



Making Your Web Site Work for You

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Agenda

- Web user behavior
- Web design principles
- Getting found on the web



What Are They Doing on the Web?

- Searching for information
- Reading news & sports
- Job searches
- Education/learning
- Downloading software
- Researching travel plans
- Interacting with others - chat
- Making money – eCommerce/auction
- Playing games
- Shopping online



Reasons Why People Shop the Web

- Easy to place an order – 83%
- Large selection of products – 63%
- Cheaper prices – 63%
- Faster service and delivery – 52%
- Detailed and clear product information – 40%
- No sales pressure – 39%
- Easy payment procedures – 36%



What You Need to Know about Web Users

- When users have needs, they typically query search engines and allocate only a few seconds to scan a site
- If a page doesn't appear relevant, they will hit the "Back" button in 2-3 seconds
- All relevant parts of a website should be accessible within three mouse-clicks of the homepage.
- If a page takes too long to load they will hit the back button
- Your website can directly affect people's impression of your business or organization



Objectives of a Good Web Site

- Pleasant professional design
- Provide useful information
- Navigation that is familiar
- Graphics that compliment not distract
- Fast download time
- Able to find the site through search
- Accurate product information
- Clear policies
- Secure payment options



The Answer is: FOCUS

- The more you focus your site on its goals and the more precisely defined your target audience, the more efficiently and effectively you can present the information
- Without a focus for design and content, some features or information may be left out
- Focus on what the customer wants and not what you think is best



Oops, Design Mistakes – Text

- Text in all caps, all bold or all italic.
- Text that is too large or too small (no larger than 14pt, no smaller than 10pt).
- Little contrast between your text and background color. If type is the least bit difficult to read, change it!
- Stretching text across the page. Avoid scrolling horizontally!!
- Don't break lines unless it's a poem.



Oops, Design Mistakes – Navigation

- Unclear or unfamiliar navigation
- Not consistent
- Blends into design/background
- Buttons that overwhelm the page



Oops, Design Mistakes – Backgrounds

- Color combinations of text and background that make the text hard to read.
- Busy, distracting backgrounds that detract from the text.
- Large background files.



Oops, Design Mistakes - Links

- Blue link borders around graphics.
- Broken or dead links – links that don't work.
- Links that lead to useless pages.
- Too many links in one paragraph.



Oops, Design Mistakes - Graphics

- Avoid large graphic files that take forever to load
- Missing graphics
- Using graphics that are of poor quality
- Meaningless graphics
- Avoid Animations that never stop



Oops, Design Mistakes - General

- Avoid designing a homepage that does not fit within a standard browser window
- No focal point on a page, or too many focal points
- Counters on pages
- Avoid anything that blinks – especially text



What Is Web Site Promotion?

- Myth 1: You've built it, so they will come
- Myth 2: With so many millions of web pages out there they will never find my web site
- Myth 3: I advertised my web site once so I never have to touch it again
- Myth 4: I need to promote my web site separately from my other marketing efforts



How Do People Find Web Sites?

- People search for information differently
- Some will try typing the business name in the address bar directly
- Many will click on a link to get to another site
- Most will use a search engine or directory

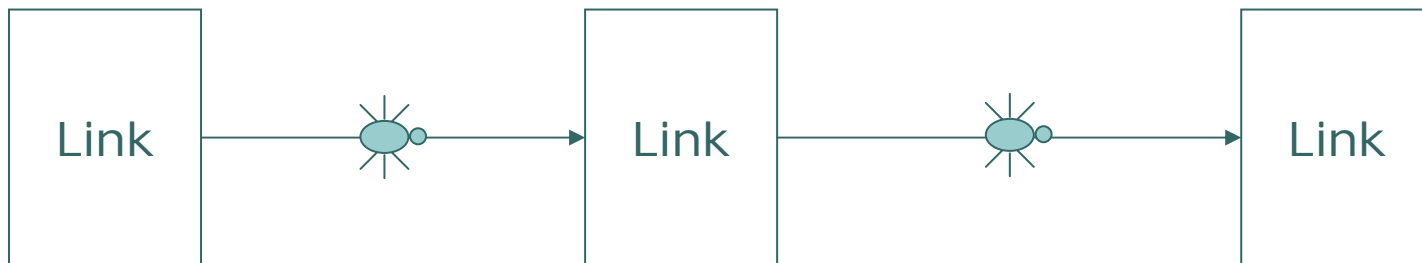
Search Engines

- Search engines travel throughout the web via “spiders” or “robots” to find and index web pages
- Use by entering keywords into search box

Web Page Link
to Your Page

Your Page

Web Page Link
from Your Page



Directories

 open directory project

[about dmoz](#) | [suggest URL](#) | [help](#) | [link](#) | [editor login](#)

[advanced](#)

[Arts](#)

[Movies](#), [Television](#), [Music](#)...

