



Objectives:

- Identify proper page design to give your site the greatest chance of ranking high in the search engines.
- See how to use Google Analytics and other search-engine optimization tools to improve rankings.
- Identify how to make your site easy to navigate and how to draw visitors in to explore.
- Ascertain how to bring people back again and again.
- Evaluate low cost - no cost off-line strategies to drive people to your site.



Principles of web design:

- How to be found
- How to be read
- How to be bookmarked

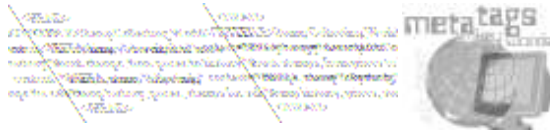
How to be found - Key Word Placement

- Meta Title Tag
- Meta Description Tags
- Meta Keyword Tags
- Alt Tags
- Body Text

How to be found

Metatags:

Hidden HTML code in a web page that provides the site title, description, and keywords.



Meta Title

- Your “headline”
- 60 characters (including spaces)
- Should include company or product name
- Start with the word you wish to be alphabetized by.
- Should not contain “welcome” or “home”
- Use 1-3 key words

Meta Description

- Up a maximum of 150 characters in a short keyword-loaded descriptive paragraph
- About 130 characters are displayed
- Accurately describe your site
- Sell your site – give viewers a reason to click

Meta Keyword Tags

- Used by a few search engines to index and rate your site (primarily Inktomi – MSN and specialty search engines).
- Up to 874 characters (including spaces)
- Do not repeat words more than 3 times (key word saturation)
- Use common misspellings
- Approximately only 35% of web sites use Meta Tags.

Meta Tag Tester

MetaTag Tester:

www.scrubtheweb.com/abs/meta-check.html

Body Text

- 1st paragraph most highly ranked.
- Headlines & links are more highly ranked.
- Answer within 5 seconds WIIFM?
- Define your USP and give them key-word laden reasons to explore further
- Avoid repeated use of the words “welcome” or “homepage”

How to be found - Maximizing hits

- searchenginewatch.com
- Keyword suggestions:
- <https://adwords.google.com/select/KeywordToolExternal>

How to be found - Maximizing hits

- Link popularity:
- www.widexl.com/remote/link-popularity/

How to be found - Maximizing hits

Link popularity:

- Reciprocal links
- Submit to the Yahoo Directory
 - <https://ecom.yahoo.com/dir/submit/intro/> (\$299/year)
- Articles (on your site and others)
- Blogs (yours and links on others)
- Social media websites
 - Digg, Furl, Technorati, del.icio.us

How To Be Read

- **Focus:** no more than 3 main keywords or phrases
- **Content:** site should be a valuable resource for a topic - 5 second WIIFM rule
- **Uniqueness:** offers something no one else has.

How to be Read

- **design consistency**
 - a common look and feel
- **navigation**
 - the three click rule
- **focal points**
 - don't litter with Gifs

**How to be Read:
Content and Style**

- Short Text (50% less text)
- Scannability (use heads, subheads, bullets and summaries)
- Write newspaper style (inverted pyramid – headline first)
- Use bullets, lists and maps
- Pay attention to what is “above the scroll”
- *More info: www.useit.com/papers/webwriting/*

The Power of Google Analytics

- How do people come to your website?
- What are your visitors looking for when they come to your website?
- What pages are visited?
- Are they staying when they hit your site?
- What are the patterns of behavior?

How to be Read - Test

Web Report Cards:
www.netmechanic.com/cobrand/zd_dev/
<http://www.websitegrader.com/>

How to be bookmarked

Attractors*:

- fun & entertaining
- relevant, personalized information
- immediate & gratifying results
- experience of belonging

**Gistics*

Detrimental Design Elements / Peeves

- Music
- Interstitial (pop-up) ads
- Extreme slowness
- User-hostile password protection
- Frames

Peeves: music or sounds

Any site the automatically plays music:

- Delays loading
- Temporarily freezes the browser
- Assaults the senses
- Never is your music choice

Corbin Ball, CMP is an international speaker, consultant and writer helping clients worldwide use technology to save time and improve productivity. With 20 years of experience running international technology meetings, he now is a highly acclaimed speaker with the ability to make complex subjects understandable and fun. His articles have appeared in hundreds of national and international publications and has been quote in the New York Times, the Wall Street Journal, Fast Company Magazine and numerous other publications. Corbin serves or has served on many hotel, corporate and association boards. He is the only person to receive both MPI's International Supplier of the Year and MPI's International Chapter Leader of the Year awards and has been named for four years as one of "The 25 Most Influential People in the Meetings Industry" by MeetingNews Magazine.

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