

# Designing Your Website Key Considerations

***SUPERCHARGE***



**MARKETING**

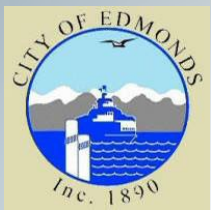
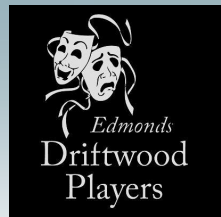
***SUPERCHARGE MARKETING***

# **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.*



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

- *I get all my business from referrals!*
- *I'm on social media!*
- *So why do I still need a website in 2026?*



## ***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?*



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## *Answering WHY*

- *Gen Y and Z expectations*
- *“Are you online” is not enough.*



## Answering WHY

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



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## *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*



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## *The Website as Hub*

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



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## 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





*Simply the Best!*

Search for X-Ray Products.



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



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# 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 printf\(\)-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.](#)
  - [Today](#), 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.](#)

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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

Doorking

OSCO

Allstar

Viking



Welding Expertise

G+

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](#)
- [Doorking Gate Operators](#)
- [Viking Gate Operators](#)
- [OSCO Linear Gate Openers](#)
- [Liftmaster Gate Operators](#)
- [Allstar Gate Operators](#)
- [SEA Gate Operators](#)
- [FAAC Gate Operators](#)
- [Apollo Gate Operators](#)
- [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

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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.

Visitor: Log in

Edit this page

Page history

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

QUICK LINKS



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

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

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## 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...*



## *Design Elements*



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## *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*



**WORDPRESS**

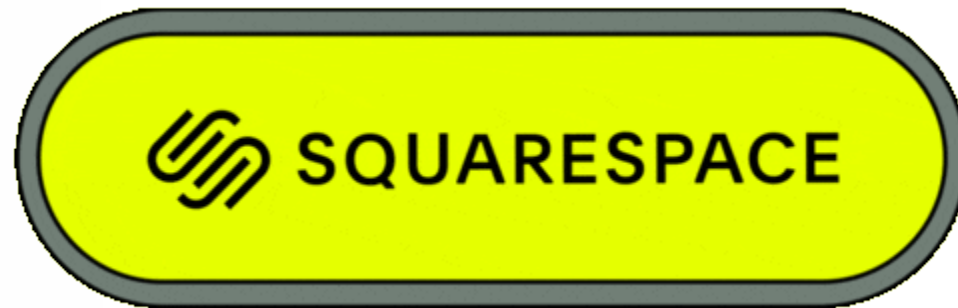


## *The Bad News*

- *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 advertise*
- *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.

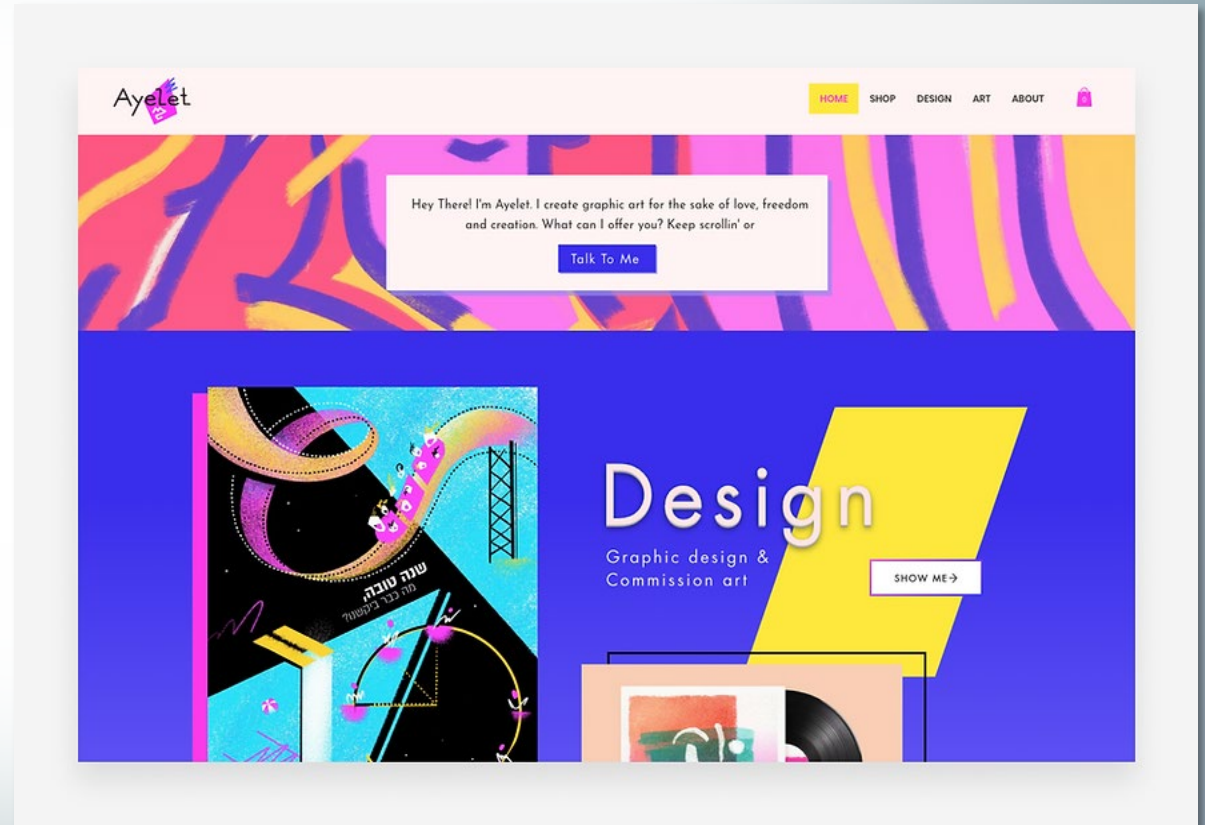
**Note:** To see if a site loading problem is a system-wide issue, check our [Status page](#).

### SECTIONS

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

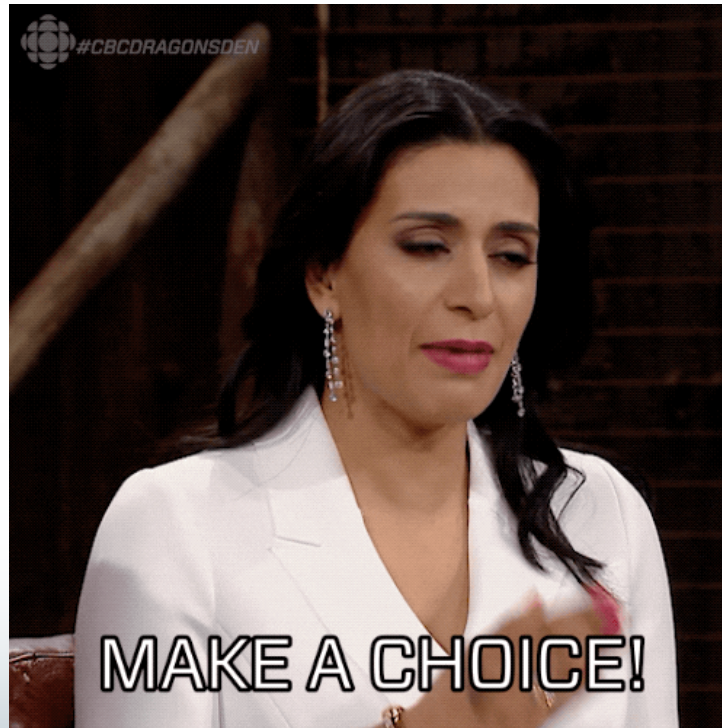
- *Design trends are good to keep an eye on.*
- *Remember, your website should professionally represent your business, not be a fashion statement.*