[Games](#)

[Video Games](#), [RPGs](#), [Gambling](#)...

[Kids and Teens](#)

[Arts](#), [School Time](#), [Teen Life](#)...

[Reference](#)

[Maps](#), [Education](#), [Libraries](#)...

[Shopping](#)

[Autos](#), [Clothing](#), [Gifts](#)...

[World](#)

[Deutsch](#), [Español](#), [Français](#), [Italiano](#), [Japanese](#), [Nederlands](#), [Polska](#), [Dansk](#), [Svenska](#)...

[Business](#)

[Jobs](#), [Real Estate](#), [Investing](#)...

[Health](#)

[Fitness](#), [Medicine](#), [Alternative](#)...

[News](#)

[Media](#), [Newspapers](#), [Weather](#)...

[Regional](#)

[US](#), [Canada](#), [UK](#), [Europe](#)...

[Society](#)

[People](#), [Religion](#), [Issues](#)...

[Computers](#)

[Internet](#), [Software](#), [Hardware](#)...

[Home](#)

[Family](#), [Consumers](#), [Cooking](#)...

[Recreation](#)

[Travel](#), [Food](#), [Outdoors](#), [Humor](#)...

[Science](#)

[Biology](#), [Psychology](#), [Physics](#)...

[Sports](#)

[Baseball](#), [Soccer](#), [Basketball](#)...

[Become an Editor](#) Help build the largest human-edited directory of the web



Copyright © 1998-2003 Netscape

over 3.8 million sites - 58,906 editors - over 460,000 categories

- Directories are hierarchical catalogs of web pages maintained by people
- Need to register in the appropriate category to be found



Directories

- Yahoo: Free & Paid

<http://search.yahoo.com/info/submit.html>

- Open Directory Project: Free

- <http://www.dmoz.org/add.html>



Search Engines

- Google: Free

<http://www.google.com/addurl.html>

- Yahoo: Free & Paid

<http://search.yahoo.com/info/submit.html>

- MSN Search

<http://search.msn.com/docs/>



Getting Found in the Search Engines

- Search engines and directories may use different criteria to index the results
- Getting top position in a search engine is not an exact science
- Two biggest factors
 - Relevancy
 - Popularity



Boosting Relevancy

- URL or web address
- Meta tags – information about information
 - Keywords
 - Description
- Title
- Page text
- Using “alt” tags



Keywords

- Choose about 10 - 20 keywords from your core business
- Look at your competitors
- Ask your customers
- Review web logs
- Keyword trackers/"suggesters"

```
<meta name="keywords" content=" keyword1, keyword2 ... ">
```



Description

- Describes your web page
- Closely tied to content on the page
- Use as many keywords as possible and still be relevant
- Most search engines use the description as the text displayed in results
- Description should be about 25 words long

```
<meta name="description" content="Description of web site">
```



Web Site Title

- Displayed in blue bar on browser
- First line of search results
- Concise statement of content on page
- Use keywords

```
<title>Web Site Title Here</title>
```



Words on the Page

- Introductory text displayed the web page that your customer will read
- Similar to the first paragraph of a chapter in a book
- Place important keywords toward top of page
- Using a graphic only page will limit the number of keywords available on the page



Using “Alt” Tags

- Use “alt” tag to describe a picture
- Which is better?

```

```

```

```

```

```

Caution: Make sure the description used in the alt tag is relevant to the content of the picture



Search Example

Search Hot Bot for: Bed and Breakfast Tennessee

WEB RESULTS (Showing Results 1 - 10 of 109,681)

1. [Tennessee Bed and Breakfast Innkeepers Association Guide to Tennessee...](#)

Tennessee Bed and Breakfast Innkeepers Association official web site. Online guide to inspected and approved member **bed and breakfast** inns.

www.tennessee-inns.com/ - September 29, 2004 - 18 KB

2. [Tennessee Bed and Breakfasts - Bed & Breakfast Inns ONLINE](#)

