

# Your Web Site Is a Billboard

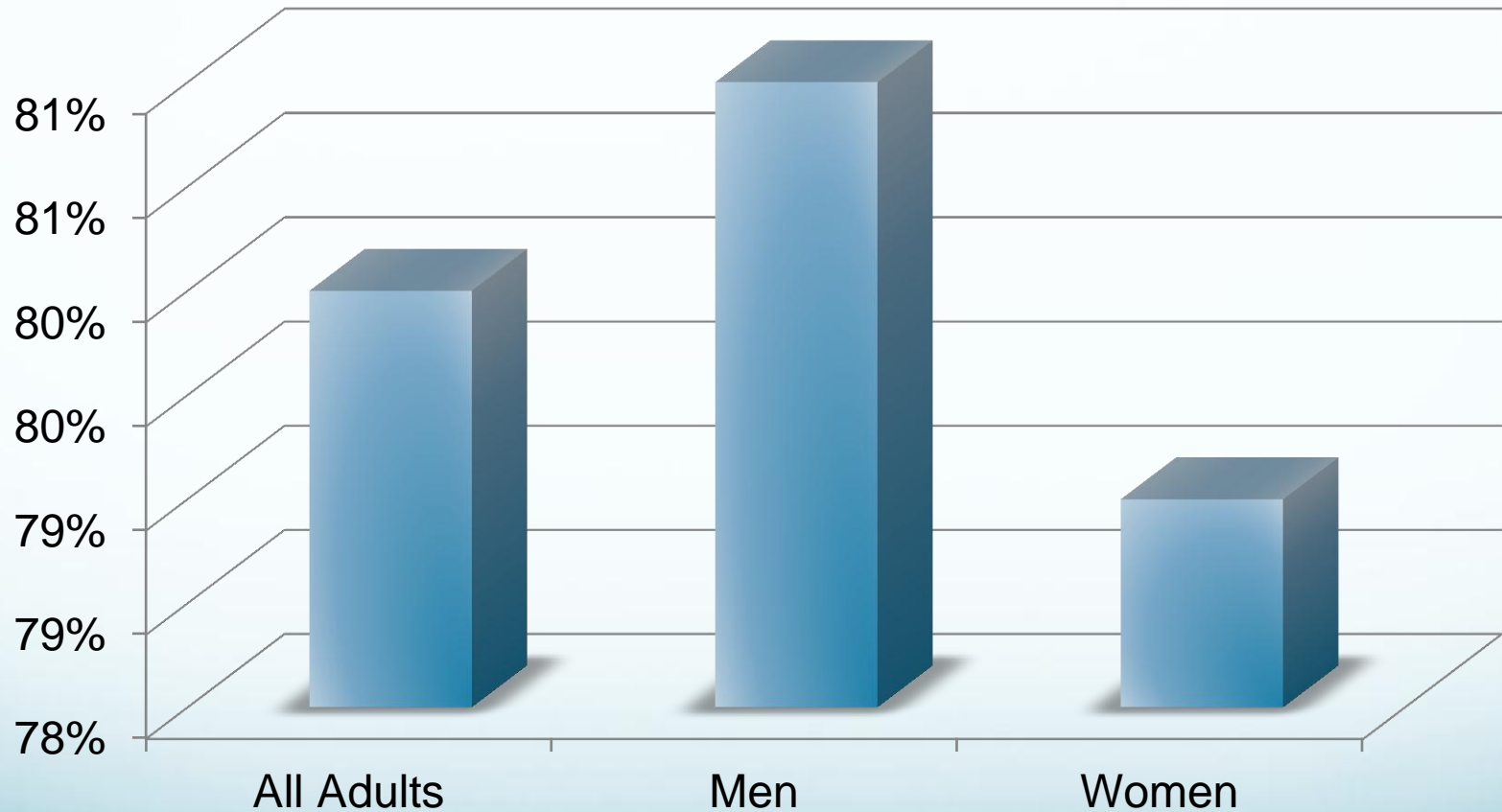


**Going by at 60 MPH!**

# Internet Users



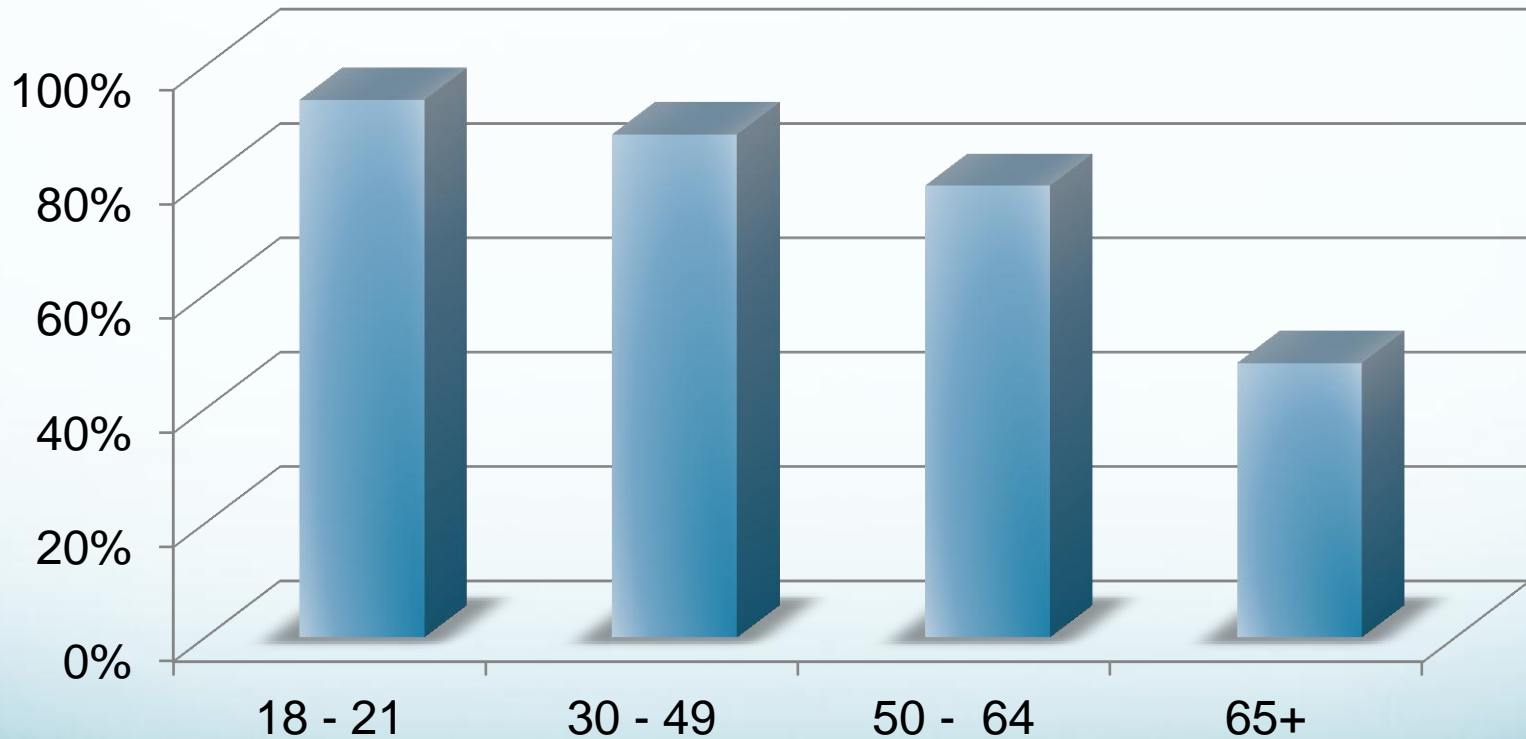
# % of Use the Internet



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

# Internet Usage by Age

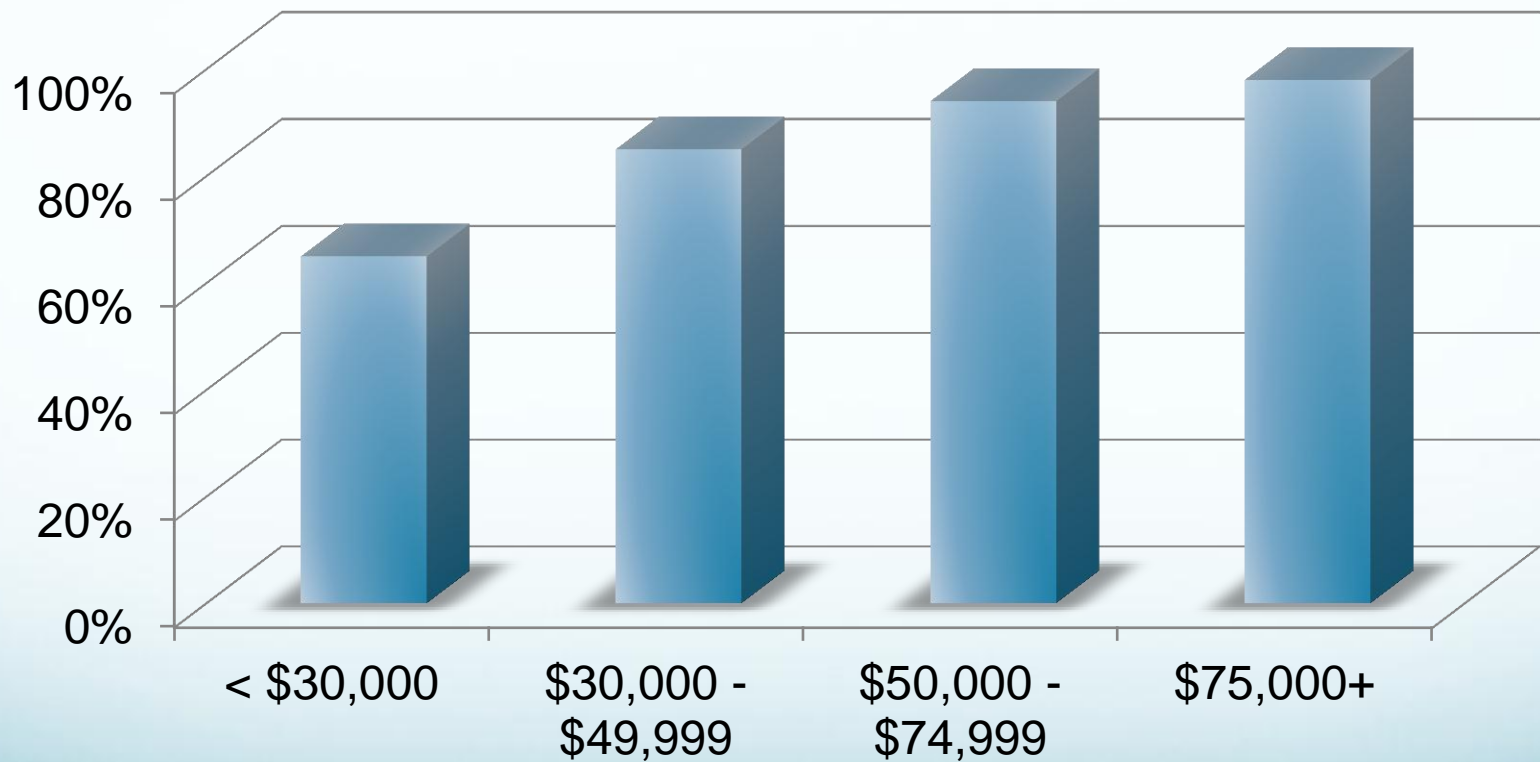
