

WEB DESIGN FOR SMALL BUSINESS

Derrick Ypenburg
www.focusonmedia.com

AGENDA FOR THE MORNING

- 9:00 – 10:15
- Why is a website important?
 - Planning your website
 - Be the Master of your Own Domain
 - Maintaining your website
- 10:30 – 11:30
- Measuring site effectiveness
 - The Facts: Google Analytics
 - Intro to E-commerce
 - Intro to Web 2.0
 - Cloud Computing
- 11:30 • Q&A

WHY IS A WEBSITE IMPORTANT?

WHY IS A WEBSITE IMPORTANT?

- **A website is a part of your**
 - Business package
 - Presentation
 - Brand / Personality
- **A website is a**
 - Reflection of who you are
 - Place for people to get to know you before calling – ***pre-shopping***
 - Place for your clients to dream
 - Place for you to explain your manufacturing process
 - Place to tell your story
 - Place to do business

WHY IS A WEBSITE IMPORTANT?

- Gives your company legitimacy
- An up-to-date website shows an ACTIVE business
- Saves \$\$\$ in printing and promotional costs
- The internet is open 24/7
- A website is a place for a potential client to make an informed decision on whether or not they want to do business with you
- A website is a now the FIRST POINT OF CONTACT

WHY IS A WEBSITE IMPORTANT?

By not having a website you are also sending messages:

- I do not have the interest
- I do not have a story to tell
- I am not interested in technology
- I am not committed to reaching my customers or keeping them informed



PLANNING YOUR WEBSITE

RESEARCH

- What do you have now?
(Gather all info about domain name registration, hosting, passwords)
- What are your stats?
- Who is your competition? What can you learn from them?
- Who do you admire? (in terms of websites and marketing)
- Take this info to your developer

OBJECTIVES

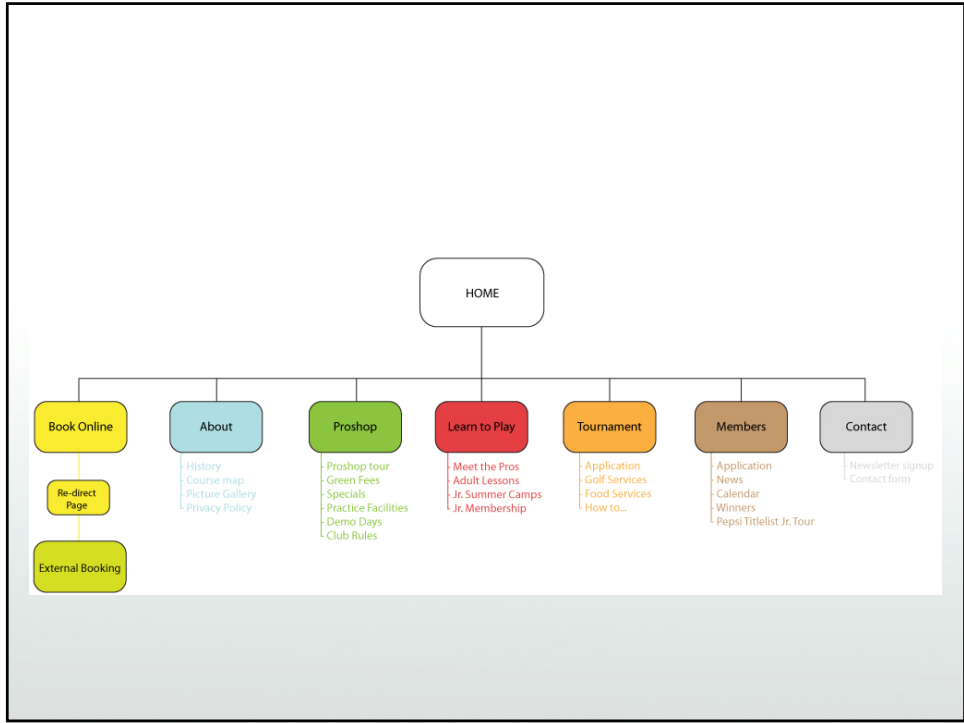
- What are your objectives in building your website? Content...
 - Information source, news & events (www.hillsofheadwaters.com)
 - Streamline processes (www.Shelburnegolf.ca)
 - Gallery (www.reflectionsbypatty.com)
 - Scientific explanations (www.xogen.ca , www.dcl-inc.com)
 - Point of contact
 - E-commerce site for the sale of goods or services

Content

- What content do you need to put on your website?
- If you can't have it all at once, how could you phase your website?

