaid Brewing in Broken Bow

Degrees in: Anthropology, Spanish, and
Curriculum & Instruction

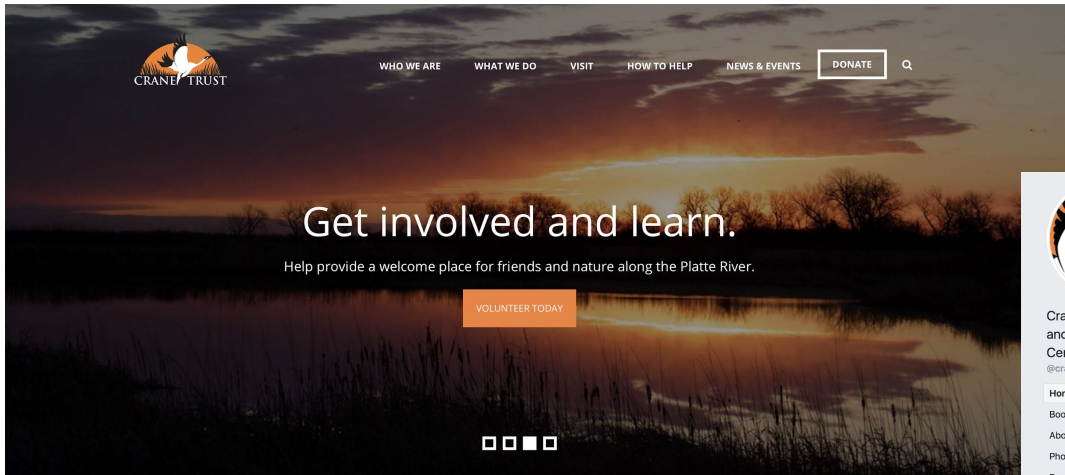
**Develop your brand
and be consistent**

—

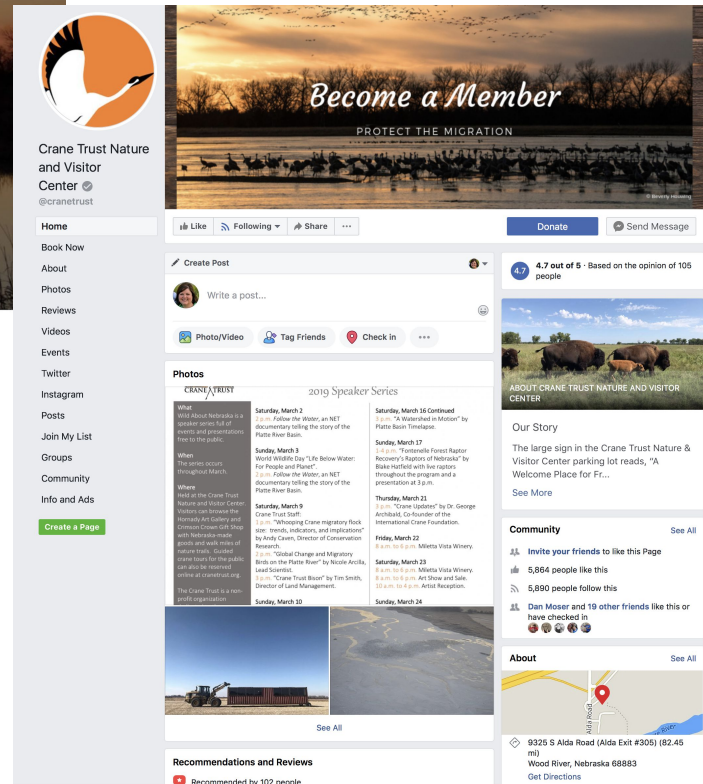
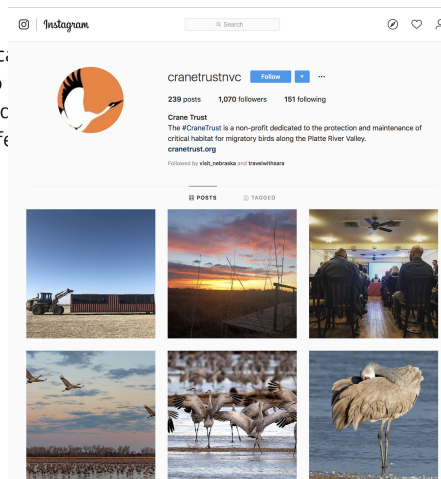
So, what the heck is a brand?

