Welcome to Presentation on
First Web Design

Agenda: Website Design Planning

- Setting the mindset

- Understanding what needs to be done

- Key tools and maintenance.

Website Design Planning

You may be on your **FIRST** website. But more likely you're faced with redesigning a website that isn't functioning as well as it should.

You're the owner or marketing director of a small business and know that getting your website to pull its share of the load is vital for success. But your budget is severely limited.

Website Design Planning

You've just been assigned the task of redoing your company's website. **Congratulations.**

You've volunteered to take on a website and make some sense out of it – without offending the person who built it in the first place.

This time around you've decided to outsource the job, but you have no idea of how to supervise a design company to make sure it does what you need. **Good luck!**

Website Design Planning

Website's Chief Purpose

- Decide and define your vision and mission
- Build your brand that is branding
- Provide product information
- Sell advertising. E.g Yahoo!, Google
- Sell products or services directly over the Internet
- Earn affiliate commissions for sales and leads
- Provide customer service and support. E.g. FAQ's
- Save money

Website Design Planning

Decide Whether to Outsource or Do It Yourself

Website design requires a number of different skill sets

- HTML savvy.

- Graphic design, color experience and good artistic taste.

- Website navigation design and implementation.

- CGI and database programming.

- JavaScript and Flash programming.

- Marketing and business experience.

Website Design Planning

Books and online references:

- Learning Web Design: A Beginner's Guide to HTML, Graphics, and Beyond
- Web Design for Dummies
- Web Design in a Nutshell: A Desktop Quick Reference,
- WebReference.com, WebMonkey.com, Builder.com, Bravenet.com

Software:

Microsoft FrontPage or Macromedia DreamWeaver, Pagemill, PagePublisher

Website Design Planning

Divide Your Website into Logical Sections

- Home Page also called as landing page
- About us page
- Products & Services page
- News & Media page
- What's new page
- Contact us page
- Slide show page
- Careers page
- Review page
- Thank you page
- Guest book page

Maintain directories and nomenclature tactfully.

Website Design Planning

Develop a Site Navigation System

&
Build Basic Webpage Templates

- Top
- Banner
- Menu
- Bottom
- Right

Sometimes they are called as top.ssi, that means top server side include. It is advisable to avoid frames while building professional website. However, many educational institutes are still using frames.

Website Design Planning

Give Your Website an Attractive 'Look and Feel'

- Website should look good and professional. You owe it to yourself to make your website look top notch.To succeed, you'll need some artistic flair, or perhaps you should hire a graphic designer's talents for the basic design and site graphics.

- Photographs contribute to the classy, professional look. Photos can be very effective on business websites. Some graphic designers like to build sites with lots of graphics. Try to keep your homepage to 60K maximum, counting the file sizes of all the graphics and the HTML.

Website Design Planning

Give Your Website an Attractive 'Look and Feel'

- Avoid broken links or dead links
- Avoid spelling mistakes and grammar
- Avoid unnecessary hyperlinks.

Website Design Planning

Construct Your Site to Be Search Engine Friendly

Make each Webpage a search engine siren:

In Greek mythology, human female creatures called **Sirens** lured mariners with their singing. Your webpages ought to entice search engine spiders or robots to index your site. Each webpage you construct needs to contain the following elements. Note the careful placement of keywords, the search words people would use to find this particular webpage.

Website Design Planning

Construct Your Site to Be Search Engine Friendly

- Title
- Meta tags
- Headlines
- Body text
- Hyperlink text and filenames

Website Design Planning

Write and Fine-tune Focused Content Pages

<u>Content is the king today</u>.

In print media advertising or in advertising agencies we have copywriter in place. While creating web pages we must have copywriter with knowledge of Internet technologies. Sometimes he is called as (as per Company policy)

• content developer

• content editor

• documentation manager

• technical writer

Website Design Planning

Incorporate Customer Communication Systems

Websites are two-way, interactive communication systems. The better the communication, the more trust increases, and customers feel comfortable to do business with you.

- **Contact page:** Include contact information, name, address, phone number, etc.

- **Contact Us response form:** Includes fields that ask for your visitor's name, contact information and question or comment. When the form is submitted, it sends an immediate e-mail to you as well as an e-mail assuring your customer that you'll be reading the message and responding soon. And you need to keep your word. Respond to your customers' email promptly!

- **Send me an E- mail:** murkute@gmail.com or username@domain.com

- **Instant text chat systems:** (www.liveperson.com)

- **Instant Messaging (IM) systems:**

- **Voice Chat, newsletter, mailing lists & IP telephony etc.**

Excellent customer service is the basis of any successful business on or off the Internet.

Website Design Planning

Create and Test Effective Sales Pages

Most Wanted Response (MWR). Refer chief purposes of your website. For many business sites, the purpose is

(1) To sell a product,

(2) To have the visitor go through an affiliate link to

(3) To generate contact information for a future lead or follow-up.

Website Design Planning

Create and Test Effective Sales Pages

Whatever your MWR, you must work to optimize responses.Good sales pages result in a high ratio of sales to visitors -- called the "conversion rate." A good site might have a conversion rate of 3% to 5%, some higher and many lower. Over the past few years, marketers have developed the art of increasing the conversion rate. This is especially important when you are purchasing Pay Per Click (PPC) ads to drive traffic to your site.

Website Design Planning

Create and Test Effective Sales Pages

Your profit is closely related to CPC and conversion rate of the "landing page," That is, the sales page to which you direct interested shoppers. To increase your conversion rate to the maximum, you must carefully track sales percentages for each product your sell. Then make incremental changes to the landing page or the order system and see if the conversion rate rises or falls. Over a period of careful study and change, you'll maximize your sales. So, set up an ordering system (e-commerce capability) to add to your credibility.

Website Design Planning

Conduct Usability Trials and Incorporate Changes

- Ask a friend who has started surfing Internet recently. Seat him in front of a computer, stand near him, and direct him to your site. Tell him that you'd like him to talk out loud to you about what he is thinking and the questions that occur to him. Now watch and take notes. Observe what confuses him. See where he gets hung up. Listen to his questions.

- After 10 or 15 minutes of this exercise, you'll detect plenty of small changes to make.

- You'll also learn how effective your navigation system is.

- To discover 85% of the usability problems on your site, repeat the usability exercise a total of five times, each time, of course, with a different person who can look at your site through completely new eyes.

  For more info on usability log on to www.useit.com

Website Design Planning

Plan to Maintain Your Site for the Long Haul

Building a site for the first time is exciting. Maintaining it for the next two or three years can be extremely frustrating unless you've set it up with maintenance in mind.

Maintenance mean:

- Changing the content of existing information, such as upcoming events, new industry directions, new personnel, etc. Life isn't static. Websites shouldn't be either.

- Adding new webpages, such as archiving copies of your newsletters, adding new products and services.

- Changing the content of your home page so that your site looks active and up-to-date.

The Next Step -- Marketing Your Site & Planning Your Internet Marketing Strategy