**How to Create a Brand That People Want to Get Behind**

If you want to make the maximum impact on the web, then it’s not enough to have a social account and a blog. Rather, you need to make sure that there is a *brand* behind that social account and behind that blog - something that ties all of your posts and all of your comments together under a single banner and something that people will feel is more than the sum of its parts.

But a brand doesn’t just mean a logo. In order to have a real brand that has *fans*, you need to know what it is that makes something like this work and how to go about building yourself an image and then gaining exposure for that image.

**What is a Brand**

So if a brand isn’t just a logo, then what is it?

Well, one obvious thing that a brand also needs is a name. Your company needs a name and in all likelihood, this name will also be your website name. Having a brand like this for your website is one of the best things you can do right away to start getting attention for your business.

Google for instance has said that brands are far more successful at search engine optimization these days, while from a user’s perspective brands are also a lot more memorable and professional sounding. In other words, calling your website ‘FitLand’ will work better than ‘FitnessAndHealthArticles’.

You also need a visual language. Once you’ve created your logo, you’ll also have had to choose some colors and maybe some images that will relate to your business and that will form the basis of these logos. Now you need to take those colors and shapes and work them into everything else you do. If your logo is red, your website and your social media pages need red accents.

**Your Mission Statement**

What’s more, is that you need to create a mission statement for your brand. This is in fact what should come first and in many ways, it is the most important step.

Essentially, a mission statement is a short paragraph or line that says what your business is about, what you do and *why* you do it. This is your goal, your vision and your commitment.

From here, you then have a more inspiring vision that you can use in order to inform your other choices – such as your choice of logo and name.

Now your logo *stands* for something. And when that’s the case, people can stand behind you.