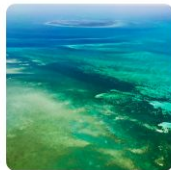
Brand: 1. An *identifying mark* burned on livestock. 2. A brand is an **overall experience** of a customer that distinguishes an organization or product from its rivals in the eyes of the customer.





We exist to protect and maintain the physical and cultural resources of the Big Bend area of the Platte River so that we can support system for whooping cranes, sandhill cranes, and other species. With your help we can make a difference.





COLORS



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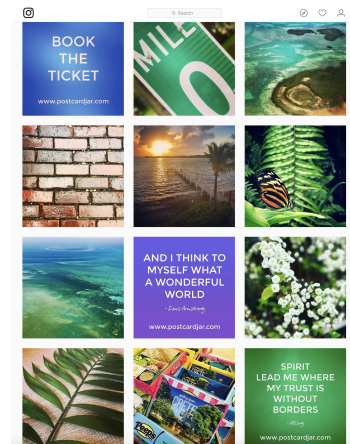
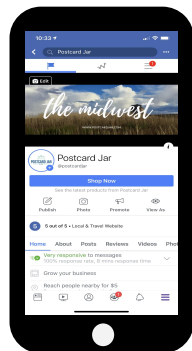
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Building your website



www.postcardjar.com

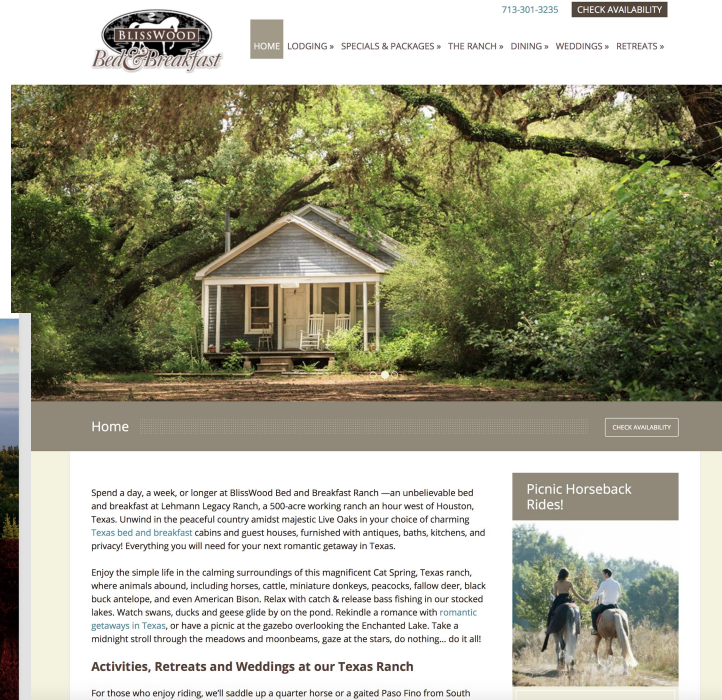
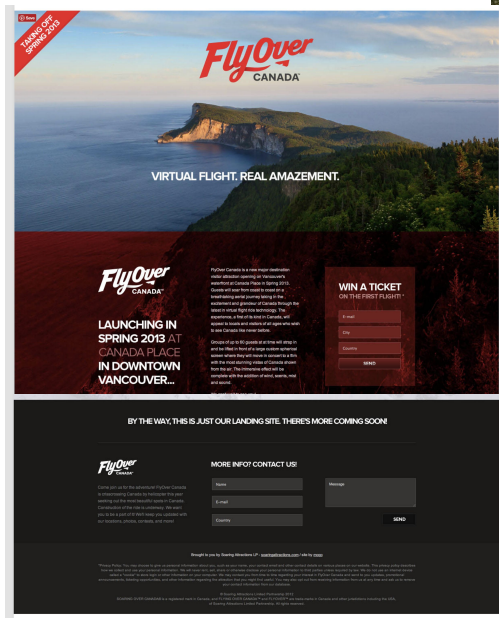
Getting started

1. Set some goals
 2. Choose a domain name
 3. Find a web designer or do it yourself
 4. Help people find your site and business
-

