

# Designing Your Website Key Considerations

***SUPERCHARGE***



**MARKETING**

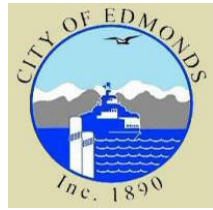
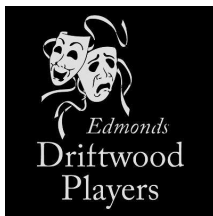
# ***SUPERCHARGE***



## **MARKETING**

- *Professional website design, setup, and management*
- *All things digital!*
  - *Social Media! Setup, design, content, customization, and monitoring*
  - *Data Analysis and Metrics*
  - *Google AdWords*
  - *General consulting, training, and speaking*





- *Is Your Online Presence Built Well?*



## ***Everything is constantly changing!***

- *Website design and management can feel overwhelming*
- *And just when you “figure it out”, the cat jumps out of the box.*



## ***Answering WHY***

- *Why should my business care about the Internet and how people see their business online?*



## *Why Do I Need A Website At All?*

- *I get all of my business from referrals!*
- *I'm on social media!*
- *So why do I still need a website in 2025?*



## ***Answering WHY***

- *Customers, clients, and partners are online*
- *Websites, social media profiles, and others are another way to connect with and serve customers*
- *People are digesting information online – including business*
- *Do you know what they are saying about your business?*



## *Answering WHY*

- *Millennial expectations*
- *Are you online?*



## *Answering WHY*

- *People will vet you online*
- *They will search for you on Google*
- *They will read reviews*



## *The Website as Hub*

- *It all starts with a website*
- *A website remains the most important online destination for your business*
- *When it's built right*



## *The Website as Hub*

- *No other site online will do as many things for your business*



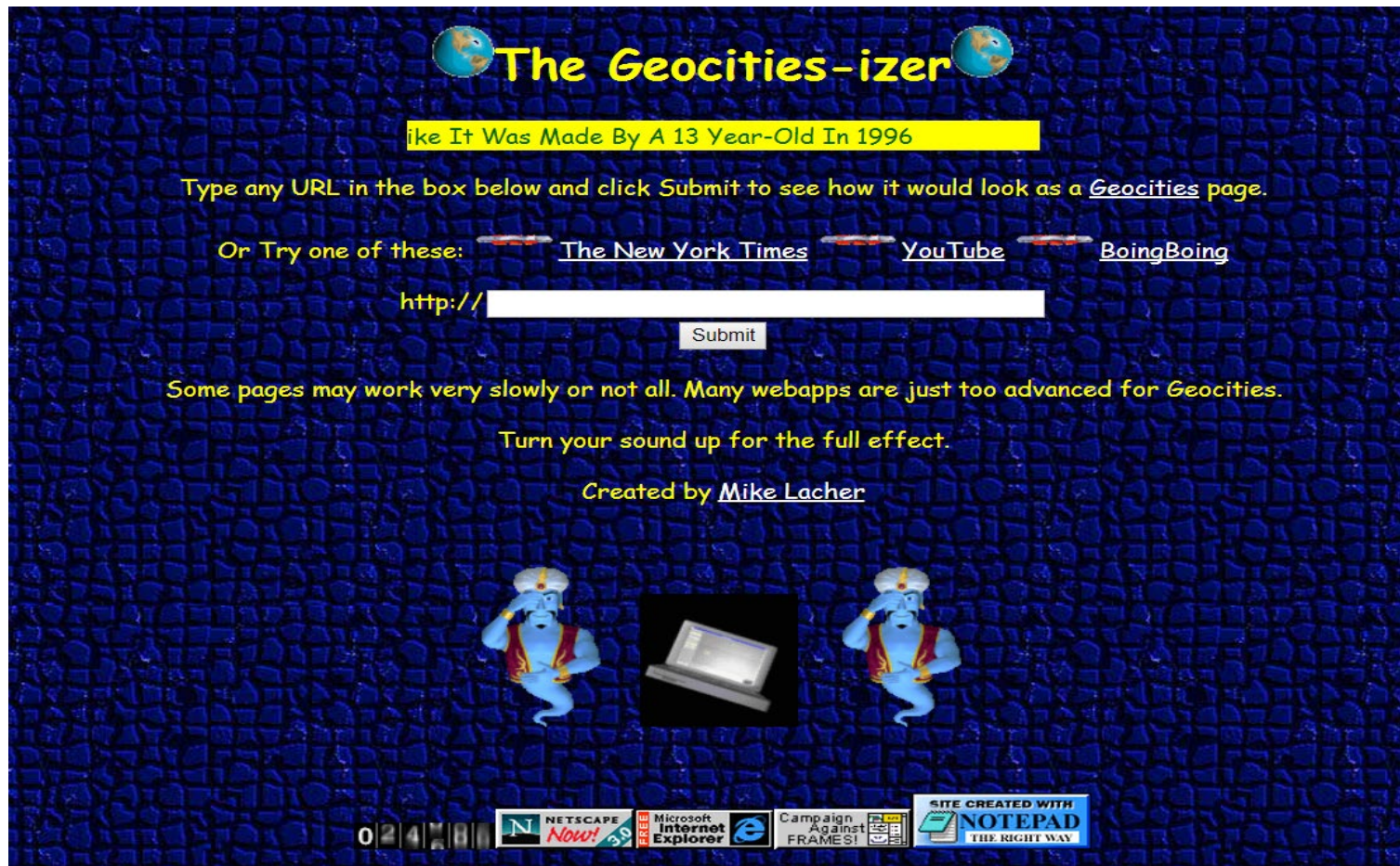
## *Scary Websites*

- *That said there are some SCARY websites out there!*
- *Examples of what NOT to do...*



# Scary Websites

- The critical word in “get a good website” is GOOD



The screenshot shows a website titled "The Geocities-izer" with a blue, textured background. At the top, the title is flanked by two globe icons. Below the title, a yellow banner reads "Like It Was Made By A 13 Year-Old In 1996". The main text instructs users to "Type any URL in the box below and click Submit to see how it would look as a Geocities page." Below this, it says "Or Try one of these:" followed by three examples: "The New York Times", "YouTube", and "BoingBoing", each with a red and white arrow pointing to the right. A text input field contains "http://" followed by a white box, and a "Submit" button is positioned below it. Further down, it says "Some pages may work very slowly or not all. Many webapps are just too advanced for Geocities." and "Turn your sound up for the full effect." At the bottom, it says "Created by Mike Lacher". The footer features two blue alien characters on either side of a laptop icon, and a row of logos including Netscape Now!, Microsoft Internet Explorer, Campaign Against FRAMES!, and a Notepad logo with the text "SITE CREATED WITH NOTEPAD THE RIGHT WAY".

**The Geocities-izer**

Like It Was Made By A 13 Year-Old In 1996

Type any URL in the box below and click Submit to see how it would look as a Geocities page.

Or Try one of these: [The New York Times](#) [YouTube](#) [BoingBoing](#)

http://

Some pages may work very slowly or not all. Many webapps are just too advanced for Geocities.

Turn your sound up for the full effect.

Created by [Mike Lacher](#)

NETSCAPE Now! 99 3.0 Microsoft Internet Explorer Campaign Against FRAMES! SITE CREATED WITH NOTEPAD THE RIGHT WAY



*Simply the Best!*

Search for X-Ray Products.



Go!

...Or select from some of our most popular....



[Fastest Shipping Lead Apparel.](#)



[Most Comfortable Aprons.](#)



[Surgical Radiation Reducing Gloves.](#)



[Line-Pair Resolution Test Phantoms.](#)



[Lead Glass.](#)



[X-Ray Test Meters.](#)



[System Test Phantoms.](#)



[Lead Curtains.](#)



[Resolution Test Tools/Phantoms.](#)



[X-Ray Merchant Boards.](#)



[ACR accredited Medium MRI Phantom.](#)



[Small Animal Immobilizers.](#)



[Mobile Lead Barriers.](#)



[X-Ray Table Pads.](#)



[Silver Recovery Systems.](#)



[X-Ray Grids.](#)

P.O. Box 625 \* Gresham, OR 97030 U.S.A.

503-667-3000 \* Toll Free U.S.A: 800-827-9729 \* Fax : 503-666-8855

This web site is our catalog! No printed catalog is available.  
©1997-2023 Pacific Northwest X-Ray Inc. - Sales & Marketing Division - All Rights Reserved



# ACME Laboratories

Graphics \* Unix \* Networks \* Fun



Purveyors of fine freeware since 1972. On the net since 1991.

- [ACME Updates.](#)
- [ACME Labs maps](#), including:
  - [The ACME Mapper.](#)
  - [ACME GeoRSS Map Viewer.](#)
  - [Paris Metro map.](#)
  - [ACME Planimeter.](#)
- The [ACME Labs freeware library](#).
  - [e](#) - tiny EMACS-like text editor.
  - [httpd](#) - tiny/turbo/throttling web server.
  - [mini\\_httpd](#) - simple web server that does HTTPS.
  - [micro\\_httpd](#) - world's smallest web server?
  - [spfmliter](#) - SPF mail filter module.
  - [pbmplus](#) - toolkit for converting image file formats.
  - The [currently-lit face of the Earth](#), in ASCII.
  - The [current phase of the Moon](#), in ASCII.
- The [ACME JavaScript utilities.](#)
- The [ACME Java pages](#).
  - The [current phase of the Moon](#), in Java.
  - A [Java print\(\)-equivalent](#)
  - A [GIF encoder](#)
  - [PostScript-like graphics.](#)
  - A simple [web server](#) in Java.
- Tutorials and resources
  - [The ACME Comment Weblet.](#)
  - [Web API Demonstrations](#).
  - [HTML5 Canvas](#).
  - [Learn how to filter out emailed spam.](#)
  - The [ACME Caption Maker](#).
  - The [ACME Chartmaker](#).
  - The [ACME Annotator](#).
  - [Twoday](#), shows you what you tweeted on this day in past years.
  - Learn how to [set up a FreeBSD firewall](#)
  - An [HTML sampler](#), and a [colormap sampler](#).
  - [Unicode characters.](#)
    - [Unicode Transformations.](#)
    - [Unicode Decoder](#).
  - [One Month](#), a single calendar page.
- Toys and amusements:
  - The [ACME Label Maker](#).
  - The [ACME License Maker](#).
  - Just for Valentine's Day: the [ACME Heart Maker](#).
  - The [ACME ChuMaker](#).
  - The [ACME Chocolate Registry](#).

Welcome To: **Gates N Fences**

L.A. Ornamental Corp  
3708 N.W. 82nd Street  
Miami, Florida 33147  
Phone: 305-696-0419  
[LAOrnamental@Aol.com](mailto:LAOrnamental@Aol.com)

**Designed to Enhance the Entry of your home with Custom Ornamental Decorative Driveway Gates while bringing Safety, Security and convenience.**

- Home
- Driveway Gates
- Modern Driveway Gates
- Custom Driveway Gates
- Privacy Driveway Gates
- Garden Gates
- Modern Garden Gates
- Privacy Garden Gates
- Fencing
- Fencing\_2
- Railings
- Modern Balcony Railings
- Openers - Operators
- Ramset
- FAAC
- Apollo
- BFT
- Power Master
- Platinum Gate Openers
- Liftmaster
- Elite
- Doorjking
- OSCO
- Allstar
- Viking



**Top Brands of Gate Openers and Operators, Commercial, Residential, Industrial, Swing, Slide, Rack & Pinion, Barrier**

- [BFT Gate Openers](#)
- [PowerMaster Gate Openers](#)
- [Eagle Gate Operators](#)
- [Elite Gate Operators](#)
- [Ramset Gate Operators](#)
- [Doorjking Gate Openers](#)
- [Viking Gate Operators](#)
- [OSCO Linear Gate Openers](#)
- [Liftmaster Gate Openers](#)
- [Allstar Gate Operators](#)
- [SEA Gate Openers](#)
- [FAAC Gate Operators](#)
- [Apollo Gate Openers](#)
- [Hysecurity Barriers /Risers](#) [Swing](#) [Slides](#)
- [Residential Sliding Gate Openers](#)
- [Barrier Gate Vehicle Barrier Gate, Parking Gate, Barrier](#)

All of our Aluminum or [Wrought Iron Gates](#), or Fences are designed and manufactured to withstand a range of outdoor conditions. Our commitment to our customers and dedication to produce quality gates has earned us thousands of satisfied customers.