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*

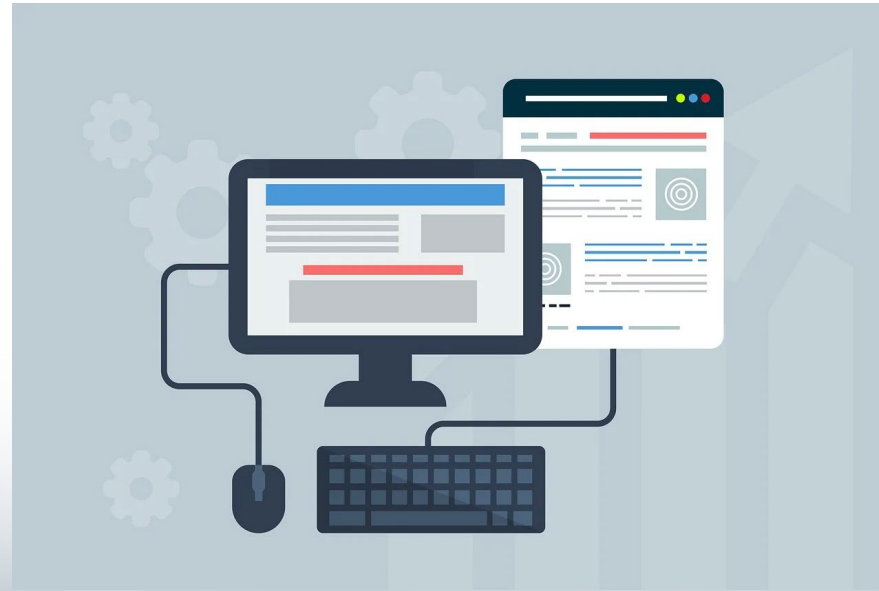
- *Created website with AI*
  - *1 hour of information prep and input*
  - *1 hour of reviews and content editing*
  - *2 hours of redesign*
- *Just designed website*
  - *1 hour of information prep and input*
  - *1 hour of reviews and content editing*
  - *1 hour of design*



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## ***Claude AI***

- *Claude can generate full website code.*
- *That includes HTML structure, CSS styling, Javascript.*
- *Suggested page structures, improve UX/UI layout.*
- *Convert rough ideas into preview sections.*
- *Create site content.*



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## ***Claude AI***

- *Relying wholesale on a Claude site is a recipe for destruction.*
- *As soon as you need something special or different than templates, it runs into problems.*
- *Your site is also copy and paste. It's not unique.*
- *There are usually some content issues too.*
- *Use Claude to edit and improve your existing content, not just create new pieces.*
- *SEO features are shockingly weak.*



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## ***Claude AI***

- *Claude is a great way to save time on what you're after in a website.*
- *It cannot host a website or fully replace a site platform (or designer).*
- *But it can save lots of time in helping determine what you are after!*



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



## 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*



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- *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.*



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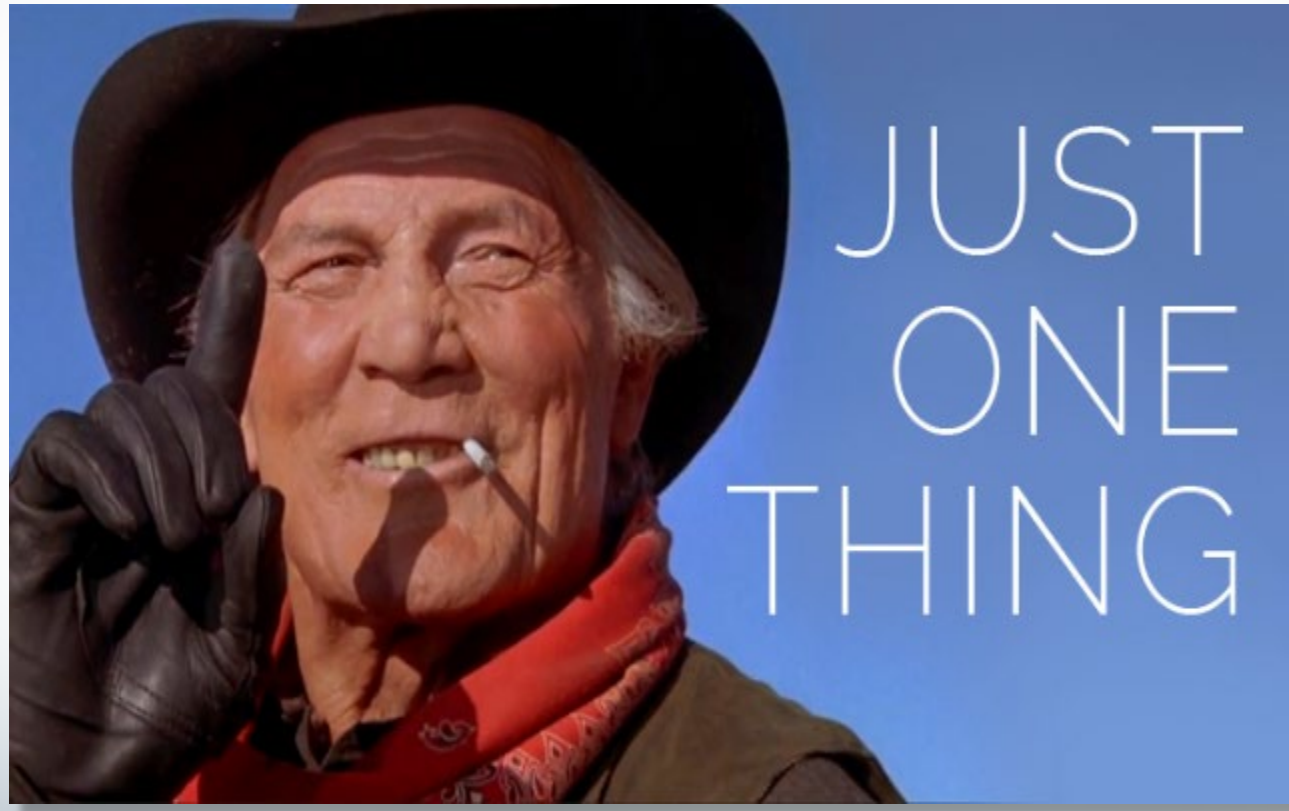
## *Design Elements*