Set some goals

1. Raise awareness
2. Legitimize business
3. Provide detailed information
4. Increase sales/bookings
5. Offer eCommerce

One page



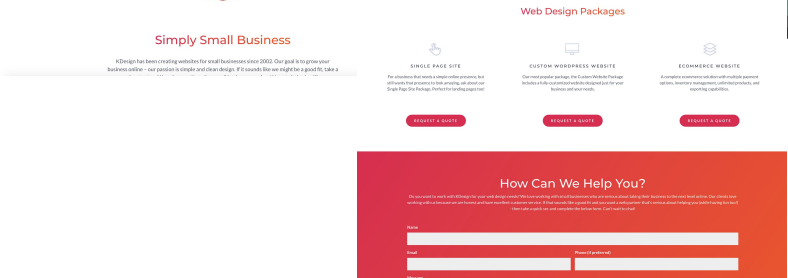
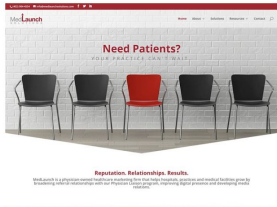
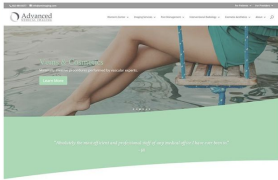
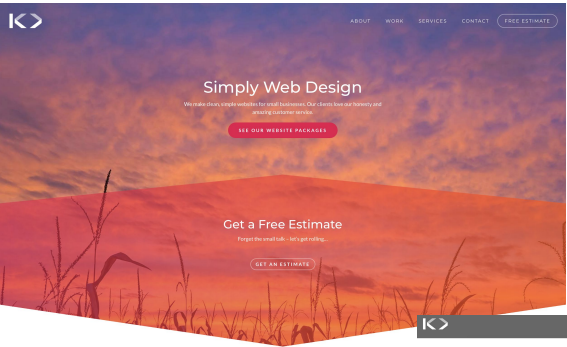
Multiple pages

Choose a domain name that is

1. Short
2. Catchy
3. Unique
4. Easy to remember
5. Easy to spell or type
6. Keyword friendly (searchable)



Also, avoid hyphens and numbers and check copyright.gov and make sure it's not already in use



<https://kdesignweb.com>

Some options



Easy - drag & drop	Easy - drag & drop	Easy - drag & drop	More difficult
Free - \$38/month	\$9.08 - \$26.25/month	\$12 - \$40/month	Varies, depends on host
Mobile ready	Mobile ready	Mobile ready	Make sure theme is mobile ready
Great for person who needs a website now.	About 500 templates to choose from	Easy eCommerce integration	Many options and features. Website can do nearly anything.
If cancel, website gone	If cancel, website gone	If cancel, keep some code	If cancel, you own entire website

**What do I need on
my website?**

Cover the basics

1. Name of your business
2. What you do or sell
3. Easy to find contact information, including:
 - a. Address (with city, state, and zip code)
 - b. Phone number
 - c. Hours of operation



Be prepared to

1. Decide on content

- What do you do?
- Why you're different/better?
- What's my business purpose?
(in one sentence)
- Who is my audience?
- What's my call to action?

PHOTOGRAPHY

TOP RURAL PHOTOGRAPHY LOCATION IN TULSA COUNTY

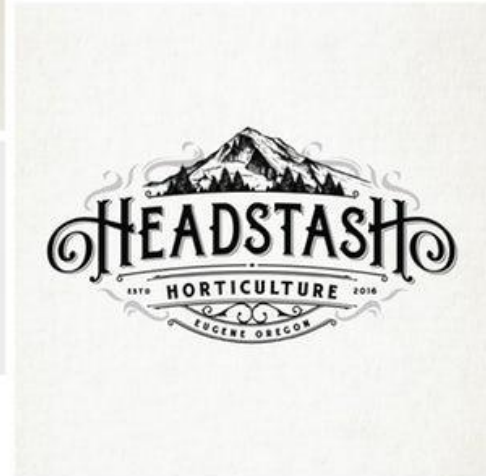
Need the perfect place for a family portraits, senior pictures, engagement sessions or maternity photos? Dream Point Ranch catches the light and your personalities in a unique way and makes the perfect keepsake.

- Family photography passes can be purchased for \$75 for access for 2 hours in a one day pass or \$300 for 1 month pass.
- Corporate use of property for photo shoots or filming requires approval for use and length of time. Corporate or film production is subject to corporate rental fees with a 4 hour minimum applied.
- No photographers, or their clients, are allowed on Dream Point Ranch grounds without at least 7 days notice and approval.
- Access will be granted upon receipt of photo pass payment and optional photography release form.
- Contact the Events Director with the form below to coordinate a site visit or schedule your photo shoot.



SHARE

- What do you do?
 - What makes your business different/better?
 - What's your business' purpose?
(in one sentence)
-



2. Develop a logo

A picture is worth 60,000 words

Text excerpt from the Calamus Outfitters website

Located in the Sandhills of Nebraska, Calamus Outfitters provides a great setting for watching the night sky year round. Dark skies and unobstructed views make the Sandhills one of the top destinations for seeing the night sky.