Although we offer a wide selection of Ornamental Designs or Decorative Designs, we can design and manufacture any style in aluminum or wrought iron metals. L. A. Ornamental & Rack Corp also offers Fences, Garden or Walk Thru Gates to match your driveway gates. With over thirty five years of experience in manufacturing and designing elegant, custom, or exotic [Aluminum Driveway Gates](#) and Fences, our past and future customers can have peace of mind that they are receiving quality workmanship. We are a Fence Company that gives our customers 110% of dedication to manufacture quality driveway gates and fences.

For a quote please send an e-mail to [LAOrnamental@aol.com](mailto:LAOrnamental@aol.com)

If your looking For Privacy with your Driveway Gates ,Garden Gates, or Walk Thru Gates, we offer a Solid Backing with your choice of Aluminium, Steel, Plexiglas or Plastic. All solid backing are offered in many different colors to choose from. [Privacy Gates](#)

We offer a large selection of Gate Openers and Gate Operators for Residential Driveway Gates, Light or Heavy Commercial Gates, or industrial locations. If your not sure the style or size of the Gate opener / gate operator you need, please e-mail or contact us so we can gladly help guide you to the correct choice. We offer all type of Gate Openers / Gate Operator, Sliding Gate Openers / Gate Operator, Swing Gate Openers / Gate Operator, Hydraulic Gate Openers / Gate Operator. We also have a wide selection of replacement [Main Circuit Boards](#) for all brands, and [Remote Controls](#) for Visors or Keychains.

[Railings](#) - L. A. Ornamental Rack Corp offers top quality Balcony Railings, Front Porch Railings, Deck Railings in Metal, Aluminum, or Wrought Iron Steel. We offer rails for residential or commercial locations for either Interior or Exterior locations. We also offer Custom Made Railings, Decorative Railings, or HandRails that are powder coated paint for low maintenance and long last Balcony Rails, Porch Rails, or Deck Rails

[Garden Gates or Walk Gates](#) can be designed to match any existing or ordered driveway gate. Customers can choose between wrought iron or aluminum as material and choose from our wide selection of powder coated colors. Garden or Walk Gates are custom made that can give your home that special and elegant look.

[Pool Fences](#) - the Aluminum Pool Fence Styles, Aluminum Pool Gate Styles, or the Aluminum Pool Deck Railing Styles that is perfect for your project. We offer decorative pool fences, standard safety fences, or any custom made pool gates for your property that are the essential requirements of commercial crowded areas, or residential properties.

We offer a large selection of Wrought Iron and [Aluminum Driveway Gates](#) , but also browse through our wide selection of Gate Operators, either Sliding or Swing Gate Openers / Operators.

[Access Control](#): Tele-phone Entry System from Linear, Select Engineering, American Access System, Sentex, For Residential and Commercial Application. A variety of Access Control Equipments, including Remote Controls, Card Readers, Proximity Card Reader, Key Pads, Wireless Key Pad, Wireless Telephone Entry System, Free Exit Loops, Safety Loop, Safety Photo Sensor, Multi-Code, LiftMaster, Linear, Proximity Card, Magnetic Lock, Wireless Intercom, Receiver, Transmitter, Exit Wand, Extended Range Antennas, Electric Strike, Radio Receiver, Mini

Yale School of Art  
1156 Chapel Street, POB 208339  
New Haven, Connecticut, 06520-8339

# YALE SCHOOL OF ART

- Home
- About the School
- Apply to the School
- Exhibitions
- Publications
- News
- Public Events

Pause animations ||

This website exists as an ongoing collaborative experiment in digital publishing and information sharing. Because this website functions as a wiki, all members of the School of Art community—graduate students, faculty, staff, and alums—have the ability to add new content and pages, and to edit most of the site's existing content.

Content is the property of its various authors. When you contribute to this site, you agree to abide by Yale University academic and network use policy, and to act as a responsible member of our community.

QUICK LINKS +

The School of Art is one of **Yale's Graduate & Professional Schools** conferring MFA degrees in Graphic Design, Painting/Printmaking, Photography, and Sculpture; and offers undergraduate-level art courses to Yale College students. Our website exists as an **ongoing collaborative experiment** in digital publishing and information sharing. It functions as a wiki—all members of the School of Art community have the ability to add new, and edit most existing content.

Editor details

I would like to note Mel Bochner's passing on February 12, 2025. He was a valued colleague, a brilliant interlocutor, never brought less than his A-game to studio visits and reviews, he had a voice that brought insight to the conversation, and had an outstanding sense of humor. I was fortunate to be his colleague. Students felt fortunate for the exchange they shared. He never varnished his truth. May he rest in peace.

—Rochelle Feinstein, Emerita Professor, School of Art, 1994-2017

Editor details

Visitor: Log in

Edit this page

Page history

ON THIS PAGE



This is the only official website for author Suzanne Collins. I am not on any social media platforms, so any accounts that you may find in my name are not authorized by me.

# Suzanne Collins

HOME

WORKS

BIOGRAPHY

INTERVIEW



FLY YOU HIGH!

## WELCOME

Hi! Thanks for visiting my website. Here's a picture of me with a rat in Central Park. If you've read my fantasy series, *The Underland Chronicles*, you will have a clue as to why I chose this photo. If not, and you'd like to learn more, please explore my site.

In 2005, *Gregor the Overlander* was chosen by the wonderful

## SUNRISE ON THE REAPING

COMING MARCH 18, 2025

*Sunrise on the Reaping* will revisit the world of Panem twenty-four years before the events of *The Hunger Games*, starting on the morning of the reaping of the Fiftieth Hunger Games, also known as the Second Quarter Quell. (Scholastic Press, 2025)



## SELECTED WORKS

SCI-FI

### THE BALLAD OF SONGBIRDS AND SNAKES

"Both a tense, character-driven piece and a cautionary tale...The twists and heartbreaks captivate despite tragic inevitabilities."

--Kirkus Reviews, STARRED REVIEW

### MOCKINGJAY

"...every bit as original and thought provoking, as *The Hunger Games*. Wow."

--Los Angeles Times

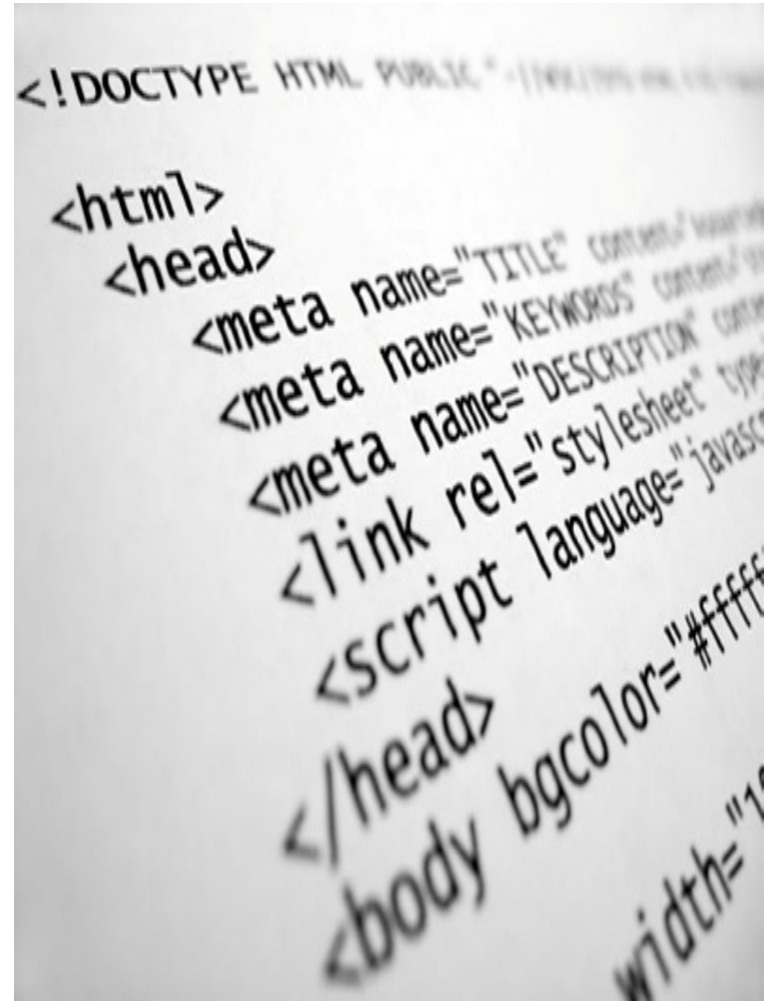
### CATCHING FIRE

"...doesn't disappoint when it segues into the pulse-pounding action readers have come to expect."

--Publishers Weekly, STARRED REVIEW

## Design Elements

- *The good news – Website design is easier than it was 10 years ago.*
- *Knowing coding languages like HTML is less pivotal.*
- *Which is great since if you miss a ; or ] in coding...*



```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN" "http://www.w3.org/TR/html4/strict.dtd">
<html>
<head>
<meta name="TITLE" content="...">
<meta name="KEYWORDS" content="...">
<meta name="DESCRIPTION" content="...">
<link rel="stylesheet" type="text/css" href="...">
<script language="javascript" type="text/javascript">
</head>
<body bgcolor="#ffffff" width="100%">
```

## *Design Elements*



**Sorry, this Site is  
Temporarily  
Unavailable**

**By Temporarily...we mean FOREVER!**

## ***The Good News On Web Design***

- *The good news – Website design is easier than it was 12 years ago*
- *Knowing coding languages like HTML is less pivotal*
- *It still helps to have a designer*



**WIX**.com



HighLevel

The logo for HighLevel, featuring three stylized upward-pointing arrows in yellow, blue, and green, followed by the text 'HighLevel' in a bold, black, sans-serif font.

**WORDPRESS**

## *The Bad News*

- *A lot of tools running around with serious drawbacks*
- *Critical functions missing*
- *Poor SEO performance*



- *Watch out for platforms promising everything over a lunch break*



- *Builders are not always as good as advertised*
- *Take Squarespace...*
  - *Takes a cut of your online sales*
  - *Pulls features with little to no notice*
  - *If they don't have a feature you're after, no ability to add it*
  - *No hosting choice*
  - *Limited analytics and data tracking*
- *It can still help to have a designer*

## My site is loading slowly

Last updated July 19, 2018

Squarespace takes multiple measures to ensure that all of the sites we host load quickly. We use a CDN (content delivery network) for images and other large files and compression/compaction for JavaScript and CSS. Our engineers continuously monitor the performance of our servers so we can respond to problems before they become noticeable. Each Squarespace site is backed by the full power of our system, so you won't have to worry that the load times of your site will increase [as it becomes more popular](#).

If your site is loading slowly, here are some common issues you can troubleshoot.