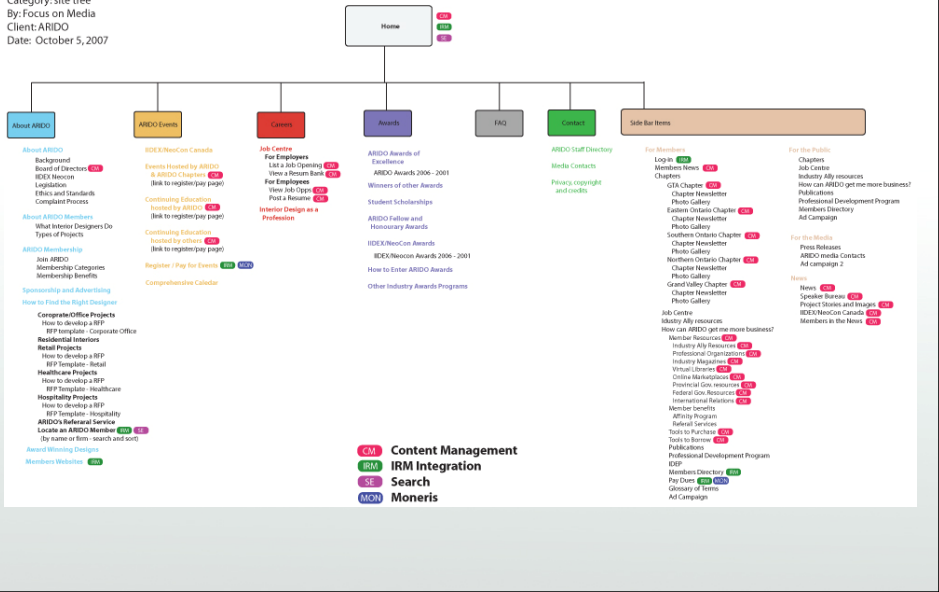
Content (cont'd)

- What is a site map or site plan?
- What can you do to start mapping it out?
- What does a typical map look like? What does a very high-end map look like?



WWW.ARIDO.CA WEBSITE RE-DESIGN

Category: site tree
 By: Focus on Media
 Client: ARIDO
 Date: October 5, 2007



Content (cont'd)

- Once you have your categories of information – how will you “fill” up your site?
- **Writing**
 - Can you write or do you need to hire a writer?
 - Even if you write it yourself, have someone look it over
 - Try to take your typical information and shorten it, tighten it
 - White papers for instance should be provided as PDFs. Longer forms should be interactive PDFs
 - What can you do to make it easy for your site to be read?

Imagery and Photos

- Photography is great, but not unless it is great photography! Here are some DOs and DON'Ts:
 - DO NOT take crappy photos and put them online
 - DO take the time to get the best photos possible of your products and store fronts, processes and people
 - DO have graphics made especially for you – systems, flows, or charts. Let's not overuse them, but let's make them interesting for your clients
 - DO use Stock photography options – CanStockPhoto and iStockPhoto are two great sources

Imagery and Photos

- DO NOT cut and paste photos from other websites – this is unethical and can also be illegal if you break copyright laws
- Ask for permission or better yet, be original!

Logos and Colours

- Your logo is needed in its original format
- If a designer is designing it for you, be sure that they design it in a print compatible format as well
- If you have pantone colours associated with your logo, provide those to your designer and that will allow them to make best matches
- Get EPS or original file of logo

Be the Master of Your Own Domain

Owning Your Domain Name

- **Purchase**
 - Your own domain name: www.yourcompany.ca
(as well as in different variations)
 - Variations of the same name: .com, .ca
- Too many people get stuck without access to their domain name if their web designer registered it for them
- Too many domain names expire because web designer gets reminder e-mail but does not pass it on to actual owner.

Owning Your Domain Name

- Get your domain name back into your hands!!
- Do it now!!
- It is more difficult than getting a new ID when you lose your wallet!!

Owning Your Domain Name

- The information you need to have regarding your domain names:
 - Where they were purchased from
 - When they expire
 - Who is the administrative access (YOU!)
 - Who is the technical access (your web designer)
 - Where is your site hosted and for what period of time
 - When does your hosting expire
 - KEEP THIS INFORMATION – IT IS ALL VERY IMPORTANT

Is your neighbour done your website yet?

