

FEMINA

Inclusion of Women in the Cultural & Creative Sector

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Blended Training Program: Inclusion and Diversity within Cultural and Creative Sector (CCS)



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‘Femina - Inclusion of Women in the Cultural and Creative Sector’

Blended Training Program:

Inclusion and Diversity within Cultural and Creative Sector (CCS)

How to Build a Better Portfolio for Female Freelancers

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About Femina

'Femina – Inclusion of Women in the Cultural and Creative Sector' (2022-1-LU01-KA210-VET-000081625) is a collaborative project funded by Erasmus+ that aims to promote the participation of women in the cultural and creative sector. The project involves two partners, Luxembourg Creative Lab a.s.b.l. and Budakov Films Ltd., who have extensive experience working with creative individuals on various projects and initiatives. During our recruitment and freelancer search, we have identified specific groups of women within the cultural and creative sector:

- Women with creative backgrounds who are currently not employed in the same field but have the potential to contribute their skills and expertise.
- Women who may lack confidence in their digital skills, despite being actively involved in the cultural and creative sector.
- Women who are currently employed but aspire to embark on an entrepreneurial or freelance path within the cultural and creative sector.

By identifying and addressing the specific needs and challenges faced by these sub-segments of women, the project aims to foster inclusivity, support their professional development, and empower them to thrive in the cultural and creative field.

Unit 1: How to build a website for your creative business

Tags: website, user experience, web design, content management system, content creation

Unit 1 - Introduction

Owning a professionally designed and user-friendly website will set apart professional freelancers and businesswomen from enthusiastic amateurs. Your website is not only a source of new clients, but also helps build your professional credibility. A woman working in the cultural and creative sector may not have the deep technical knowledge of an IT professional. Luckily, advances in technology and content-managements systems (CMS) mean that this is no longer a prerequisite for developing a successful website and portfolio online.

In this module we will go over the basic steps of developing the concept of your website and explore some digital tools that allow you to build it on your own or with help from a subcontractor. Your business portfolio includes all products and services that your business delivers.

1.1 Defining the purpose of your website

You have a business and - of course - you need your very own website. However, it may not be immediately obvious what the purpose of your website is. The minimum utility you stand to gain from it is to showcase your portfolio, tailored to the needs of your target audience. This will help you build credibility and stand out among other professionals in the cultural and creative sector. Having covered that basic need, you can consider expanding your website's functionalities.

You can use it to sell your products or services, generate leads or provide additional information for your business, a cause that you support or even yourself. As pointed out in Module 1: Brand Identity for Female Entrepreneurs, your name and appearance and key aspects of your personal branding as an entrepreneur or freelancer.

Once you have clarity on the purpose of your website, you should define clear and measurable objectives. For example – increase brand visibility or conversions. “Brand visibility” can be measured by the traffic reaching your website. The more new users you receive, the likelier it is that they will engage with your content and ultimately – buy some of your products or services. The latter is called a “conversion” – i.e. converting a user into a client.

1.2. The first steps of creating a website

Registering the right domain name is a critically important step. A domain name is the web address or URL that visitors will use to access your website. It should be unique, memorable, and relevant to your website's purpose and brand. Ideally – you should use your brand name or

your own name if the two coincide. You can register a domain name through a domain registrar such as GoDaddy, Namecheap, or Google Domains. Keep in mind that not all domain names may be available.

You have certainly noted that domains have different suffixes. If a particular name is taken with one suffix (for example – domain.bg) it may be available with other suffixes (for example – domain.eu). These suffixes are also called top-level domains (TLDs). While the most common domain suffixes such as .com, .org, and .net are not gender-specific, it is important to note that are TLDs that have been specifically designed to cater to certain industries, including those that may be relevant to female-led businesses. Some examples of domain suffixes that could be suitable for female-led businesses are: .women; .fashion; .art; .boutique etc.

Rare top-level domains may be more memorable but are also more expensive and difficult to acquire when compared to “regular” TLDs such as .com; .org and others.

Selecting your hosting provider is the next step you need to consider. Some registrar agencies are also hosting providers that store your website files and make them accessible on the internet. There are many hosting providers available, and factors to consider when choosing one include reliability, performance, customer support and pricing.