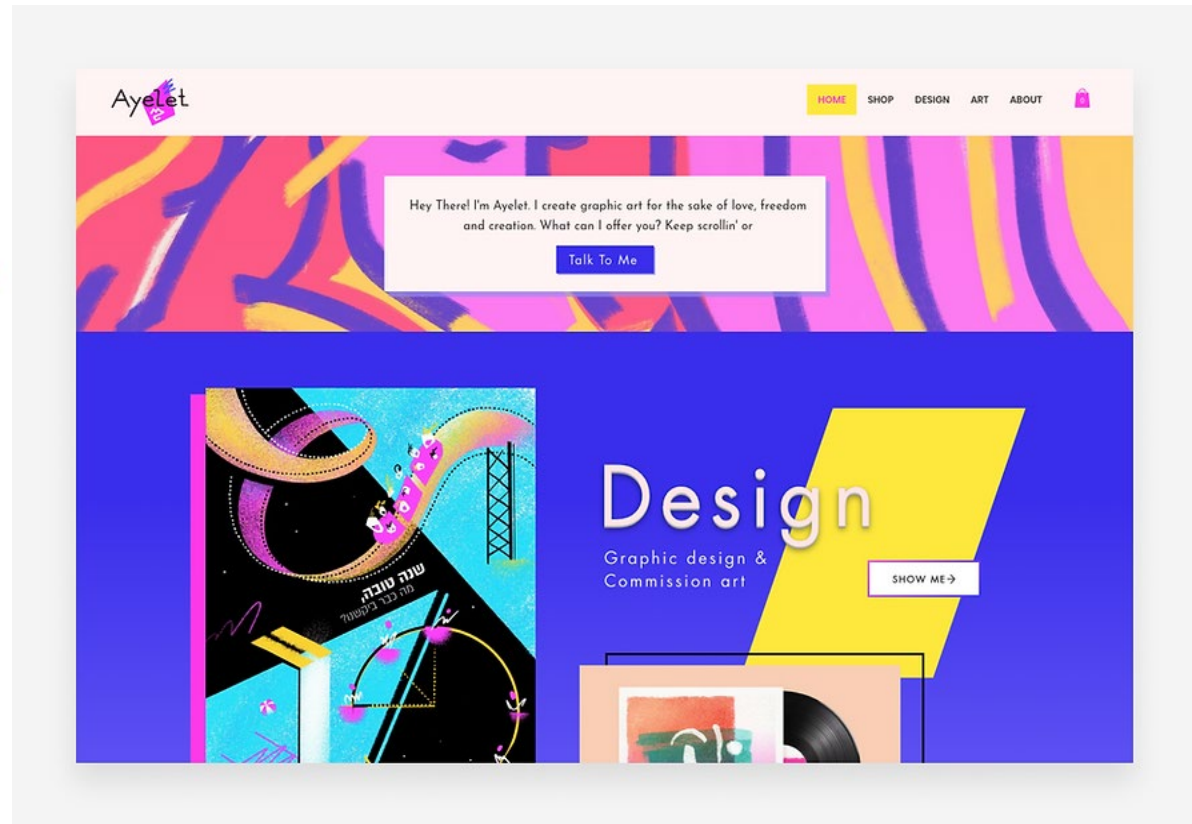
### SECTIONS

- Too much content
- Older browsers
- Local connection
- Custom code
- Fonts
- Further testing

**Note:** To see if a site loading problem is a system-wide issue, check our [Status page](#).

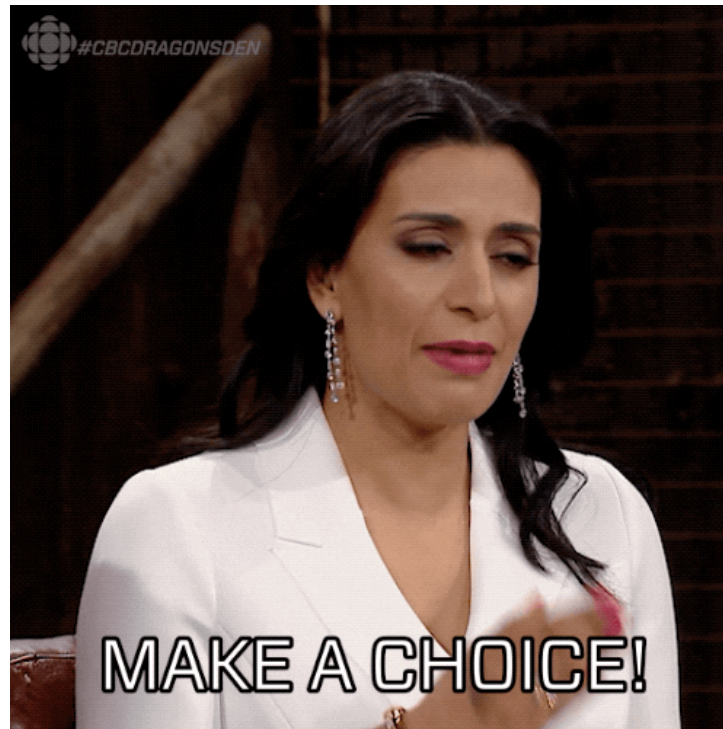
- *Design trends are good to keep an eye on.*
- *Remember, your website should professionally represent your business, not be a fashion statement.*

1. Nature distilled
2. Tactile maximalism
3. Exaggerated hierarchy
4. Retro revival
5. Museumcore
6. Dopamine colors
7. Hyperreality
8. Elevated brutalism
9. '80s excess
10. Dial-up design
11. Retrofuture femme



## *An AI Experiment*

- *Created website with AI*
  - *1 hour of information prep and input*
  - *1 hour of reviews and content editing*
  - *2 hours of redesign*
- *Just designed website*
  - *1 hour of information prep and input*
  - *1 hour of reviews and content editing*
  - *1 hour of design*



- *AI is at its best when it's a helpful tool, not purely a shortcut.*

## **The Drawbacks of Automated Web Design**

### **Lack of creativity**

The absence of creativity in automated web design is one of its main flaws. AI algorithms might not be able to create truly original and new designs because they can only operate within a set of established rules and parameters.

### **Very Little Customization**

There may be less customization possibilities available with automated web design. AI algorithms are capable of producing designs based on certain inputs and data, but they might not be able to produce designs that are tailored to the individual demands and tastes of every client.

### **Lack of Human Touch**

Last but not least, automated site design lacks the personal touch that only skilled web designers can offer. Human designers are able to infuse their knowledge and intuition into their work, resulting in designs that are not only aesthetically pleasing but are also enhanced for user interaction and engagement.

- *This service is offering to copy over a site I like and repurpose it as my website – Is that a good idea?*



[Find a Lawyer](#) > [Legal Topics](#) > [Intellectual Property Law](#) > [Copyright](#)  
> [Website Copyright Infringement](#)

## Website Copyright Infringement

### Where You Need a Lawyer:

\* Zip Code or City:

*(This may not be the same place you live)*

### Choose a Legal Category:

Most Common Intellectual Property Issues:

Copyright

Trade Secrets

Intellectual Property

Trademarks

Patents

At No Cost!

[Find a Lawyer](#)

## What Is Website Copyright Infringement?

A [copyright](#) is the legal right to prevent others from using an originally authored work. Copyright law is similar to trademark law, which covers logos and brand names and protects inventions. It is important to note that the item or work that is to be copyrighted should be an original work and not a reproduction or copy of property that has already been copyrighted.

- *How do you like to build websites then?*
- *Information collection, collaboration and with flexible tools*



- *WordPress was initially a popular blogging tool.*
- *Easy interface and generally user-friendly.*
- *Originally designed for writing and sharing articles.*
- *Developed by contributors all around the world.*



## *Design Elements*

- *It's a process that takes some time*



## ***Website Design Element 1***

- ***QUESTION*** – *What is the one thing that you want a visitor to do when they visit your business' website?*



- *Probably contacting you?*
- *Is your online presence set up to deliver this one outcome?*
- *Are numbers clickable, contact forms available?*

Enjoy Your Journey

Learn More

Counseling | Healing | Learning



Manage Consent

To provide the best experiences, we use technologies like cookies to store and enhance our browsing behavior or unique IDs on this site. Not consenting or withdrawing consent may adversely affect certain features and functions.

Accept



- *Don't overlook texting!*
- *Especially if those under 40 are a target.*



## Website Design Element 2

- *Images and video should be high definition, high quality!*



**William Olson Co.**  
Kitchen, Bath, Residential Remodel

Home

Remodeling Services

Portfolio ▾

About Us

Contact Us





[Home](#)

[Services](#) ▾

[About](#)

[Free Estimate](#)

[Contact](#)

# Emerald Isle Cleaning Services: Preserving Beauty. Elevating Your View

[Get A Free Estimate](#)

LIC#605356148

Free Estimate  
425-977-1111  
emeraldiscleaningllc.com

Contact [matt@superchargemarketing.com](mailto:matt@superchargemarketing.com) for more information

# Website Design Element 2

- Don't go overboard.

facebook.com/pepto/bismol

**pepto BISMOL**

**Who doesn't love grilling?**  
 The most popular grilling occasions are Fourth of July, Memorial Day and Labor Day.  
 48% of Grill lovers use the grill at least 1-2 times per week during peak summer months.  
 63% of U.S. households own a grill or smoker.  
 16,700,000 Grills were shipped in 2009.  
 The most popular foods for grilling are:

- 1 BURGERS
- 2 STEAK
- 3 HOT DOGS
- 4 CHICKEN

**It's Summertime!**  
 That means food festivals, amusement parks, baseball games and eating contests. Americans love to celebrate the warm weather by getting together and enjoying food with friends. When the enjoyment of summer leads to eating just one too many favorite foods, you may experience stomach troubles. Eat, drink and be covered!\*

When we get together, we tend to eat more.<sup>1</sup>  
 Meals eaten with one or other person were 33% larger than those eaten alone.

Record crowds are lining up for all that fried goodness.  
 Big Tex, the Texas State Fair attracts more than 3 mil. attendees every year.<sup>2</sup>

Some of the tastier menu items include:

- ✓ Enroled chicken barbecue sandwich
- ✓ Buffalo chicken wings
- ✓ All beef franks
- ✓ Baked potato salad
- ✓ Dry roasted salted peanuts
- ✓ Popcorn
- ✓ Chocolate chip cookies
- ✓ Ice cold soda
- ✓ Draft beer

Over 14 Major League Baseball stadiums have all-you-can-eat options.<sup>3</sup>

Major League Eating champions are eating more these days.<sup>4</sup>  
 The number of hot dogs eaten at the Nathan's Famous Hot Dog Eating Contest has been trending upwards since its inception in 1976.

More Than 59 Million Americans will attend a festival or fair this year!<sup>5</sup>

**SOURCES**

- 1 ENR, The National Geographic Traveler, 2005 Edition
- 2 Department of Marketing and Hospitality Science, University of Illinois at Urbana-Champaign
- 3 Nathan's Famous & Barbecue Association
- 4 MLB Advanced Media
- 5 [http://fch.wikibooks.org/wiki/Stats\\_Terms\\_Terms](http://fch.wikibooks.org/wiki/Stats_Terms) & Major League Eating

**Eat, drink, & be covered!**  
 \*Use as directed.

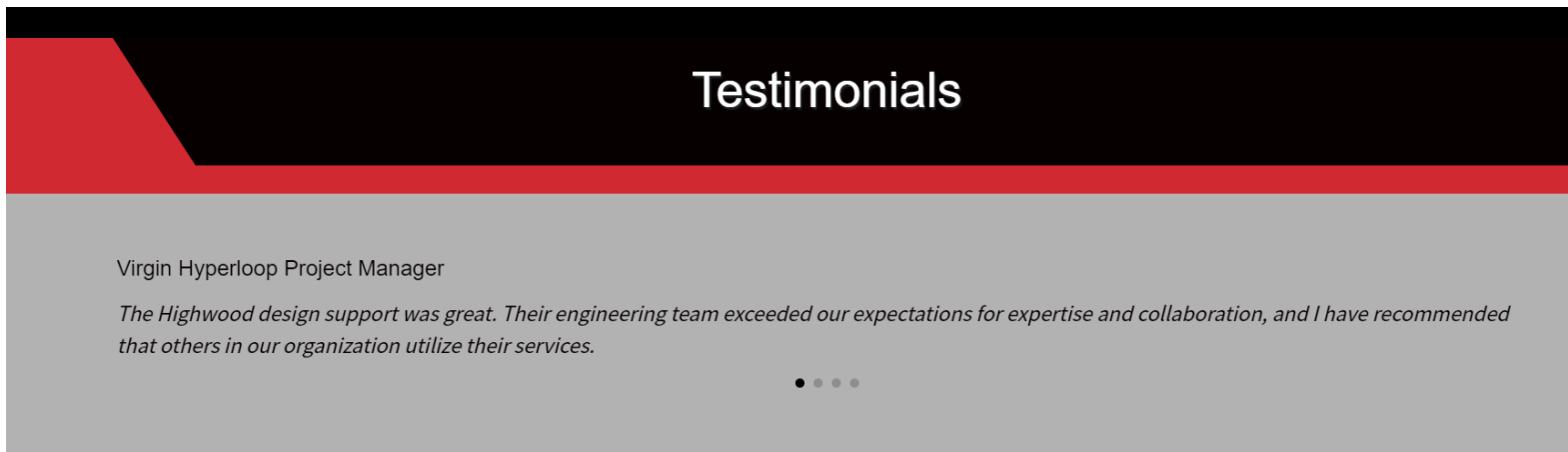
## ***Website Design Element 3***

- *Does your site have reviews and testimonials from your biggest fans?*



## ***Website Design Element 3***

- *Can be on their own page*
- *Rotating on a home or other page*
- *Integrated into the larger site design*