Age



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

# Internet Usage by Income

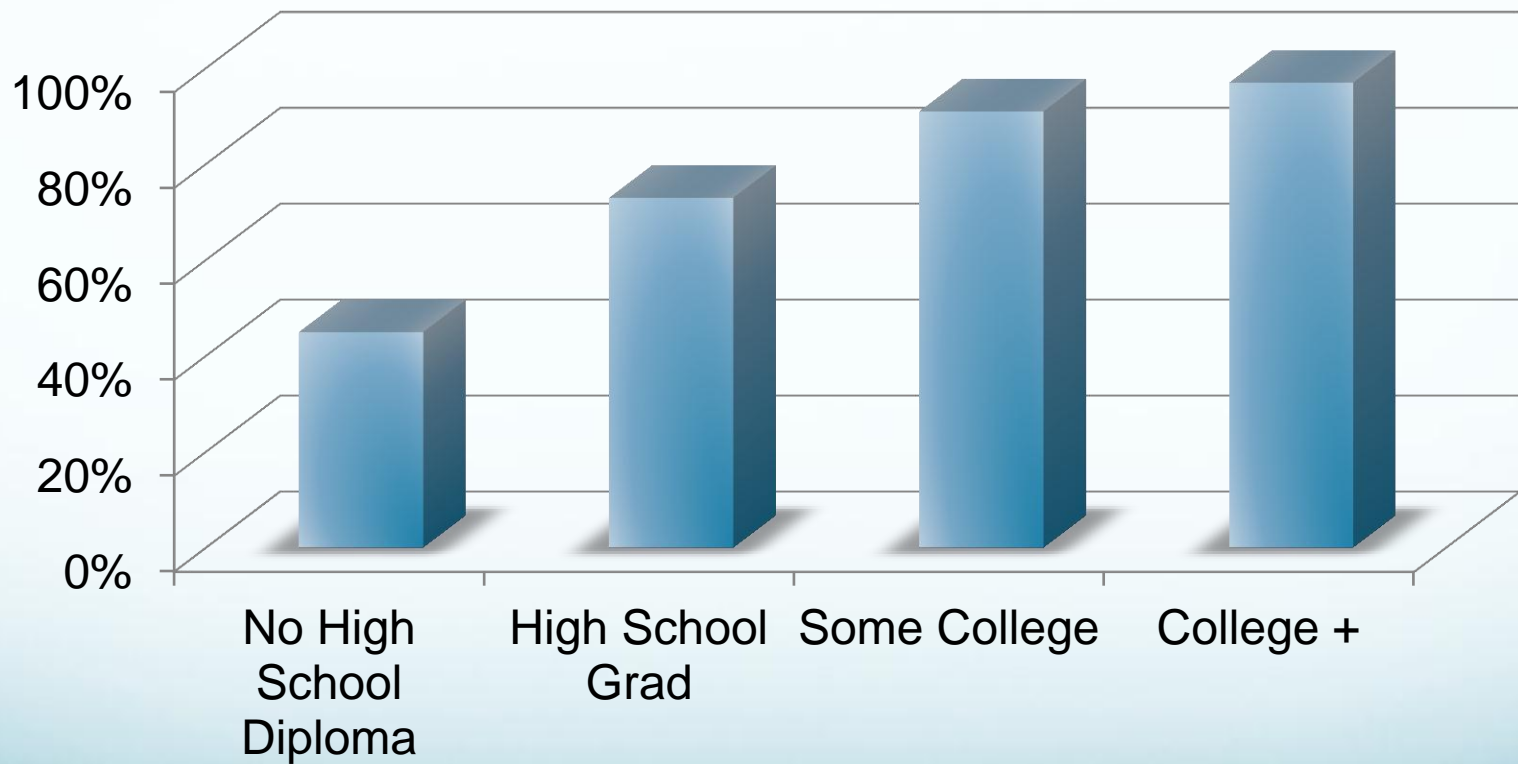
## Yearly Income



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

# Internet Usage & Education

## Educational Attainment



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

