**How to Design a Great Logo for Your Website in Easy to Follow Steps**

The right logo for your blog will make a huge difference to your ability to be successful.

The main objective for any blogger is to get visitors to want to come back to read the latest content as it gets added and in order to get to that point, you need to ensure that you have a recognizable and memorable brand. This will also help you to ensure that all your social media marketing is as effective as possible: by having a great brand across all your separate platforms you’ll get more out of your marketing synergy and you’ll make a stronger impression.

So how do you go about making a great logo? If your stuck, follow these easy steps and by the end you’ll have something great that will really work for your brand!

**Step 1 – Know Your Goals**

The first step is to know what your criteria are for a good logo. These are:

* Simplicity
* Versatility
* Suitability
* Oiriginality

**Step 2 – Make a Collage**

The next step is to make a collage or ‘mood board’. This should consist of a collection of all the different images that you like from around the net, all the different logos you’re inspired by and all the things that relate to your niche and your brand.

Once you collect enough inspiration, you should find that commonalities and patterns start to emerge.

**Step 3 – Brainstorm**

Now start combining these ideas on a piece of paper to see what you can do with them. Combine them with the name of your business too – are there any letters that can be turned into something interesting? Draw every idea, even if it’s stupid as it might lead to something good.

**Step 4 – Choose a Few**

Once the brainstorming session is over, choose a few ‘winners’ you like the looks of.

**Step 5 – Cut Down**

Get rid of anything that is generic or clichéd. Avoid ticks, globes and lightbulbs. At the same time, get rid of anything too complicated or that won’t look good on multiple backgrounds.

**Step 6 – Take it to a Vote**

Ask friends/visitors/colleagues to vote on which of your remaining logo choices look best.

**Step 7 – Simplify**

Try simplifying your logo. The more you remove, the better it will often look.

**Step 8 – Create**

And there you go – now you have a highly professional looking logo! The next step is to create it which you can do yourself or through outsourcing. Just make sure you create a vector file so you can edit it easily in future.