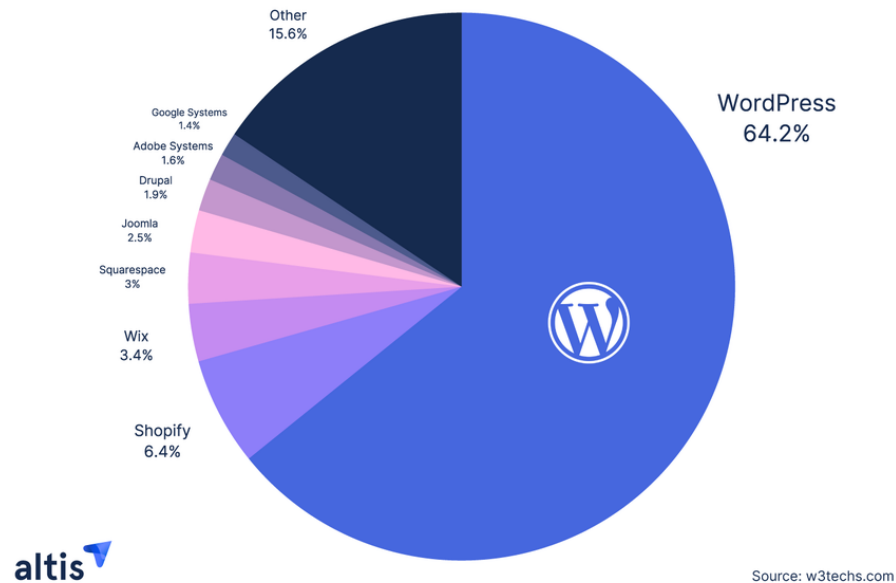
Hosting providers will offer different hosting plans with varying features and resources. You will need to choose a hosting plan that meets your website's needs in terms of storage, bandwidth, email accounts, and other features.

1.3. Website builders and content management systems

Website builders help you develop your website using pre-designed templates for the main functionalities of the website. For example – search function, menus, tag-clouds etc. Popular website builders include WordPress, Elementor, Wix, and Squarespace.

Content management systems differ from website builders in that they are more customizable, but generally more difficult to work with and require some technical knowledge. Popular CMS options include WordPress (which also has a website builder functionality), Joomla, Drupal etc. The choice of platform will largely depend on the specific functionalities required of your website.

The versatility of WordPress as a CMS has translated into relative market dominance according to the latest studies (see [img 1](#)).



Img 1 - CMS market share as of June 2022. Source w3techs.com

You should create a website sitemap which will outline all pages and categories that need to be created in order to have a functioning website. At a minimum you should include different pages for your products and services, subscription plans (if applicable), an About page and a Contact form.

A simpler website dedicated to presenting your portfolio may require less customization and can be achieved with a simple website builder. A complex e-commerce platform will need to be managed by an equally complex content management system.

1.4. Develop a user-friendly navigation for your website

In order to construct a user-friendly sitemap you must consider all different spaces for the navigation in the website. The possible spaces include:

- Top menu - It is located above the website header and your brand logo. Information there will often include the “About you” section, “Contacts” and a link back to the main page of the website. If your website has a search function, it can also be located in the top menu. The top menu is often located in the right corner of the website and uses a smaller font. The menu items located there are not meant to be used often by the website.
- Main menu - The main menu is typically located below the website header and contains the most important information of the website. It includes links to the pages for your

products and services. Each item in this part of the navigation usually leads to a list of pages as opposed to the single landing pages in the Top menu.

- Sidebar navigation - With the advent of mobile first graphic design and website development it is no longer usual to place navigation items on the side of the main content. If however you want to improve the user experience for desktop users.
- Footer menu - The final place that you could plan links to additional links to the content in the website. Since this part of the website is not prominent, you could use it to insert some mandatory legal information - for example the “cookies” policy, company registration etc.

For example - take a look at the navigation of the DMG marketing agency - a Bulgarian female-led and owned business. See how the top menu is located in to top right corner and is much less prominent, compared to the main menu, which features the company’s main activities.



Image 2: Example of a website navigation in a female-owned business. Source: www.digital-marketing.bg

Some redundancy in the navigation is actually acceptable for your website. For example – “Contacts” in the Footer menu and in the Top menu will likely lead to the same landing page. This is not a fault and is often used by website designers.

It is also important to create a separate space for blog posts. This is an often overlooked element of a website. Blogs enable you to constantly create new content and optimize your website for search engines. A good place to locate the blog is in the top menu. We will discuss SEO optimization later in this module

The blog entries need not be prominent in order to improve your SEO. You can consider adding them in the Top menu or the Footer menu to ensure that the Main menu is focused exclusively on your main business.