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The image above was taken on the Switzer Ranch, home of Calamus Outfitters - Photo by David R. Neilson

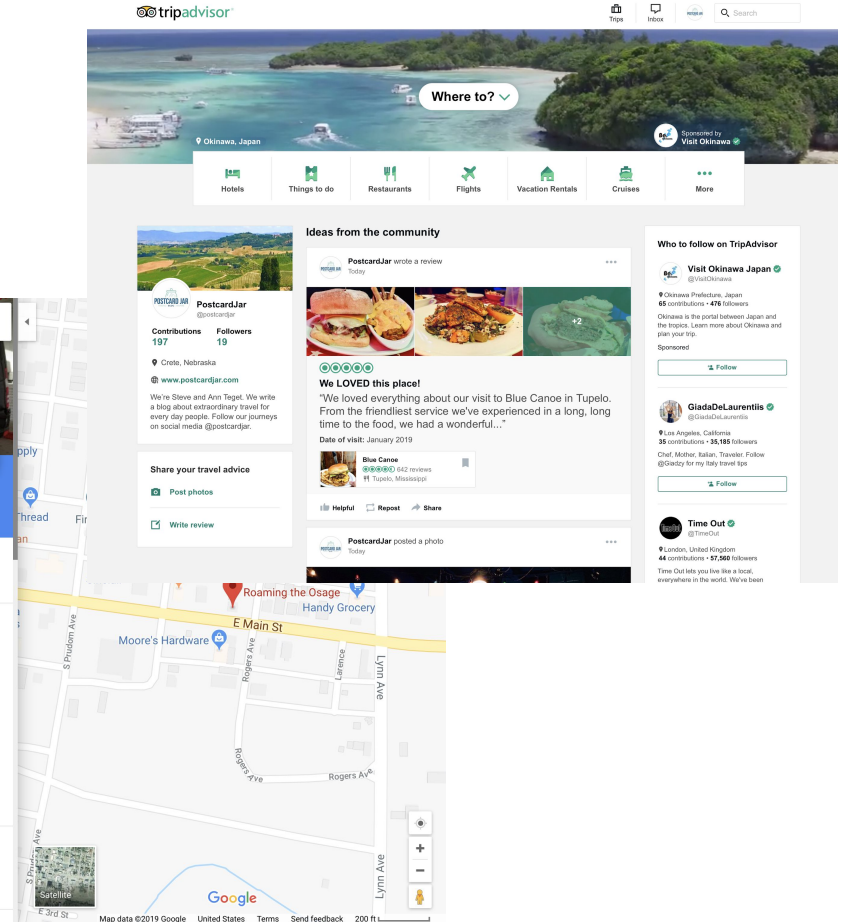
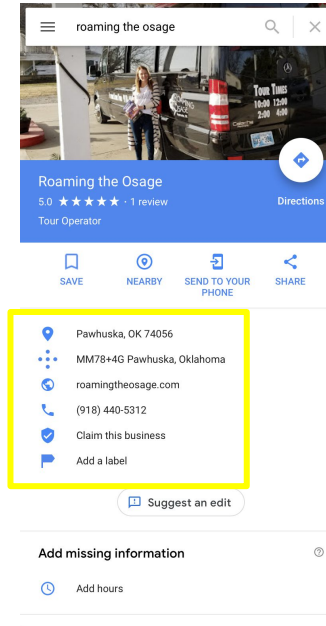


