



Sara Isenberg Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships

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Welcome to:

How to Prepare for Your Website Overhaul (or New Website)

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"On the Internet, nobody knows you're a dog."



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INTRODUCTION

I help web developers, businesses, and individuals with web, social media, email marketing, software, and other projects.

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<http://saraisenberg.com>

<http://saraisenberg.com/blog/>

<http://facebook.com/SaraisenbergConsulting/>



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INTRODUCE YOURSELF

1. **Your name?**
2. **What is your website about?**
3. **What would you most like to learn in this class?**





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AGENDA

1. Introductions
2. 3 Fundamentals
3. 6 Main Sections of your web:
4. 6 Questions to Ponder
5. Case Studies
6. Fast, Cheap, Good
7. Resources





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3 FUNDAMENTALS:

1. **Usability – architecture, navigation**
2. **Design – appropriate to support your message**
3. **Content – clear and simple, easy to scan**





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6 MAIN SECTIONS OF YOUR WEBSITE:

1. Home page
2. Products and/or Services
3. About
4. Contact
5. Custom Information
6. Dynamic Content



(credits to Scott Design's blog)



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6 QUESTIONS TO PONDER:

1. **What is my site?**
2. **Who do I want to attract?**
3. **What is my style, look & feel, voice?**
4. **What is my content?**
5. **What is the intuitive organization?**
6. **What features will help?**





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PONDER #1: WHAT IS MY SITE?

- **What are my goals?**
- **Will visitors understand what I do (am offering) in 3-5 seconds?**
- **What is my USP (Unique Selling Proposition)?**
- **What are my measures of success?**

→ Describe 3 goals and 3 measure of success.



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PONDER #2: WHO DO I WANT TO ATTRACT?

- **Who do I want to visit my website?**
- **Demographics: young/old, male/female, etc?**
- **What is my visitor's frame of mind?**
- **What is my visitor's job, role, goal?**

→ Describe 3 profiles that you want to attract.



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PONDER #3: WHAT IS MY STYLE, LOOK & FEEL, VOICE?



- **What qualities attract my users?**
- **Casual, formal, humorous, corporate, etc?**
- **I, we, you, they – Who is the voice?**

→ Describe the profile of the voice/speaker.



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PONDER #4: WHAT IS MY CONTENT?

- Product?
- Service?
- Entertainment?
- Information?
- Inspiration?
- Etc.



→ Describe your primary and secondary content.



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PONDER #5: WHAT IS THE INTUITIVE ORGANIZATION?

- **What are various ways to organize?**
 - **What is most intuitive?**
 - **Different people, different paths.**
 - **By role (eg: teacher, student, parent).**
 - **By demographic (eg: male, female, child)**
 - **By product (eg: widget1, widget2)**
- Describe options for your website's organization.**





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PONDER #6: WHAT FEATURES WILL HELP? TAP INTO CURRENT TECHNOLOGY.



- Graphics
- Illustrations
- Animation
- Photographs
- Video
- Newsletter/signup
- Blog
- Ecommerce
- Resources
- Site search
- Sitemap
- SEO
- CMS
- Google Analytics
- Social Media!

→ List your “*must have*” features and “*wish list*” features.



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CASE STUDIES:

- <http://www.apple.com/>
- <http://woodsholeinn.com/>
- <http://www.wildthymedeli.com/>
- <http://cosmicdesigngroup.com/>
- <http://www.stonesoup.com/>
- <http://www.kikimag.com/>
- <http://www.elt-inc.com/>
- <http://amieforest.com/>
- <http://bootsroad.com/>
- <http://www.cloudforestdesign.com/>
- **YOUR Website?**



“FAST, CHEAP, GOOD: Pick Two!”

A client can have their project _____:



Fast, Good or Cheap. Pick two.

Below is The Designers Holy Triangle! When creating a project, clients must **choose only two** out of the three options. They can't have it all. It's a reality of life, clients must deal with it. Web designers must deal with it.



Good + Fast = Expensive

Choose good and fast and we will postpone every other job, cancel all appointments and stay up 25-hours a day just to get your job done. But, don't expect it to be cheap.

Good + Cheap = Slow

Choose good and cheap and we will do a great job for a discounted price, but be patient until we have a free moment from paying clients.

Fast + Cheap = Inferior

Choose fast and cheap and expect an inferior job delivered on time. You truly get what you pay for, and in our opinion this is the least favorable choice of the three.



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RELATED UPCOMING CLASSES:

<http://saraisenberg.com/upcoming-classes/>

- **Expand Your Reach with Social Media** (with co-instructor Karen Kefauver)
Tuesday, February 1, 6:30 pm to 9:30 pm
- **ABCs of SEO – Basics of Search Engine Optimization**
(with co-instructor, SEO expert, Steve Penny)
Tuesday, February 15, 6:30 pm to 9:30 pm
- **Build a Free Blog or Website with WordPress.com**
Tuesday, March 1, 6:30 pm to 9:30 pm





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RESOURCES

Don't Make Me Think, A Common Sense Approach to Web Usability, Steve Krug.

Letting Go of the Words, Writing Web Content That Works, Janice Ginny Reddish.

My collection of best SEO Resources:

<http://saraisenberg.com/2010/10/16/best-seo-resources/>

My collection of best Social Media Resources:

<http://saraisenberg.com/2010/07/22/social-media-resources-linkedin-facebook-twitter-blogging/>

My collection of Best Resources Before you Design your Small Business Website:

<http://saraisenberg.com/2010/12/13/best-resources-to-review-before-you-design-your-small-business-website/>





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LAST SLIDE 😊

Questions & Answers

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