## Website Design Element 4

- *It needs to be mobile-friendly*

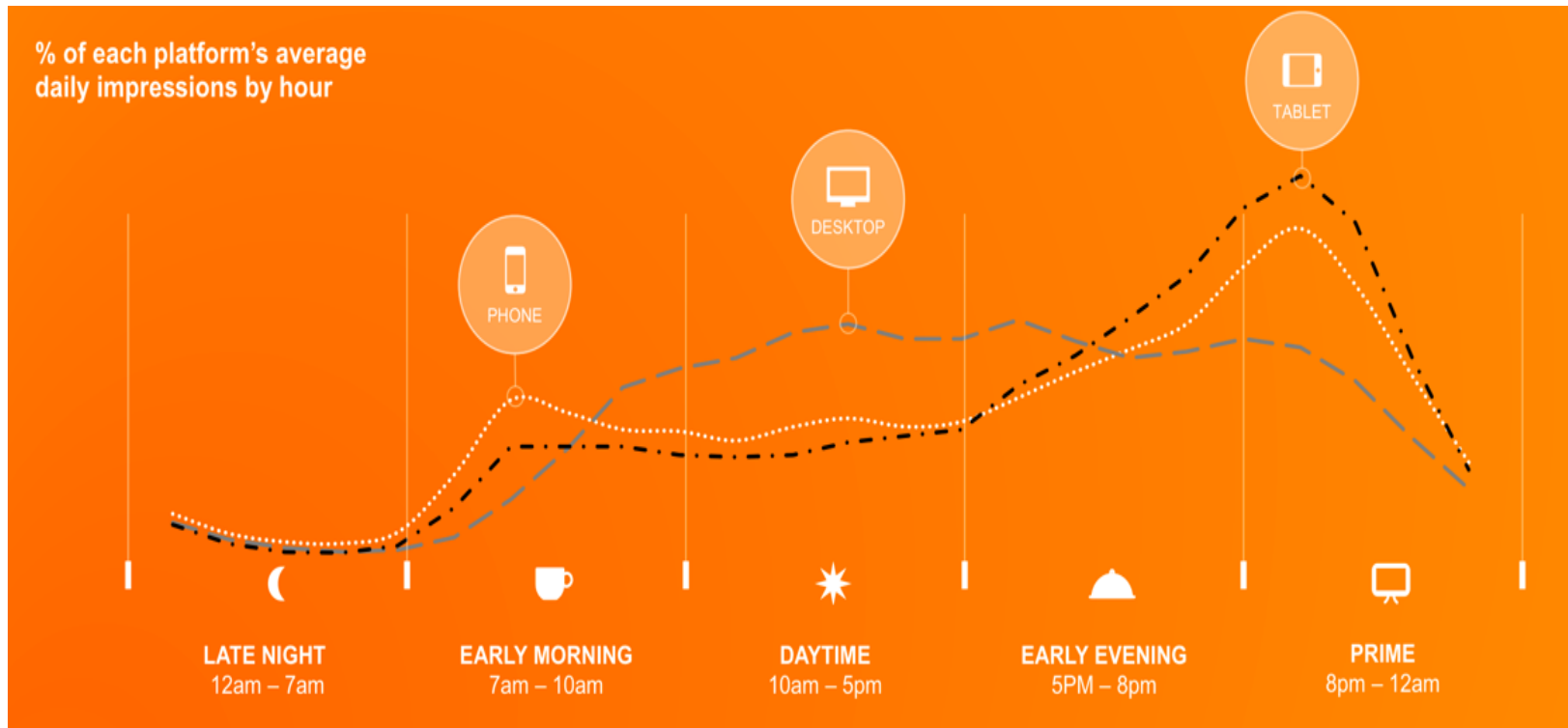


## *Website Design Element 4*



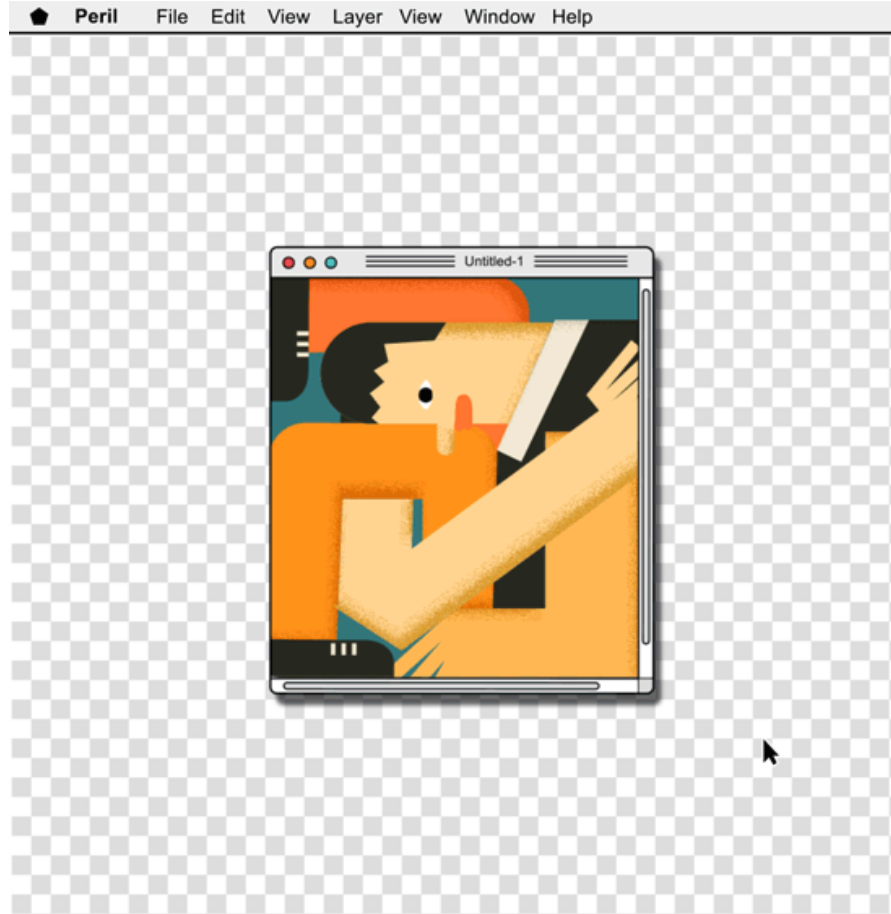
## Mobile-Friendly

- *About 1/3 of all web traffic is on smart phones and tablets*
- *Are numbers clickable?*
- *A lot of visitors (past 1/3 on average) will hate you.*



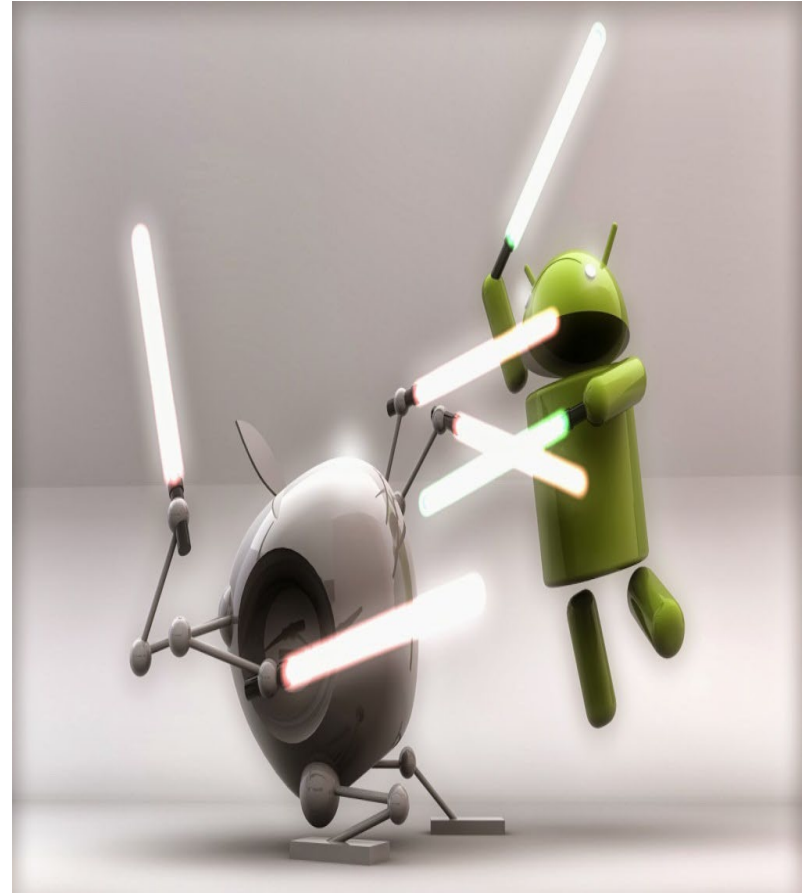
# *Mobile-Friendly*

- *Google can ding you in search results.*



## ***Website Design Element 4***

- *View your site on multiple devices and even on different company products (Apple vs. Android)*



## ***Website Design Element 5***

- *The visitor should be able to get a glimpse of your business on the main page, be able to contact you, not drown in text, and not have to scroll.*
- *The 5-second rule.*



# Website Design Element 5



[Home](#)

[About Us](#)

[Our Process](#)

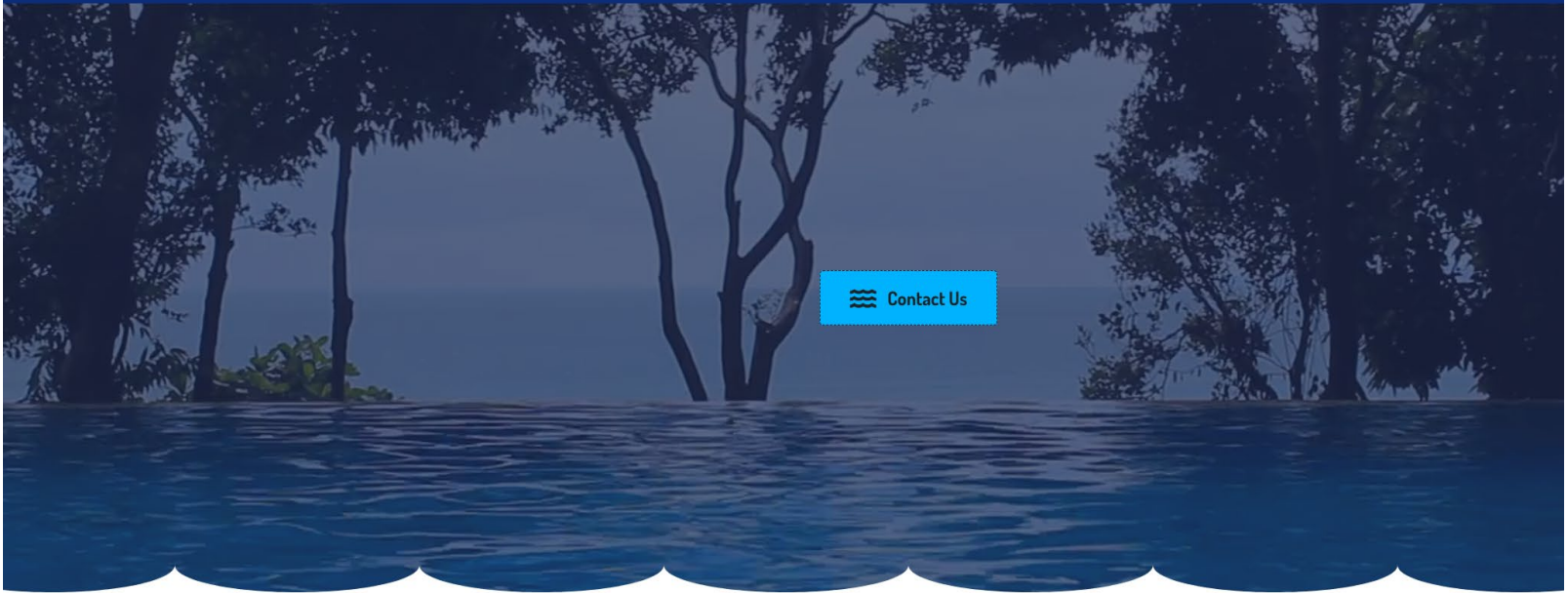
[Swimming Pools](#) ▾

[Pool House](#)

