

# Revamping Your Digital Look for 2020

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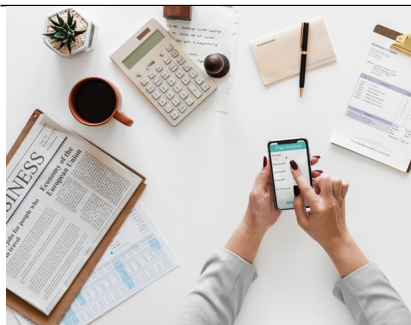
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2020 is quickly approaching, and the date isn't the only thing that will undergo changes this holiday season. With a new year brings a fresh set of resolutions, goals and objectives. Perhaps you've become motivated to enhance your company website, strengthen your personal security or simply want to gain more followers on Instagram. The opportunities are endless as it's truly never too late to revamp your digital look. With that being said, *Arizona Foothills* had the opportunity to chat with some experts at Knoodle on the topic. With their advice, we were able to obtain some valuable insight in regards to updating one's online presence for the new year.

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John Meyer, chief creative director, says, "Socials, a blog, your website, landing page, whatever it is—make it beautiful, but keep it simple. Everyone's got their own idea of what beautiful is, but it should always be translated in a way that emphasizes simplicity." Meyer expresses the idea of sticking true to your soul purpose and offering it in a clear and distinct manner. This eliminates confusion, and encourages appreciation.

## 2. Privacy is priority

As technology continues to advance daily, it is necessary for web surfers to protect themselves from potential online threats and hackers. "Security is only going to be more and more important so please leave your one-size-fits-all passwords in 2019. If you're having trouble coming up with an extra-secure password, imagine drawing something with your finger on your keyboard and using the corresponding keys as your new password – that always works for me," says James Webb, director of digital strategy.

## 3. Relate to your readers/ viewers

Hallie Rocco, public relations specialist, emphasizes the importance of relatability and refinement through social platforms. "Specifically on social media, audiences are looking for humanized content. If you're selling something, aim to humanize your content—don't post a picture of your product, post a picture of the process that goes into making that product, or someone enjoying it." Modern-day consumers crave firm and honest connections. They want to know exactly what they are getting and how they are going to get it, no funny business.