1.5. Creating an online store

A particularly challenging yet rewarding type of website you could opt to develop is an online store. This is a website capable of accepting and processing payments for various products and services that your business offers. To develop such a platform, you must first take some preparatory steps.

The first step is to decide on your business model. Will you be offering products (anything from handmade crafts to software) or services (which also includes any subscription based services, vouchers etc.) This, of course, depends on your business model. In either case you must register your e-commerce business as a Private Limited Company. You will learn how to register a company in Module 3: Fundamentals of Business and Accounting.

What is important to know for starters is that you must open a bank account in the name of your company. Additionally, you need to acquire tax registration for your business, since this document will later be submitted to a payment gateway company.

Payment Gateway refers to an online payment processing technology which helps businesses to accept credit cards and electronic checks. In layman terms, payment gateways are “Man-in-the-middle” which are located between e-commerce platforms and clients.

By having an account in a payment gateway company, you will effectively outsource a substantial communication process between you, the banks processing the payments and your end customers. Popular options for such services include PayPal, Paysafe, Stripe and many others. You should review their various subscription plans and select the one that is most appropriate for your business needs.

Only once you have completed all legal steps, you can proceed with communications activities, such as developing product pages. A good product page must include:

- A visualization of the product
- Key selling points (or KSPs)
- Technical characteristics (if applicable)
- A short description (which is also helpful for SEO optimization – see Unit 2 for more information)

Services and subscriptions can also follow the same structure. While a service may not be easily associated with a visualization, an abstract picture or icon can also be included. You can consider alternative options for purchases as well. For example – consider creating tariff plans. Not all services need to be identical. By offering your clients customized solutions you can leverage additional price points as selling techniques.

Key Takeaways

- Creating a website to showcase your portfolio will improve your credibility in front of current and prospective customers. Having a website differentiates business professionals from amateur enthusiasts.

- Consider carefully how to name your website and what suffix to select. Ideally your website should be consistent with your overall brand identity.
- You will need to invest in registering a domain, subscribing to a hosting plan from a licensed hosting provider and install a website builder and/or CMS platform before you can launch your website.

Recommendations for Further Reading

Choosing the name and identity of your website is inseparable from the development of your own brand. You can learn more about developing a brand in Module 1: “Brand Identity for Female Entrepreneurs”.

When developing your online store, you will need to learn how to register a company. This information is available in Module 3: Fundamentals of Business and Accounting.

References for Unit 1:

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Unit 2: Search Engine Optimization for your portfolio

Tags: SEO, SERP, keywords, Google Trends, Metedata
Unit 2 - Introduction

Investing in SEO optimization may seem daunting at first, it can have numerous benefits for a woman running her own business in the crowded and highly competitive creative sector. By improving website visibility, user experience, and competitive advantage, SEO optimization can help a business grow and succeed in the long term. Unlike advertising and PR, it is generally free and the sooner you get to it, the more benefits you will reap in the long run.

SEO often sounds too techy for the free-spirited women in the cultural and creative, but the reality is that it is not complicated at all. In this unit we will cover the basics and reveal that you don't have to be a hacker to achieve great results.

2.1. Improve performance with SEO optimization

SEO stands for search engine optimization. This is the process of optimizing a website or a particular web page to improve its visibility and ranking on search engine results pages (SERPs) organically. This involves various techniques such as keyword research, on-page optimization, technical SEO, and link building to increase organic traffic and improve search engine rankings. While the term nominally applies to all search engines, in practice the market dominance of Google means that virtually all SEO efforts are aimed at improving the websites performance based on Google's algorithms.

You can use freely available online tools such as Google Trends to monitor the frequency of keywords related to your business. You could also compare between different keywords and follow the development of trends over time. This will help you identify the words you must include in your webpage to be successful.

2.2. SERP optimization

The first step to optimize your SEO performance is to write metadata for your webpage. This includes two short texts:

- **Title** - A short description of the webpage. Note that this is different from the titles in any text boxes your webpage might have. The title will be displayed in the browser tab and in the search engine results page, but nowhere within the actual page.

If you do not provide such a title on your own Google will look for a title from the text in the webpage. Any text marked with `<h1>` in the html file of the webpage will be designated as a title. However, this is not optimal for SEO optimization. You should consider writing separate titles. You must include keywords which you identified with Google Trends in your title.

- **Meta description** - The meta description is a short SEO-optimized description of the contents of the webpage. As with the title, if you don't provide it manually Google will pick out any text on the webpage and display it as a description. Again – this is not a good SEO practice. You must create your custom description to ensure that it contains the keywords you identified.

