



ROCK PAPER INTERNET
INC.

Website Fundamentals

Website Fundamentals



Brad Kostynuik

- New media designer, producer, educator, consultant since 1995, Ag web since 1997
 - CDs and multimedia: Bayer Ag, Flexi-Coil, CAT, Dow AgroSciences
 - Websites, banners, guff: CAT, Alberta Pool, Agricore, Radss, Dow AgroSciences, AgriPlace, GrainPlace, InputPlace
 - www.rockpaperinternet.com/growthecluster



Planning your website for business

- Who's it for?
 - Current customers, prospects, investors
- Who is your customer?
 - Older? Younger? Male? Female? Web savvy?
- What do you want your website to do?
 - Brochure, e-commerce
 - Don't know? Research the competition
- How do you and your webmaster get there?



Paper trail and ownership

- Documentation. Do you have any?
 - Your website is your business asset not the webmaster's property
 - Keep plans, research, relevant bookmarks, time, costs, value, passwords, host package, domain expirations etc., tasks performed for daily, weekly, monthly, yearly cycles



The variables of success

- Brand
- Offer, perceived value, price
- Degree to which your traffic is targeted
- Season
- Copywriting
- Usability
- Design, navigation, page layout
- Shopping process, policies, guarantees
- Competition (online and offline)



You and your webmaster

- Understand your webmaster's strengths and limitations
 - Not everyone can do it all and those who claim they can probably don't do it well
- Don't expect design miracles from your programmer or technical wizardry from your designer—you might need a loose team



Creative talent

- Beware the risk of underachieving by under-budgeting on creative talent
 - Photography is more than having a really good digital camera; good design is more than owning design software
 - Barter anyone? Build relationships
 - Designers eat, wear socks...



Content

- Organization and hierarchy
- User-centric: content for clients, prospects, industry...
- “What’s in it for me?” payoff
- Static or dynamic?



Design considerations

- Key content “above the fold”
- Answer “what’s in it for me?” for customers
- Keep your brand consistent and resist doing “cool” things to your logo
- What about Flash?



Copywriting

- Sell the benefits of the product not just the product or service
- AIDA: grab Attention, stimulate Interest, build up Desire, urge the user to Action
- Use bullets to break up long passages
- Isolate key statements to use as call-outs that add eye-catching interest to the page



Navigation principles

- Easily learned and consistent
- Feedback devices
- Offers alternatives
- Economy of action and time
- Clear visual messages
- Clear and understandable labels
- Appropriate to the site's purpose
- Supports users' goals and behaviors