3. Gather quality photos

**Get the word out:
You have to have a plan!**

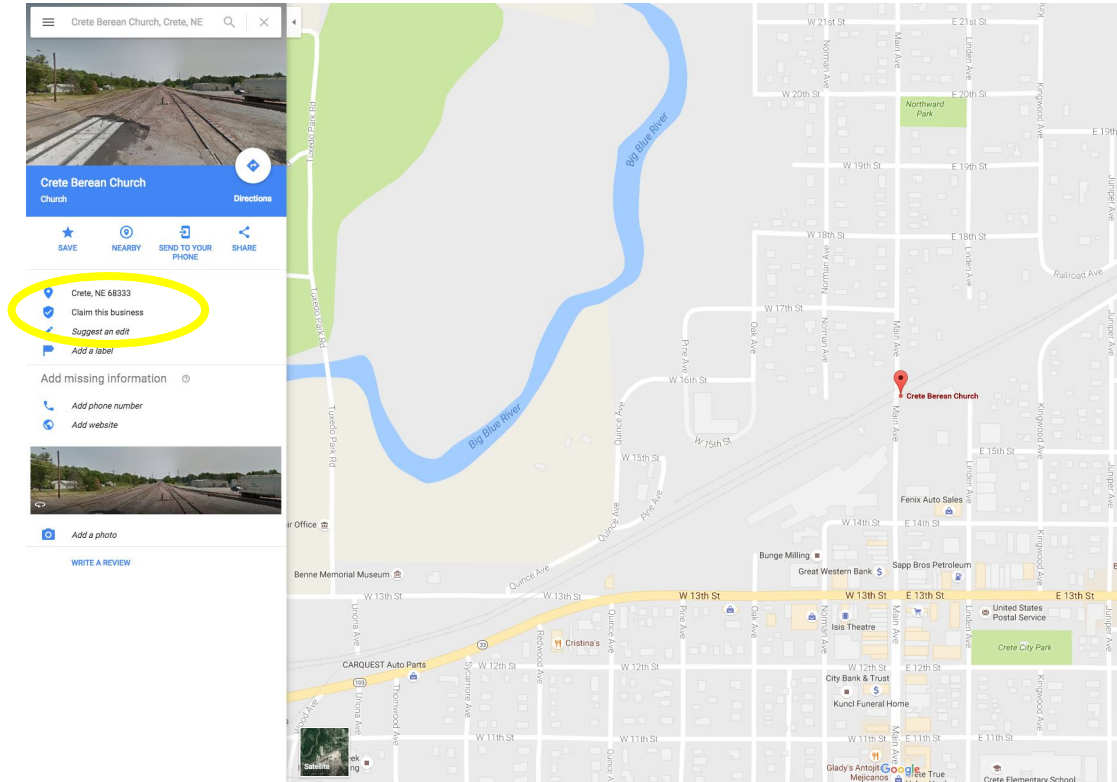
As travelers, we primarily use:

- Google/Google Maps
- Trip Advisor
- Facebook
- Apple Maps
- Yelp
- Bing



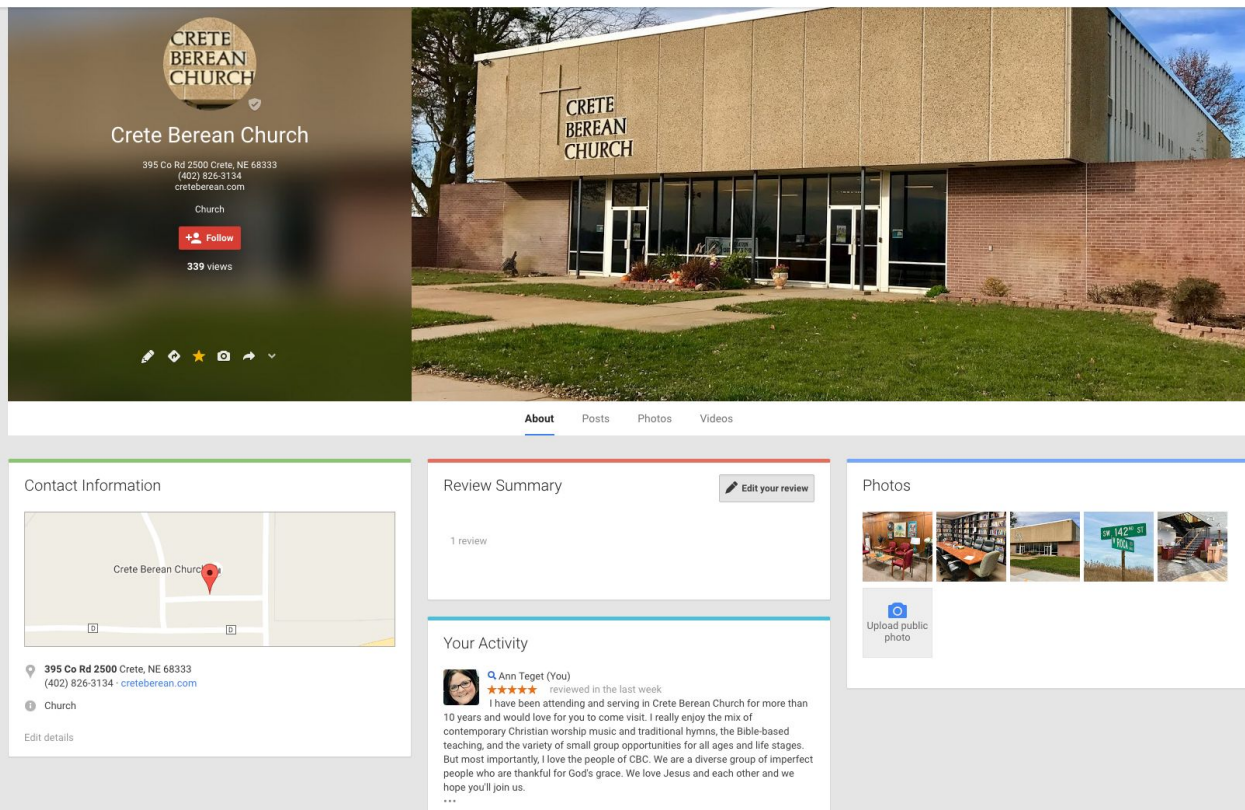
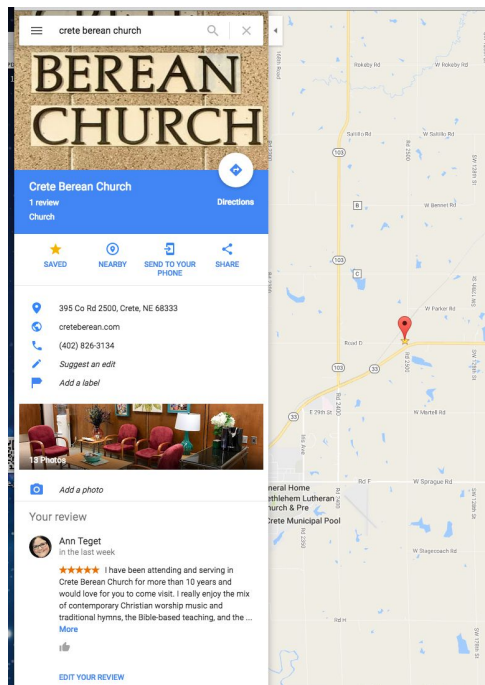
Google/Maps