[Our Work](#) ▾

[Contact](#) ▾

2 SLOTS LEFT FOR NEW 2025 BUILDS - [CONTACT US TODAY](#)



*It's Time For You To Be One Of Those People With A Swimming Pool*

## ***Website Design Element 5***

- *Sticky headers can help with this.*



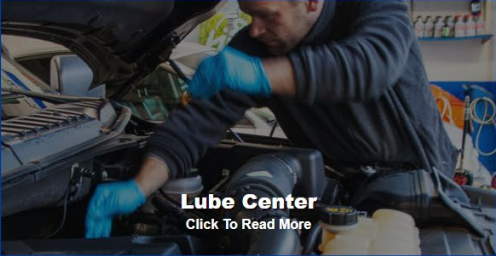
# Website Design Element 5



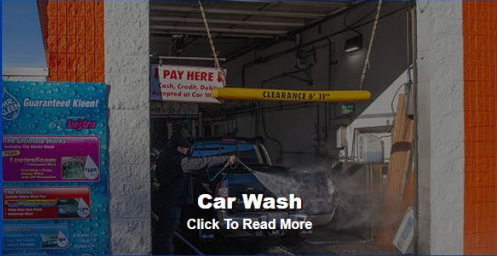
Over 50 Years Fast, Friendly, First Class Service




Home Services ▾ Car Wash Discounts Locations Coupons About ▾ Contact Us




**Lube Center**  
Click To Read More



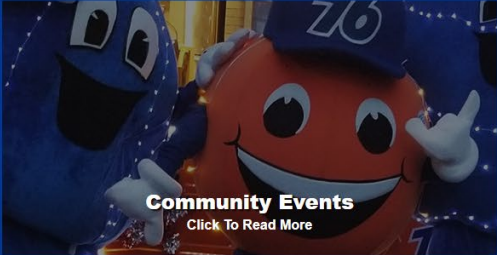
**Car Wash**  
Click To Read More



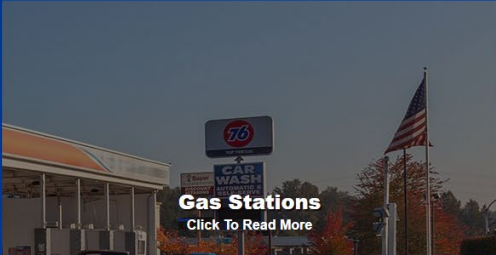
**Cafe**  
Click To Read More



**Market**  
Click To Read More



**Community Events**  
Click To Read More



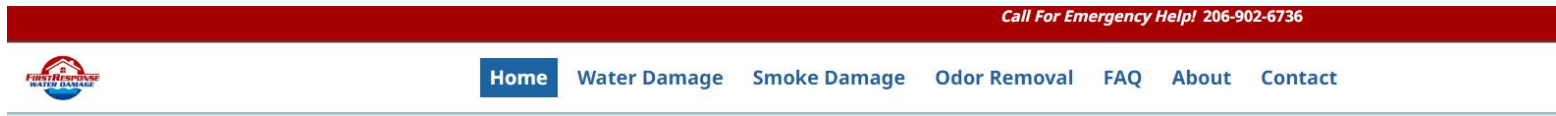
**Gas Stations**  
Click To Read More

- *Can't, won't or don't answer the phone?*
- *Site automations to text back a missed call*



# Website Design Element 6

- *Integrate video – YouTube and other players*



## Why Choose Us?

- We are locally-owned and operated. No chains, no relays
- We are available 24 hours a day, 7 days a week
- We are reliable and show up on time
- We will work with you on your deductible
- In business since 1989
- We are responsive and emphasize communication
- We are compassionate and sensitive to your concerns
- We are committed to doing a great job for our clients.
- We have an excellent track record



## ***Website Design Element 6***

- *Different ways to add video to the site.*



## ***Website Design Element 6***

- *Different ways to add video to the site.*



## ***Website Design Element 6***

- *Different ways to add video to the site.*
- *Watch your load time!*
- *Make sure it's not distracting.*



## ***Website Design Element 7***

- *Integrate social media profiles*



# Website Design Element 7

- Integrate social media profiles



Home

Contact

Who We Are

On Domestic Violence

Get Help

News, Events

Support Us

## Facebook Feed



**Domestic Violence Services of Snohomish County**

Wednesday, September 5th, 2018 at 7:19am

Join DVS and JM Cellars for this exclusive event on Thursday, September 13. Enjoy a private event on the beautiful property at JM Cellars in Woodinville. The evening begins with you learning how to blend your own bottle of wine from winemaker and JM Cellars...

The poster features a close-up of a wine glass and a fork on a table. The text 'Corks & Forks' is written in a cursive font across the top. Below it, 'THURSDAY 9.13.18' is written in a bold, sans-serif font. The background is a soft, bokeh-style image of a dining room.

*Please join us for an evening of fine food and wine benefitting Domestic Violence Services of Snohomish County. Your evening will begin with a private wine blending class by winemaker/owner John Bigelow, where you will leave with your own one-of-a-kind bottle. Enjoy a delicious dinner from Veraci Italian with JM Cellars wine.*

5:30 PM to 9:00 PM

JM Cellars  
14404 137th Place NE, Woodinville, WA

## Website Design Element 8

- *Set some goals (beyond just converting visitors into leads)*
- *Make It About Fixing Client-Customer Problems*
- *What Can Visitors Do?*



Home About **House Cleaning Tips +** Equipment Reviews Cleaning Products Contact



House Cleaning Tips



## ***Website Design Element 8***

- *The plumbing company toilet clog example*


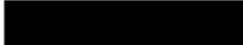



## Website Design Element 9

- *Make Sure The Site Is Readable*

- *Font Type*
- *Font Size*
- *Color Scheme*

### Contrast ratios illustrated

- 21: black on white or **white on black**.
- 13: black on grey or **grey on black** or contrasting greys.
- 10: grey on white or **white on grey** or grey on grey.
- 7.5: grey on white or **white on grey** or grey on grey.
- 4.5: grey on white or **white on grey** or **black on grey** or grey on grey.
- 3: grey on white or **white on grey** or **black on grey** or grey on grey.
- 2: grey on white or **white on grey** or **black on grey** or grey on grey.
- 1:  or  or .

## ***Website Design Element 9***

- *Make sure you use a font recognized by browsers.*
- *Readability > Design*





# Website Design Element 9

- *Google Fonts are a safer bet.*
- *Family of recognized and generally free fonts to use.*

Google Fonts

[DIRECTORY](#) [FEATURED](#) [ARTIC](#)

Viewing 888 of 888 font families

Roboto

Christian Robertson (12 styles)



Matt Cail Talked A  
Lot

Mukta

Ek Type (7 styles)



Matt Cail Talked A  
Lot

M PLUS Rounded 1c

Coji Morishita, M+ Fonts Project (7 styles)



Matt Cail Talked  
A Lot

Open Sans

Steve Matteson (10 styles)



Matt Cail Talked  
A Lot

Lato

Lukasz Dziedzic (10 styles)



Matt Cail Talked A  
Lot

Montserrat

Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral,  
Jacques Le Bailly (18 styles)



Matt Cail Talked  
A Lot

Ganja Flower

YoonDesign Inc (1 style)



Matt Cail Talked A  
Lot

Roboto Condensed

Christian Robertson (6 styles)



Matt Cail Talked A  
Lot

Source Sans Pro

Paul D. Hunt (12 styles)



Matt Cail Talked A  
Lot

Oswald

Vernon Adams, Kalapi Gajjar, Cyreal (6 styles)



Matt Cail Talked A Lot

Raleway

Multiple Designers (18 styles)



Matt Cail Talked  
A Lot

Kosugi

MOTOYA (1 style)



Matt Cail Talked  
A Lot

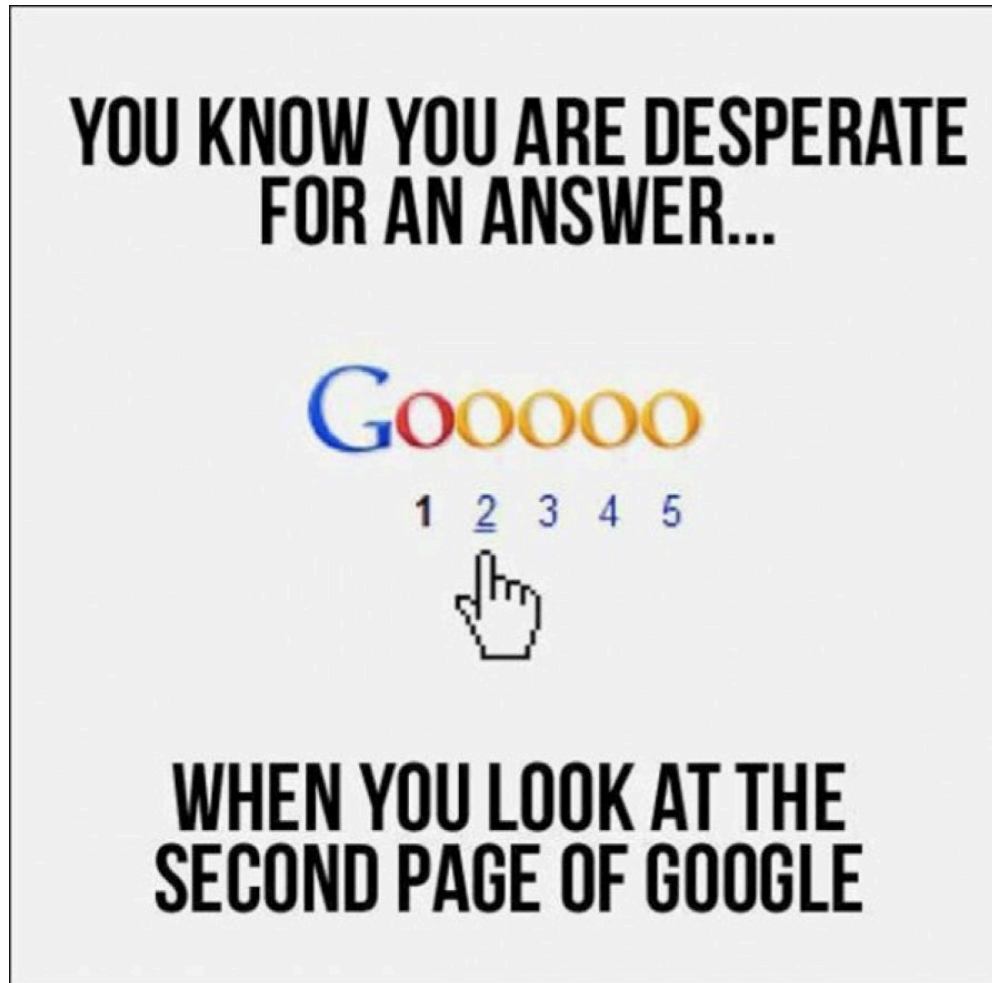
## ***Website Design Element 10***

- *Few clicks to take action*
- *Do not bury key information*
- *Each click cuts your audience in half*



## ***Website Design Element 11 – You Need To Be Found***

- *A great website does not matter if no one can find it*







whidbey island auto repair



Web Maps News Shopping Images More Search tools

About 91,400 results (0.53 seconds)

Automobile Repair - andysautorepairinc.com

Ad www.andysautorepairinc.com/ (425) 329-6451

Call Andy's Auto Repair today Contact Us Today.

gallery - map

Dependable Auto Repair - Over 65 years serving Lynnwood

Ad www.kcmartin.com/

Affordable, knowledgeable service

Call for an appointment - All makes & All models

Special Offers - Alignments - Brakes - List of Services



Whidbey Tire & Auto

4 reviews · Tire Shop  
2856 Howard Rd · (360) 321-4553



Matt's Import Haven

4.3 ★★★★★ (10) · Auto Repair Shop  
6446 S Harding Ave · (360) 341-3504  
Open until 5:00 PM



Simmons Garage, Towing & Auto Parts Store ~ AAA ...

www.simmonsgarageandtowing.com/

Simmons Garage, Towing & Auto Repair Service provides 24 hour professional towing & jumpstarts for most sizes of vehicles on & off Whidbey Island -We are a ...

NAS Whidbey Island - Automotive Services | DoDHN.com

www.dodhousingnetwork.com/...whidbey-island/base.../automotive-servi...

Contact information for Automotive Services at NAS Whidbey Island.

Whidbey Tire & Auto, South Whidbey WA | Car Talk ...

www.cartalk.com/...Garages by State > WA > South-whidbey > Car Talk >

Mechanic in South Whidbey, WA. ... Whidbey Tire & Auto. 5 out of 5 stars 5 ...

Whidbey is an island and this shop is located on the south end of the island. ... Sorry, I know that does not support the well based opinions of most car repair places.

