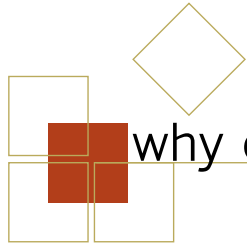


web sites: one size doesn't fit all



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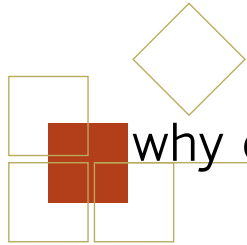


why one size doesn't fit all

- Because Every Business is Different
 - Different Buyer Personas
 - Different Business Goals
 - Different Marketing Strategies
 - Different Marketing Budgets

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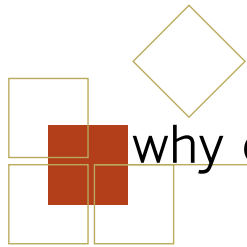


why one size doesn't fit all

Your Web site should be an extension of you marketing and branding efforts.

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why one size doesn't fit all



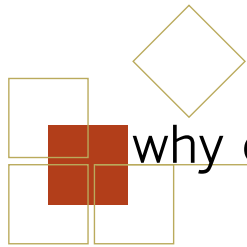
“ It’s a new world you’re about to enter ... If you understand how to use it you can drive buzz, new product feedback, sales and more. ”

– Robert Scoble

Scobleize and Microsoft tech evangelist

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why one size doesn't fit all

So how do you get that “just right” Web site that will work for you and keep your visitors coming back?



Design



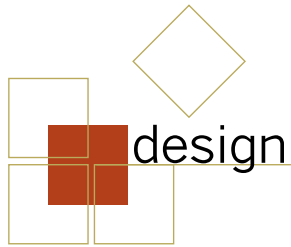
Usability



Interaction

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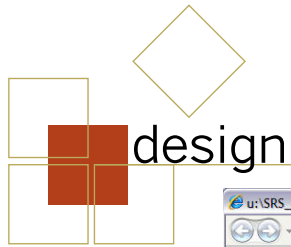
Tip # 1

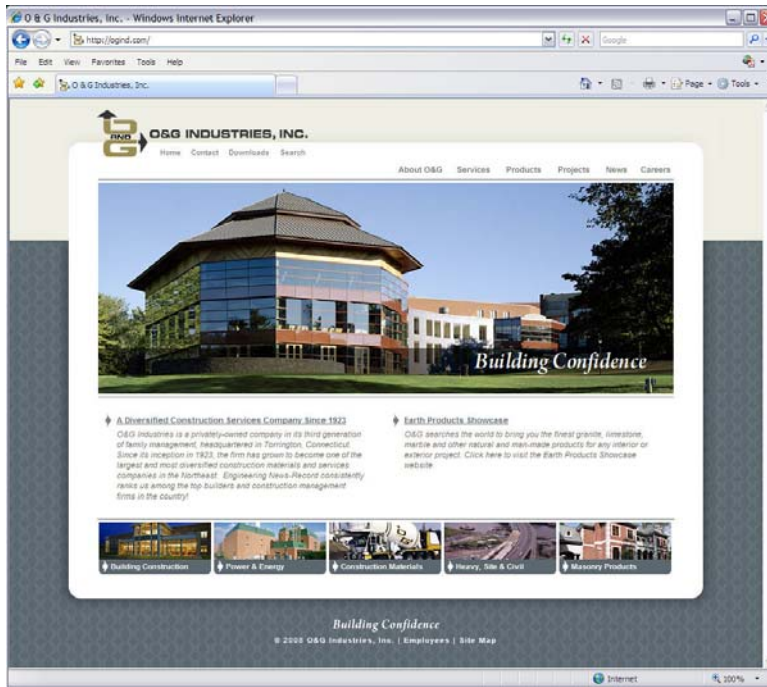
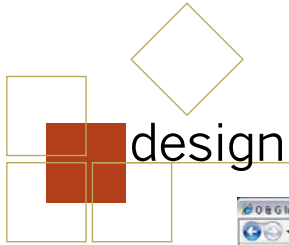
Make the right impression
the FIRST time



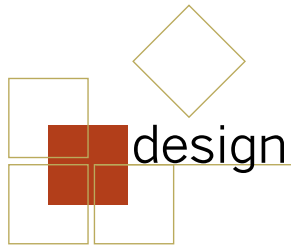
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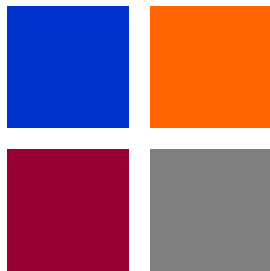


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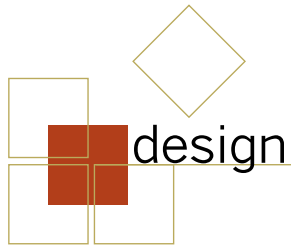
Tip # 2

Design for your audience NOT YOU!