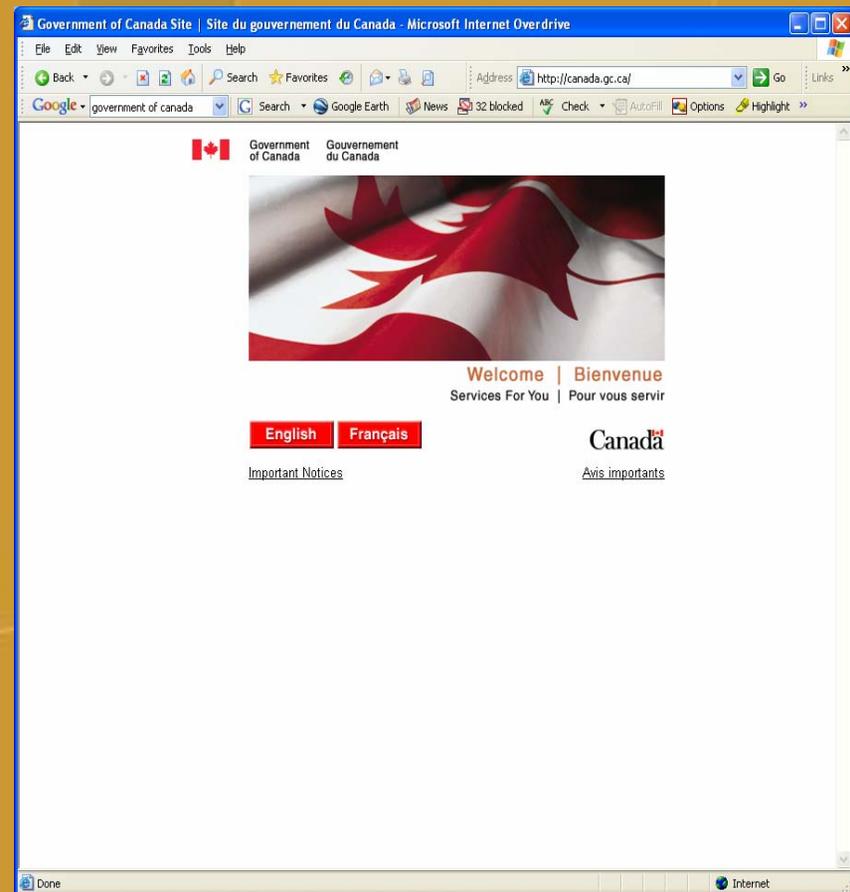


Navigation development

- Navigation menus:
 - Directed, searchable, tabbed, linear, cookie-crumbs, pull-down
- Wireframes are storyboards for the site
- Wireframes are all about information, not colours, fonts or button shapes

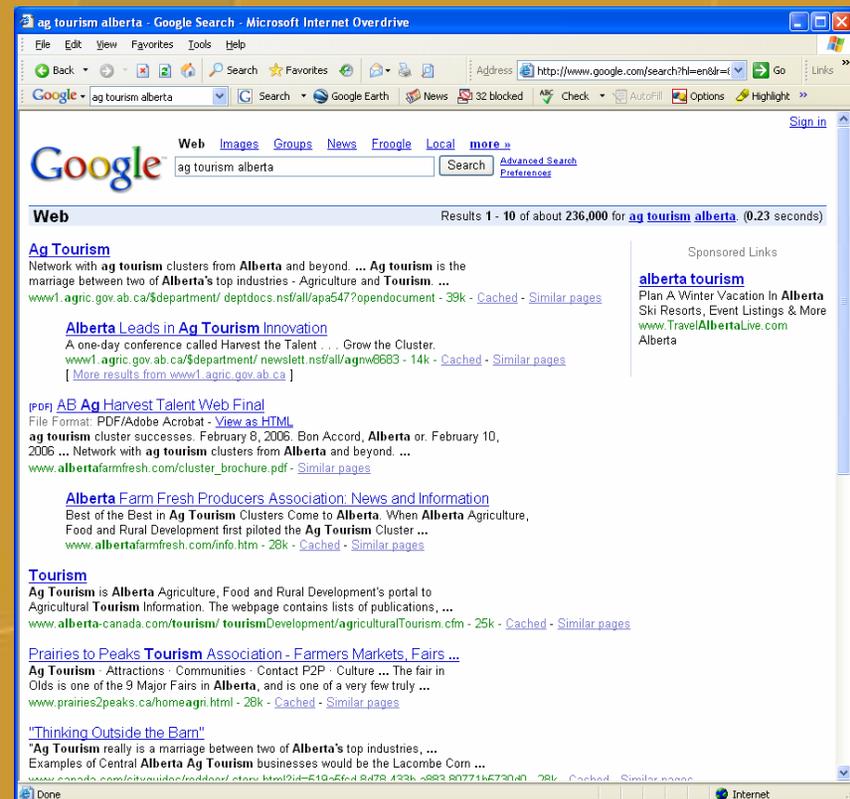
Navigation: Directed

- Directed navigation forces a choice upon site entry
- Any site offering English/French



