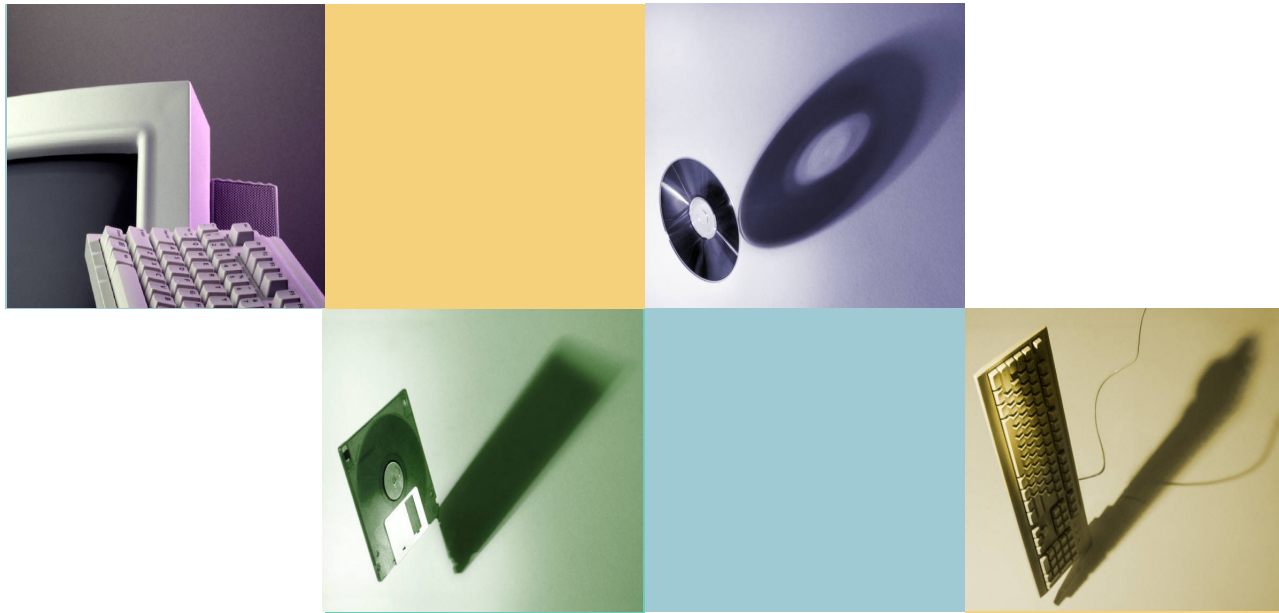


WEB DEVELOPMENT



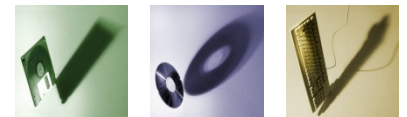
Tips and Ideas

Agenda

1. Working on A Website

2. Website Promotion

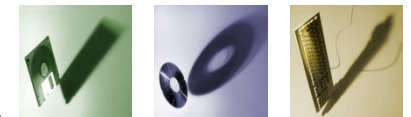
3. Analytics



Working on a Website

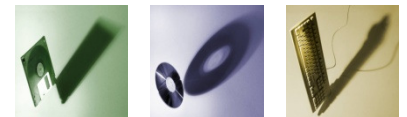
There are four major areas in a Web design project:

- **Planning** – Goals, Market, Features, **Content**
- **Design** -- Getting a working design look and feel
 - Aesthetic
 - **Content** Delivery
 - Working with the developer
- **Development** –
 - **Content**
 - Technology Constraints
 - Active features
- **Afterwards** – Understand what works
 - Constant **content** refreshment



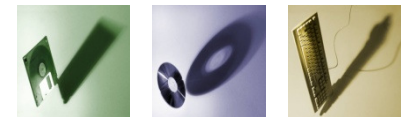
Content

- One Constant is Content
- Heroin Content
 - *Naked Lunch*, William Burroughs
- Varies by type of site
- Defies Design Rules



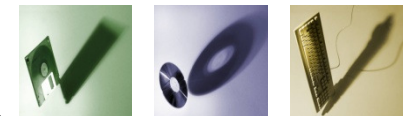
Heroin Content

- Focus on the Customers
 - Solve or create problems? For the customer
 - Meets audience's expectations?
 - Does your customer need to know the content you're presenting?
 - Does the content contribute to the purpose of the site
 - Is the content technically correct?
 - Is the content current and updated frequently?
 - Can people find the content they're looking for?
- The best content is the content people want to see over and over and over again.
- **What content do I have that would cause anybody in their right mind to visit my site a second, third, or fourth time?"**