The description must be short – maximum 150-160 symbols. Longer descriptions will be abbreviated by Google and will not be visible to users. There might be some SEO benefits of a longer, yet “invisible” meta description, but these will come at the cost of user experience and are generally not considered a good practice.

You can test how your metadata will appear online with various tools. Metatags.io is a good example, which offers such functionalities.

You must add metadata for every single page on your website and for every product in your online store to improve the SEO results of the page. You can do this with the functionalities of your CMS, or alternatively – you could paste a short code in the html of your website. Most modern content management systems will include options for providing metadata and you will not be required to write html.

An excellent example of a properly SEO optimized website is valchanova.me - a popular marketing blogger, turned entrepreneur and consultant. Her website is well optimized for search engines due to its high-quality content, on-page optimization, clear site structure and is suitable for viewing on mobile devices. Also, notice how she uses the .me domain (even though she is not Montenegrin). These domains have become popular among entrepreneurs, consultants and freelancers, regardless of gender.

2.3. Content optimization

Including keywords in your webpage content is the single most effective way of improving the visibility of your webpage in Google. However, you should take care not to spam the keyword. This is a fine balance which requires some experience in SEO copywriting to perfect.

A keyword must appear at least once in every 200 words. Any less frequent than this and Google will not consider this webpage to be relevant for the user's search. On the other hand, you get diminishing returns from using the keyword more. You cannot produce a text where every sentence includes the keyword, because Google will consider it as spam and will not improve your results. This will also greatly downgrade the user experience on your website.

You can circumvent this rule by adding your keyword in different parts of the text. It is absolutely crucial to include it in the headings of your content. These are marked with <h1> in html and always highly reviewed by Google. Additionally, you can include the keywords in the so-called “alt-tags” for images in your website.

The alt tag is specified for every image in your CMS. This is a short description for the image, which is normally not displayed for users, but still indexed by Google.

Last, but not least in terms of importance is the web pages URL address. The URL is the link which is displayed in your browser tab when accessing a webpage.

URL stands for Uniform Resource Locator and is colloquially referred to as “web address”. It is a unique identifier that is different for every webpage on the internet. Google always indexes URL-s, so it is highly recommended that you include your keywords there.

Every URL on the internet follows the same structure. The link begins with the standard internet protocol “https://”. This part of the link cannot be changed by the user. The next part of the URL is the so-called subdomain. While everyone recognizes the iconic “www” which has become synonymous with the internet, users can also register other subdomains, if the option is provided by their hosting provider. The domain name is followed by the so-called top-level domain. To learn more about these parts of the URL, please refer to Unit 1 from this module.

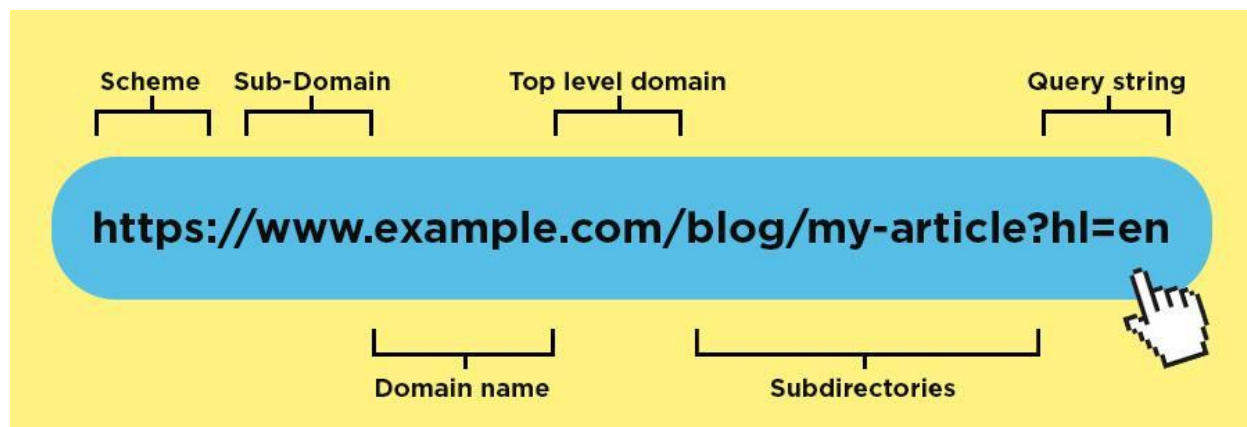


Image 3 - Anatomy of an URL Address. Source: ivannovation.com

The parts of the URL that can be modified by the content creator are the subdirectories of the website. In the provided example in image 3 these are “blog” and “my-article” can be edited. The first subdirectory is the category or menu item in which the articles are published. A category will contain many articles. The second is the actual article according to the link created by the author. Always include keywords in the link when this is appropriate to the article in question.