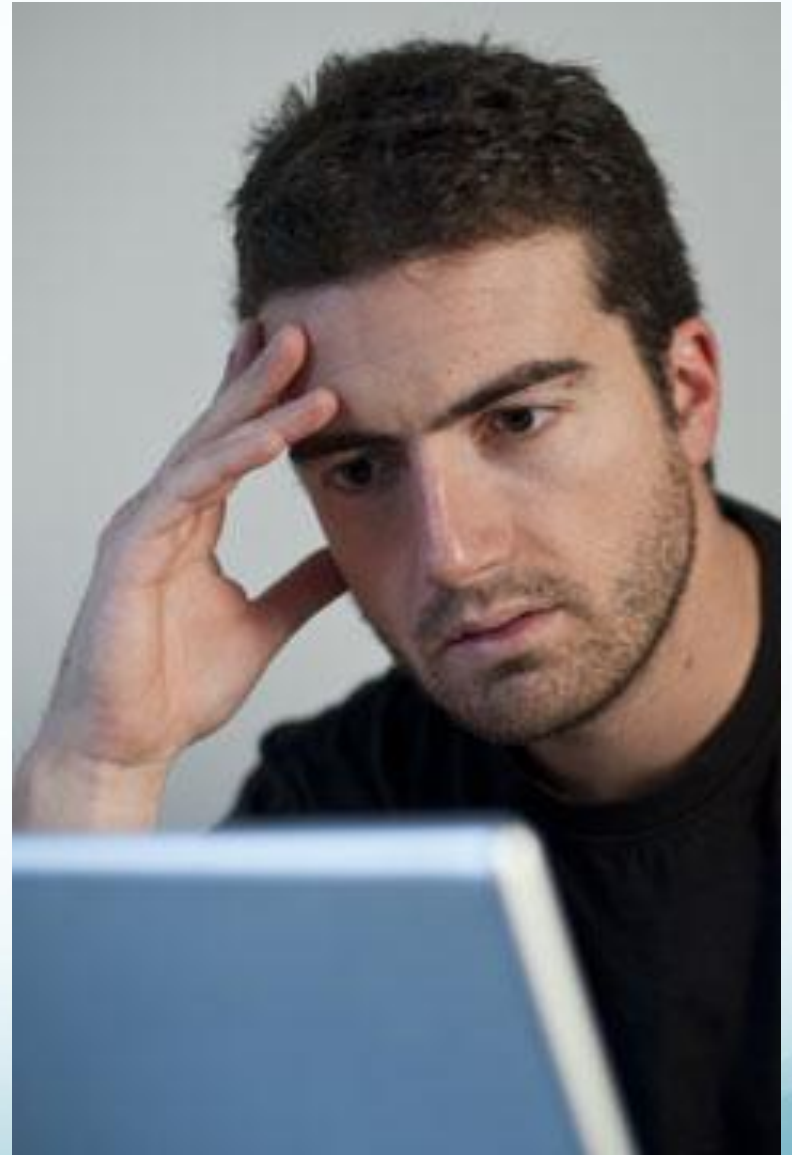


# How We Use the Web



**We don't  
read pages.**

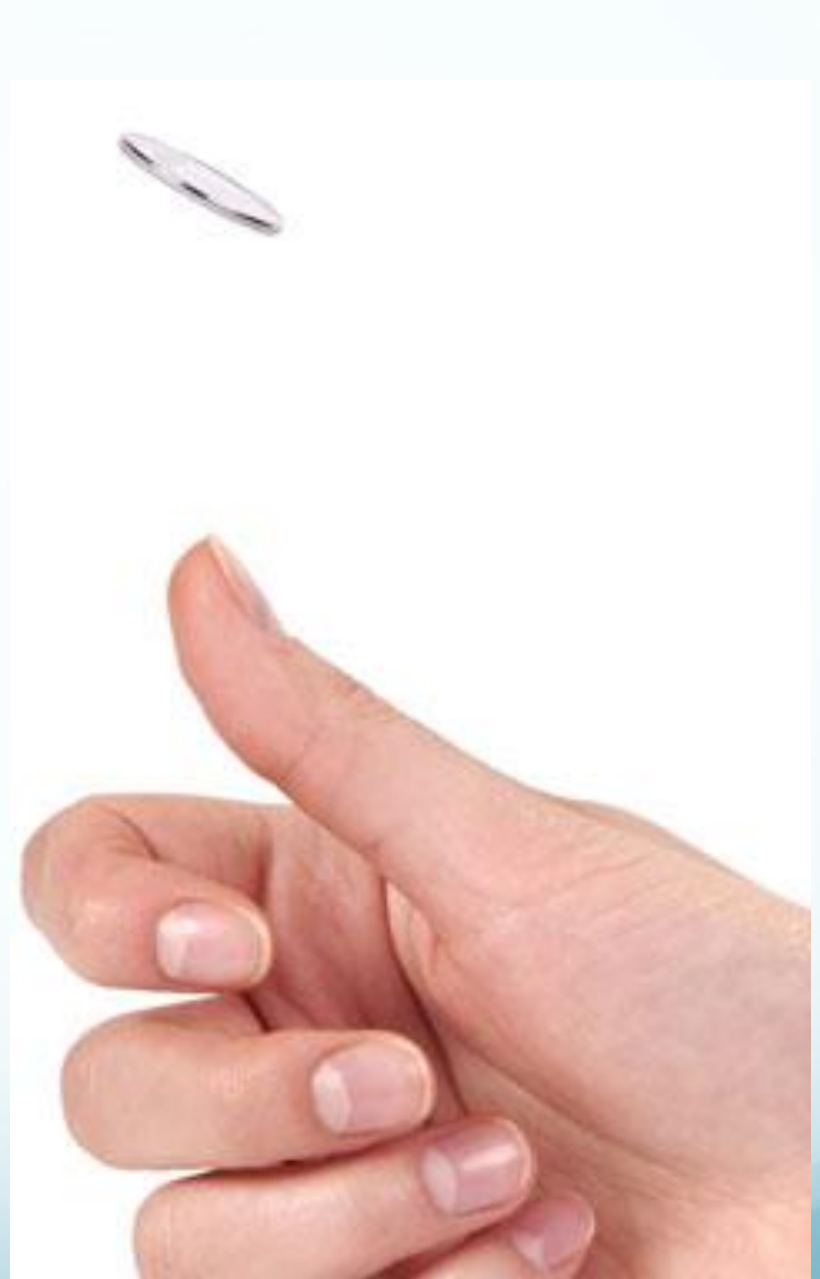
**We scan  
them.**





**We don't  
make optimal  
choices**

**We satisfice**



**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:

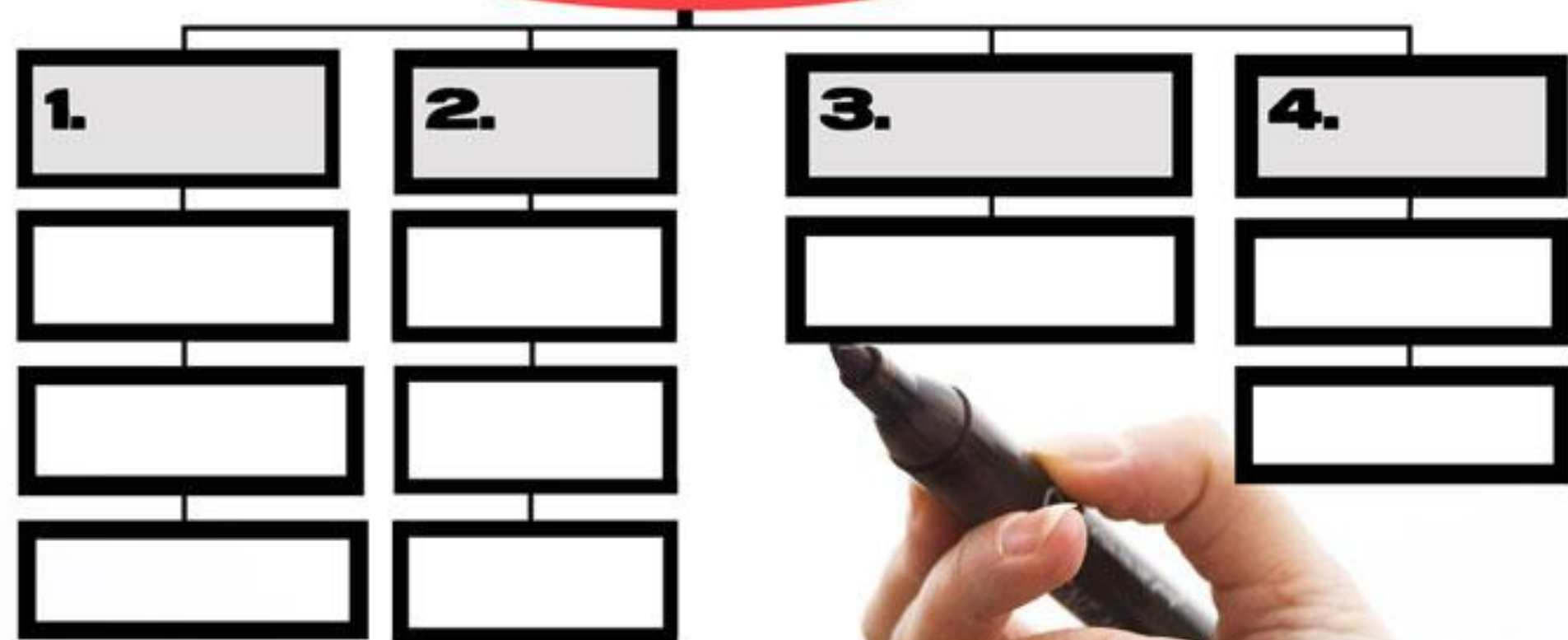
- A tagline that clearly identifies what you do
- Consistent design and navigation on all pages
- Clear hierarchy of information
- Footer links at the bottom of every page
- Keywords that identify your business
- Easy-to-find contact information
- A means to gather user data