- *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?*



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

HOME ABOUT US COUPLES INDIVIDUAL LGBTQ+

TRAUMA LEARN COUNSELOR LECTURES & MORE MORE v

*Brian Kimmel*  
GUIDANCE CENTER

Enjoy Your Journey

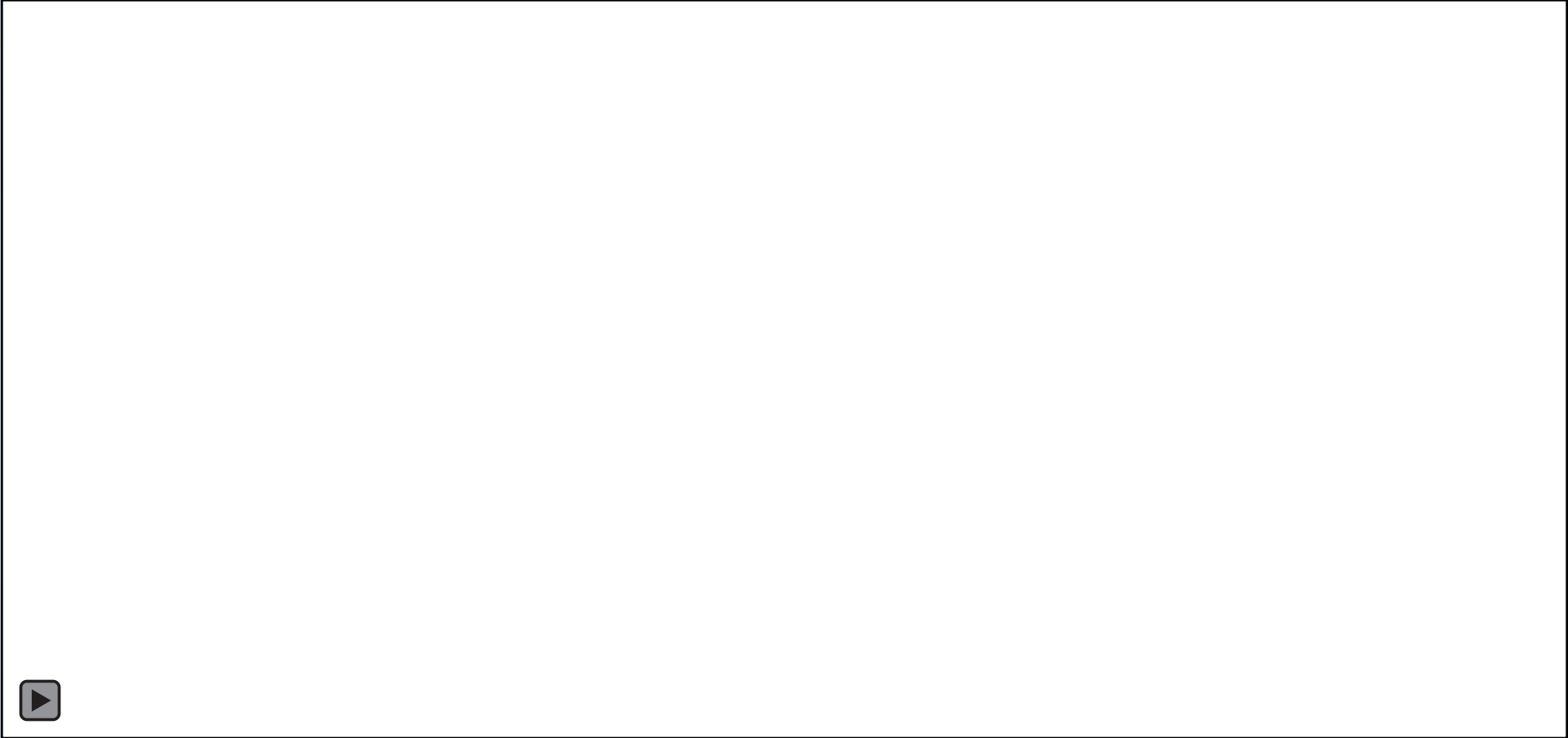
Learn More

Counseling | Healing | Learning

Manage Consent

To provide the best experiences, we use technologies like cookies to device information. Consenting to these technologies will allow us to as browsing behavior or unique IDs on this site. Not consenting or wit may adversely affect certain features and functions.

Accept



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



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## Website Design Element 2

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





Home

Services ▾

About

Free Estimate

Contact

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

[Get A Free Estimate](#)

LIC#605356148

emeraldiscleaningllc.com

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## 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.  
49% of grill owners use the grill at least 1-2 times per week during peak summer months.  
62% of U.S. households own a grill or smoker.  
16,750,000 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.‡

Meals eaten with one other person were 13% 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.‡

TEXAS 1.8 M  
MINNESOTA 1.7 M  
ARIZONA 1.5 M  
NEW ENGLAND 1.7 M  
NEW YORK 1.5 M  
IOWA 1.8 M

#### Major League Eating champions are eating more these days.‡

The number of hot dogs eaten at the Nathan's Famous Hot Dog Eating Contest has been trending upwards since its inception in 1976.

Year	Hot Dogs Eaten
1976	13
1979	17
1981	13
1983	20
2008	68

#### Over 14 Major League Baseball stadiums have all-you-can-eat options.‡

Some of the tastier menu items include:

- ✓ Smoked 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

#### More Than 59 Million

Americans will attend a festival or fair this year.‡

#### SOURCES

- \* EAT, The National Cultural Traveler, 2003 Edition
- † Department of Marketing and Nutritional Science, University of Illinois at Urbana-Champaign
- ‡ Nathan's Famous & Barbecue Association
- † M&B Advanced Media
- ‡ [http://www.pepto-bismol.com/why-bismol\\_jan](http://www.pepto-bismol.com/why-bismol_jan)
- ‡ Major League Eating

Use to prevent.