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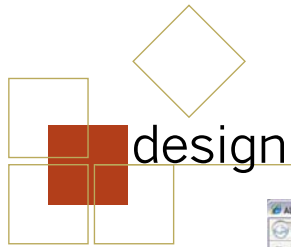
Get to know your buyer persona



- Create a bio on your buyer persona
- Understand their likes and dislikes
- Know what they expect from your Web site

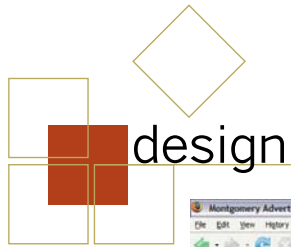
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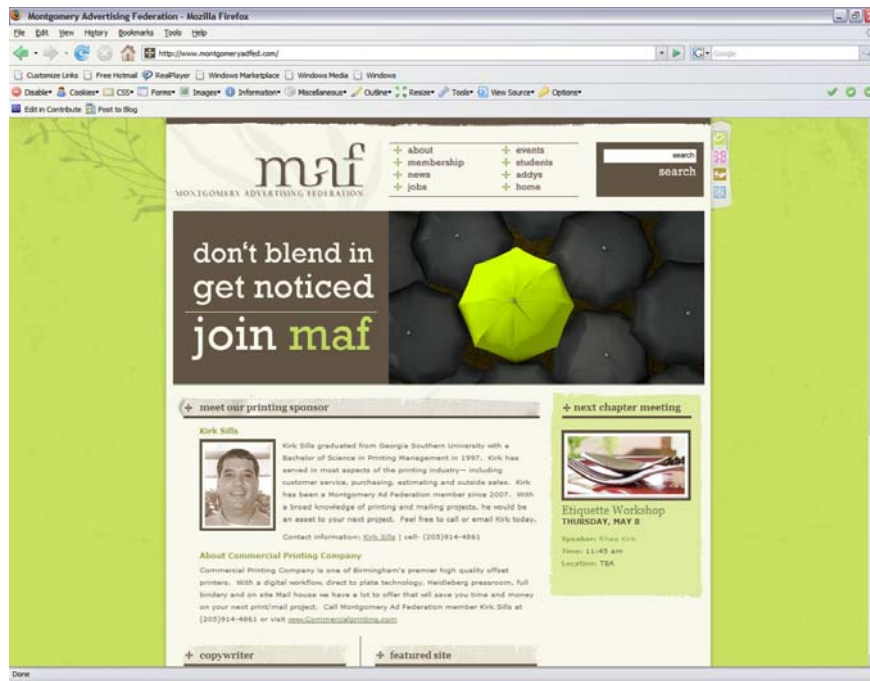


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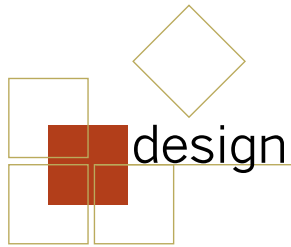


design



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Design Resources

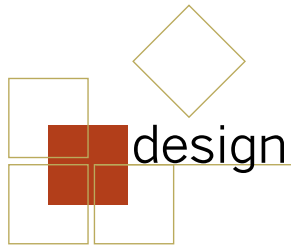
For the Start-Up Business

1. Hire a University



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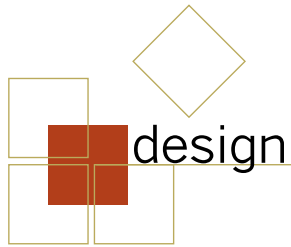
Design Resources

For the Start-Up Business

1. Hire a University
2. **Purchase Pre-Made Templates**
 - TemplateMonster.com
 - BuildYourSite.com
 - TemplateWorld.com

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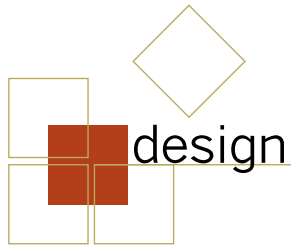
Design Resources