# 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

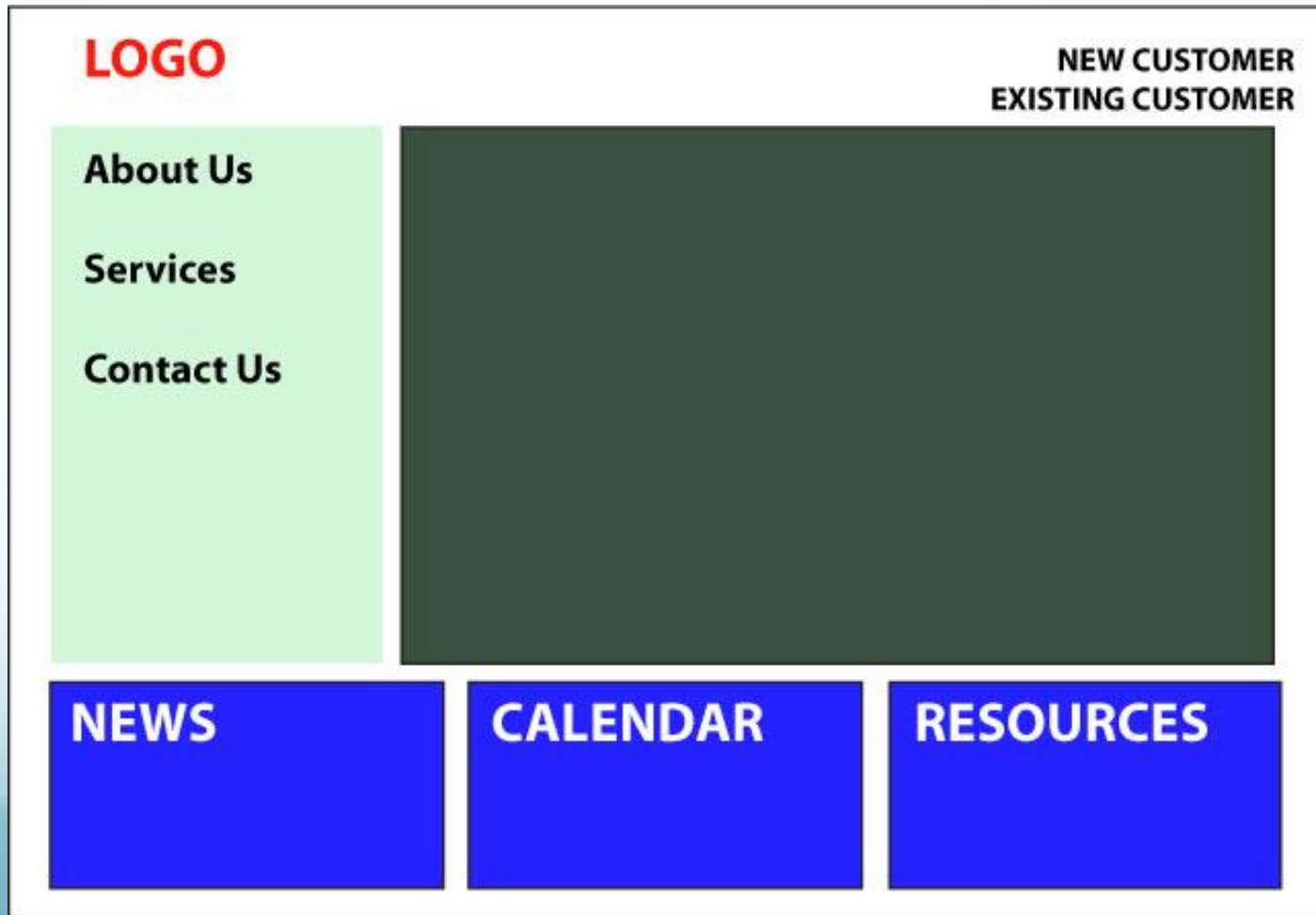




# 3 Important Concepts Require Your Attention

- 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



# 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

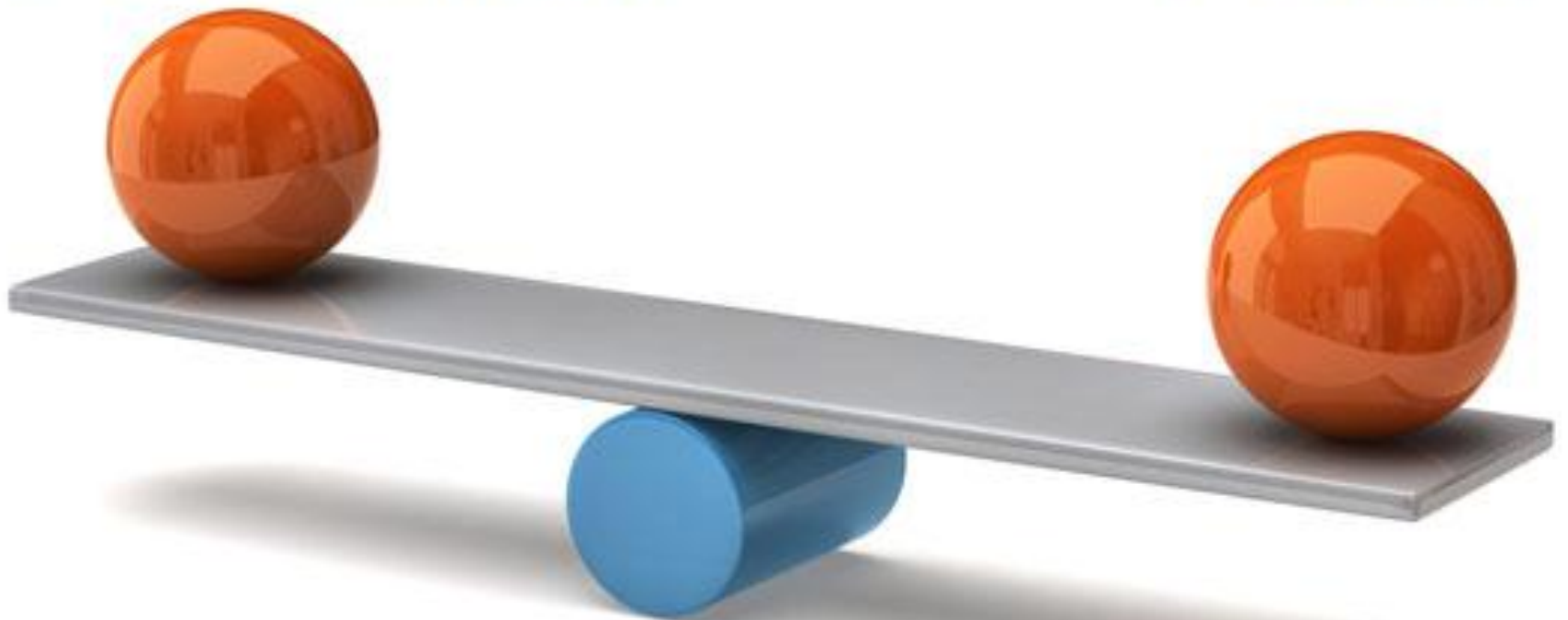
# Stock Photography

- 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