... **Tennessee Bed and Breakfasts and Country Inns** on BBOonline.com ... Bushrod Hall **Bed & Breakfast. Tennessee Bed and Breakfast** Innkeepers Association ...

www.bbonline.com/tn - November 1, 2004 - 20 KB

3. [Tennessee Bed and Breakfast Innkeepers Association - - Bed &...](#)

... **Tennessee Bed and Breakfast** Innkeepers Association ... is in the company of friends-the kind you'll find at our **Tennessee Bed and Breakfast** Innkeepers Association member inns. ...

www.bbonline.com/tbbia - November 1, 2004 - 10 KB

Search Example

Tennessee Bed and Breakfast Innkeepers Association

Welcome to Tennessee's Best!

Tennessee's Best Bed & Breakfasts

The Tennessee Bed and Breakfast Innkeepers Association invites you to experience the many tunes of our state...from the banks of the Mississippi River to the majestic forests of the Great Smoky Mountains, our bed and breakfast inns are as diverse as Tennessee itself.



Rural retreats from secluded mountain cabins to gracious log homes offer quiet, romantic getaways... Elegant Victorians whisk you away to a century past...Contemporary city inns cater to business travelers...*but*, all have one thing in common - innkeepers who pamper you as honored guests and longtime friends.



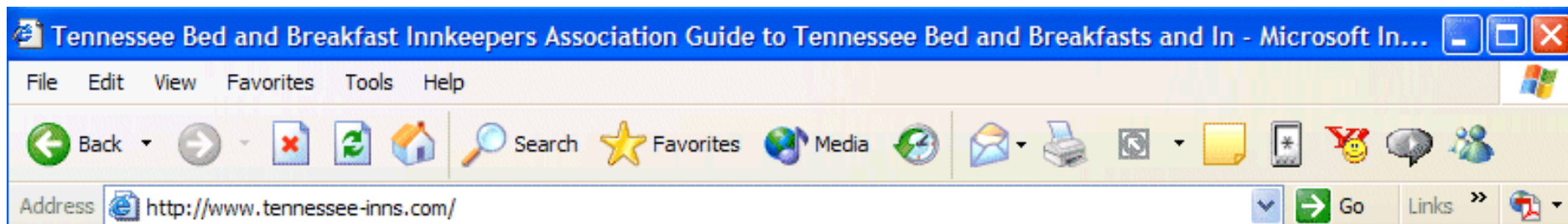
Search Example - Meta Tags

```
<meta name="keywords" content="Tennessee, Tennessee Bed and Breakfasts, bed and breakfasts Tennessee, Tennessee Bed & Breakfasts, bed & breakfasts Tennessee, tennessee bed breakfast,bed and breakfasts in tennessee, bed and breakfasts in TN, TN bed breakfast, tn bed and breakfast, bed and breakfast tn, tn B&B, TN inn, tn inns, tennessee inns, Inns, bed and breakfast Tennessee, bnb, travel, lodging, accommodations, getaways, bed & breakfast directory, country inns, Tennessee Bed & Breakfast Innkeepers Association, Memphis, Paris, Savannah, Jackson, Adams, Ashland City, Carthage, College Grove, Dickson, Dover, Franklin, Lebanon, Mount Juliet, Murfreesboro, Nashville, Belvidere, Columbia, Cornersville, Fayetteville, Frankewing, Hillsboro, Linden, Lynchburg, Allardt, Buffalo Valley, Chattanooga, Crossville, McMinnville, Monteagle, Monterey, Pikeville, Rugby, Athens, Benton, Cleveland, Cosby, Dandridge, Ducktown, Gatlinburg, Harriman, Kingston, Knoxville, Lenoir City, Loudon, Newport, Pigeon Forge, SeviervilleTownsend, Blountville, Bristol, Butler, Elizabethton, Greeneville, Jonesborough, Mooresburg, Mountain City">  
<meta name="description" content="Tennessee Bed and Breakfast Innkeepers Association official web site. Online guide to inspected and approved member bed and breakfast inns.">
```

1. [Tennessee Bed and Breakfast Innkeepers Association Guide to Tennessee...](http://www.tennessee-inns.com/)
Tennessee Bed and Breakfast Innkeepers Association official web site. Online guide to inspected **and** approved member **bed and breakfast** inns.
www.tennessee-inns.com/ - September 29, 2004 - 18 KB