- Unless your neighbor creates websites for a living, chances are you will get what you pay for and at a glacial speed
- Good web designers should not only know how to design a website and program it, they should
 - Have knowledge of promotion and marketing
 - Notice all the small details that the general public does not notice, but still appreciates without even realizing it

Is your neighbour done your website yet? (cont'd)

- A good web designer should also have a strong portfolio, have at least 3-5 years experience, relative training and/or educational certification

Creating a website is not like creating a Word document

- Elements that go in to creating a website:
 - HTML/ CSS/ Flash-Actionscript/ Javascript/XML, server-side languages
 - Layout and design tools such as
 - Dreamweaver
 - Illustrator
 - Photoshop
 - Flash
 - Understanding how to take printed materials to the web and vice versa, different colour models

Elements that go in to creating a website (cont'd)

- **Background in communications – help get your message across**
- **Background in web design – they've been doing this for a while, have been through the trial and error**
- **Project management skills**

Elements that go in to creating a website (cont'd)

- Good design skills, continuing education in new technologies, software and computer updates every year costs thousands of dollars

Getting the Right Team for the Job

- Do preliminary homework on a company before you ask for a quote
- Ask for two or three quotes from other companies and let your designers know that you will be doing so!

Getting the Right Team for the Job

- Things to look for:
 - Their website: is it up-to-date, is error free, has a good portfolio, design style is a match for you
 - Ask for references: 80% of our local business has been from businesses that have been burned by a previous web designer
 - Research a company's portfolio yourself and randomly call one of their clients

Who is going to host your website?

- A website needs to live somewhere
- A hosting provider is a company that provides server space
- Your website domain name points to your hosting provider's server

Who is going to host your website? (cont'd)

- Some developers provide hosting and some do not
- Either way, the hosting account should be under your name so you have control over it
- Average (good hosting company) costs are \$125 - \$200 / year
- Cost depends on 'reach' of service and technologies required by website. i.e. e-commerce, databases, etc.

Who is going to host your website? (cont'd)

- Be careful if companies offer free hosting or a super cheap price
- Reputable hosting providers offer:
 - Traffic statistics
 - Unlimited e-mail addresses
 - 99% up-time
 - Free support

Set goals and milestones with your developer

- With any project or business transaction, there are expectations and deadlines
- This is no different with a website
- You are responsible for providing your website developer with all content, logos, images and literature that you want on your site
- The developer should have set delivery dates

Set goals and milestones with your developer (cont'd)

- A project and its milestones and deliverables can be broken down into phases:
- Our system:
 - Phase 1: Site mapping and content
 - Phase 2: Design concepts
 - Phase 3: Web page creation
 - Phase 4: Programming
 - Phase 5: Site goes live

Set goals and milestones with your developer (cont'd)

- All milestones, goals and phases should have sign-off before next phase begins

MAINTAINING YOUR WEBSITE

DIY vs. Outsourcing

- **Updating can take place in one of 2 ways:**
 - **DIY (or Content management tools)**
 - Web designer implements a Content Management system such as Word Press
 - Learn and update HTML yourself
 - **Updates/changes are sent to your chosen web designer and you pay them by their hourly fee or by a pre-arranged agreement**



**MEASURING SITE EFFECTIVENESS
“MAKING IT WORK”**

**SEO =
SEARCH ENGINE OPTIMIZATION**

Getting Noticed

- Search Engine Optimization (SEO)
- Keywords, sitemaps
- Signing-up with search engines
- Updating your content on a regular basis
- Blogging
- Linking with other sites



Getting Noticed (cont'd)

- Consumer feedback
- Advertising
- All of these are indications that site is active and others are happy doing business with you
- Make your site look professional
- Answer questions pro-actively
- Address privacy concerns
- Set expectations carefully – explain factors that could affect service, returns, shipment, etc.

Getting Noticed (cont'd)

- Your address should be on all of your marketing material an point people back to your site
- Be sure that your email is a reflection of your brand name
 - DO john@dogwalkers.ca
 - DO NOT johnthedogwalker@hotmail.com
- Any ad space and printed materials should always point people to your website to get more info