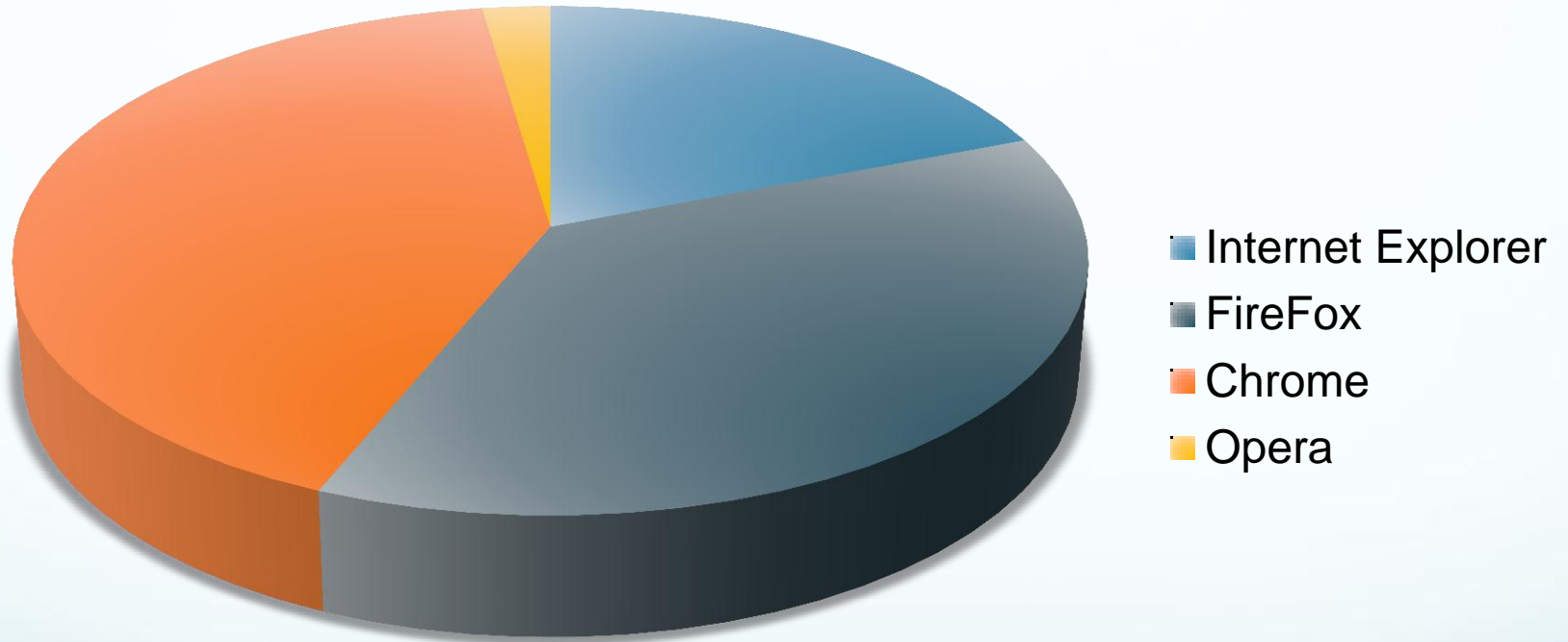
- Saves you time, allows you to focus on core capabilities
- A professional will know how to structure the site to make it visitor friendly and design the site to make the most of web technology
- Customized approach to meet your specific needs
- Employ SEO strategies

http://www