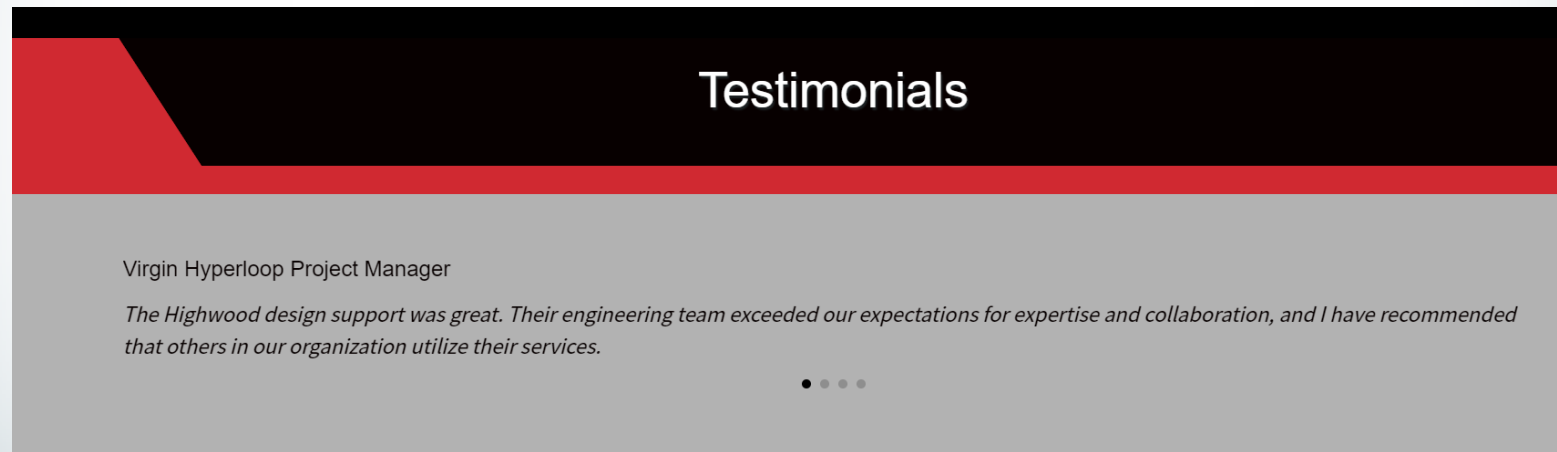
## *Website Design Element 3*

- *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*



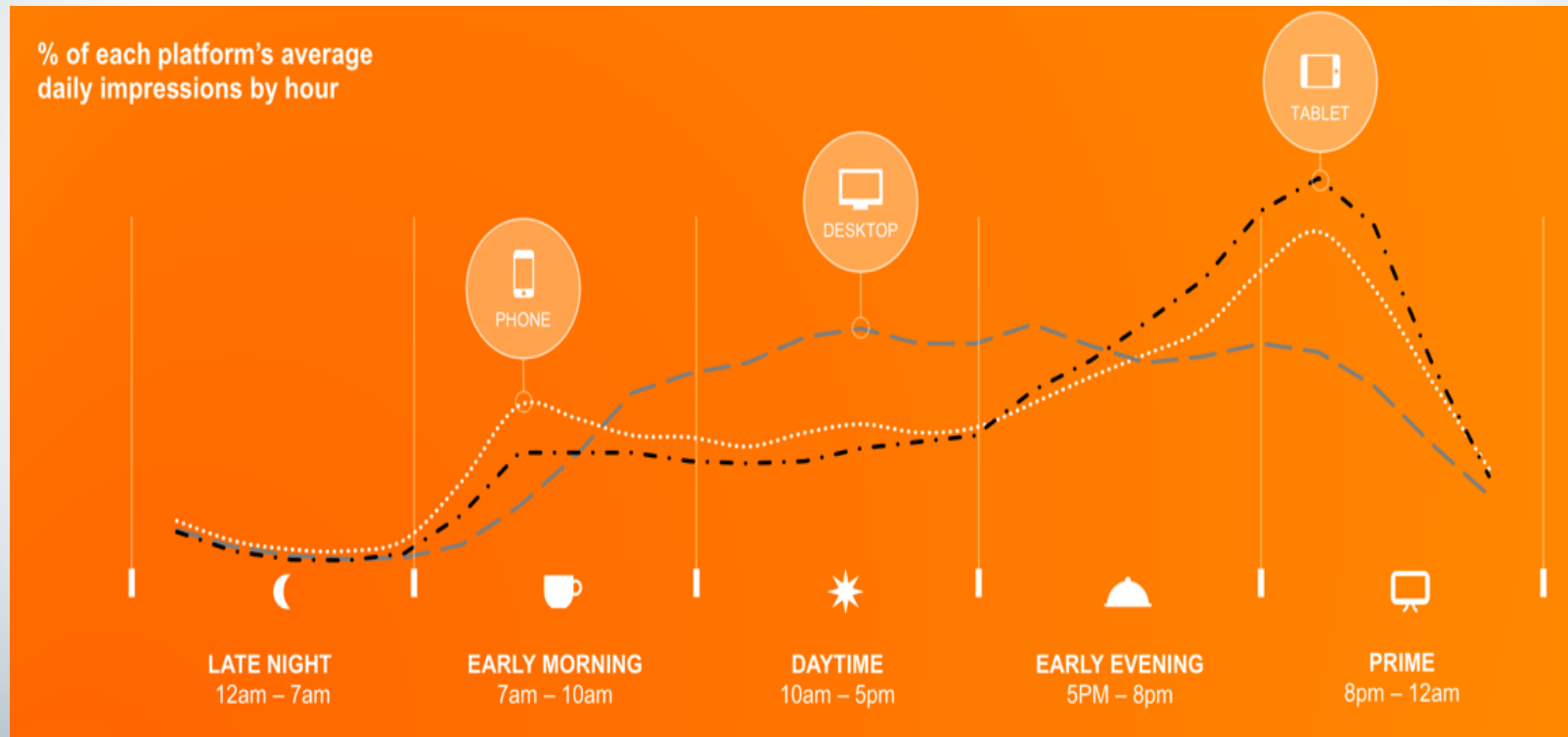
## *Website Design Element 4*



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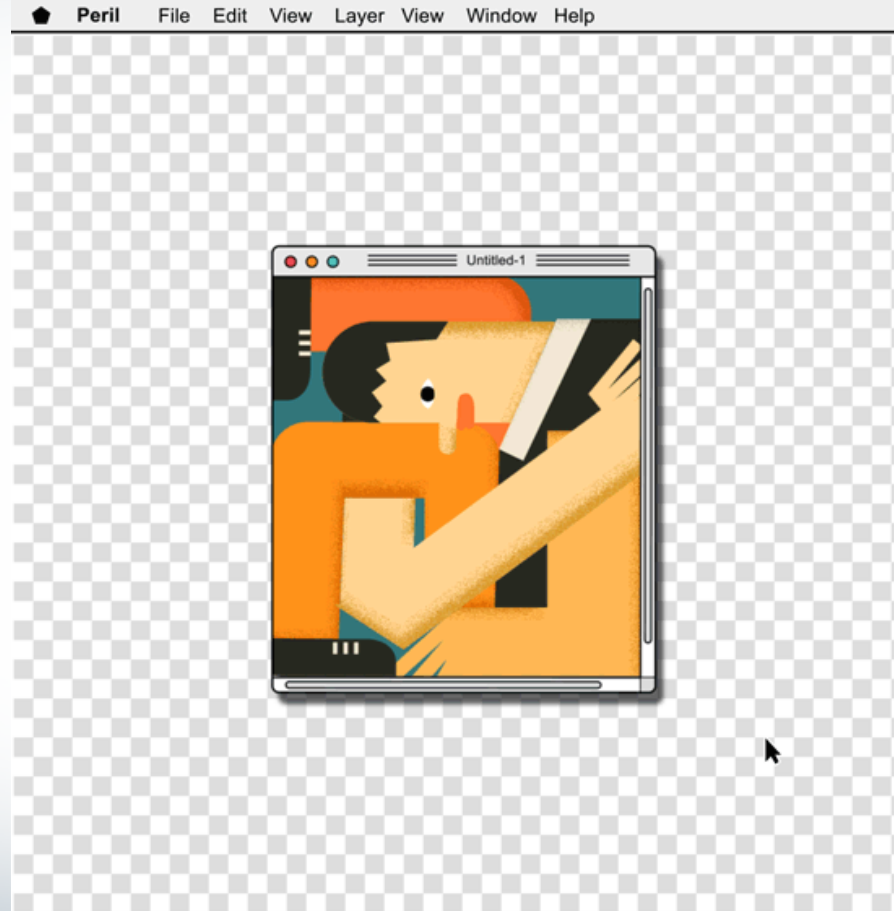
## Mobile-Friendly