For the Seasoned Business

1. Hire an Interactive Agency

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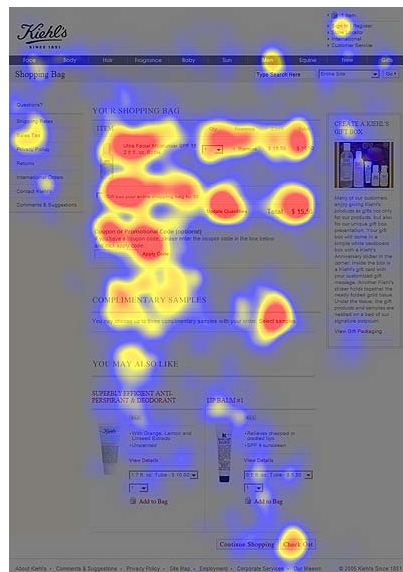
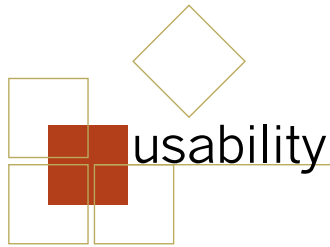
Design Resources

For the In-House Designers

1. ProjectSeven.com
2. MooTools.net
3. LightBox
<http://www.huddletogether.com/projects/lightbox2/>

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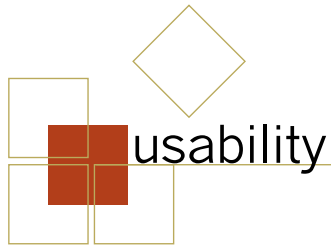


“ Usability is a term used to denote the ease with which people can employ a particular tool or other human-made object in order to achieve a particular goal. ”

-- Wikipedia

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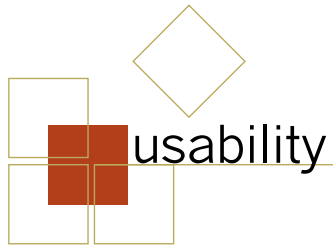
usability

“ Think of Web usability as a 'pay now or pay later' proposition. If you don't check in with users early in the development process, you run the risk that you won't meet their needs when you launch the site. When you realize their needs haven't been met, you have to go back and rethink your whole approach, rehire the web developers and get them refocused on the project so they can redevelop the site. ”

Source: <http://www.sitepoint.com>

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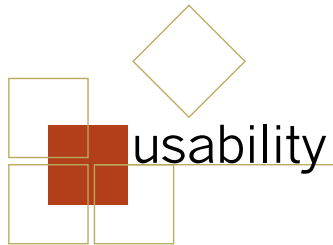
You Find Anything on YouTube.com!

Human Computer Connection
Kent State | Usability Lab

www.youtube.com/watch?v=_SWVdTBFMJk

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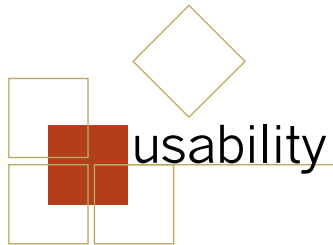
What You Can Do On a Budget

1. Create a clear, concise navigation

- Where am I?
- Where have I been?
- Where can I go?

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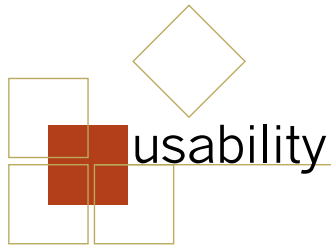


What You Can Do On a Budget

1. Create a clear, concise navigation
2. **Keep content simple, short and fresh**
 - Place important content first
 - Avoid internal jargon
 - Make content scannable
 - Update content regularly

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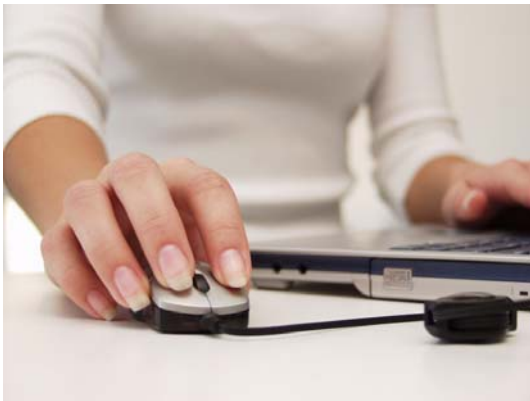
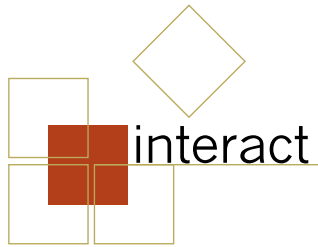


What You Can Do On a Budget

1. Create a clear, concise navigation
2. Keep content simple, short and fresh
3. **Create your own focus group**
 - Can they conduct simple tasks?
 - Do they enjoy using the site?
 - Is there incentive to return?
 - Can they recover from errors?