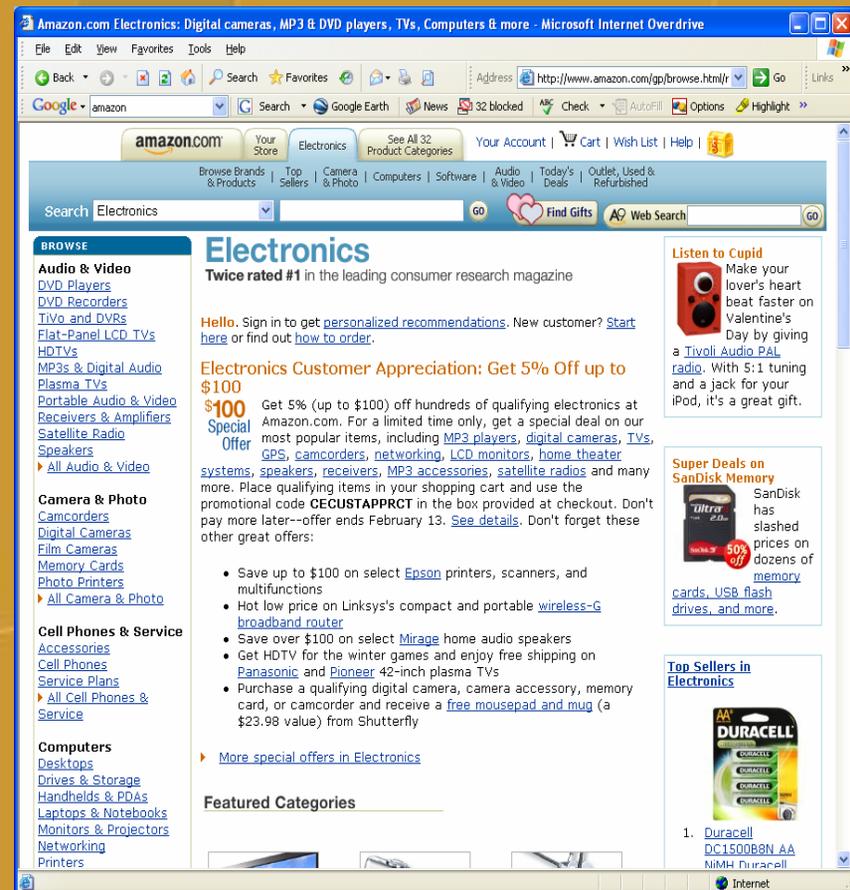
Navigation: Searchable

- Primarily for search-based sites such as search engines or informational sites in which keywords are the best way to navigate to the desired content



Navigation: Tabbed

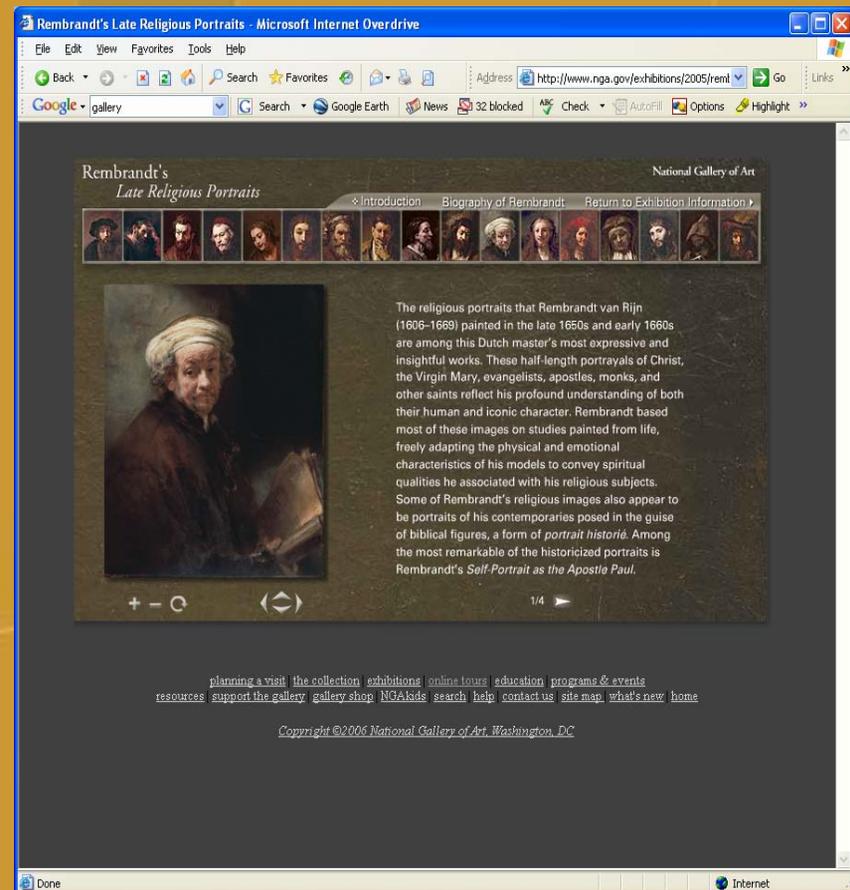
- The familiar file folder model allows sites to convey heavily categorized information in a clear manner