- *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)*

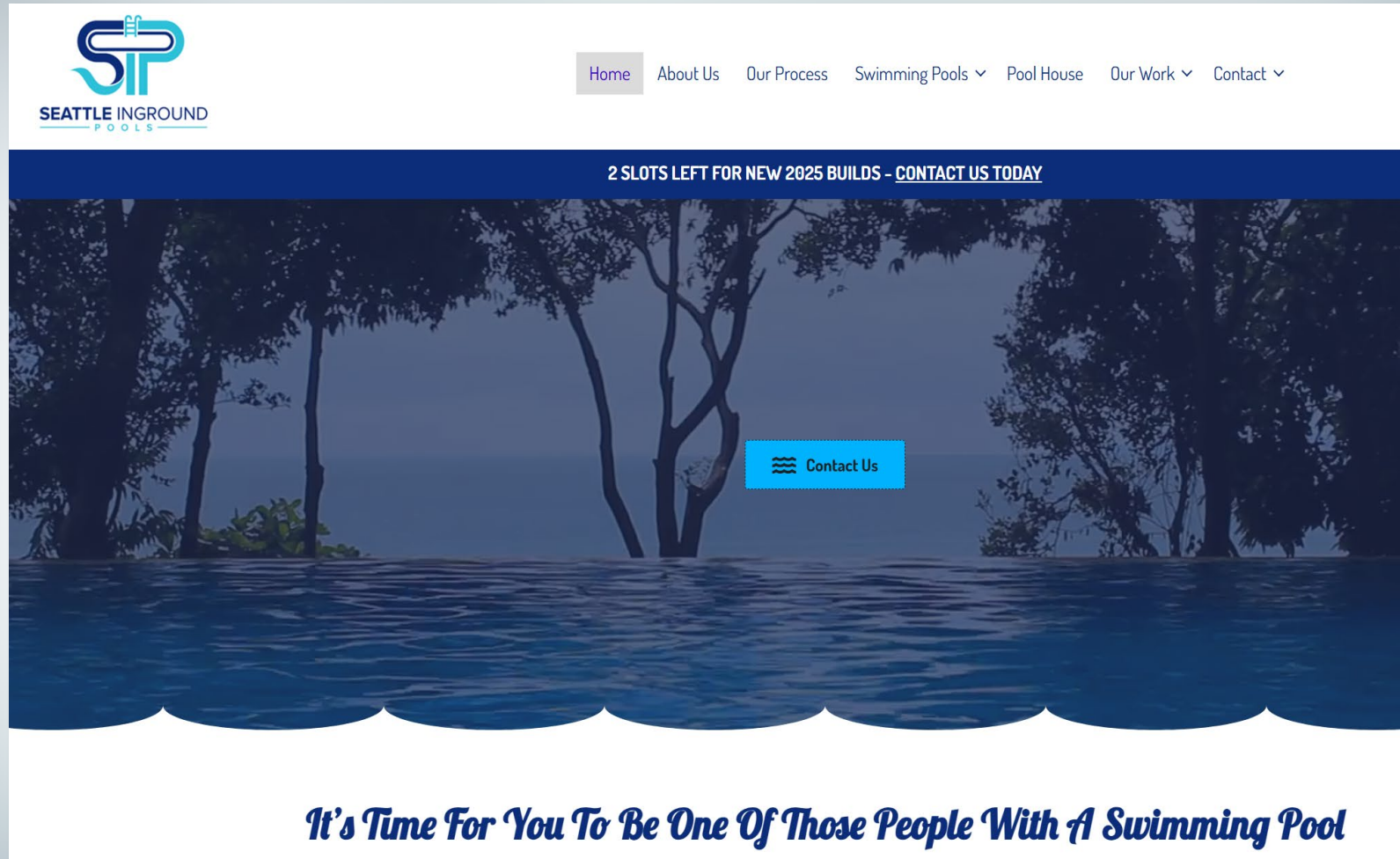


## ***Website Design Element 5***

- *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



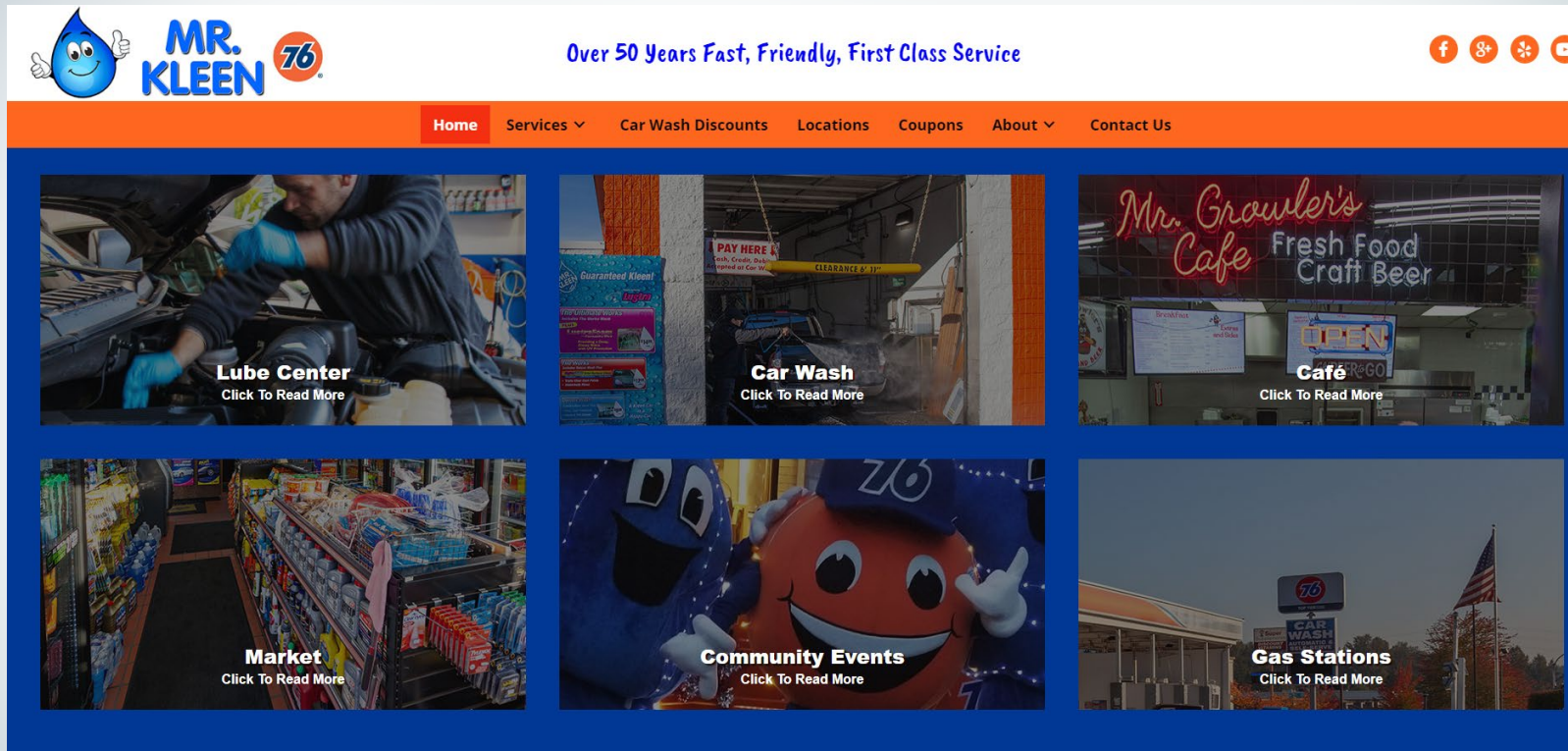
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## ***Website Design Element 5***

- *Sticky headers can help with this.*



# Website Design Element 5



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



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# Website Design Element 6

- *Integrate video – YouTube and other players*

The screenshot shows a website for 'First Response Water Damage'. At the top, a red banner contains the text 'Call For Emergency Help! 206-902-6736'. Below this is a navigation menu with links for 'Home', 'Water Damage', 'Smoke Damage', 'Odor Removal', 'FAQ', 'About', and 'Contact'. A prominent red button with a phone icon and the text 'CALL NOW FOR HELP!' is centered on the page. To the left, under the heading 'Why Choose Us?', there is a bulleted list of service benefits. To the right, a video player is embedded, showing a video titled 'Hiring a Water Damage Company 2015'. The video content includes text about a woman named Sherry who experienced water damage and called 'FIRST Response' for help. The video player interface includes 'Watch later' and 'Share' options, and a 'Watch on YouTube' button at the bottom.

Call For Emergency Help! 206-902-6736

Home Water Damage Smoke Damage Odor Removal FAQ About Contact

CALL NOW FOR HELP!

### 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

Hiring a Water Damage Company 2015

Watch later Share

When Sherry got home  
The carpet was wet & squishy  
She heard water flowing!