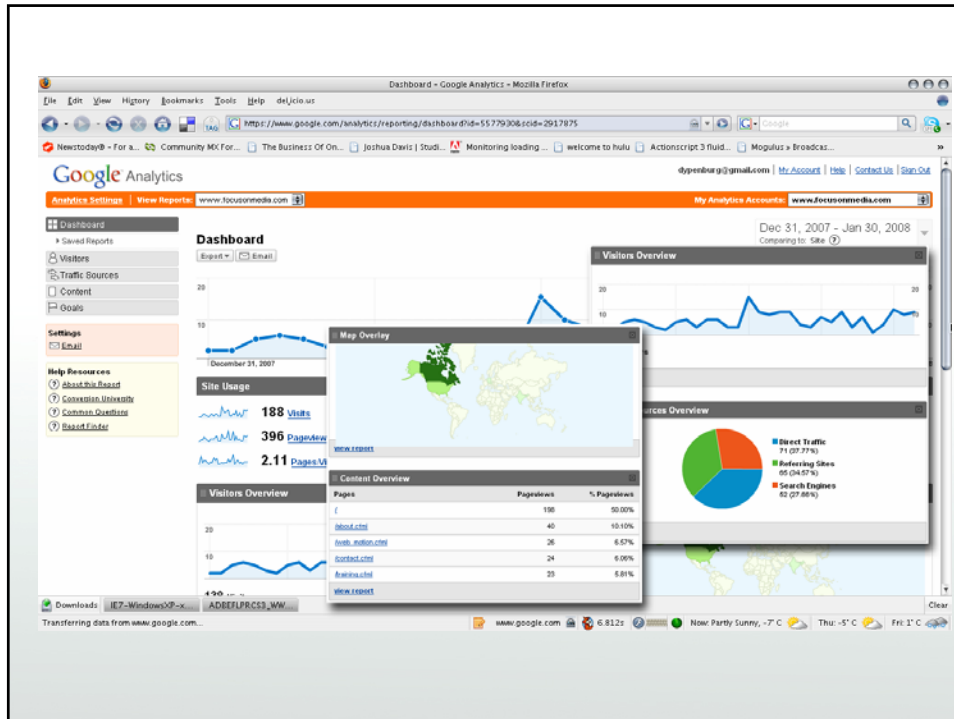
THE FACTS

The Facts

- Any good hosting provider will offer statistics gathering
- Stats can usually be seen through a password protected webpage
- Good stats offer unique visitor counts, page hits, duration user spent on site, platforms, browsers, referring sites and page errors.

The Facts (cont'd)

- Google Analytics is a great, free services as well
 - Paste provided code into all web pages on your site
 - Very detailed stats are provided
 - GA stats are more detailed than standard stats provided by host



The Facts (cont'd)

- Stats can be used to
 - Judge effectiveness of site
 - See what people are looking at the most
 - See time spent of site
 - See how visitors found your site
 - See where in the world they are coming from
- Analyzing traffic can result in
 - Highly tuned marketing delivery of site
 - Focus services in demographics shown to give the most visits to the site
 - Prove site traffic to advertiser's paying on your site
 - Etc, etc.

E-COMMERCE

What is e-Commerce?

- Online transaction of business
- **Business-to-Consumer**
 - Chapters.ca, Expedia.ca
- **Business-to-Business**
- **Consumer-to-Consumer**
 - Seller/Buyer scenario
 - E-bay.ca, Craigslist.ca
- **Gathering of demographic data**
- **Electronic Data Interchange**
 - Exchange of data and information for reaching prospects and establish customers and leads

e-Commerce has e-volved

- **Social Networks**
- **LinkedIn.com**
 - Establishing and maintaining contacts
 - Creating and joining networking groups
- **Twitter.com**
 - Making announcements to followers
- **Facebook.com**
 - Create company and product groups
- **Blogging**
 - News and reviews

Building an e-Commerce Strategy

- e-Business cannot work without a strategy
- Your e-business strategy needs to support your company's overall strategic direction.

e-Comm Communications

- **Need to broadcast many messages to potential buyers:**
 - Product selection
 - Product descriptions
 - Product quality
 - Demonstrations of product
 - "Buy from us" – how to, terms, how to pay
 - "Trust Us" – Privacy policies
 - Thank you for your business – you are a valued customer

e-Comm Communications (cont'd)

- Navigation flow
- Page layout
- Visual consistency
- Information hierarchy and presentation
- Contact and help

What is Web 2.0?

What is Web 2.0?

- **"Web 2.0"** refers to what was perceived as a second generation of web development and web design.
 - User generated content
 - facilitates communication
 - information sharing, collaboration
 - It has led to the development and evolution of web-based communities, hosted services, and web applications.

WEB 2.0

facebook

twitter

You Tube

flickr™

Ning

Linked in.

Blogger

You Tube

Search

Broadcast Yourself™ Home Videos Channels

Social Media in Plain English

Social Media In Plain English


commoncraft

0.07 / 3.44 360p

★★★★★ 1,299 ratings

441,514 views

Favorite Share Playlists Flag

Facebook

Twitter

MySpace

(more share options)

Cloud Computing

- **Cloud computing is a way of computing, via the Internet**
 - Broadly shares computer resources instead of having a local personal computer handle specific applications
- **Cloud Computing is the Future!**



QUESTIONS

THANK YOU!

**Come and see us March 24 for
Social Networking/Web 2.0**

**Derrick & Bethany
www.focusonmedia.com**