Navigation: Linear

- Takes the user down a predetermined path
- Not common for primary navigation, but used with a portfolio sequence or a slide show with Next/Back or Forward/Previous buttons



Navigation: Cookie crumbs

- Cookie-crumbs or bread-crumbs show the full hierarchical path the user has taken from the home page down all the levels to the current location



Navigation: Pull-down menus

- Upside: Maximizes screen geography for communication design
- Downside: Users can't see the full set of choices without having to take an explicit action





Programming considerations

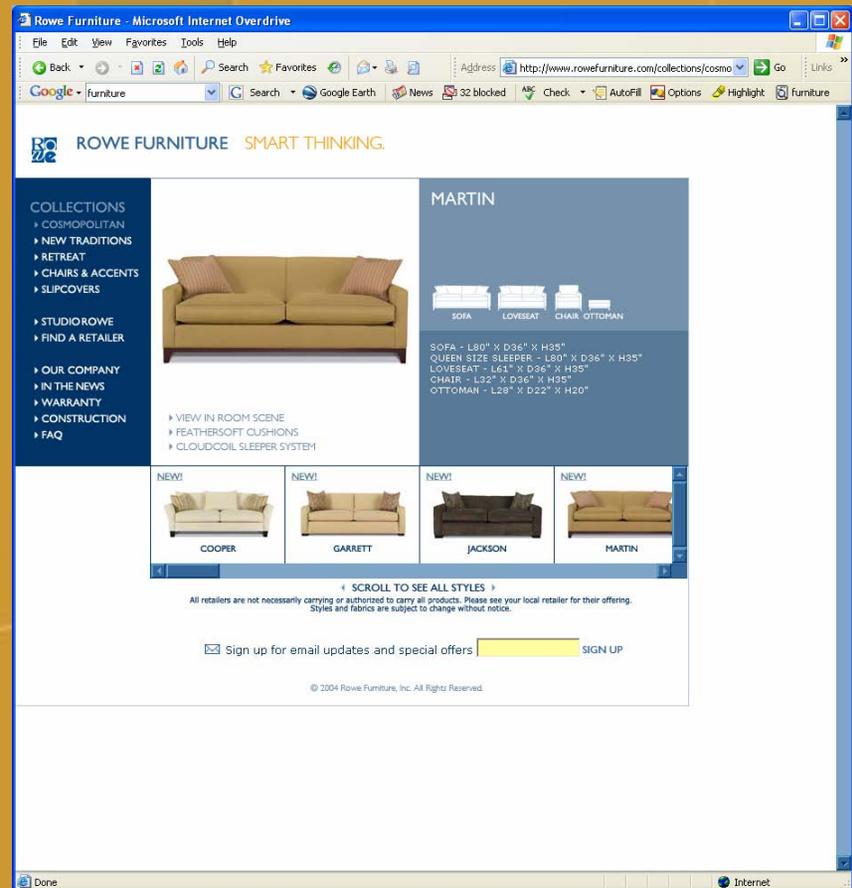
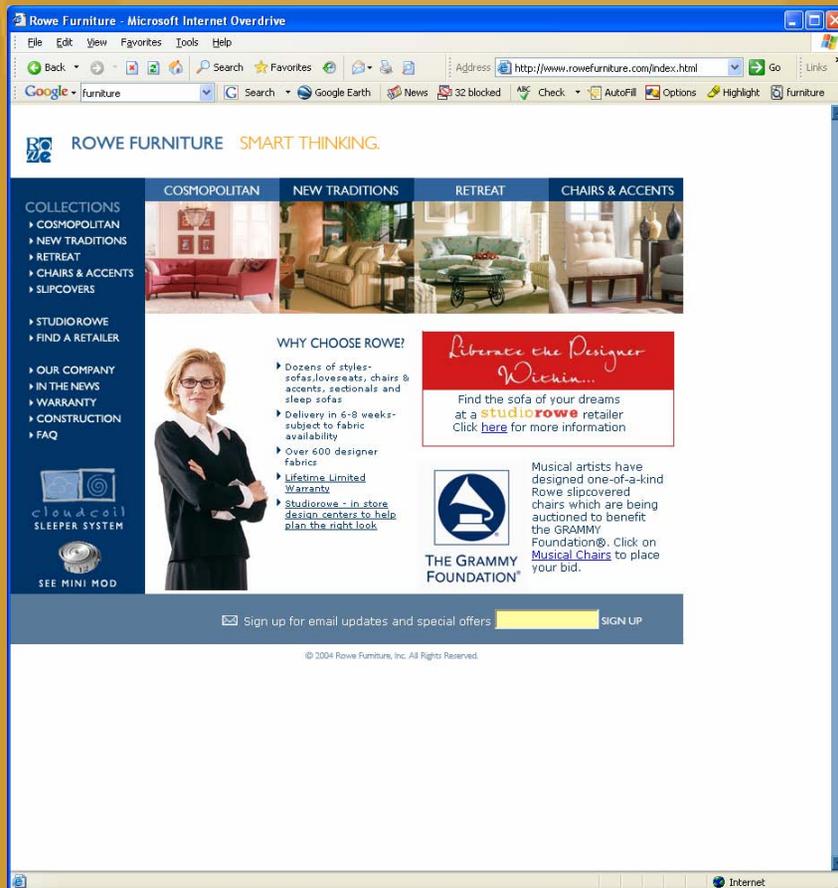
- HTML: Hypertext Markup Language
- DHTML: Dynamic HTML
 - JavaScript or Jscript
 - CSS: Cascading Style Sheets
- ASP: Application Server Pages
- PHP: Pre-Hypertext Protocol