**Paid**

**Maps**

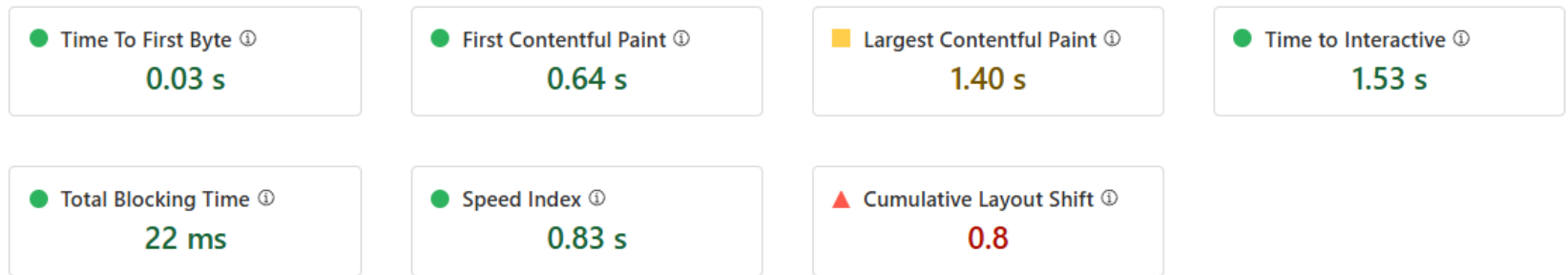
**Organic**

## ***How To Rank On Search Engines***

- *SEO as “magic”*
- *Not really, just a series of factors that Google likes to see on a site to rank it.*
  - *Business name*
  - *Domain name*
  - *Use of keywords*
  - *Some links*
- *But it’s always changing and updating*



- *Load time matters.*
- *Mobile friendliness and performance matter.*
- *Various site speed tests – recommend using several of them.*



## Recommendations

Lighthouse identified the below opportunities. Check the following recommendations to improve your web performance.

Description	Recommendations
> ● Eliminate render-blocking resources	Rocket Loader™ <span>Enabled</span>

- *The quality of your hosting can greatly impact site speed*

The screenshot shows the GTmetrix website performance report for the page 'Transforming Parent-Child Relationships'. The report was generated on Monday, April 10, 2023, at 2:46 PM -0700, from a test server in Vancouver, Canada, using Chrome (Desktop) 103.0.5060.134 and Lighthouse 9.6.4.

**GTmetrix Grade:** B

Metric	Value
Performance	82%
Structure	88%
Largest Contentful Paint	1.0s
Total Blocking Time	129ms
Cumulative Layout Shift	0.43

**Speed Visualization:**

Metric	Value
TTFB	349ms
Redirect	0ms
Connect	188ms
Backend	163ms
First Contentful Paint	763ms
Largest Contentful Paint	1.0s
Time to Interactive	1.2s
Fully Loaded Time	1.6s
Onload Time	1.6s

**Summary:** Performance, Structure, Waterfall, Video, History

**Right Sidebar:** Re-Test, Compare, Page Settings, Monitor, Set Up Alerts, Tags, Download PDF

**Bottom Right:** Test and monitor this page automatically everyday. Get a free daily Monitored Slot with a free GTmetrix account! Create account

## *Site Speed*

- *Retire jpg and png images.*
- *Image formats like WebP and AVIF often provide better compression, which means faster downloads and less data consumption.*

# LOADING...

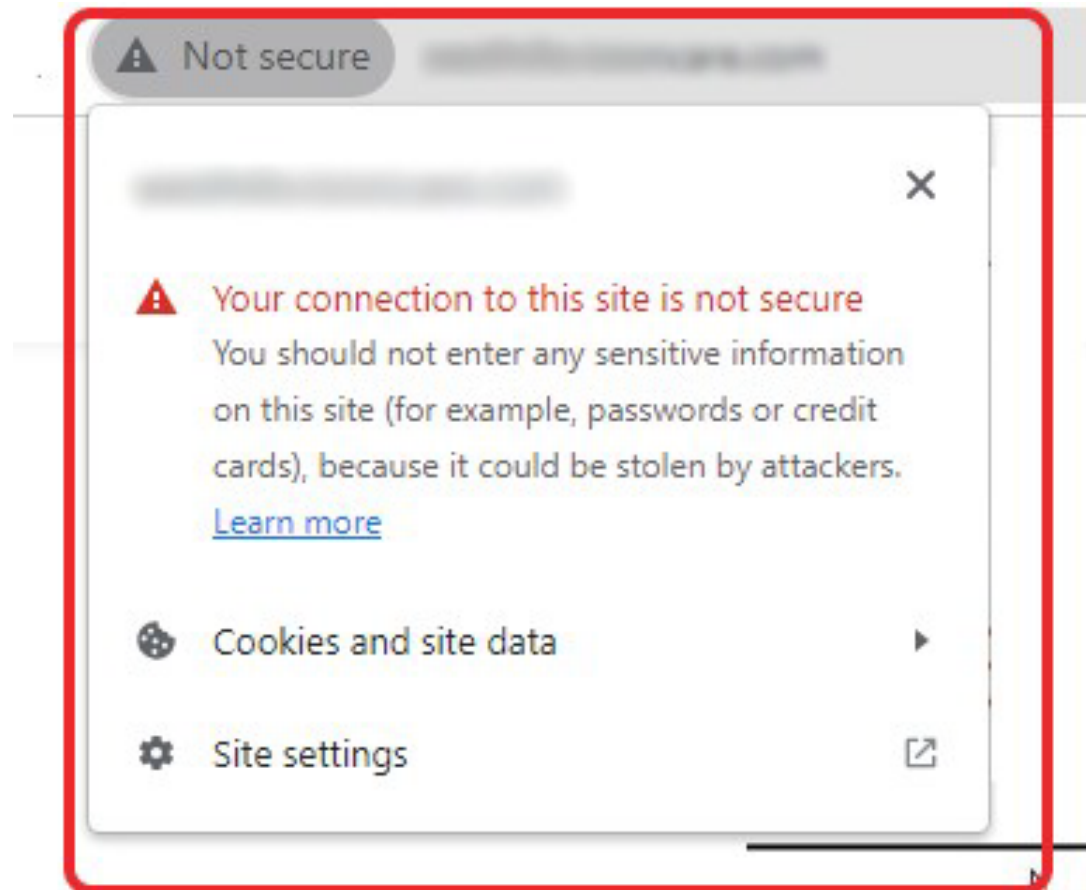


## *How To Rank On Search Engines*

- *Name*
- *Address*
- *Phone*
- *Must be consistent EVERYWHERE*



- *Get a https in your url*
- *Google prioritizes sites with security certificates*
- *“Site Not Secure” message coming this month in Chrome!*



- **ACTION ITEM**
- *A good idea to run Google AND Bing searches for your business*

The screenshot shows a Google search interface. At the top, navigation tabs include WEB, IMAGES, VIDEOS, MAPS, NEWS, LOCAL (highlighted with a red box), and MORE. The search bar contains the text "cable television seattle". Below the search bar, there are filters for "Any time" and "Ads related to cable television seattle".

The search results list several advertisements:

- CenturyLink™ Broadband - Four Tools At One Locked-In Price!**  
[www.CenturyLink.com/Broadband](http://www.CenturyLink.com/Broadband)  
 Reliable High Speed Broadband.
- U-verse® Official Site - Get U-verse TV & Internet Now!**  
[att.com/U-verse](http://att.com/U-verse)  
 \$49/month. Limited Time Offer.  
 Special Offers U-verse Bundles  
 Check Availability
- DISH Cable - Seattle - \$19.99/mo Dish Network - Save \$800!**  
[InfinityDISH.com/Seattle](http://InfinityDISH.com/Seattle)  
 Free Activation, HD, & HD DVR.  
 Call for \$19.99/mo · Free HBO, Cinemax · Skip Ads · Order Now
- Cox Business - Save on Phone, Internet, & TV.**  
[www.cox.com/Business](http://www.cox.com/Business)  
 To Learn More Call 1-800-260-7568
- NWCN | Northwest News, Local News, ...**  
[www.nwcn.com](http://www.nwcn.com)  
 Provides daily local and national news for the Pacific Northwest.  
 1 333 Dexter Ave N, Seattle · (206) 448-3600  
 Directions
- Seattle Cable TV**  
[bing.com/local](http://bing.com/local)

On the right side of the screenshot, a map of Seattle is displayed. The map shows the city and surrounding areas, including Edmonds, Shoreline, Bothell, Woodinville, Duval, Kirkland, Redmond, Bellevue, Mercer Island, Newcastle, Issaquah, Sammamish, Renton, Tukwila, SeaTac, Des Moines, Kent, Normandy Park, Burien, Boulevard Park, Bryn Mawr, White Center, East Port Orchard, Port Orchard, Bremerton, Erlands Point, Silverdale, Bainbridge Island, and Vashon Island. The map includes a scale bar (5 miles, 10 km) and copyright information for Nokia and Microsoft Corporation.

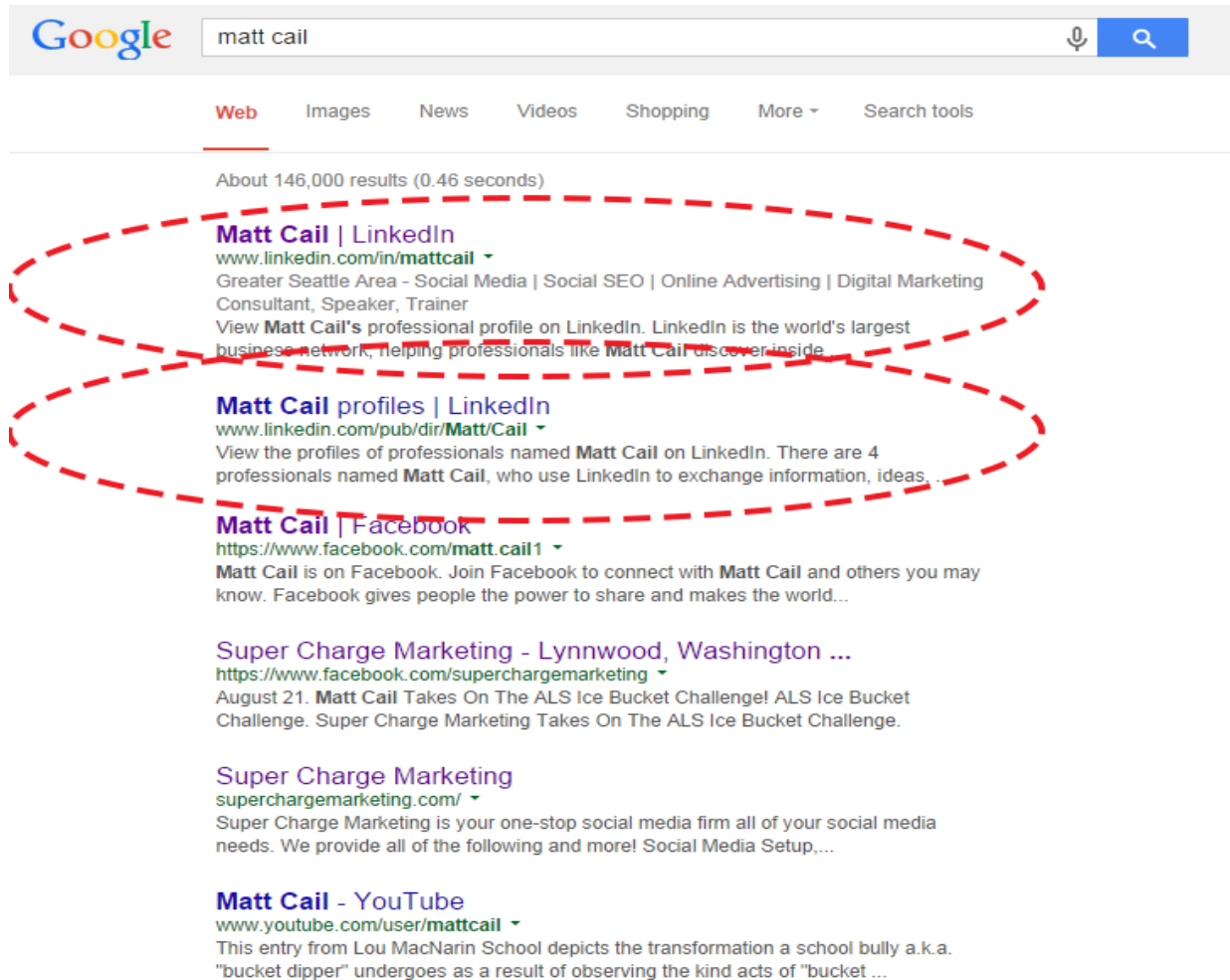
## *How To Rank On Search Engines*

- *Run business and keyword searches “incognito” in your browser*





# How To Rank On Search Engines

- Run a Google search on your personal name, business and keywords



The image shows a Google search interface with the search term "matt cail" entered. The search results are displayed below the search bar, with the first three results circled in red dashed lines. The first result is for "Matt Cail | LinkedIn", the second is for "Matt Cail profiles | LinkedIn", and the third is for "Matt Cail | Facebook". Below these are results for "Super Charge Marketing" and "Matt Cail - YouTube".

