Your Web Site Is a Billboard

Going by at 60 MPH!
% of Use the Internet

Source: The Pew research Center’s Internet & American Life Project’s February 2012 Tracking Survey.
Internet Usage by Age

Source: The Pew research Center’s Internet & American Life Project’s February 2012 Tracking Survey.
Internet Usage by Income

Yearly Income

Source: The Pew research Center's Internet & American Life Project's February 2012 Tracking Survey.
Internet Usage & Education

Educational Attainment

<table>
<thead>
<tr>
<th>Educational Attainment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No High School Diploma</td>
<td>0%</td>
</tr>
<tr>
<td>High School Grad</td>
<td>20%</td>
</tr>
<tr>
<td>Some College</td>
<td>40%</td>
</tr>
<tr>
<td>College +</td>
<td>60%</td>
</tr>
</tbody>
</table>

Source: The Pew research Center’s Internet & American Life Project’s February 2012 Tracking Survey.
How We Use the Web
We don’t read pages.
We scan them.
We don’t make optimal choices

We satisifice
We don’t figure out how things work
We muddle through
Conventions are our friends
Web Site Conventions

- They are useful. Conventions only become conventions if they work.

- Designers are reluctant to use conventions, they like to reinvent the wheel.

- Innovate when you **KNOW** you have a better idea, but use conventions when you don’t.
Web Site Convention Examples

- Navigation appearing along the top or running down the left side of the page
- Logo located in the upper left corner
- Hyperlinks are underlined
Keep the noise down to a dull roar
What Defines A Good Small Business Web Site?
A Good Web Site Has:

- A tagline that clearly identifies what you do
- Consistent design and navigation on all pages
- Clear hierarchy of information
- Footer links at the bottom of every page
- Keywords that identify your business
- Easy-to-find contact information
- A means to gather user data
Things to Avoid

- Splash or Intro Pages
- Slow loading pages
- Large blocks of text on the main site pages
- White text on color background
- Too much Flash and Music
- Incomplete pages
Web Site Planning

SITE MAP

1.
2.
3.
4.
3 Important Concepts Require Your Attention

- What the audience wants from you
- What you want to say
- How you arrange the content to best meet your audience’s needs
Break up pages into clearly defined areas

- About Us
- Services
- Contact Us

- NEWS
- CALENDAR
- RESOURCES
Make it obvious what is clickable
Important Considerations

- A clear, concise mission, vision, and values statement.
- Include photographs to add visual meaning to the site.
- All photos should be captioned to increase comprehension & SEO.
Important Considerations

- FAQ’s- improves users understanding of the information presented and reduces demand on your staff.
- Site Map—Helps users navigate and search your site.
- Page Footers offer the user a set of links to other pages in addition to essential data about the site.
Site Marketing

- Your Web site should be an integral part of all marketing campaigns and corporate communications programs, and the URL for the site should appear on every piece of correspondence and marketing collateral.
Navigation 101
Site Navigation

- Gives us something to hold on to
- It tells us what’s inside
- It instructs us how to use the site
- Consistent Navigation allows users to adapt easily and predict with confidence the location of information
Web Site

CONTENT
Omit Needless Words

- Reduces noise level of the page
- Makes useful content more prominent
- Makes pages shorter, reduces scrolling
Kill the Happy Talk

- Happy talk is like small talk, visitors to your site are not interested.
- Contains no useful information
Chunk It

- Few Web users spend time reading long passages of text on-screen
- Chunking can help organize and present information in a uniform format
- Concise chunks of information are better suited to the computer screen. Long pages tend to disorient readers and require users to scroll long distances
Kneel Before Google

- Your content should be “Search Engine Friendly”
- Content should contain keywords that best describe your products and/or services
- Use hyperlinks within your content to link to other pages on your site
Stock Photography

- Google Images is **NOT** a source of photos for your web site

- **Royalty Free**: Pay fee for variety of usage

- **Rights Managed**: Pay fee for very specific, one-time usage.