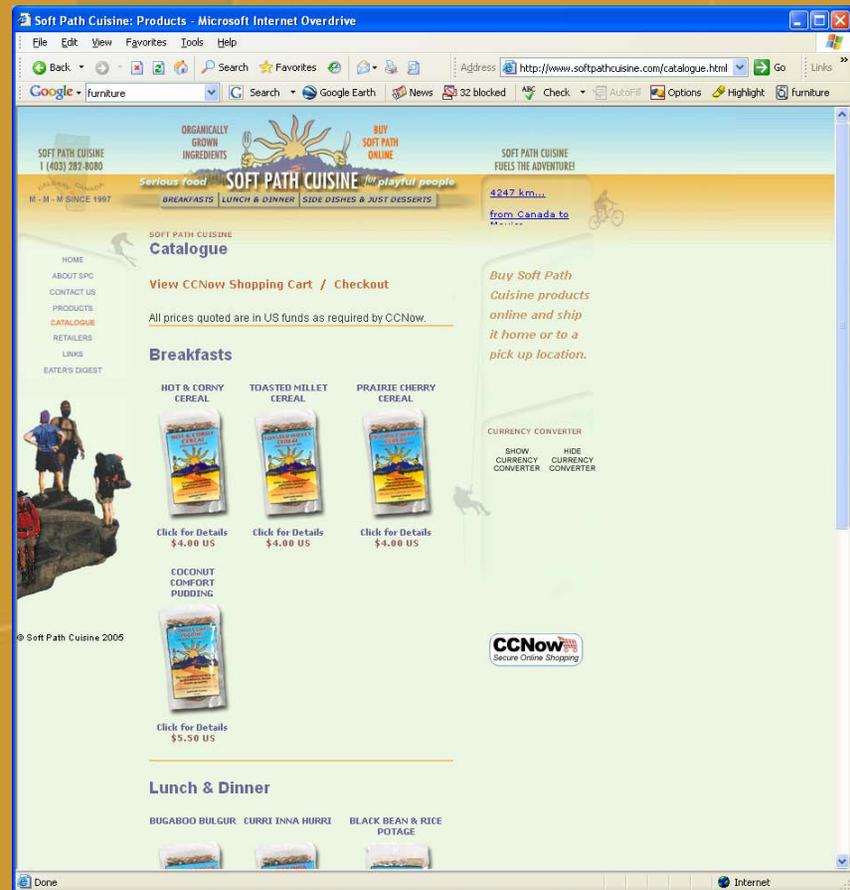
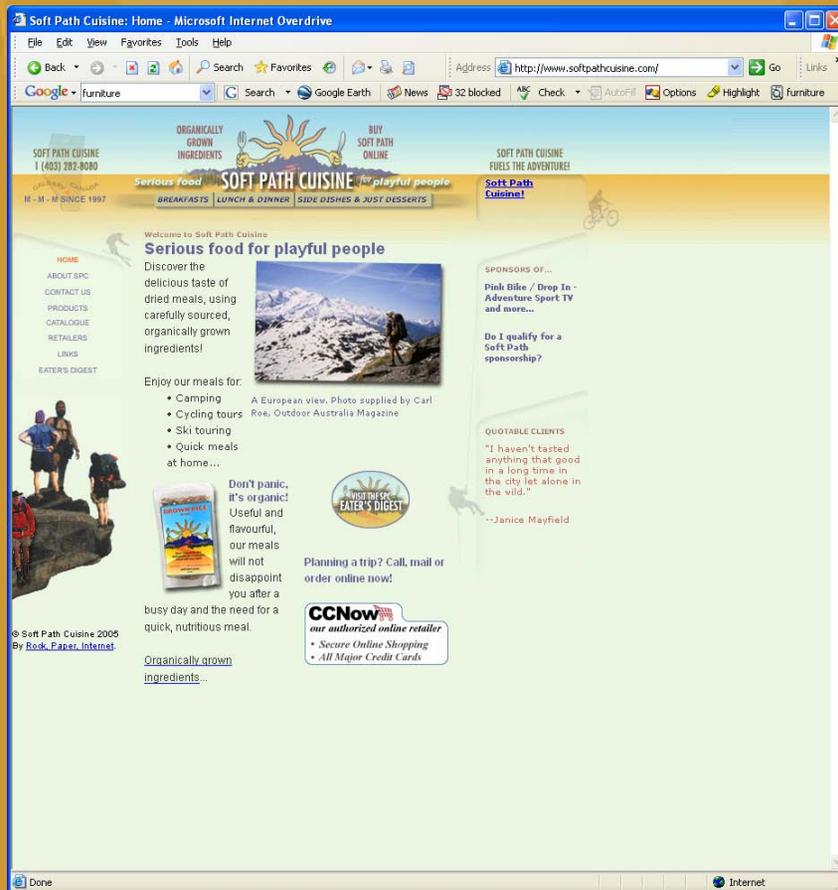
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Static website