Google   

[Web](#) [Images](#) [News](#) [Videos](#) [Shopping](#) [More ▾](#) [Search tools](#)

About 146,000 results (0.46 seconds)

**Matt Cail | LinkedIn**  
[www.linkedin.com/in/mattcail](http://www.linkedin.com/in/mattcail) ▾  
Greater Seattle Area - Social Media | Social SEO | Online Advertising | Digital Marketing  
Consultant, Speaker, Trainer  
View **Matt Cail's** professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Matt Cail** discover inside...

**Matt Cail profiles | LinkedIn**  
[www.linkedin.com/pub/dir/Matt/Cail](http://www.linkedin.com/pub/dir/Matt/Cail) ▾  
View the profiles of professionals named **Matt Cail** on LinkedIn. There are 4 professionals named **Matt Cail**, who use LinkedIn to exchange information, ideas,...

**Matt Cail | Facebook**  
<https://www.facebook.com/matt.cail1> ▾  
**Matt Cail** is on Facebook. Join Facebook to connect with **Matt Cail** and others you may know. Facebook gives people the power to share and makes the world...

**Super Charge Marketing - Lynnwood, Washington ...**  
<https://www.facebook.com/superchargemarketing> ▾  
August 21. **Matt Cail** Takes On The ALS Ice Bucket Challenge! ALS Ice Bucket Challenge. Super Charge Marketing Takes On The ALS Ice Bucket Challenge.

**Super Charge Marketing**  
[superchargemarketing.com/](http://superchargemarketing.com/) ▾  
Super Charge Marketing is your one-stop social media firm all of your social media needs. We provide all of the following and more! Social Media Setup,...

**Matt Cail - YouTube**  
[www.youtube.com/user/mattcail](http://www.youtube.com/user/mattcail) ▾  
This entry from Lou MacNarin School depicts the transformation a school bully a.k.a. "bucket dipper" undergoes as a result of observing the kind acts of "bucket ...

## *How To Rank On Search Engines*

- *Remember video content?*
- *Another advantage of using video is search engine benefits.*
- *Google owns YouTube.*



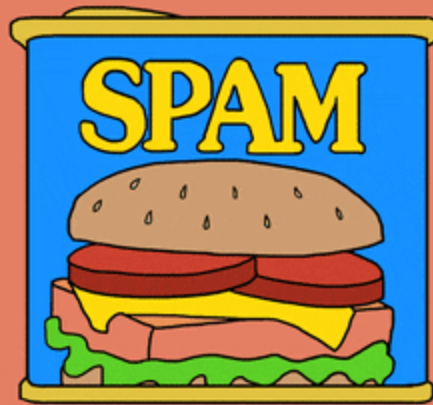
## Monitor Your Traffic

- *Where is your current traffic coming from?*
- *Monitoring is a necessity*
- *Track sources, clicks and other actions*



## ***Monitor Your Traffic***

- *Identify problems and opportunities*
- *404 and other errors*
- *Bandwidth problems*
- *Spambots and international trolls*



## ***Design Element 12 - Keeping A Site Active***

- *You never really stop designing or working on a website*
- *Is your site up to date?*
  - *Check the listed year*
  - *When was the last time that the website was updated*



## ***Keeping A Site Active***

- *There's usually something going on!*
- *You need to answer what is going on for your business*



## ***Keeping A Site Active***

- *New content = Google Food!*
- *Google will come by more when you are updating a site's content*
- *That means more indexing and more accurate search results*
- *Business visuals?*
- *Food drives, new employees, new services and products*



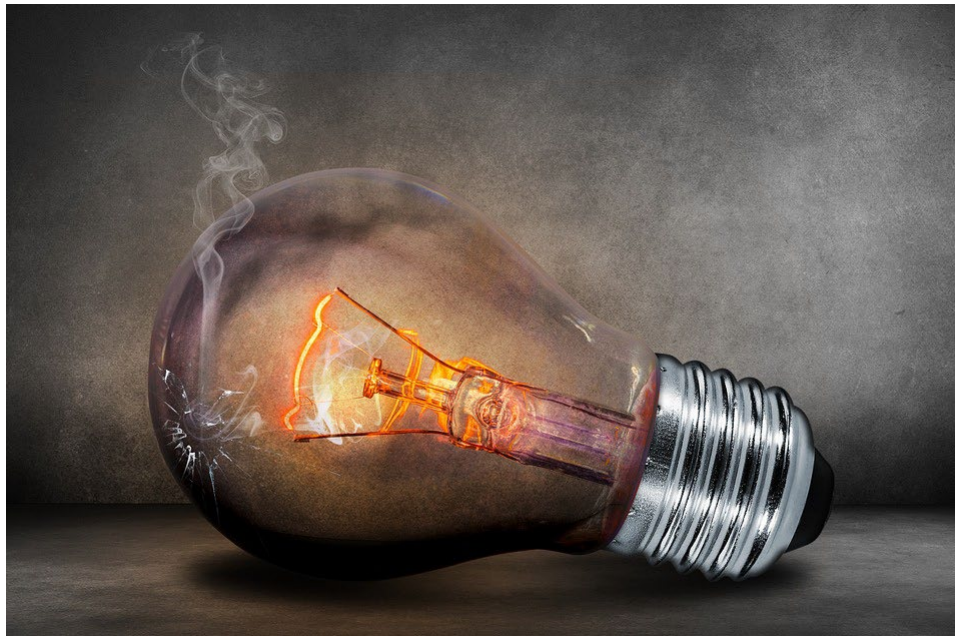
## ***Keeping A Site Active***

- *If you don't mind writing, blogging is an excellent thing to do*
- *500 to 600 words*
- *Remember keywords*
- *Blogging is a great way to stand out with original content*
- *Platforms like WordPress and Blogger have blogging built-in*
- *Don't set up a blog on WordPress.com*



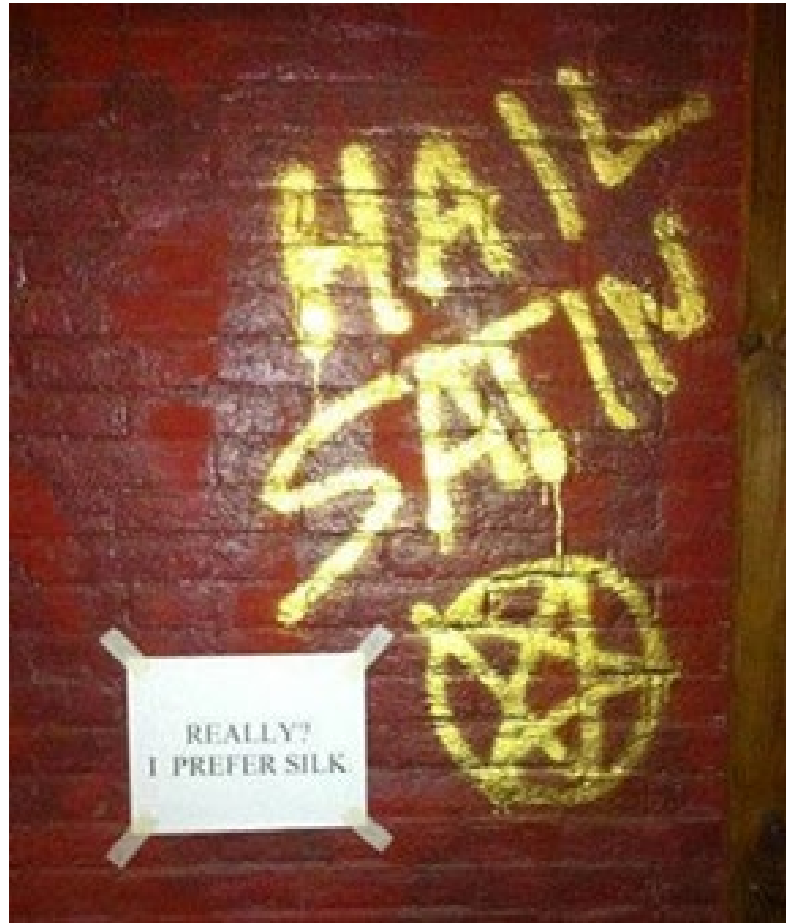
## ***Keeping A Site Active***

- *Potential to share blog and site content elsewhere*
  - *Social media*
  - *Medium*
  - *Substack*
- *Generates traffic back to your website*



## ***Keeping A Site Active***

- *Good writing is more critical than ever!*
- *Spelling and grammar do matter*



## ***Can I Use AI To Keep My Site Active?***

- *There is an increasing role for AI, but NOT as a replacement for humans*
- *Think of AI as a calculator or other short cut*



- *Google's AI crackdown is a series of updates to its search ranking system that aim to reduce low-quality and spammy AI-generated content.*

## 7 reasons why your AI content sucks (and how to fix it)

Lazy AI articles full of plagiarized text and generic writing can't compete with insightful, specific articles by real experts. Here's why.

Brad Smith on February 27, 2024 at 9:00 am | Reading time: 16 minutes



BuzzFeed was one of the first major publishers to adopt heavy AI publishing.

They drew scrutiny when a litany was plagiarized, copy-and-pasted, factually incorrect, awkward and simply poorly written.

Most recently, they've resorted to [shutting down entire business units](#) because of their inability to compete.

Sports Illustrated, also an early adopter, [suffered from similar issues](#) and is now also [laying off staff](#) to stem the bleeding.

Notice a pattern here?

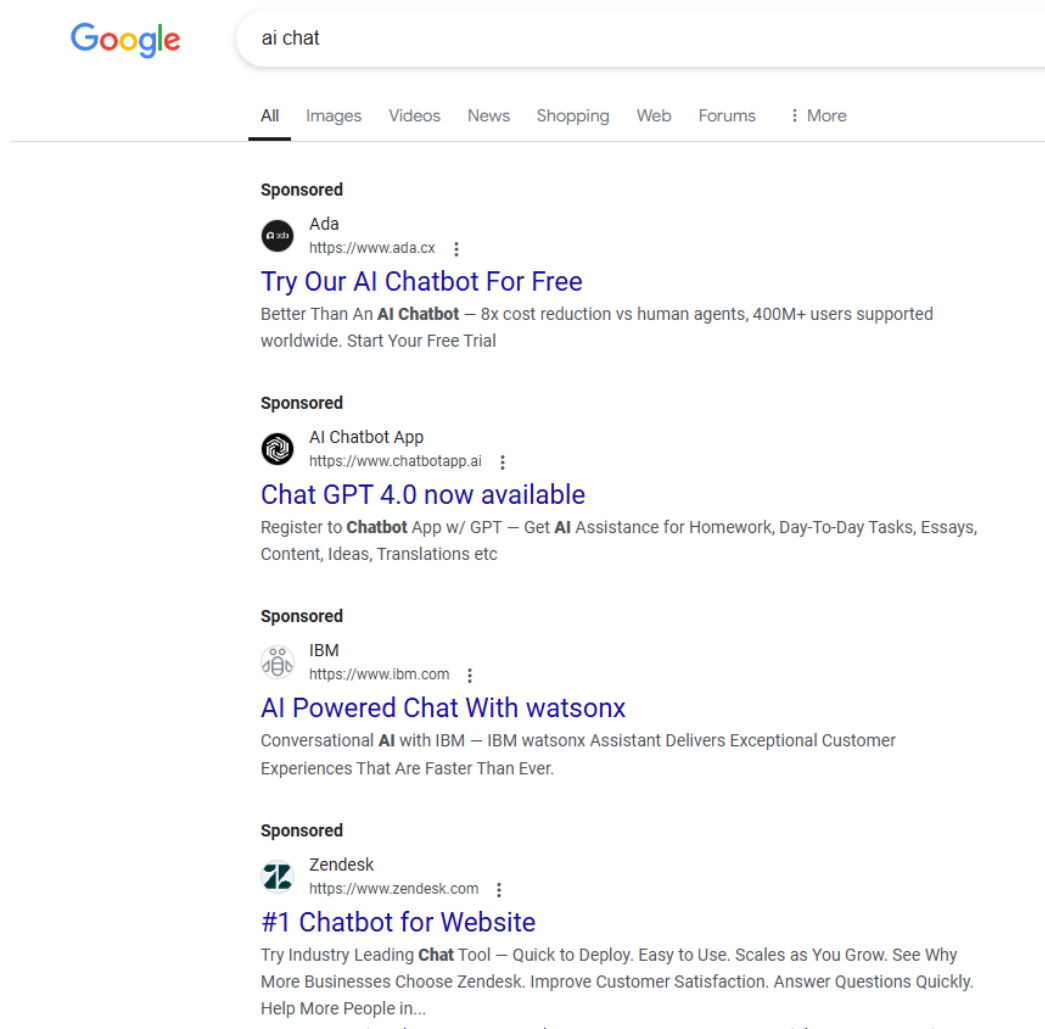
## *Can I Use AI To Keep My Site Active?*