- ShutterStock, Getty Images, FotoSearch offer affordable plans for Royalty Free Stock Images.
Function  Form
Design is Devine

- The design of your site should offer relief to the eye by striking a balance between text and graphic elements.
Success Criteria

- Top of Mind Awareness within Marketplace
- Content is relevant, informative, and addresses the needs of the visitor
- Information is easy to find and read
- Increase unique visitor traffic to site
- Reduce demand on staff when handling inquiries
- Capture user data for future marketing
- Connectedness—link to other Web properties
- More product inquiries—MORE BUSINESS!
Design Your Own Site

- WordPress and Joomla are two CMS products that use templates so you can build your own Web Site and manage the content.
- CMS allows you to add/edit and delete pages from your site.
Benefits of DIY Web Sites

- Saves you money
- Template driven, plug-ins available to add functionality
- Provides content management system (CMS) that archives content and allows you to easily upload new content to the site.
- Manage site content via a Web browser
Benefits of Hiring a Pro

- Saves you time, allows you to focus on core capabilities
- A professional will know how to structure the site to make it visitor friendly and design the site to make the most of web technology
- Customized approach to meet your specific needs
- Employ SEO strategies
Web Browsers
Browsers Usage - May 2012

- Internet Explorer
- Firefox
- Chrome
- Opera
Smartphones

- 81% browse the Internet, 77% search, 68% use an app, and 48% watch videos on their smartphone
- 91 Million consumers in the U.S. use mobile searches on a monthly
- 9 out of 10 smartphone searches results in an action (purchasing, visiting a business)
- 33% of mobile users are looking to access local content relevant to their GPS positioned location
Social Media Marketing

Customer Engagement

Direct Marketing
- Lead Generation

Brand Marketing
- Image and Reputation
Social Media

- Drives traffic to your web site
- Improves SEO with keyword rich content
- Gain better understanding of clients’ perceptions of your business
- Increased awareness of your business
Search Engine Market Share

- Google
- Bing
- Yahoo
- Ask
- AOL
- Other
Search engine optimization (SEO) improving the visibility of a website in search engines and increasing its relevance to increase the quality of traffic.
Organic (Natural SEO)

- Natural listings of web site URLs on search engines
- People click more on organically optimized web sites
- Organic SEO builds greater trust it yields more accurate results than paid search
Search Engine Optimization

- Insert key marketing phrases at the beginning of pages
- Careful selection and naming of keywords in Tags and Headings
- Inbound links give search engines another way to find and index your site.
- Inclusion of relevant copy in your site that is frequently updated
Google search results for "dentists stony brook ny".
Web Site Evaluation

- Effectively measuring site performance will enable you to accurately gauge ROI, and will aid in future decisions and strategy for evolving the site.

- Tracking visits is vitally important for a deeper analysis of your Web site.
Web Site Evaluation

- Number of unique visits
- Average duration of a visit
- Top referring web sites
- Top entry and exit pages
- Top referring URL’s
- Average number of users per day
- Most active day of the week
• A free service offered by Google that generates detailed statistics about the visitors to your web site
• Shows you how people found your site, how they explored it, and how you can enhance their visitor experience
QR Codes

- Link to a Web page, text message or phone number
- Practical Uses
  - Back of business card
  - Marketing Materials
  - Product Packaging
  - Link to Coupons, YouTube Videos
  - Google Places
Really Bad Web Sites
Welcome to Vedder Price

Vedder Price is a general practice law firm of 365 attorneys with offices in Chicago, New York, Washington, DC and London. Vedder Price enjoys a world-class reputation in key practice areas and serves clients of all sizes in virtually all industries with a responsive, results-oriented and cost-effective approach.
SY Technology Pty. Ltd


YES, We Are Ready & Works!!! Save your Time!!! Average Wait time: 4 hours!!! NEW Express VIP Counter for Email order & System Pick!

YES, We Are Ready & Works!!! NSW Auburn and Ultimo(CBD) Branch Open 7 days and extend working hours on Saturday: 10:00pm

Jobs Available: VIC-Experienced On-Line Order & Sale Designer, QLD-Driver, NSW-Sales

1. Parts Prices List (Contact Office)  2. System Prices List (Contact Office)  3. Notebook-Laptop


Driver Support & Download  Term of Trade and Customer Service

Best Quality + Best Prices + Best Services Costs You No More
Why participate? For recognition, inspiration, and a resource you can refer to when making the case for CSS-based design. This is sorely needed, even today. There are more web designers taking the leap, but not enough have. One day this pattern will be a historical curiosity. That day is not today.

Requirements

We would like to see as much CSS as possible. CSS should be limited to widely-supported elements only. The CSS 2.1 Garden is about functional, practical CSS and not the latest bleeding-edge tricks viewable by 2% of the browsing public. The only real requirement we have is that your CSS validates.

Unfortunately, designing this way highlights the flaws in the various implementations of CSS.
**WILSON SONSINI GOODRICH & ROSATI NAMES TEN NEW PARTNERS**

Wilson Sonsini Goodrich & Rosati is pleased to announce the election of ten new partners, chosen from the firm's attorney ranks. Selected for their exceptional legal skills, demonstrated leadership ability, and dedication to our clients, the new partners will add depth and expertise to the firm's partnership.

[Click here](#) to read the press release.
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