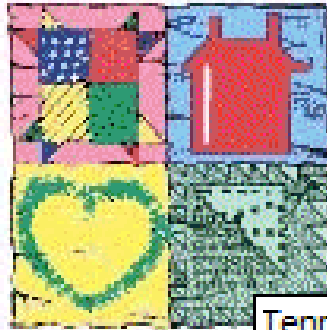
Search Example - Title

<title>Tennessee Bed and Breakfast Innkeepers Association Guide to Tennessee Bed and Breakfasts and Inns</title>



1. **Tennessee Bed and Breakfast Innkeepers Association Guide to Tennessee...**
Tennessee Bed and Breakfast Innkeepers Association official web site. Online guide to inspected **and** approved member **bed and breakfast** inns.
www.tennessee-inns.com/ - September 29, 2004 - 18 KB

Search Example – “Alt” Tag

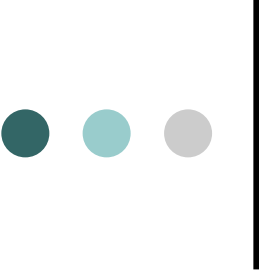


Tennessee Bed & Breakfast Innkeepers Association

TENNESSEE
BED & BREAKFAST
INNKEEPERS ASSOCIATION

```

```



Search Example - No Meta Tags

Search AltaVista for: Superior Music

[AltaVista found 1 result](#) [About](#)

[Superior Music - Tennessee Page](#)

home] [tn links] [jobs] [tn local band links] Tennessee LINKS NASHVILLE MT JULIET
LEBANON The Bluebird Cafe HEYSONGWRITER.COM Music City Blues The
Nashville Scene City of Mt. Juliet Mt. Juliet Chamber ...

www.superiormusic.com/page061.htm

Search Results (No Meta Tags)



```
<head>  
<meta http-equiv="Content-Type" content="text/html; charset=windows-1252">  
<meta name="GENERATOR" content="Microsoft FrontPage 5.0">  
<meta name="ProgId" content="FrontPage.Editor.Document">  
<title>Superior Music - Tennessee Page</title>  
<bgsound src="music/dixie1.mid" loop="1">  
</head>
```



Link Popularity

- The number of sites that link to yours is an indication of the importance of your site
- Critical to many search engines, i.e., Google
- Maximize the number of links from relevant web sites
- Free link popularity checkers will tell you how many sites are linked to you



Link Popularity Example

- Bed and Breakfast Online
- Google's top listing
- Popularity
 - MSN: 9,996
 - Google: 5,660
 - AltaVista/Yahoo: 167,000
- Can be major contributing factor for top ratings
- Use `link:http:// ...` in the search field to find popularity



Increasing Your Popularity

- Banner/link exchange programs
- Niche search engines/directories
 - Professional Organizations
 - Business Directories
- Web malls/rings/auctions
- News groups/LISTSERVS
- Affiliate programs



Who is Using My Web Site?

- The “hit” myth and why they don’t matter
- Want to know who was using web site and what they were doing
 - Number of visitors
 - What they viewed
 - How long they stayed
 - Where they came from
 - Keywords used to get to your site
 - What search engines they are using



Email Marketing

- Proactive mechanism to keep your name in front of your customers
- Excellent form of mass communication
- Relatively inexpensive
- Notifying customers of specials, new products, events, etc.
- Integrate into regular marketing plan
- Privacy is crucial



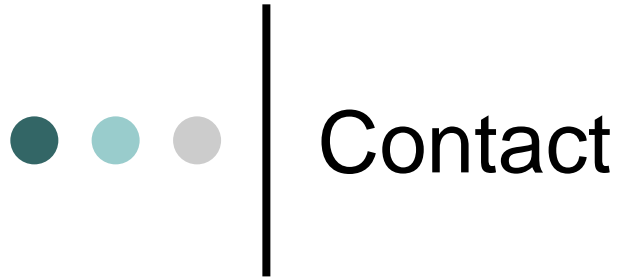
Keys to Effective Email Marketing

- Use the subject line to get their attention
- Provide something valuable in the email
- Balance frequency of email
- Privacy policy – why you want their information
- Get their permission
- Make it easy to unsubscribe from mailing list
- Use a mailing list manager
- Measure your results



Email Signatures

- Subtle form of advertising
- Easy to create in email program
- Include in all email correspondence
- Customize for audience
- Include
 - Name, address, phone & fax numbers
 - Email address
 - Web address
 - Custom message



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