- *Ask ChatGPT and other AI tools questions to generate content*
- *BUT...then you go through and check the content*
- *Fix errors*
- *Put it in your own voice*



## Design Element 13 – Keep A Site Interactive

- *Consider having a chat box or bot on your site*
- *They can be used for chatting OR to encourage messages*
- *Some allow extensive prompt programming (which is now labeled AI)*
- *Just pick one with a lot of input capabilities*



The screenshot shows a Google search for "ai chat". The search bar contains "ai chat" and the Google logo is visible. Below the search bar are navigation tabs for "All", "Images", "Videos", "News", "Shopping", "Web", "Forums", and "More". The search results are sponsored and include:

- Sponsored**  
Ada  
<https://www.ada.cx>  
**Try Our AI Chatbot For Free**  
Better Than An **AI Chatbot** – 8x cost reduction vs human agents, 400M+ users supported worldwide. Start Your Free Trial
- Sponsored**  
AI Chatbot App  
<https://www.chatbotapp.ai>  
**Chat GPT 4.0 now available**  
Register to **Chatbot** App w/ GPT – Get **AI** Assistance for Homework, Day-To-Day Tasks, Essays, Content, Ideas, Translations etc
- Sponsored**  
IBM  
<https://www.ibm.com>  
**AI Powered Chat With watsonx**  
Conversational **AI** with IBM – IBM watsonx Assistant Delivers Exceptional Customer Experiences That Are Faster Than Ever.
- Sponsored**  
Zendesk  
<https://www.zendesk.com>  
**#1 Chatbot for Website**  
Try Industry Leading **Chat** Tool – Quick to Deploy. Easy to Use. Scales as You Grow. See Why More Businesses Choose Zendesk. Improve Customer Satisfaction. Answer Questions Quickly. Help More People in...

## ***Remember...***

- *You need to have access to your domain name and website...always*



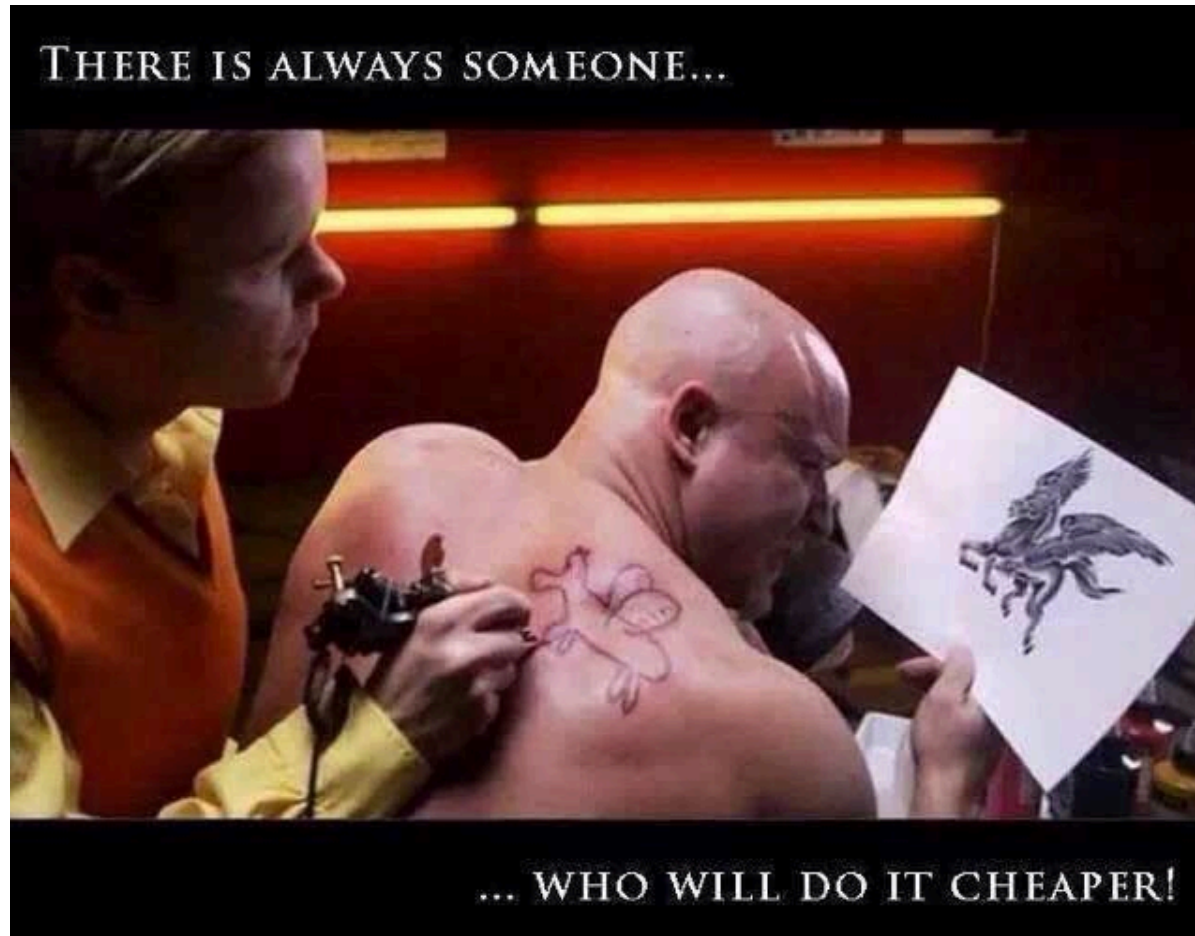
## ***Closing Challenges***

- *Time – You have a few other things going on.*
- *Technology – It's always changing*
- *Interest – Do you want to do this?*



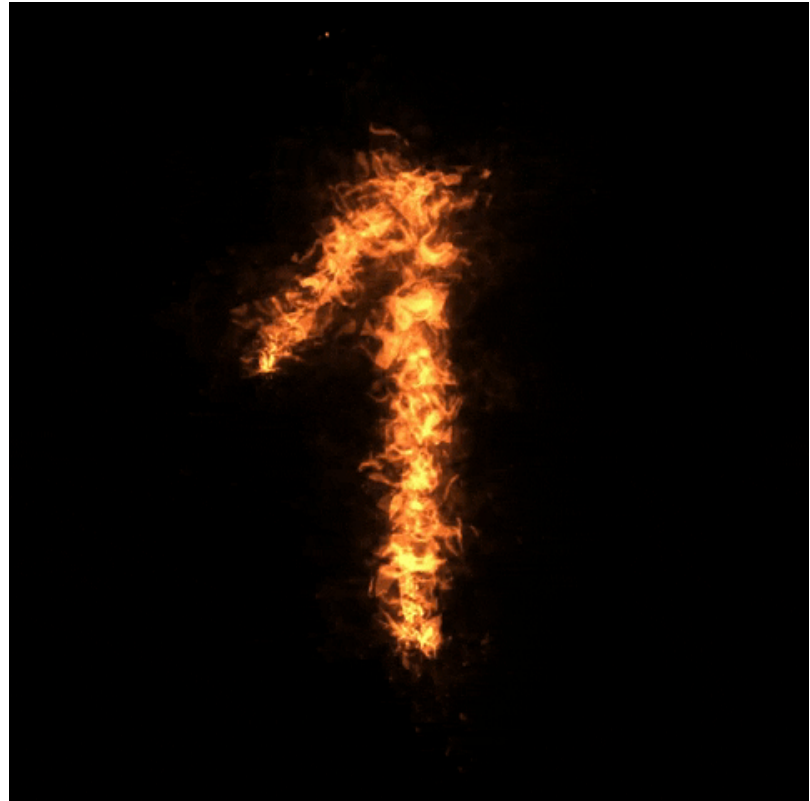
## ***Overcoming Challenges***

- *Friends and family are a limited resource when helping with websites.*
- *Watch out for designers selling snake oil!*



## ***Overcoming Challenges***

- *Use “The Rule Of Three”*
- *Pick three website priorities you are going to change*
- *Update text content*
- *New visuals*
- *Registering a domain name*



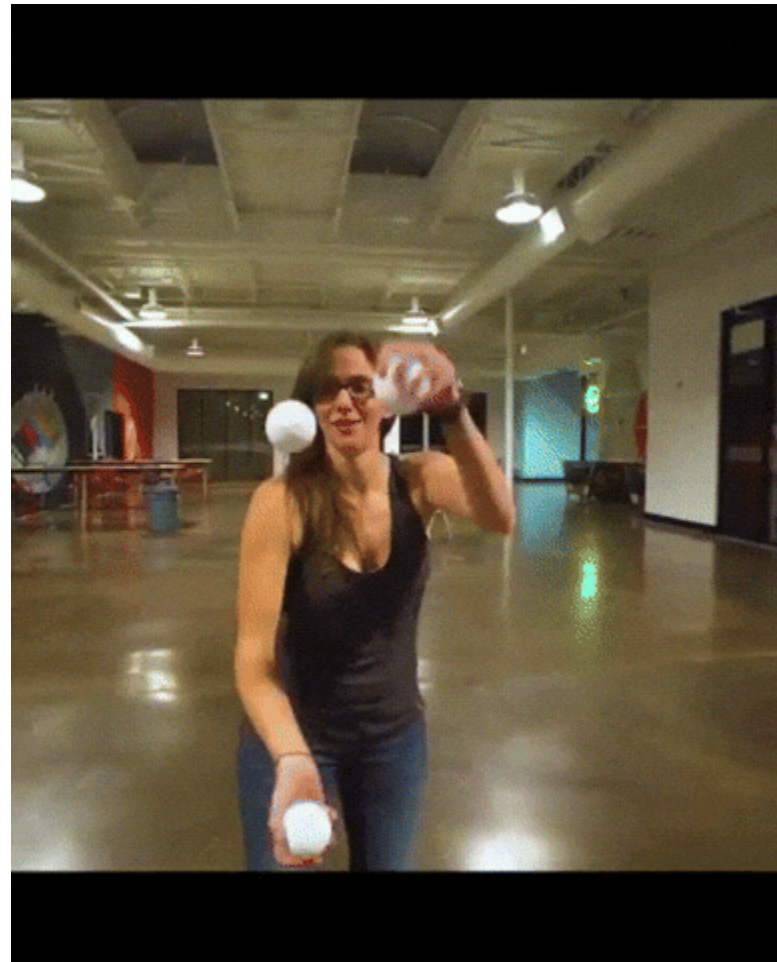
## ***Overcoming Challenges***

- *“Oh, I’m gonna get a new or better website”*
- *This will lead to failure*
- *Tracking progress is critical*
- *Times and benchmarks*



## ***Overcoming Challenges***

- *Internal or External?*
- *Self Evaluation!*
- *Treat the decision like you would traditional marketing or other business service help*



- *Give yourself some time to develop your new or improved website*
- *Hold yourself accountable*
- **ACTION ITEM**
- *Create a high-level schedule or plan (key tasks and deadlines)*



- *Want help?*
- *Want a consultation to discuss your site and online goals?*
- ***Enter your email in the chat***
- *No cost to attendees*



- *Time for Chat Questions!*
- *Enter them now if you haven't already*

