



BRAND VOICE GUIDE

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Mission

MicroDB makes it easy for anyone to manage data.

Hero Statement

Unified business solutions.

Easily build custom applications to manage your business. No experience required.

Boilerplate

About MicroDB

Founded by database developers with the small business owner in mind, MicroDB makes it easy for anyone to build custom applications to meet their business needs. No experience required. The all-in-one MicroDB platform is a lightweight modular toolkit where users can start from scratch or use an existing template such as customer relationship management, helpdesk, project management, job recruiting, or budgeting. Features like a task manager and project tracker allow cross-functional teams to collaborate, create reminders, and share files all in one place. Custom connectors make it easy to integrate to existing systems. The company is headquartered in Austin, Texas. For more information visit Microdb.co.

Value Proposition

Small to medium sized businesses save time and money by using a single, easy to use, scalable platform to create custom applications serving all their business needs.

Benefits

- Custom built applications, fast
- No experience required
- Ready-to-go emplates
- Managed infrastructure (so you don't have to worry about it)
- Cloud based
- Scalable
- API for easy integration

Features

- Intuitive interface
- Cloud file storage
- Search capability
- Realtime data
- Automated backups
- Best-in-class security and encryption
- Data import/export
- Role-based access controls

Solutions

- Customer Relationship Management (CRM)
- Helpdesk
- Contact lists
- Project and Task Management
- Job Recruiting
- Small Business Budgeting

Market Differentiators

- price point
- ease of use
- all-in-one

Client Avatar

(B2B) 25-55 male or female, some college or college educated, small business owner/founder/partner, computer literate but not a software expert, Flesch-Kincaid readability score 70+

MicroDB brand voice:

- avoids jargon and buzzwords
- uses straightforward language
- is simple but not condescending
- is businesslike but not stuffy
- is informal but not folksy

Brand Lexicon

lightweight

modular

toolkit

template

all-in-one

custom

scalable

no experience required

collaborate

Blacklist

no code

no-code

low code

low-code

PERSONA - friendly, professional, straightforward

+Like This: Welcome to MicroDB. Start creating custom applications today, no experience required.

-Not This: Thanks for visiting MicroDB! Don't know code? No problem! Create your own apps in minutes!

SYNTAX - short to medium sentence structure, fragments in taglines only, proper grammar, instructive style

+Like This: Your time is important. Improve efficiency with custom-fit business tools.

-Not This: At MicroDB we know that time is money. Save both. Don't sign up for 7 sites when one will do.

DICTION - business casual, low jargon, you/your, we/our

+Like This: MicroDB is scalable and easily integrated into existing systems.

-Not This: Fully extensible, database developers can integrate MicroDB easily with REST API or custom connectors to connect to custom or legacy systems.

TONE - direct, diplomatic, informative

+Like This: You have many business processes and needs. It is easy to get overwhelmed by all of the different software options available to address them.

-Not This: Don't fall for the hype! There is no need to subscribe to 7 different SaaS companies when we can do it all in one place.

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Top Ranking Paid Search Keywords

eventbrite	team viewer
survey monkey	project management
trello	agile
gemini horoscope	pmp
asana	poll everywhere
logo maker	google survey
smartsheet	microsoft access
jira	invitation maker
basecamp	surveys for money
graphic design	social media marketing
swot analysis	wufoo
avid	microsoft project
pmi	task manager
dotloop	minuteman press
buffer	kanban

Top Ranking Relevant Organic Keywords

airtable	airtable api
blocks	google excel
meetup	eventbrite
block	many to many relationship example
project tracker	dropbox
event planning template	recipe database
many to many relationship	airtable pricing
template	integration
google calendar	personal dashboard
wunderlist	calendar template

quickbase.com

Top Ranking Paid Search Keywords

asana	database
smartsheet	information technology
basecamp	zoho crm
zoho	plangrid
project	buildertrend
procore	crm software
db	project management software
project management	quickbase
pmp	
microsoft access	
gradelink	
pmp certification	
primavera	
microsoft project	
task manager	

Top Ranking Relevant Organic Keywords

quickbase	adoption database
database examples	octo quickbase
impact dcps	quickbase app
application software	homework helper
application software examples	communication plan
intuit quickbase	list of application software
database software	business process documentation
quickbase api	database software examples
quickbase pricing	quickbase cambridge
agero ticket	create reminder

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agile	integration
all-in-one	job recruiting
api	kanban
application software	many to many relationship
business process documentation	personal dashboard
communication plan	project
contact list	project management
create reminder	project management software
crm software	project tracker
customer relationship management	recipe database
database	small business software
database examples	suite
database software	task manager
db	team viewer
event planning template	template
helpdesk	toolkit
information technology	

Competitive Domain Keywords

airtable	microsoft access
asana	microsoft project
basecamp	plangrid
dotloop	primavera
dropbox	procore
eventbrite	quickbase
google calendar	smartsheet
google excel	trelo
google survey	wufoo
gradelink	wunderlist
intuit quickbase	zendesk
jira	zoho

airtable.com top backlink domains

b-townblog.com	saatkorn.com
startupgrind.com	umn.edu
fellowshipbiblechurch.org	passports.io
forwardmall.tw	millrivermusic.com
gamepress.gg	mgc.org.au
jsfiddle.net	brocanelab.com
nanosats.eu	selency.co.uk
infendo.com	jococruise.com
diglib.org	australianskateboarding.com
nalac.org	colorado.edu
asoundeffect.com	risinggoddessfitness.com
npmjs.com	workhand.no

quickbase.com top backlink domains

castla.org	kalfound.org
shiningstarfunding.com	alexandralevit.com
askamanager.org	dc.gov
ulitzer.com	mbrvc.com
nkesc.org	qbo.support
amacusg.org	northbaytrappers.ca
gatech.edu	lbl.gov
sys-con.com	airandspacehow.com
letsgolearn.com	buildkeystone.com
homeschoolbuyersco-op.org	galih.us
networkhealth.com	worldalmanac.com
flra.gov	1derrick.com

Thank you for choosing
me to support you through this
adventure!

Referrals are always
appreciated.

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END