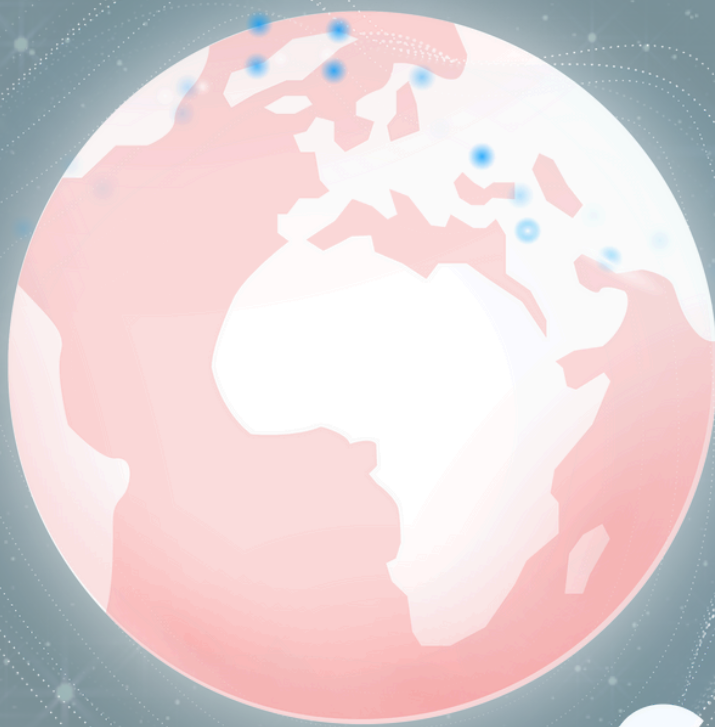# LAURA MOHRMAN
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ONLINE MARKETING TIPS & TRICKS GUIDE

SHOW THE BEST SIDE OF YOUR BUSINESS

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If you're here, you probably have some questions about how to effectively strengthen your online presence.

In this guide, we will touch on:

- Brand Guide
- Landing Page
- SEO Tricks
- Social Media Content Creation
- Content Planning

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BRAND GUIDE

A brand guide is a document that defines your brand's visual identity, messaging, and overall personality to ensure consistency across all designs. Having a brand guide is essential for businesses to maintain a strong, cohesive presence, build trust with customers, and stand out in a competitive market.

Opt G

Opt H

Opt I

Opt J

Opt K

Opt L

Deluxe
Banff

Deluxe
Creampuff

DELUXE
Alba Super

DELUXE
Market Deco

DELUXE
East Market

DELUXE
Beauty School Dropout

CMYK:0,0,0,100

CMYK:56,0,20,0

CMYK:20,15,16,0

CMYK:11,38,87,0

1

LANDING PAGE

A landing page is a standalone web page designed to capture visitor attention and drive a specific action, such as signing up or making a purchase. It typically features a clear call to action (CTA) to guide users toward a goal. Common CTAs include "Get Started" for service sign-ups, "Claim Your Offer" for special promotions, and "Download Now" for lead magnets like catalogs or guides.

A well-optimized landing page helps increase conversions, generate leads, and improve marketing performance.

SEO TRICKS
6 Tips to Improve Your Site

- **Optimize Page Titles & Meta Descriptions** – Use relevant keywords in your title tags and meta descriptions to improve search visibility and click-through rates.

- **Use High-Quality, Keyword-Rich Content** – Create valuable, original content that naturally incorporates keywords while addressing user intent.

- **Improve Website Speed & Mobile-Friendliness** – Ensure fast loading times and a responsive design to enhance user experience and search rankings.

- **Optimize Images with Alt Text** – Use descriptive file names and alt text for images to improve accessibility and help search engines understand your content.

- **Build Internal & External Links** – Link to relevant pages within your site and earn high-quality backlinks from authoritative websites to boost credibility.

- **Regularly Update Content & Monitor Performance** – Keep content fresh, update outdated pages, and track performance using tools like Google Analytics and Search Console.

TYPES OF SEO

White Hat SEO

- **Useful & Relevant Content**
- **Keyword Research**
- **Earning Links from High Authority Sites**

Black Hat SEO

- **Keyword Stuffing**
- **Spammy or Paid Link Building**
- **Cloaking**

Grey Hat SEO

- **Clickbait Content**
- **Paid Reviews**
- **Link Exchange Between Sites**

On-Page SEO

- **High-Quality Content**
- **Proper URL Structure**
- **Image ALT Tags**

Off-Page SEO

- **Link Building**
- **Social Media Marketing**
- **Positive Reviews on Online Platforms**

Technical SEO

- **XML Sitemap**
- **Crawling & Indexing**
- **Structured Data**

SOCIAL MEDIA CONTENT CREATION

Brand Guide
A summary of your logo(s), fonts, colors, and any images you may use regularly, like patterns, textures, or watermarks. This provides consistency in all designs.

1

Inspiration
Looking at other successful campaigns in the same market is a good way to see what has already worked.

2

Strategy
- Message
- Audience
- Length
- Goal & ROI

3

Write Copy
Writing out copy in bulk ensures a consistent brand story, streamlining content creation while keeping messaging engaging and cohesive.

4

5

Image Bank
Build a collection of diverse images that complement each other to tell a visual story—from dark to light, brightly colored to photo realism.

6

Create
Put it together by combining text and images. This is where it can get tricky if you're not into the artistic side, but thankfully, there are professionals for that.

7

Calendar
Figure out what days and times to post. Observing when you get the most interaction and establishing a cadence will help maximize engagement.

5

COMMON POST SIZES

Facebook:
- Landscape: 1,200 x 630 px
- Portrait: 1,080 x 1,350 px
- Square: 1,200 x 1,200 px
- Stories: 1,080 x 1,920 px
- Profile Picture: 320 x 320 px
- Cover Photo: 851 x 315 px

Instagram:
- Square: 1,080 x 1,080 px
- Portrait: 1,080 x 1,350 px
- Landscape: 1,080 x 566 px
- Stories & Reels: 1,080 x 1,920 px
- Profile Picture: 320 x 320 px

TikTok:
- Videos: 1,080 x 1,920 px
- Profile Picture: 200 x 200 px

Pinterest:
- Pins:Standard: 1,000 x 1,500 px
- Square: 1,000 x 1,000 px
- Profile Picture: 165 x 165 px
- Board Cover: 800 x 450 px

Google Ad Sizes:
- 250 x 250: A square ad
- 300 x 250: An inline rectangle ad
- 336 x 280: A large rectangle ad
- 468 x 60: A banner ad
- 300 x 600: A half-page ad
- 970 x 90: A large leaderboard ad

social media content planner

NEXT PAGE

6

SOCIAL MEDIA CONTENT PLANNER

TITLE:

DATE: TOPIC:

COPY:

_____

_____

_____

_____

TITLE:

DATE: TOPIC:

COPY:

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LOGOS

Elevate your brand with a custom-designed logo that captures your identity, builds recognition, and sets you apart from the competition.

CONTENT

Bring your brand to life with expertly crafted content that engages your audience, strengthens your message, and drives results across all platforms.

ANYTHING ELSE

Check out my entire portfolio at www.portfoliooflaura.com or send an email to plantsbylaura@gmail.com to get in touch.

...and much more. Reach out today to learn how I can help bring out the best in your online presence.