# Web Browsers



## Browsers Usage- May 2012





# Mobile Web Sites



# 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



# Social Media

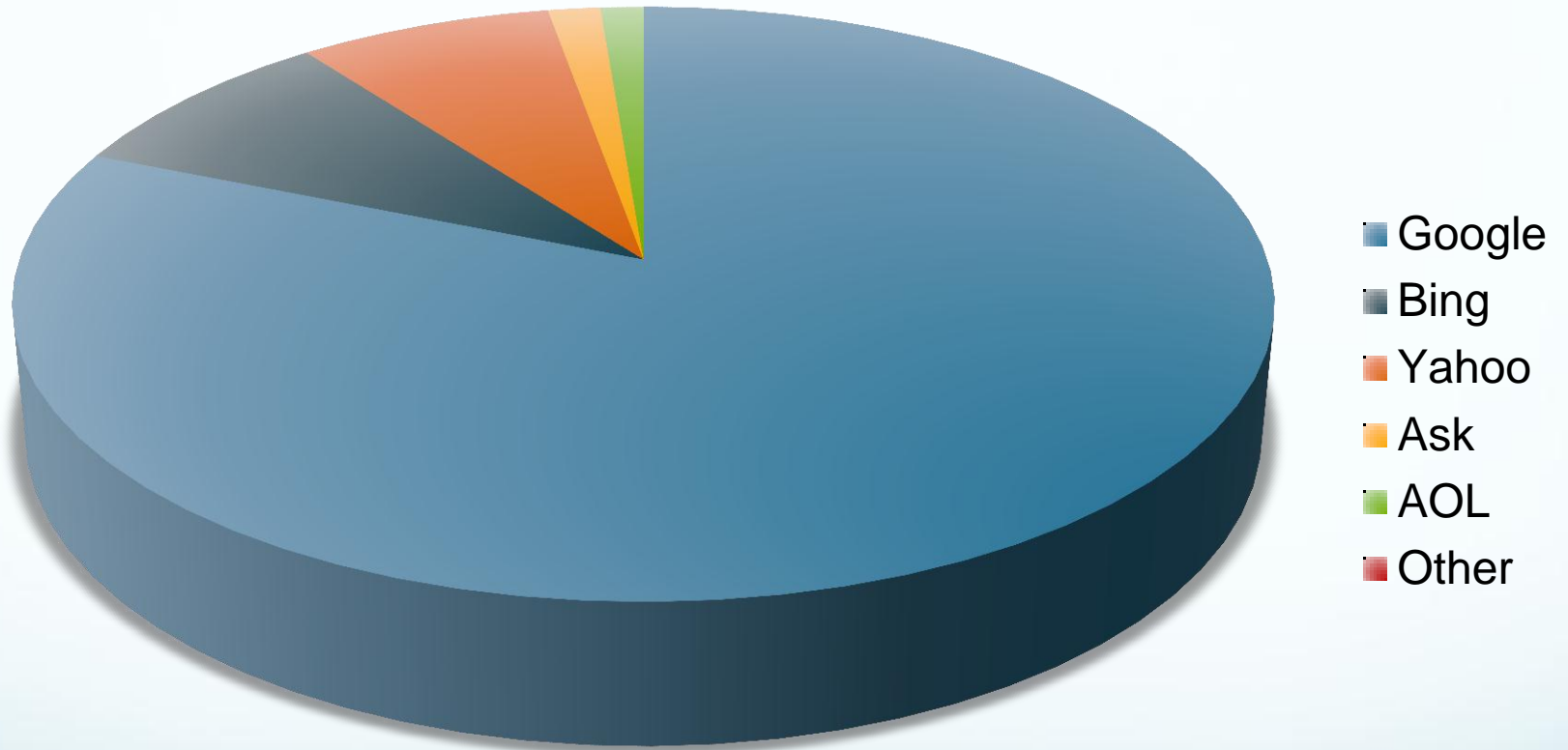
- Drives traffic to your web site
- Improves SEO with keyword rich content
- Gain better understanding of clients' perceptions of your business
- Increased awareness of your business