**BUT**  
she knew who to call-  
**FIRST Response**

Watch on YouTube

## ***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.*



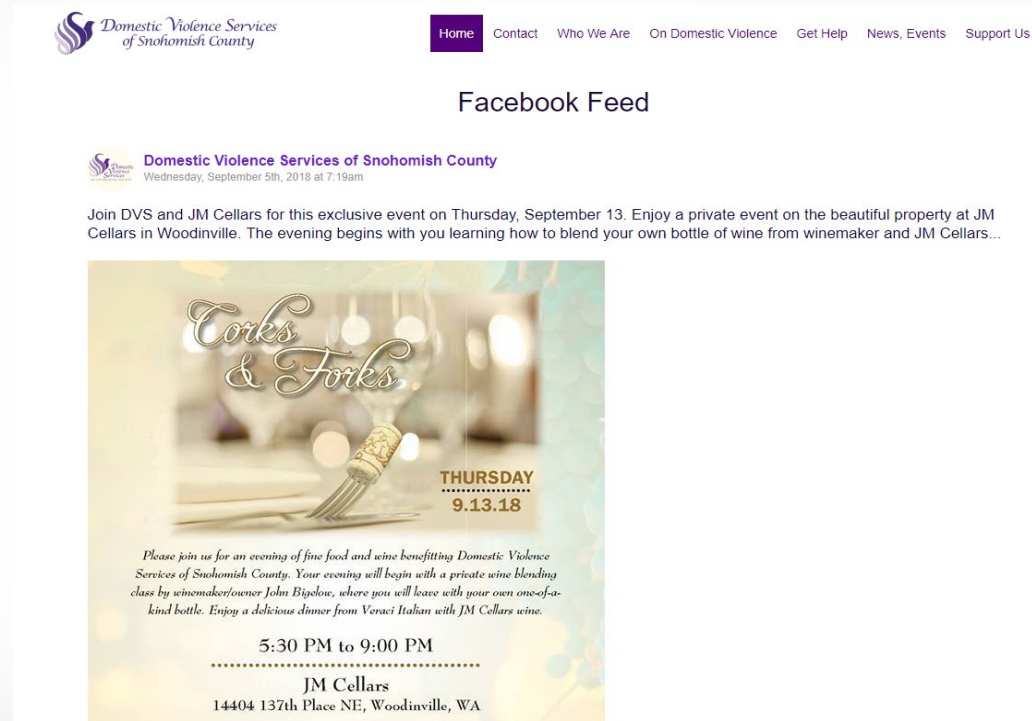
## *Website Design Element 7*

- *Integrate social media profiles*



# Website Design Element 7

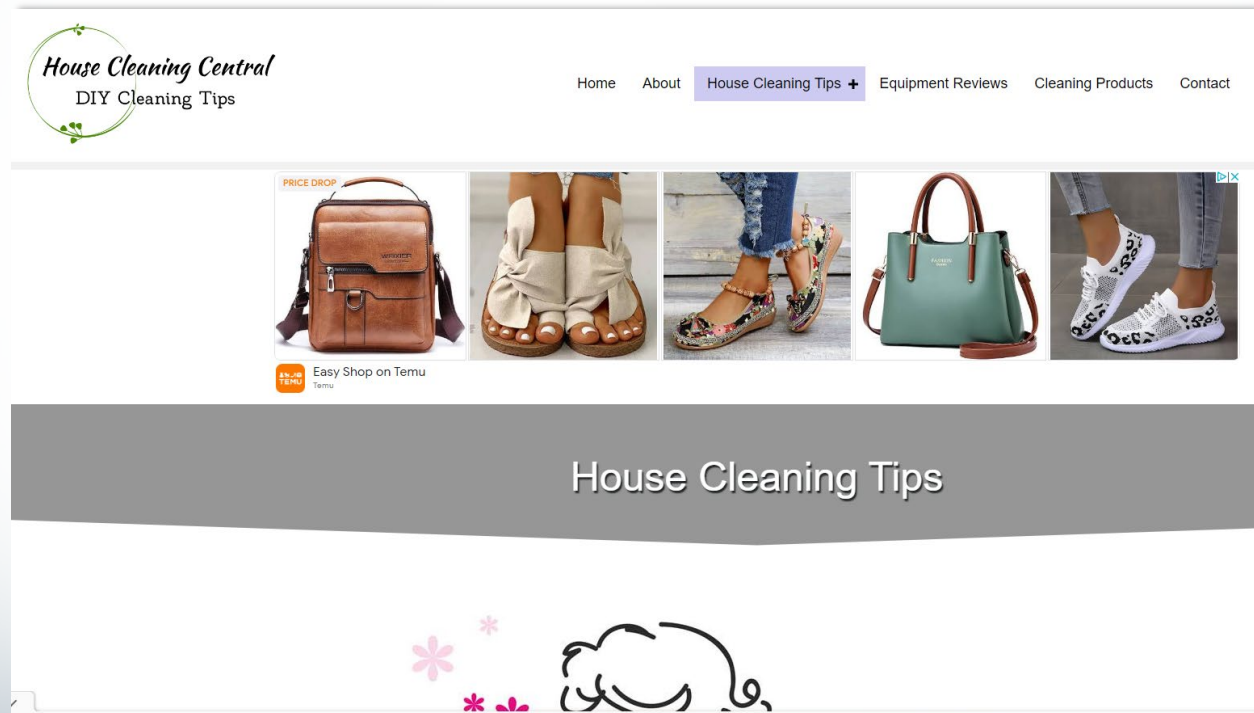
- *Integrate social media profiles*



The screenshot displays a website header for Domestic Violence Services of Snohomish County. The navigation menu includes: Home, Contact, Who We Are, On Domestic Violence, Get Help, News, Events, and Support Us. Below the header is a Facebook Feed section. The first post is from Domestic Violence Services of Snohomish County, dated Wednesday, September 5th, 2018 at 7:19am. The post text reads: "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 post includes an image of a wine glass and a fork, with the text "Corks & Forks" in a cursive font. The event details are: THURSDAY 9.13.18, 5:30 PM to 9:00 PM, JM Cellars, 14404 137th Place NE, Woodinville, WA. The background of the post image is a warm, bokeh-style photograph of a wine glass and a fork.

## Website Design Element 8

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



## *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*



***SUPERCARGE MARKETING***

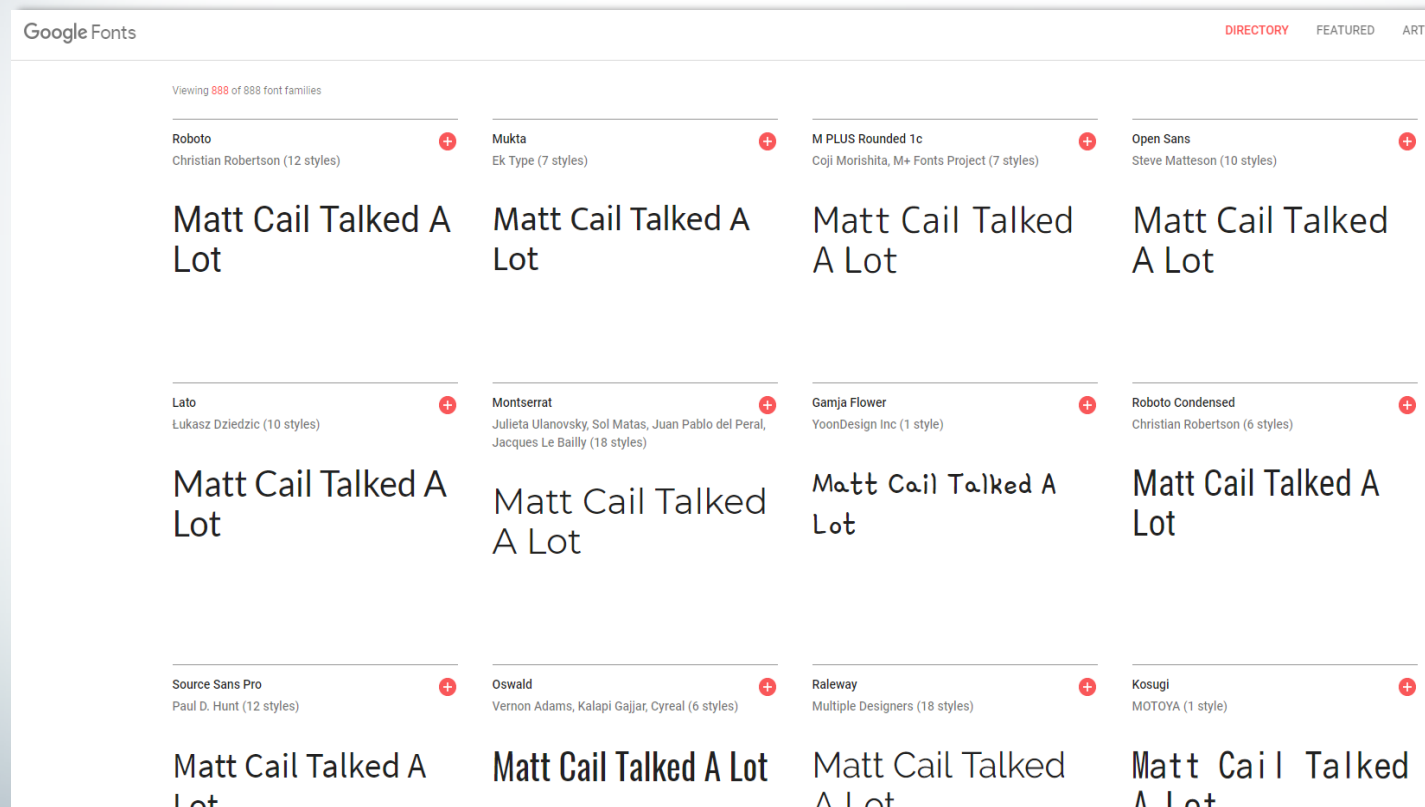
## Website Design Element 9

- *“Design trends” often do not take this into account.*



# Website Design Element 9

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



## ***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

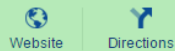
Dependable Auto Repair - Over 65 years serving Lynnwood  
**Ad** www.kcmartin.com/  
Affordable, knowledgeable service  
Call for an appointment · All makes & All models  
Special Offers - Alignments - Brakes - List of Services