Claiming your business in maps



1. Google your business and see what comes up
2. Claim your business
3. Request postcard
4. Complete page edits

Claiming your business in maps



Reviews are important!


- 93% of people read online reviews
- 85% of people trust online reviews as much as a personal recommendation
- 73% of people say that positive online reviews make them trust a local business more

TripAdvisor

Utilize TripAdvisor

Crete, Nebraska

156 reviews and opinions



Lodging (3)
112 Reviews

Vacation Rentals (2)

Flights




Things to Do

Restaurants (13)
40 Reviews

Forum
4 Posts

[Overview](#) [Places to Stay](#) [Location](#)

Planning your Crete trip? We'll search 200+ sites to find the best hotel prices, so you don't have to. [Shop Hotels](#)



See all 28 traveler photos



Politician T
Crete, Nebraska
Level 1 Contributor
77 reviews
34 restaurant reviews
42 helpful votes

"Consistently Good Food, and Fast, Friendly Service"

Reviewed April 21, 2015

We enjoy going to Cristina's, and go there often when we eat out in Crete. The restaurant is in an old Sonic restaurant building, but the kitchen certainly looks very clean. Seating is ample (for Crete) although some of the four-top tables are against the wall and feel cramped. They bring out chips and house-made salsa right away when you...

More

[See all of your reviews](#)



kozoer90
Midland, Texas
Level 1 Contributor
38 reviews
24 restaurant reviews
2 helpful votes

"Best in Town"

Reviewed 5 days ago

We have eaten at most of the restaurants in town and this one is easily the best we have been to. The staff is very nice, prices are good and so is the food. When you walk in you can see all of the fresh vegetables the ladies doing the cooking are cutting up. It is obviously family owned and...

More

[Helpful?](#) [Thank kozoer90](#)

[Report](#)



NB334YDertf
Crete, Nebraska
4 reviews

"Homestyle Mexican Restaurant"

Reviewed September 12, 2016

Great food in a great family owned restaurant. While the old Sonic building isn't the most scenic location and the indoor furnishings are plain - the food is fast and fresh. Haven't had a bad meal there, and I probably have eaten there over 50 times. Great people!

[Helpful?](#)

[Thank NB334YDertf](#)

[Report](#)



John J
Wichita, Kansas
Level 1 Contributor
78 reviews
59 restaurant reviews
25 helpful votes

"Nice restaurant, great food"

Reviewed September 4, 2016

Arrived at 5:00 for dinner, plenty of tables. Server greeted us with chips and salsa. Food was served hot and prepared with skills from south of the border. Great beans and ask for the hot salsa. It is a unique salsa recipe and was good on everything. Service was excellent. I friendly smiling wait staff and good recommendations.