Key Takeaways

- SEO stands for search engine optimization. This is the process of optimizing a website or a particular web page to improve its visibility and ranking on search engine results pages (SERPs) organically.
- You must add metadata for every single page on your website and for every product in your online store to improve the SEO results of the page. You can do this with the functionalities of your CMS, or alternatively – you could paste a short code in the html of your website.

Recommendations for Further Reading

The visual identity of your website or online store must be consistent with the overall brand identity that you have developed. Read more on brand identity in Module 1.

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Unit 3: How to engage with customers on social media

Tags: social media, Facebook, Instagram, YouTube, engagement
Unit 3 - Introduction

Social media is not simply a marketing tool. In the 21st century they have become a part of the daily routine for many people around the world. Indeed, it is becoming increasingly difficult to find people who have no accounts in any platform across all age groups, occupations and income brackets.

The pervasiveness of social media into mainstream society and popular culture have generated new trends, helped popularize noble causes and corporate brands alike. For any aspiring entrepreneur or freelancer, it is imperative to tap into this vast potential of publicity and potential customers.

In the following unit we will discuss how to create a comprehensive social media marketing strategy.

3.1 Social Media – what, when and where to share

Define your social media goals before you start investing time and resources into developing your presence online. The multitude of social media platforms that exist today provide ample opportunities for creative people to share their ideas, products and services across the internet, but you cannot possibly hope to support active accounts on all outlets.

So what is the main purpose of your social media presence? The decision making process largely mirrors the options described in Unit 1, when we discussed the creation of your website. You could use social media to increase brand awareness, drive website traffic, generate leads or build a community of people interested in your product or service. Understanding your target audience is key to success. To learn more about how to define said audience, you can refer to Module 1: Brand Identity for Female Entrepreneurs.

It is important to note that social media usage patterns can vary greatly depending on individual interests and preferences. Platforms such as Pinterest, Instagram, and TikTok tend to have a higher female user base compared to other platforms. You can take advantage of this when presenting your business as a female entrepreneur.

For people in the creative and cultural sector looking to present a portfolio, platforms such as Instagram, Behance, Dribbble, and Tumblr rank among the most popular choices.

These platforms are known for their visual-centric nature and are often used by artists, designers, photographers, and other creatives to showcase their work and connect with like-minded individuals or potential clients.

Having said that, you could produce moving visuals with virtually any platform that can support image upload. Look at these examples of a professional portfolio presented in Facebook by wedding designer Bo Joy.

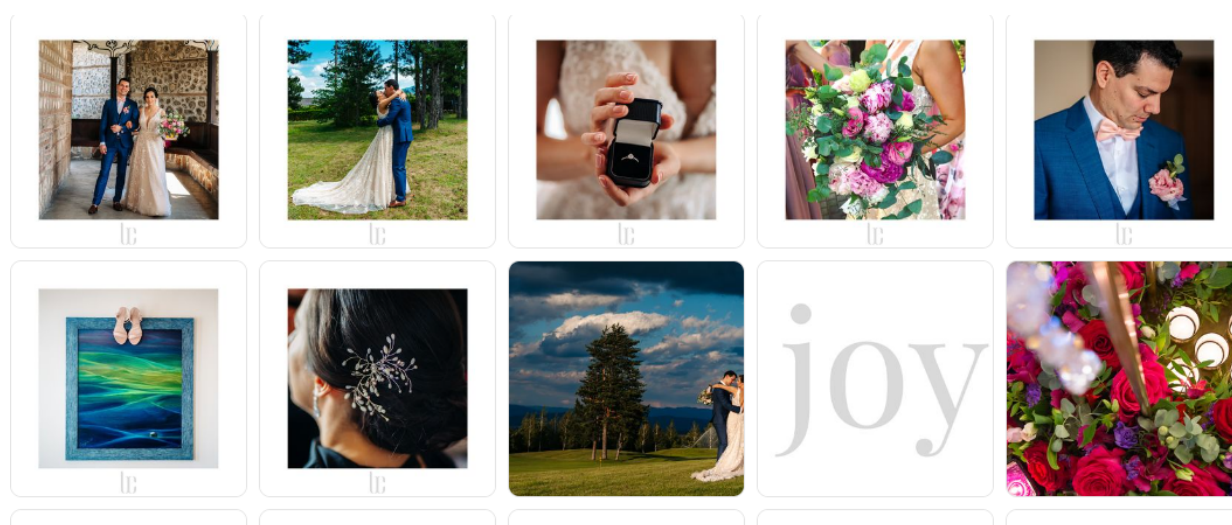


Image 4: An outline of a picture gallery showcasing the work of wedding designer Bo Joy. You will find an interview with her in Module 1. Source: www.facebook.com/BoCreationsOfficial