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**

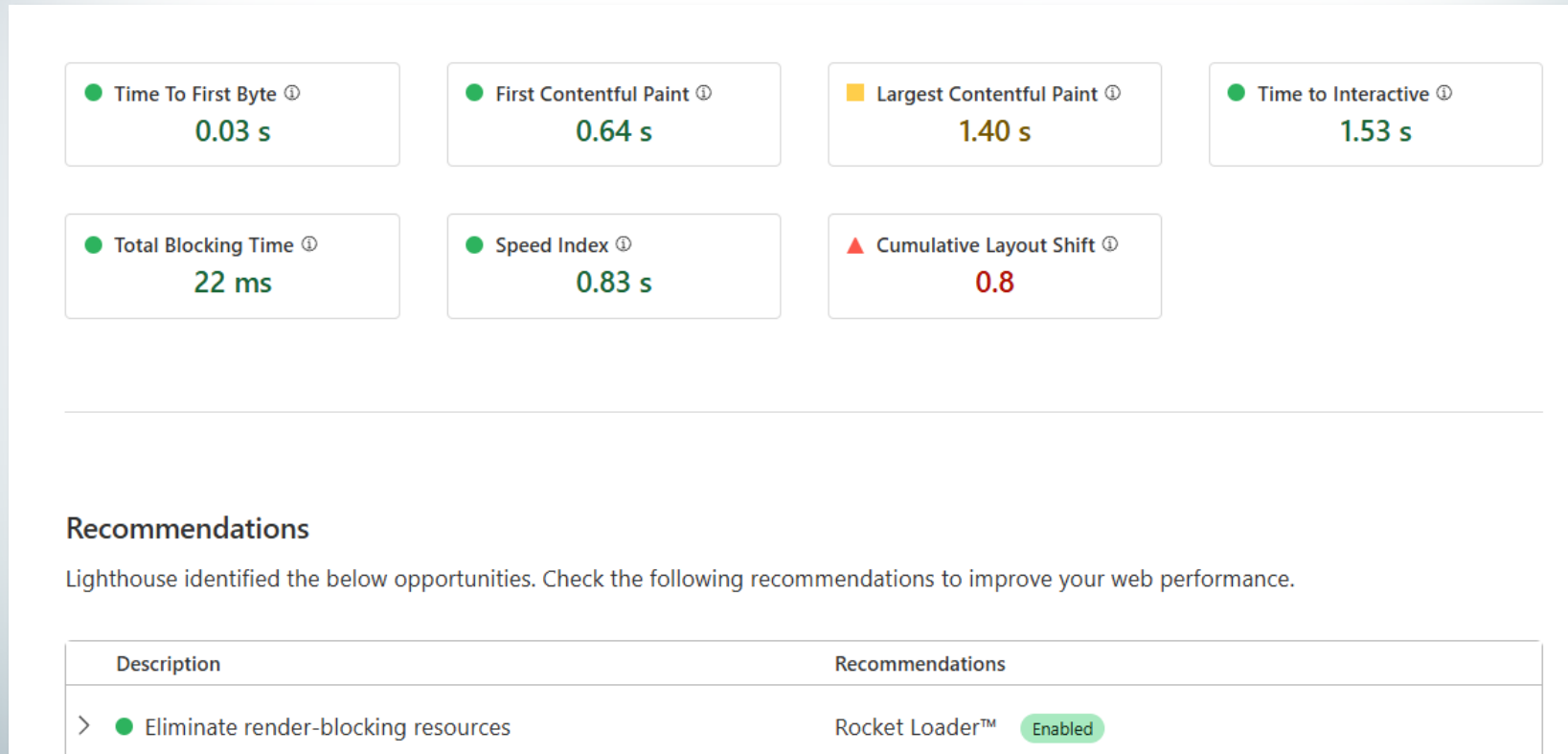
**Organic**

# *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.*



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

**GTmetrix** Features ▾ Pricing Resources ▾ Blog Log In [Get Started for Free](#)

## Latest Performance Report for:

Report generated: Mon, Apr 10, 2023 2:46 PM -0700  
Test Server Location: 🇨🇦 Vancouver, Canada  
Using: 🦊 Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4

**GTmetrix Grade** ? **B** Performance ? **82%** Structure ? **88%**

**Web Vitals** ? Largest Contentful Paint ? **1.0s** Total Blocking Time ? **129ms** Cumulative Layout Shift ? **0.43**

**Summary** Performance Structure Waterfall Video History

**Speed Visualization** ?

0.2s 0.3s 0.5s 0.7s 0.8s 1s 1.1s 1.3s 1.5s 1.6s

TTFB: 349ms  
Redirect: 0ms  
Connect: 180ms  
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

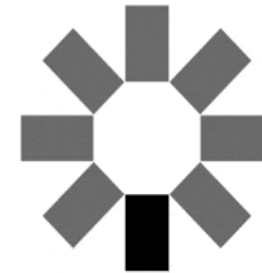
[Re-Test](#)  
[Compare](#)  
[Page Settings](#)  
[Monitor](#)  
[Set Up Alerts](#)  
[Tags](#)  
[Download PDF](#)

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...**

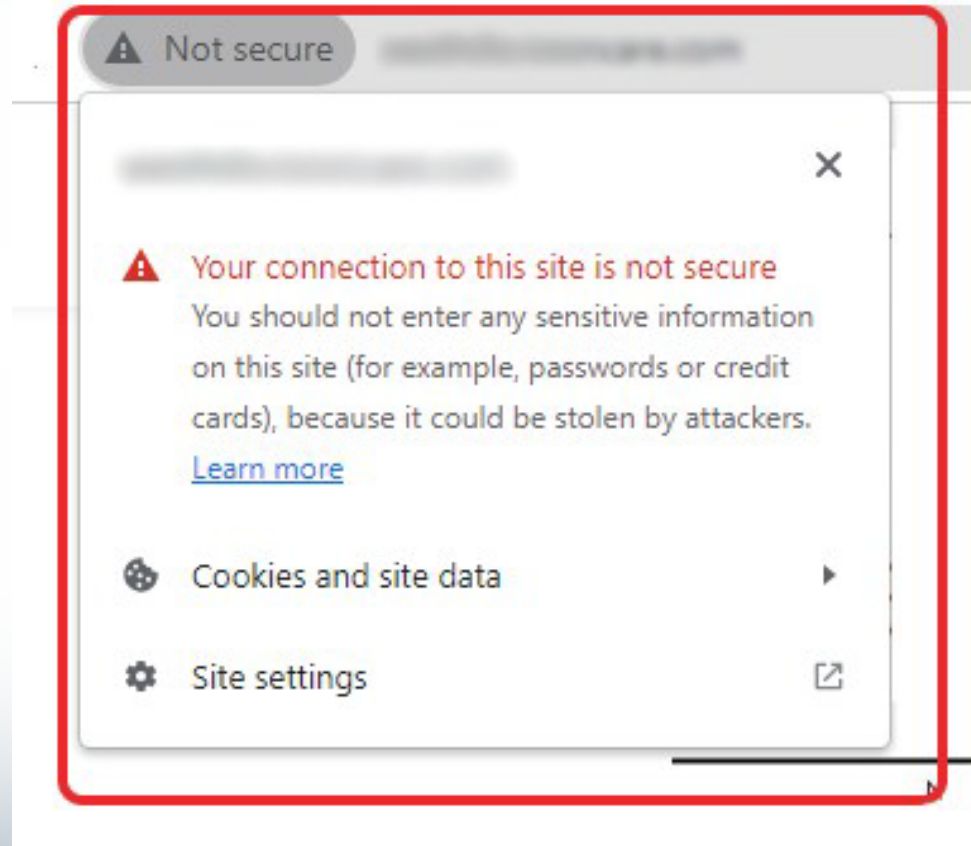


## *How To Rank On Search Engines*

- *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 Bing search interface for the query "cable television seattle". The search results are filtered to "LOCAL" results. The top result is an advertisement for CenturyLink Broadband, followed by a link to the U-verse Official Site, a Dish Network advertisement, a Cox Business link, and a link to NWCN Northwest News. A map of Seattle is displayed on the right side of the page, showing the city and surrounding areas. The map includes a scale bar (5 miles, 10 km) and a copyright notice for 2013 Nokia and Microsoft Corporation.

WEB IMAGES VIDEOS MAPS NEWS **LOCAL** MORE

5 of 5 Vanessa

cable television seattle

Any time

Ads related to cable television seattle

[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)

Road Bird's eye

World · United States · WA · King Co.

Edmonds Mountlake Terrace Shoreline North City Bothell Woodinville Duvall

Poulsbo Suquamish Sheridan Beach Green Lake Kirkland Redmond

Silverdale Bainbridge Island Salmon Bay Ship Canal Union Bay Lake Union

Erlands Point Bremerton Port Orchard East Port Orchard White Center Burien Tukwila SeaTac Des Moines

Normandy Park Renton Newcastle Issaquah

Maple Valley Kent

5 miles 10 km

© 2013 Nokia © 2013 Microsoft Corporation

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

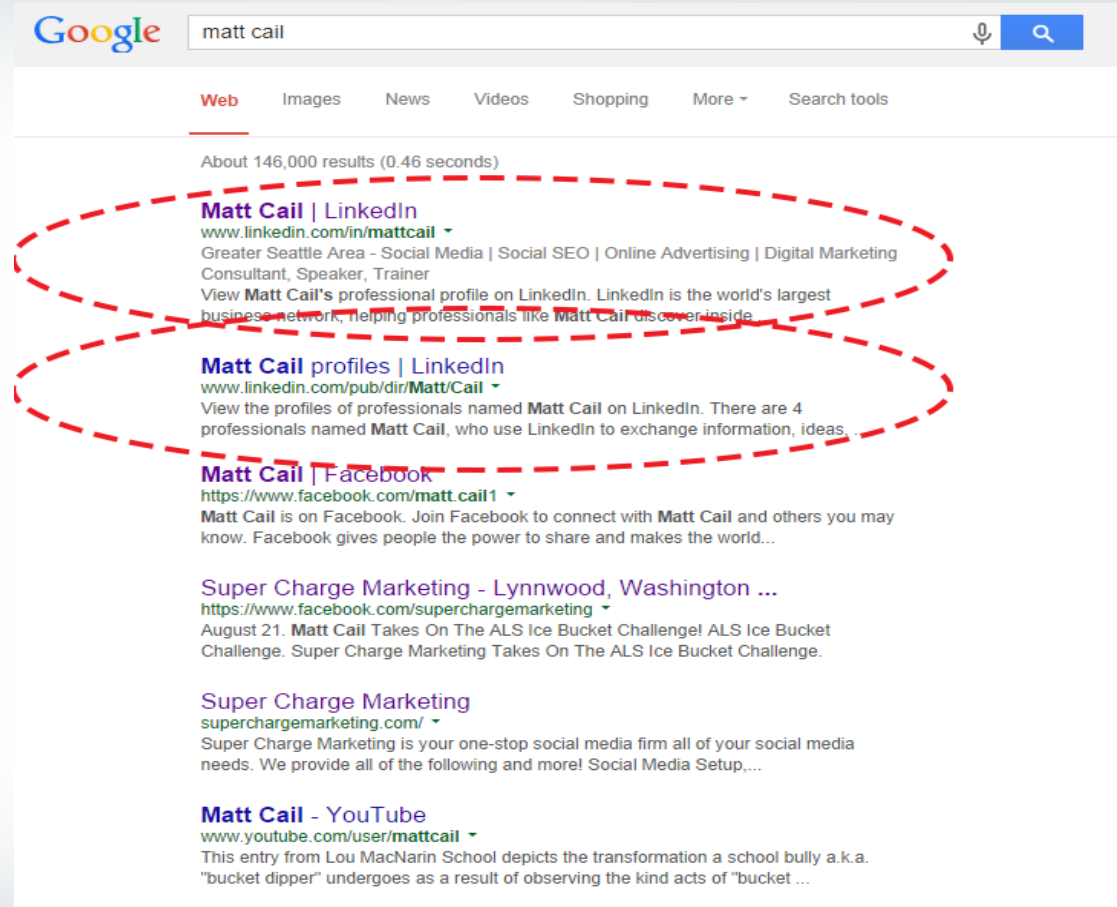
- *Run business and keyword searches “incognito” in your browser*