[Helpful?](#)

[Thank John J](#)

[Report](#)



Mike B
Level 1 Contributor
103 reviews
100 restaurant reviews
53 helpful votes

"Cook has problem separating eggs."

Reviewed October 9, 2014

[via mobile](#)

Asked for egg white omelette, waitress says we don't do substitutes, and then told us the cook may not want to do egg whites. Argued with us about it, so I told the waitress if he cant do egg whites let us know, and if not we will leave. We ended up leaving. Argative staff, and cooks that dont know how to separate eggs. Wont be back. Don't recommend.

Less

[Helpful?](#) [Thank Mike B](#)

[Report](#)

Ask Mike B about

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Utilize TripAdvisor

1. Set up a TripAdvisor account and review your business
2. Respond to comments and questions
3. Ask your customers to write a review



Mike B
Level 6 Contributor
103 reviews
100 restaurant reviews
53 helpful votes

"Cook has problem separating eggs."



Reviewed October 9, 2014

via mobile

Asked for egg white omelette, waitress says we dont do substitutes, and then told us the cook may not want to do egg whites. Argued with us about it, so I told the waitress if he cant do egg whites let us know, and if not we will leave. We ended up leaving. Argutive staff, and cooks that dont know how to separate eggs. Wont be back. Don't recommend.

Less

Helpful?

Thank Mike B

Report

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.



Pat5225B
Omaha,
Nebraska
5



Reviewed 1 week ago

What an experience!

I took my 2 grandchildren on a road trip to see the sandhill cranes. It was a great experience to see the thousands and thousands of birds. We stopped at the Crane Trust and the staff were so helpful and knowledgeable! And the Center is... [More](#)

[Ask Pat5225B about Crane Trust Nature & Visitor Center](#)

Thank Pat5225B

Josie D, Public Relations Manager at Crane Trust Nature & Visitor Center, responded to this review

Responded 5 days ago

We're thrilled to hear you brought your grandchildren out to experience the migration. Thank you for stopping at our center and leaving a wonderful review!

[Report response as inappropriate](#)

This response is the subjective opinion of the management representative and not of TripAdvisor LLC.

518
SHARES

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in

marebear1103
Arlington,
Nebraska
Aug 30 • 12

Reviewed August 4, 2016 via mobile

Poor service

We were told a wait of 15 minutes which was more like 30 for a table of 8 while 30 other people were seated while we waited, service was horrible and food was only average. Prime rib was tough, 3 steaks order the same and came out rare, medium done, and well done. They ran out of the craft beer, and our waitress never refilled our drinks. Would not recommend to anyone!!! Surprised they are still in business if this is how everyone is treated!!!

Robert J. Own... Restaurant & Lounge... review
Responded August 5, 2016

Self-fulfilling prophecy anyone?!

Where to start? It appears you arrived during the busiest three week period of the year and ran into a waiting list. I'm always in charge of the list as well as wait time quotes and only twice in 4 months have parties had to wait 5 minutes beyond their quoted time. I'm a

TripAdvisor's most hilarious manager responses from Robert J. at Peppermill

October 19, 2017 Food Fun Stuff! Nebraska US Travel Valentine 6 Comments

hilarious responses, midlife, midlife travel, Nebraska, Peppermill, travel, travel with parents, TripAdvisor, Valentine

With more than 500 million candid traveler reviews, [TripAdvisor](#) has quickly become a go-to online resource for many travelers, including us. We often roll into a new city with cell-phones in hand, searching for a top-10ish restaurant to stop for dinner. We typically look for local places with a 4 to 5 green-dot rating, at least 100 reviews, and something in the comments that grabs our attention like "amazing food," "impeccable service," or "best _____ this side of the Mississippi."

In all of the TripAdvisor reviews we've read, nothing has grabbed our attention more than owner/manager Robert's responses to reviewers of his [Peppermill Restaurant & EKV Lounge](#) in Valentine, Nebraska.

Search Postcard Jar

Search...

Search

Hello!



Welcome to Postcard Jar!

We're Steve and Ann Teget. We spent more than two decades in public education and corporate America before Ann's health issues and Steve's aversion to middle school girl drama convinced us to try something new. Now we are making the most of midlife travel and writing about it. And yes, we send ourselves postcards.

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Enter your email address to receive notifications of NEW blog posts.
We promise not to spam you. Really.