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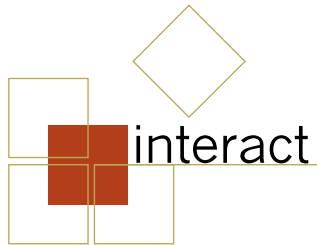




**Interaction Creates
“Stickiness” and encourage
“Word of Mouse!”**

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How You Can Connect With Your Users

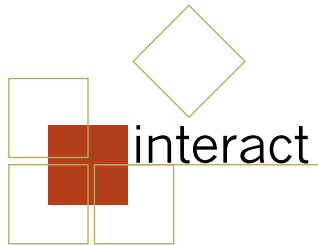
For the Seasoned Business

1. Invest in a Content Management System

- Mid-level CMSs have many interactive tools like blogs, forums, private content, wikis and online community capabilities
- Many allows you to update your site usually from any browser

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How You Can Connect With Your Users

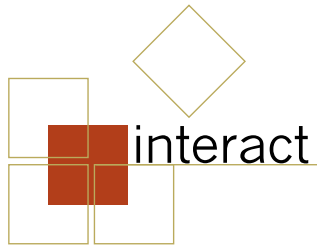
For the Start-Up Business

1. Start a Blog

- WordPress.com
- Blogger.com

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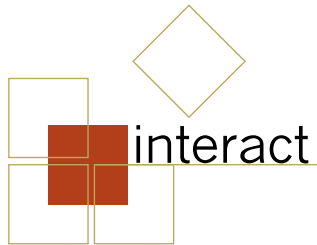
How You Can Connect With Your Users

For the Start-Up Business

1. Start a Blog
- 2. Create an Online Store**
 - Cartweaver Extension
 - BigHoller.com

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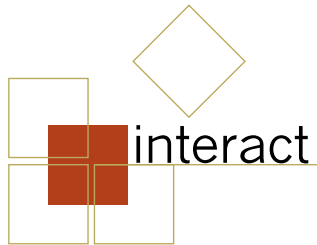
How You Can Connect With Your Users

For the Start-Up Business

1. Start a Blog
2. Create an Online Store
- 3. Sharing Photos**
 - Flickr.com
 - Snapfish.com
 - SmugMug.com

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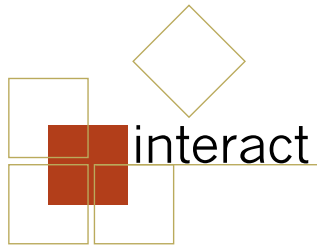
How You Can Connect With Your Users

For the Start-Up Business

1. Start a Blog
2. Create an Online Store
3. Sharing Photos
4. **RSS Feeds**

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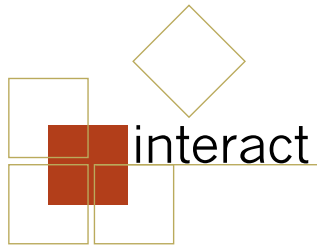
How You Can Connect With Your Users

For the Start-Up Business

1. Start a Blog
2. Create an Online Store
3. Sharing Photos
4. RSS Feeds
5. **Videos**
 - YouTube.com

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How You Can Connect With Your Users

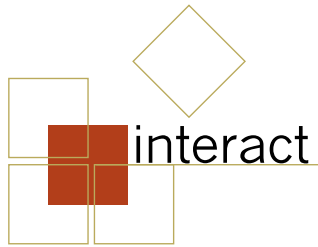
For the Start-Up Business

1. Start a Blog
2. Create an Online Store
3. Sharing Photos
4. RSS Feeds
5. Videos
6. **eNewsletters**

- MyEmma.com

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But remember ...

Make sure you can manage what you put out there!

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thank you!

Susan Cline

Creative Director & Senior Designer

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