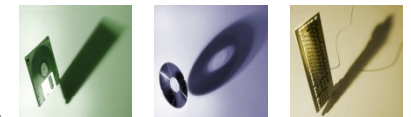
How Search Engines Work

- Crawls the web
 - finds and retrieves pages
 - Indexes page
 - culls all the links appearing on the page
- Ranks pages on search
 - popularity of the page
 - position and size of the search terms
 - proximity of the search terms
 - Order of search terms
 - relationships and associations in page
 - Freshness
 - Links and behavior of users with links



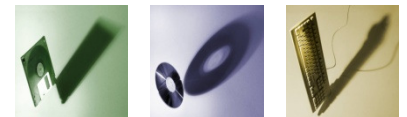
Marketing the Website

- **Search Engine Strategies**
- **Linking Strategies**
- **Social Media**
- **Traditional Strategies**



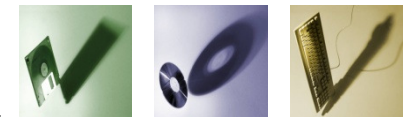
Marketing the Website

- **Search Engine**
 - **Research the search engines**
 - **Submit/resubmit, on any major change**
 - **Focus on Key Words**
 - **Title**
 - **Metatags**
 - **Alt tags**
 - **Headers**
 - **Content text**
 - **Hyperlinks**
 - **Site Map**



Marketing the Website

- **Fine-tune Search Engine Optimization**
 - Use Tools like
 - [WebPosition](http://www.wilsonweb.com/afd/webposition.htm)
(www.wilsonweb.com/afd/webposition.htm)
 - Links to Information on How to do it
 - <http://www.wilsonweb.com/seo/>
- Purchase Ad words to speed up the Process



Marketing the Website

- **Linking Strategies**
 - **Promote Your Video, Images, and Audio Content using Utube**
 - **Use Directories (free or paid)**
 - [Yahoo! Directory](http://dir.yahoo.com) (dir.yahoo.com)
 - [Open Directory Project](http://www.dmoz.com) (www.dmoz.com)
 - [SubmitWolf](http://www.wilsonweb.com/afd/submitwolf.htm) (www.wilsonweb.com/afd/submitwolf.htm)
 - **Request Reciprocal Links**
 - **New Releases**
 - **Write Articles and submit to other sites**



Marketing the Website

- **Social Media -Four Main Types**

- Blogs

- Use others
- Create your own

- social networking sites (links are spidered)

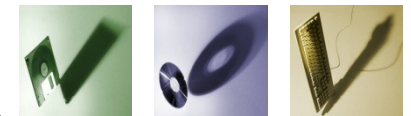
- [Facebook](http://www.facebook.com) (www.facebook.com)
- [LinkedIn](http://www.linkedin.com) (www.linkedin.com)
- [Twitter](http://www.twitter.com) (www.twitter.com)

- social bookmarking sites

- [Digg](http://www.digg.com) (www.digg.com),
- [Delicious](http://www.delicious.com) (www.delicious.com)
- [StumbleUpon](http://www.stumbleupon.com) (www.stumbleupon.com)
- [Google Bookmarks](http://www.google.com/bookmarks/) (www.google.com/bookmarks/).

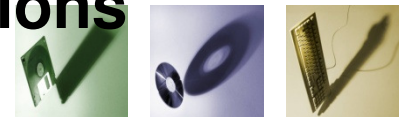
- Forums

- Add to the discussions
- Ask for back links



Marketing the Website

- **Don't Forget Traditional Strategies**
 - **Your URL**
 - **Offer some free service**
 - free service should be related to what you are promoting or attractive to your audience
 - **Games, Planning tools**
- **Use Email**
 - **Newsletters**
 - **Reminders/Transaction Confirmations**
 - **Information**
 - **Work with Complimentary Organizations**



Analytics

- **Web analytics** collects, measures and Analyses Usage
 - Web Trends
 - Usually provided by a host
 - Provides information about direct visitors to your site
 - Google Analytics
 - Uses cookies added to your site
 - How visitors get there
 - What they do on the site