Static with e-commerce



Dynamic website

NHL.com - The National Hockey League Web Site - Microsoft Internet Overdrive

Address: http://www.nhl.com/

'Canes shoot down Bruins

Newly acquired Doug Weight and Ray Whitney (left) scored in the shootout as the Carolina Hurricanes edged the Boston Bruins, 4-3, Sunday to improve to 2-1 on their road trip. Elsewhere, Montreal blanked Philadelphia, 5-0, behind Michael Ryder's hat trick. ...more

TOP STORIES

- NHL.com's Three Stars
- Leafs face crucial stretch
- Hedican joins Team USA
- Saturday's OHL roundup
- Coyotes recall Brendl

Emrick's Angle
On Super Sunday, Mike "Doc" Emrick offers some thoughts on the day when the NFL held its championship game in a hockey rink. ...listen (WMP)

Ice Age: Great Scott
Scott Stevens became a better player during his time with Devils. Phil Coffey has that story, plus notes, quotes and your email in Ice Age. ...more

Devils retire #4
#4 to the ralters NHL.com's Coffey | McGourty Photo Gallery Video 300K | 700K

NHL.COM EXCLUSIVE

- Emrick's Angle: "Doc" offers some thoughts on "Super Sunday". ...more
- Kreiser: The skinny on who's hot and who's not in the shootout. ...more
- ECHL Report: Veteran Cail MacLean gets ready for life off the ice. ...more

TODAY'S BEST

NHL.COM NETWORK:

- Boston Bruins: Stained Webcam
- New Jersey Devils: Honoring Scott Stevens

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NHL.com - Scores - Microsoft Internet Overdrive

Address: http://www.nhl.com/scores/index.html

SCORES

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« Sat Feb 4, 2006 Sun Feb 5, 2006 Mon Feb 6, 2006 » FEB 5 2006

FINAL SO	1	2	3	OT	SO	T	Recap	300K 700K
Carolina	0	2	1	0	1 (2-4)	4	Off. Scoresheet	Off. Super Stats
Boston	1	1	1	0	0 (1-4)	3	Boxscore	Faceoffs
							Play-by-Play	Shift Chart
							Rosters	TOI - CAR BOS
								Shootout Details

CAR: WESLEY, G. (11:43 in 2nd), COLE, E. (15:23 in 2nd), STAAL, E. (03:23 in 3rd)
BOS: TANABE, D. (09:54 in 1st), BOYES, B. (PPG, 14:39 in 2nd), STUART, B. (17:55 in 3rd)

FINAL	1	2	3	T	Recap	300K 700K
Philadelphia	0	0	0	0	Off. Scoresheet	Off. Super Stats
Montréal	1	1	3	5	Boxscore	Faceoffs
					Play-by-Play	Shift Chart
					Rosters	TOI - PHJ MTL

MTL: RYDER, M. (PPG, 11:14 in 1st), BULLIS, J. (10:42 in 2nd), RYDER, M. (00:40 in 3rd), SOURAY, S. (06:23 in 3rd), RYDER, M. (PPG, 16:52 in 3rd)

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Turn Your PC into



PHP

- PHP (Pre-Hypertext Protocol)
 - Open source, modular and free
 - Calendars, reservations, galleries, listings and classifieds, news feeds, blogs, boards, help desks...
 - Administrative control of content from anywhere
 - Optimizing the functionality of PHP for brand management and usability, requires an investment in both design and technical expertise

Case study: Madeleine King

Madeleine King, Alderman, Ward 8, City of Calgary - HOME - Microsoft Internet Over drive

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Google Earth News 28 blocked Check ABC AutoFill Options Highlight

Address http://www.madeleineking.ca/

Google Search Google Earth News 28 blocked Check ABC AutoFill Options Highlight

MADELEINE KING ALDERMAN

WARD 8
Calgary

HOME ISSUES WARD OFFICE COMMUNICATIONS BIOGRAPHY LINKS

- WARD 8 ISSUES
- WHAT'S NEW
- GREAT SPACES AND PLACES OF WARD 8

Great Spaces & Places of Ward 8
Alderman King has compiled a list of some of the interesting features of Ward 8. Learn more about what is fun to see and do in your neighbourhood. [More >>](#)

Advancing smart growth for our Ward

CONTACT ME February 5, 2006

SEARCH
search...
Go

WARD MAP
Currently no polls available to vote
Results

FROM THE ALDERMAN
Welcome to our Ward 8 website ... [more...](#)

NEWSLETTER SIGN-UP
Email address :

 Receive HTML?
Subscribe

THE CITY OF CALGARY

HOME - ISSUES - WARD OFFICE - COMMUNICATIONS - BIOGRAPHY - LINKS - CONTACT ME
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Content Item: Edit [Section: Home page]

Item Details

Title: Section:

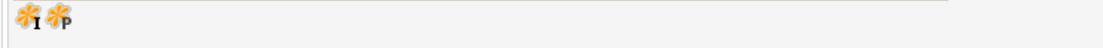
Title Alias: Category:

Intro Text: (required)

Arial - Size - Normal **B** *I* U ~~S~~ x₂ x²

Advancing smart growth for our Ward

Path:



Main Text: (optional)

Arial - Size - Normal **B** *I* U ~~S~~ x₂ x²

Publishing Images Parameters Meta Info Link to Menu

Publishing Info

Show on Frontpage:

Published:

Access Level:

Author Alias:

Change Creator:

Ordering:

Override Created Date: ...

Start Publishing: ...

Finish Publishing: ...