Your Email Address:

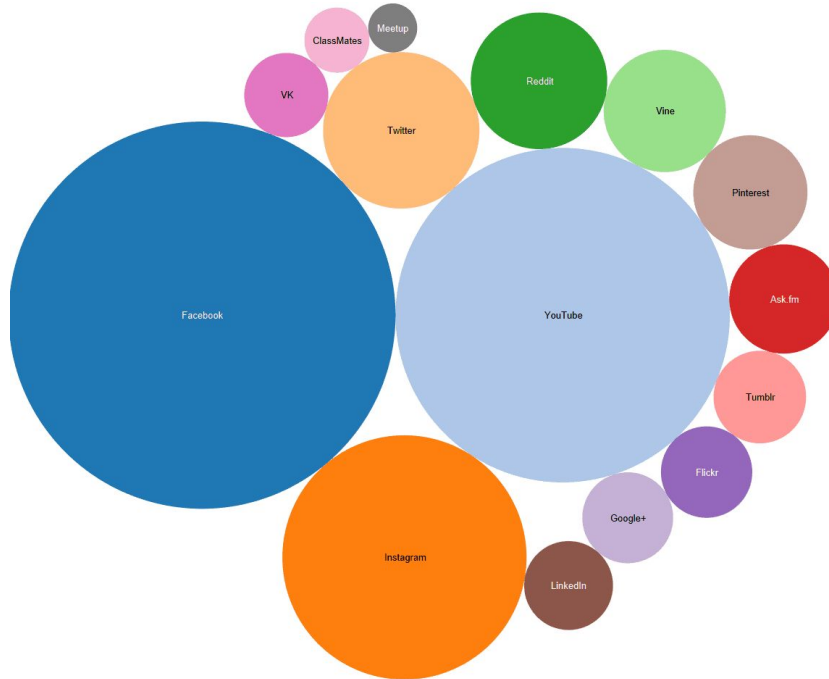
Your Name:

Social Media

Picking a platform



Where to find an audience



Monthly Active Users

Facebook:	2.27 billion
YouTube:	1.9 billion
Instagram:	1 billion
Twitter:	326 million
Reddit:	330 million
Pinterest:	250 million

Source: Dreamgrow.com, Statista.com

68%

Of all American adults are on Facebook

Facebook

Postcard Jar

@postcardjar

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Following

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Send Message

Create Post

Write a post...

Photo/Video

Tag Friends

Check in

Help

Post

Posts

Postcard Jar

February 22 at 11:36 AM · 🌐

Ok, so we're two days late, but we're still celebrating National Cherry Pie Day by sharing this post!

A couple years ago we had a rare opportunity to tour The Village Pie Maker facilities in Eustis, Nebraska, and write about it. Love everything about this business and the most wonderful pies in the universe.

#yesibakedit

5.0

5 out of 5 · Based on the opinion of 44 people

ABOUT POSTCARD JAR

Our Story

We're Steve and Ann Teget and split our time between a small, rural town in Nebraska and another one...

See More

Very responsive to messages

Community

See All

Jen Hunt and 620 other friends like this

Invite Friends

4,668 people like this

4,759 people follow this

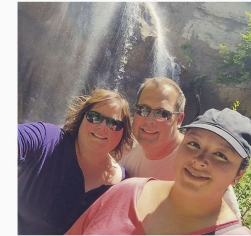
About

See All

402.416.6890

Typically replies within minutes

Send Message



Instagram and Instastories

Work with travel influencers

- Fam/press trips
- Sponsored blog posts
- Brand ambassador
- Travel influencer on social media
- Reviews (hotels, food & drink, attractions)
- Affiliate links
- Photography
- Copywriting
- Speaking engagements
- Long-term partnerships

And more -- anything else that inspires people to go places or explore and experience something related to travel.



Key takeaways

1. Cover the basics
 2. Be consistent with your brand
 3. Have a plan
-

Contact:

info@cloud-creative.com
(402) 217.0866

- Website design
- Logo design
- Print design
- GREAT photography
- Videography
- Brand development

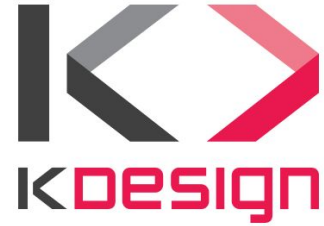


Jeff & Ciana Cloud - Lincoln



Seward County Community Branding

Maly Marketing - Lincoln



www.kdesignweb.com
kelly diekmann
402-610-1222
kelly@kdesignweb.com

Kelly Diekmann at KDesign

QUESTIONS?

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@postcardjar