3.2. Create a regular posting plan

It is highly recommended that you plan your social media content in advance, including posts, images, videos, and other media. Consider the frequency of posting, optimal posting times, and consistency in branding and messaging. There are programs that help you do this. You can use Meta Business Suite to manage content on all Meta-owned social media. The most popular among them are Instagram and Facebook and you should consider creating content for both if that suits your particular business.

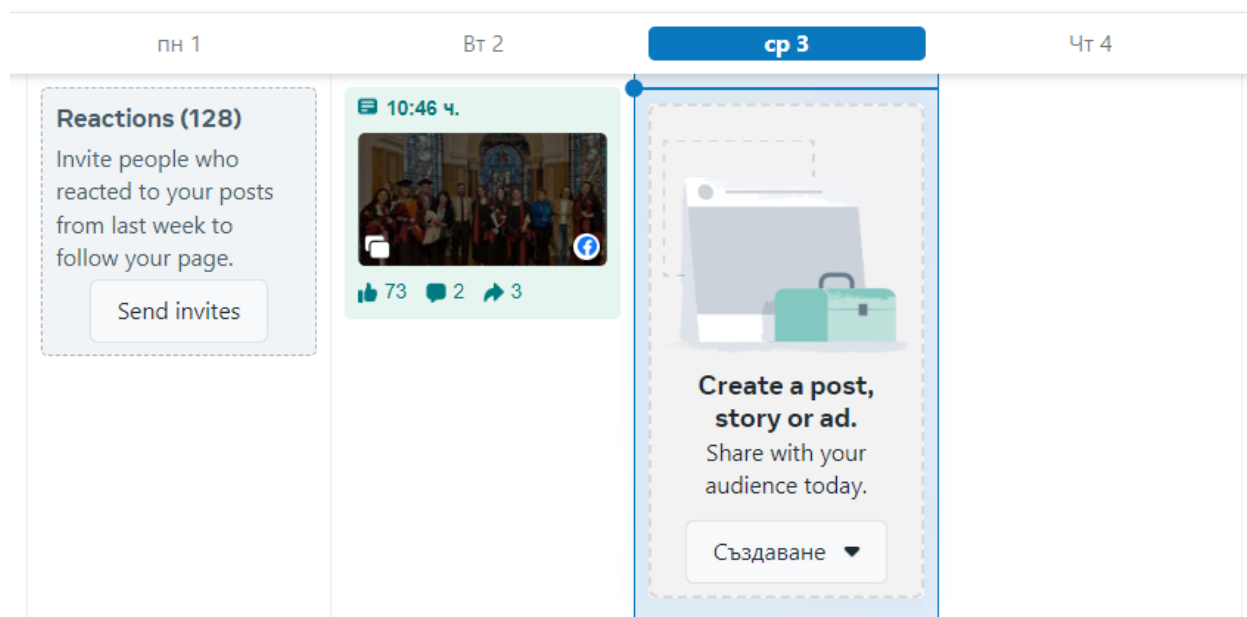


Image 5: Overview of the Meta Business Suite, which can be used for both Facebook and Instagram posts

Even if you choose to present your portfolio in a social media platform such as Behance or Dribbble, which do not require frequent updates, it is strongly recommended that you nonetheless continue to interact with other users.

Do not forget to respond to comments and messages. You should monitor your social media accounts regularly and respond to comments, messages, and inquiries from your audience in a timely and professional manner. This helps build relationships with your audience and establishes trust.

Proactively engage with your audience by asking questions, running polls, and responding to mentions and tags. This encourages interaction and fosters a sense of community around your brand.

3.3. Monitor and Analyze Performance

The effectiveness of your social media accounts is measured by several key performance indicators (or KPIs). These include engagement, reach, click-through rates, and conversions.

- Engagement measures all interaction from users – likes, shares, comments, reactions and other platform-specific interactions.
- Reach indicates the number of people that have been reached by the communication activities in social media. As a principle this number is higher than the engagement rate, because it is unlikely to engage all users.