Content ID:	22
State:	Published
Hits :	0
Revised :	12 times
Created	Sunday, 18 September 2005 19:35
By	Administrator
Last Modified	Friday, 07 October 2005 14:58
By	RockPaper Internet



Search engine optimization

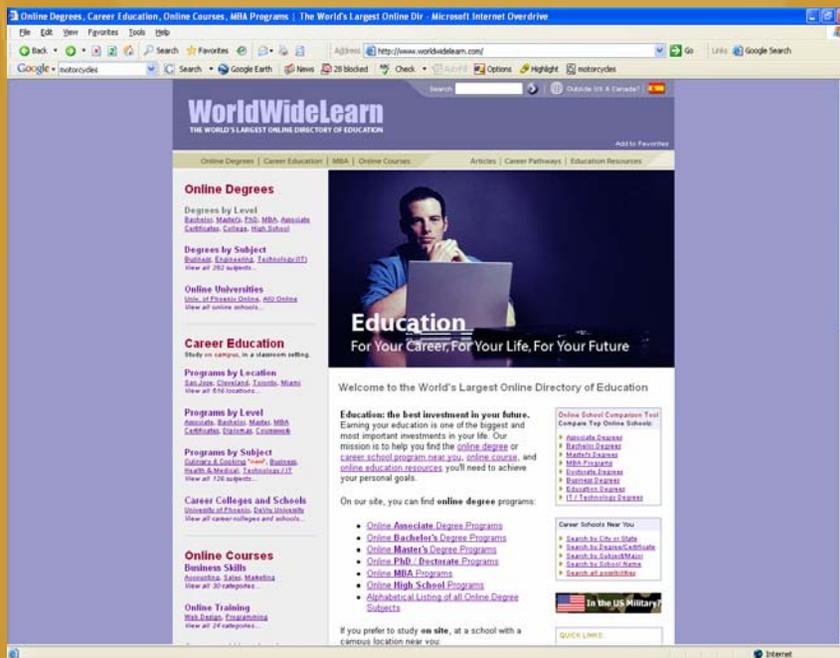
- Build a website and they will come? If only!
- “Meta data”: Machine understandable info
 - Keywords, description, title, abstract, author
 - `<meta name="keywords" content="keyword, keyword, keyword">`
 - `<meta name="description" content="company blurb">`
 - Right mouse click/View Source; View/Source



Search engines

- Major Search Engines and Directories
 - Google, Yahoo, AOL, Alta Vista, Ask Jeeves
 - Others engines and types
 - Metacrawlers and Metasearch Engines
 - News Search Engines
 - Pay Per Click Search Engines (CPC/PPC)
 - Shopping Search Engines
 - Multimedia Search Engines: Image, Audio & Video Searching
 - Search Toolbars & Utilities
 - Kids Search Engines
 - Specialty Search Engines
 - Country-specific Search Engines

Case study: World Wide Learn



- Built what she didn't find: Internet directory of online courses
- 10,000-15,000 referrals monthly (<2% conversion rate)
- Partners pay more than \$10 per referral

```
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<html>
<head>
<title>Online Degrees, Career Education, Online Courses, MBA Programs | The world's Premier Online Directory of
Education</title>
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<meta name="keywords" content="online degree degrees education directory course training world wide Learn">
<meta name="description" content="Find over 1600 online degree programs, over 2300 career training programs, over 2500 online
courses, and more, on the world's Premier Online Directory of Education.">
<meta name="robots" content="index,follow">

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.mainlink a:active {
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.mainlink a:visited {
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.mainlink a:hover {
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<link rel="SHORTCUT ICON" href="http://www.worldwidelearn.com/favicon.ico" type="image/x-icon">

<script>
<!--
function MM_preloadImages() { //v3.0
    var d=document; if(d.images){ if(!d.MM_p) d.MM_p=new Array();
    var i,j=d.MM_p.length,a=MM_preloadImages.arguments; for(i=0; i<a.length; i++)
    if (a[i].indexOf("#")!=0){ d.MM_p[j]=new Image; d.MM_p[j++].src=a[i];}}
}

function MM_swapImgRestore() { //v3.0
    var i,x,a=document.MM_sr; for(i=0;a&&i<a.length&&(x=a[i])&&x.oSrc;i++) x.src=x.oSrc;
}
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