

Enhancing Your Web Presence

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Content



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What makes a memorable website?

- Design
- Iconography
- Content
- Popularity

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Popularity



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Design



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What is the goal of your web site?

- Communicating your ideas?
- Selling product?
- Providing your customers with customer support and information?
- Acting as a reference?
- Showcasing your work?
- Telling the world how to find you?

Iconography



Web design by Will Harris

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Communicating your ideas

- Do you need a soapbox? These days, the web is everybody's favorite!
- However, how do you get people to your site to read your message? This is web optimizing.

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Selling product

- Web commerce gives you a locale to sell your products.
- Depending on what you sell, you may have several options:
 - Ebay or an EBAY store
 - Paypal
 - A specialty site like Cafepress
 - Your own website

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Telling the World how to find You

- How many people turn to Google now instead of the phone book?
- How many businesses have found that Yellow Pages ads don't necessarily translate into sales anyway?

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Customer Support and Information

- This can be as simple as an alternate way to contact you – and a listing of your phone number
- This is also the perfect venue for FAQ's (frequently asked questions)
 - *If a customer solves a problem through a FAQ, you have not only saved time: you have a happier customer!*

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Do you want to sell stuff?

- You can do any of these:
 - Ebay and Ebay stores
 - Amazon Marketplace
 - Find a specialized web site
 - Take Paypal
 - Build your own shopping cart
 - Use sheville.org's mall, or something like it

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Acting as a Reference

- FAQ's are a part of reference information
- This is also an opportunity to establish yourself as an expert in your field
- FAQ's give people the chance to answer "dumb" questions without feeling embarrassed.

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Ebay and Ebay stores

The screenshot shows an eBay search results page. At the top, there's a navigation bar with 'Home', 'My eBay', and 'Sign Out'. Below that, there's a search bar and a list of categories. The main content area shows search results for 'spaceline - Johnson'. There are several listings with images and prices. A banner at the top of the results area says 'Get more results in other eBay areas: 35 items found for spaceline - Johnson in eBay Stores. Learn more about eBay Stores'.

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Showcasing your Work

- Artists, artisans and other creative workers may be more interested in showcasing past work than in selling the current piece for sale
- This can be an especially appropriate design for anyone who does custom work.

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Amazon Marketplace

The screenshot shows an Amazon Marketplace product page for 'Harry Potter and the Half-Blood Prince (Book 6)'. The page features a large image of the book cover, the title, and the author 'J.K. Rowling'. Below the title, there's a price of '\$19.95' and a 'Buy Now' button. There are also options for 'Add to Cart' and 'Add to Wish List'. The page also shows a list of other books by the author and a section for 'Customers who bought this item also bought'.

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Find a specialized web site



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How do I establish a web presence?

- Pick your site name
- Decide upon a general site plan
- Decide who is going to implement your plan
- Decide upon your web optimizing plan
- Decide upon your web commerce plan
- Decide upon a domain hosting site
- Implement your plans

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Take Paypal



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Pick your Site Name

- Everybody prefers ".com," but at what cost?
- Should your name highlight:
 - Your name
 - Your business name
 - Your major product(s)

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Build your own shopping cart



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Decide upon a General Site Plan

- This is the big picture: what is the goal of the site?
- Before you start designing anything, think about what your message is

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Use sheville.org's mall, or something like it



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Decide who is going to implement your plan

- If you want to do this yourself, make sure you know what you are getting into.
- If you want to contract it, then consider:
 - Is this a one-person job?
 - Are there pieces that are better sub-contracted?
 - Is your designer a "one size fits all, but with different graphics" type?

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Decide upon your web optimizing plan

- Web optimizing is the process of attempting to make your site as accessible as possible through search engines.
- Many web site designers know little about web optimizing.
- What is your plan to publicize your site?
- How can your site be designed for better web recognition?

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Decide upon your web commerce plan

- Before you get very far with designing your site, you need to decide if web commerce will be a part of it.
- Otherwise, whatever you do as a “store” may end up with a significantly different “look and feel”

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Web Optimizing

- It's important to understand that no site is fully optimized.
- Optimizing occurs through a series of possible design components:
 - The name of the page
 - The title of the page
 - The metatags of the page
 - The text of the page

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Decide upon a domain hosting site

- Your web commerce decision may impact what site is appropriate for web hosting.
- Also, your web design and intentions may affect which domain hosting site can meet your needs.

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Web Optimizing

- Making a page accessible to a search engine requires a completely different logic than making a page look good to a user.
- Users respond to color, graphics, design *and* content
- Search engines respond only to words.

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Implement your plans

- Your web implementation should be a cooperative effort with your web designer.
- If you are not seeing pieces of the site during its development, you may risk massive changes at the end.

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Words vs. Design

- One of the ways that a new web design can actually decrease user traffic is through increased use of graphics.
- It has become increasingly common to create a lovely icon and minimize words for a spare aesthetic – but this can reduce the search engine's ability to find you!
- It's important to find creative ways to embed the text of your name, product and city in your page.

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