# Search

Search



# Search Engine Market Share



A close-up photograph of a green highlighter pen with a black barrel. The pen is positioned diagonally across the frame, with its tip pointing towards the bottom left. The word "SEO" is printed in bold, black, sans-serif capital letters on a white background. A bright green highlighter stroke is applied over the letters, extending slightly beyond them. The background is a white surface with some faint, out-of-focus text visible below the highlighted word.

**SEO**

Search engine optimization  
improving the visibility of  
web page or a website in  
and quality of traffic to  
increase its relevance to

# 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



# Search

About 269,000 results (0.32 seconds)

Web

Images

Maps

Videos

News

Shopping

More

New York, NY

Change location

Show search tools

Ad related to **dentists stony brook ny**

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## [Top Stony Brook Dentists | ZocDoc.com](#)

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## [Stony Brook University School of Dental Medicine](#)

[dentistry.stonybrookmedicine.edu/](http://dentistry.stonybrookmedicine.edu/)

**Stony Brook University School of Dental Medicine** The School of **Dental Medicine** is an active participant in meeting the general missions of the University.

## [dentists Stony Brook | Find dentists in Stony Brook, NY](#)

[directory.newsday.com/stony-brook+ny/dentists.zq.html](http://directory.newsday.com/stony-brook+ny/dentists.zq.html)

**dentists for Stony Brook, NY.** Find phone numbers, addresses, maps, driving directions and reviews for **dentists in Stony Brook, NY.**

## [Stony Brook Family Dentistry](#)

[www.751smile.com/](http://www.751smile.com/)

6 Google reviews

## [Stony Brook University](#)

[www.stonybrookmedicine.edu/](http://www.stonybrookmedicine.edu/)

Score: **20** / 30 - 56 Google reviews

## [Stony Brook General & Cosmetic Dentistry](#)

[www.sbcosmeticdentistry.com/](http://www.sbcosmeticdentistry.com/)

3 Google reviews

**A** 207 Hallock Road #5  
Stony Brook  
(631) 751-7645

**B** 101 Nicolls Road  
Stony Brook  
(631) 632-6000

**C** 215 Hallock Rd #2  
Stony Brook  
(631) 689-3226

## Map for dentists stony brook ny



Ads - Why these ads?

## [Google Offers: Smile Authority](#)



\$39 for dental exam, x-rays, cleaning (\$300 value)

**87% off**

## [Sleep Dentist Long Island](#)

[www.ultimatedentistry.com/](http://www.ultimatedentistry.com/)

Crowns, root canals, cleanings, etc  
When you wake up, it's finished

## [Affordable Dentist](#)

[www.dentistryfairfield.com/](http://www.dentistryfairfield.com/)

Gentle & Caring **Dentistry** Since 01.  
Trusted **Dentist**, Adriana Torena.



EVALUATE  
EVALUATE

# 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

# Google Analytics

- 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



# 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

- HOME
- OVERVIEW
- PROFESSIONALS
- CLIENT SERVICES
- NEWS & PUBLICATIONS
- CAREERS / DIVERSITY
- EVENTS

CLIENTCONNECT

SEARCH Entire Site  
FOR  GO

## Highlights

Marge Wolf O'Donnell Contributes "Closing Argument" Column in *Chicago Lawyer*  
January 4, 2012

Andrew M. Tudor, Shareholder, Joins Corporate Practice Area in Washington, DC Office  
January 3, 2012

Join Vedder Price at 14th Annual European Airfinance Conference in Dublin  
December 30, 2011

Michael Edelman, William Thornquist Publish in *Sloanberg Law Reporter: Bankruptcy Law*  
December 28, 2011

Tworby/Dipal Standard, Vedder Price Identifies Judicial Application Trends in Arbitration  
December 22, 2011

Vedder Price Counsels Southwest Airlines in \$1.9 Billion Bidding Purchase

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 9/8/2006

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the  
Internet

file to a web server under your control. [Send us a link](#) to we will spider the associated images. Final submissions wi

present!  
**COOL PAGE  
OF THE DAY**



Why participate? For recognition, inspiration, and a resource to refer to when making the case for CSS-based design. This is sorely needed, even today. More and more designers are taking the leap, but not enough have. One day this gallery will be a historical artifact, that day is not today.

### Requirements

We would like to see as much CSS as possible. CSS should be limited to widely-supported features only. The CSS Zen Garden is about standard, practical CSS, not the latest bleeding-edge tricks viewed 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.



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[Critical Issues for Boards of Directors: A Perspective from Wilson Sonsini Goodrich & Rosati](#)

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