- Click-through rates indicate how many of the users who have engaged with your content follow links to access your website.
- Conversions indicate the percentage of people who have been “converted” from users to customers – i.e. those who have successfully completed a purchase or order from your website, after accessing it through social media.

You can use analytics tools provided by social media platforms or third-party analytics tools to gain insights into your audience, content performance and trends. A popular tool to install on your website is Google Analytics.

Based on your performance data and insights, adjust your social media strategy and content plan as needed. Experiment with different types of content, posting schedules, and engagement techniques to continually optimize your social media efforts.

Regularly search for mentions of your brand or business on social media and respond to any comments, reviews, or feedback, whether positive or negative.

Address any negative feedback or complaints promptly and take appropriate actions to resolve any issues or concerns. This demonstrates responsiveness and commitment to customer satisfaction.

Key Takeaways

- Decide which social media platforms are the best choice for your particular business, taking into account the preferences of your target group.
- Create a posting calendar and regularly update your profiles in social media. The more interesting updates and interactions you have with other social media users, the more likely it is to generate a conversion (remember - converting a user into a client).
- Reply to comments and engage with other users on the selected social media platform to develop a sense of community amongst users and mitigate the effects of negative comments.

Recommendations for Further Reading

In order to expand on your knowledge on starting new businesses and products, you should acquaint yourself with Module 3: Fundamentals of Business and Accounting.

Social media are the exclusive focus of Module 4: Social Media Guide for Women-Owned Businesses where we will discuss in depth all popular platforms.

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Good Practices

Chelsea Cretu:

Chelesea Cretu is the founder of CHELSEA Studios and a student at XU Exponential University of Applied Sciences.

CHELSEA Studios has started as a commercial photography business but in less than one year from launching, we had the opportunity to extend it to a visual media agency, in which we also offer social media content creation, advertising videography, help our customers build their digital brand image and consult them in any matter in which a business confronts with visually as a brand. By offering photography, videography, and content creation services, the agency engages with various artistic elements, such as composition, lighting, aesthetics, and storytelling. These aspects are fundamental to the cultural and creative sector. Now CHELSEA Studios is one year old and we look forward to expanding even more in the future, with some innovative ideas, whilst emerging into new markets. At this moment CS is managed by myself with the immense help of my assistant who accompanies me in bigger projects and of course staying in close contact with my finance and tax consultant.

How important is it to have a well-structured portfolio in your business?

A well structured portfolio serves as a visual representation for skills, expertise and capabilities, making it crucial for creative businesses, providing tangible evidence of successful collaborations, thus increasing the confidence and trust in new customers when it comes to picking your creative studio to represent their company visually. When it comes to competition, we can clearly admit that there are a lot of artists out there who are amazing themselves, nonetheless CHELSEA Studios has very distinctive aspects when talking about creativity and the approach to projects, attracting clients that truly resonate with our artistic vision but also with our brand voice, giving us a competitive edge. I have selected the project and work with a niche in mind, focusing on food and beverages, keeping the marketing perspective in mind, combined with the aesthetics of powerful imagery.

Have you encountered any gender-based biases towards your work, when presenting your portfolio?

While certain skills are traditionally attributed to men due to societal expectations, I had the pleasure of only working with clients that recognized that skills are not inherently gendered.

which makes me one of the lucky ones when it comes to entrepreneurship. It is worth mentioning that creative industries are becoming more inclusive and diverse to promote equal opportunities. The most important skill that I have acquired due to my past work experiences is one that many overlook when it comes to being an entrepreneur but is rather of great importance, that would be conveying a strong presence - in communication, gestures, mimic and attitude, always keeping in mind that I, Chelsea Cretu am my own brand whilst being out there in the business world, owning CHELSEA Studios and not the other way around. This has helped me a lot in keeping a strong market position, even in the hardest of times.

Do you have a website and/or professional social media accounts and how do you engage with the online audience?

I find that a strong social media presence is crucial when it comes to creating a successful company. I represent CS on its own website: chelseastudios.de as well as on Instagram, LinkedIn, Facebook and Pinterest. Responsiveness demonstrates commitment to the clients' needs and by promptly addressing their questions, concerns and inquiries they feel valued and respected, creating the sense of brand loyalty amongst other perks like competitive advantage and image of professionalism and reliability. For freelancers or any business for that matter, an online presence has become essential.

Tips & Recommendations

- Showcasing your portfolio through a website enhances your credibility with current and potential customers. A website sets professional business individuals apart from amateur enthusiasts.
- Carefully consider the naming and suffix selection for your website, ensuring it aligns with your overall brand identity.
- Prior to launching your website, you'll need to invest in domain registration, subscribe to a hosting plan from a licensed provider, and install a website builder and/or CMS platform.
- Determine the most suitable social media platforms for your specific business, taking into account the preferences of your target audience.
- Create a posting calendar and regularly update your social media profiles. The more engaging and interactive your updates are with other users, the higher the likelihood of converting them into clients.
- Respond to comments and actively engage with other users on your chosen social media platform to foster a sense of community and address any negative feedback.
- SEO, short for search engine optimization, involves optimizing a website or specific web page to improve its organic visibility and ranking on search engine results pages (SERPs).
- Enhance the SEO performance of your web pages by adding metadata for each page and product in your online store. This can be achieved using the functionalities of your CMS or by inserting a short code in the HTML of your website.

Glossary

Conversions - The desired actions taken by users on a website or landing page that align with the marketing objectives. This can include making a purchase, filling out a form, signing up for a newsletter, or any other measurable action that represents a successful outcome of a marketing campaign.

CMS (Content Management System) - A software application or platform that allows users to create, manage, and publish digital content on the web. CMSs are commonly used for websites, blogs, and online stores, and provide tools for content creation, editing, organization, and publishing, without requiring extensive coding or technical knowledge.

CTR (Click-Through Rate) - A metric used in digital marketing that measures the percentage of users who click on a specific link or ad after seeing it. It is calculated by dividing the number of clicks by the number of impressions (or views) and multiplying by 100 to get a percentage. CTR is commonly used to assess the effectiveness of online advertising campaigns and the relevance of search results.

Engagement - The level of interaction and involvement of users with digital content or campaigns. This can include actions such as likes, comments, shares, retweets, time spent on a website or page, and other interactions that reflect user interest and participation. Engagement is often used as a measure of the effectiveness and impact of digital marketing efforts in creating meaningful connections with audiences.

KPI (Key Performance Indicators) - Quantifiable metrics used to measure the success or performance of a particular activity or campaign. In digital marketing, KPIs are used to track and evaluate the effectiveness of marketing efforts, such as website traffic, conversion rate, customer acquisition cost (CAC), return on investment (ROI), and more.

SEO (Search Engine Optimization) - The process of optimizing a website or web page to improve its visibility and ranking on search engine results pages (SERPs) organically. This involves various techniques such as keyword research, on-page optimization, technical SEO, and link building to increase organic traffic and improve search engine rankings.

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Check Your Knowledge (Multiple Choice with one correct answer)

1. Which factors should be considered when choosing a hosting provider?

- A) The design and layout of the website
- B) The reliability, performance, customer support and pricing of the hosting provider
- C) The number of available domain names
- D) The availability of rare top-level domains.

2. Which of the following are some popular content management systems?

- A) Elementor, Magento, and BigCommerce
- B) Weebly, Jimdo, and 1&1 IONOS
- C) WordPress, Joomla, and Drupal
- D) Wix, Squarespace, and Shopify

3. What are some navigation spaces to consider when constructing a user-friendly sitemap?

- A) Main menu, sub-menu, sub-sub-menu
- B) Left and right menus, top and bottom menus
- C) Top menu, main menu, sidebar navigation, footer menu
- D) Classical menu, inverted menu, randomized menu

4. What is search engine optimization?

- A) A technique used to increase paid traffic to a website through Google Ads
- B) A process of creating backlinks to improve website performance

C) A process of optimizing website images for better user experience

D) The process of optimizing a website or web page to improve its visibility on search engine results pages

5. Which of the following are the techniques involved in SEO?

A) Video marketing, influencer marketing, affiliate marketing, and podcast marketing

B) Keyword research, on-page optimization, technical SEO, and link building

C) Social media marketing, email marketing, content marketing, and paid advertising

D) Web design, web development, web hosting, and domain registration

6. What is metadata in SEO?

A) A type of content that is used to improve website performance

B) Short texts that describe the webpage and its content, including the title and meta description

C) A technique used to increase website traffic by creating fake backlinks

D) A technique used to increase website loading speed

7. Why is it appropriate to have a blog in terms of SEO optimization?

A) Blog posts provide opportunity to add unique content which can include keywords.

B) The word “blog” often ranks high in Google Trends.

C) Blog articles make your website more credible, which in turn increases your visibility in Google

D) Having a blog on your website is not relevant to SEO.

8. Which of the following social media platforms have predominantly female users?