***SUPERCHARGE MARKETING***

# How To Rank On Search Engines

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



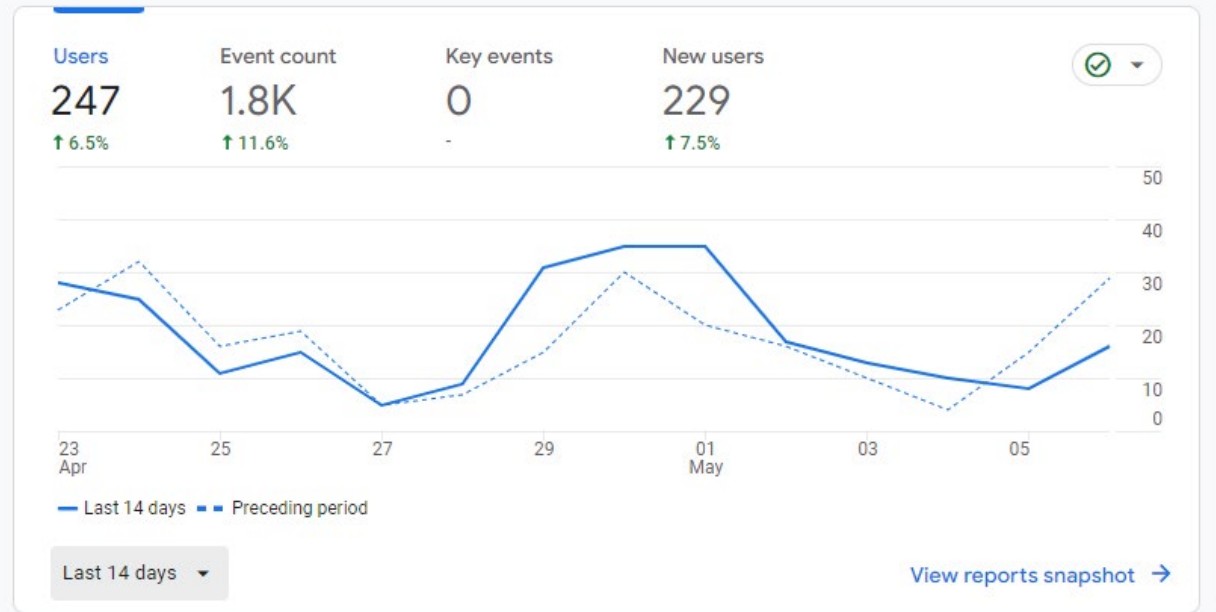
## *How To Rank On Search Engines*

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



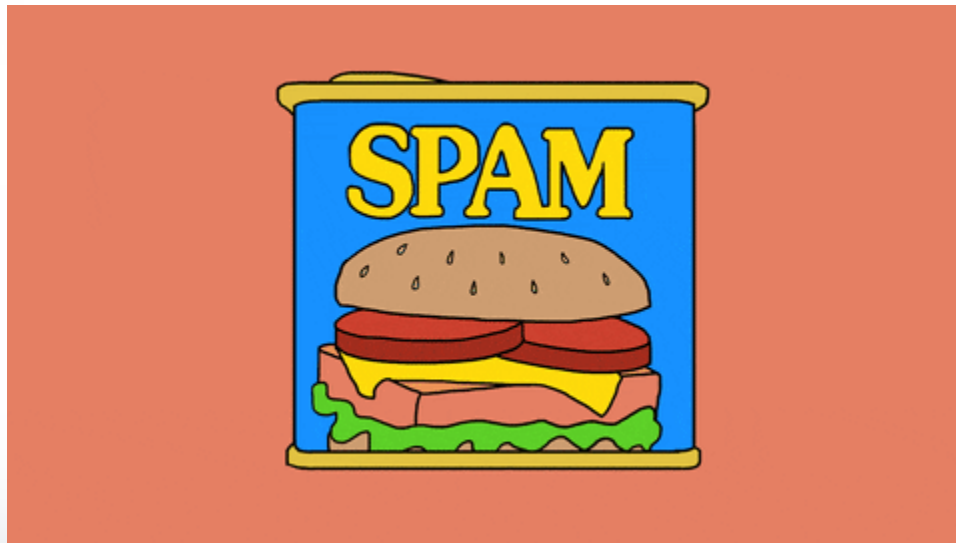
## Monitor Your Traffic

- *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*



***SUPERCARGE MARKETING***

## 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***

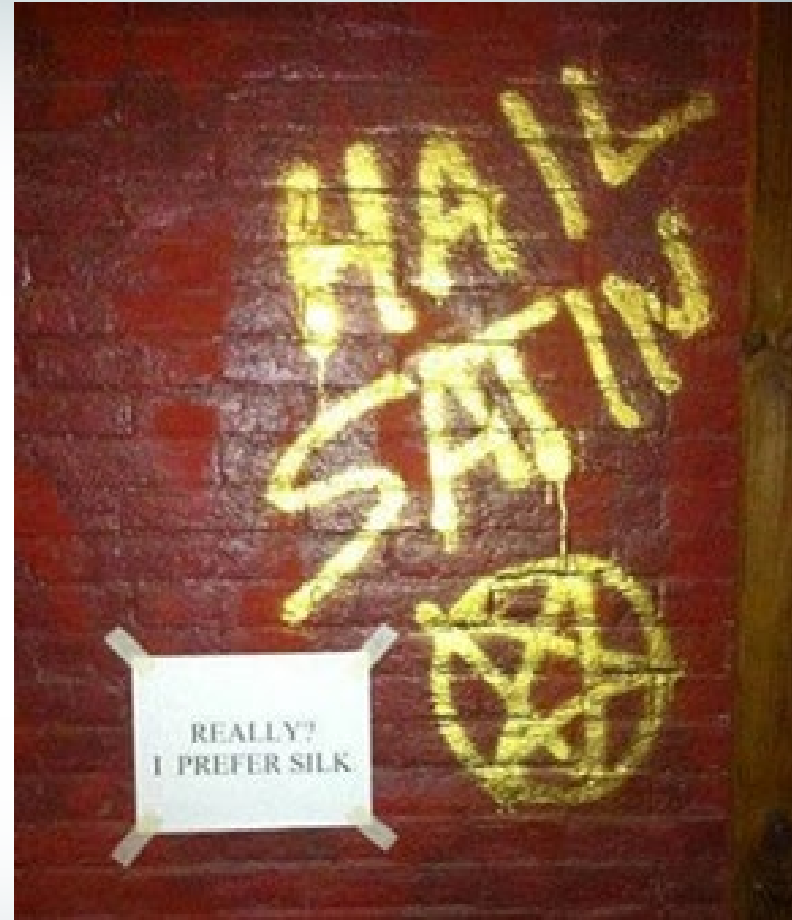
- *Potential to share blog and site content elsewhere*
  - *Social media*
  - *Medium*
  - *Substack*
- *Generates traffic back to your website*



***SUPERCARGE MARKETING***

## *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?

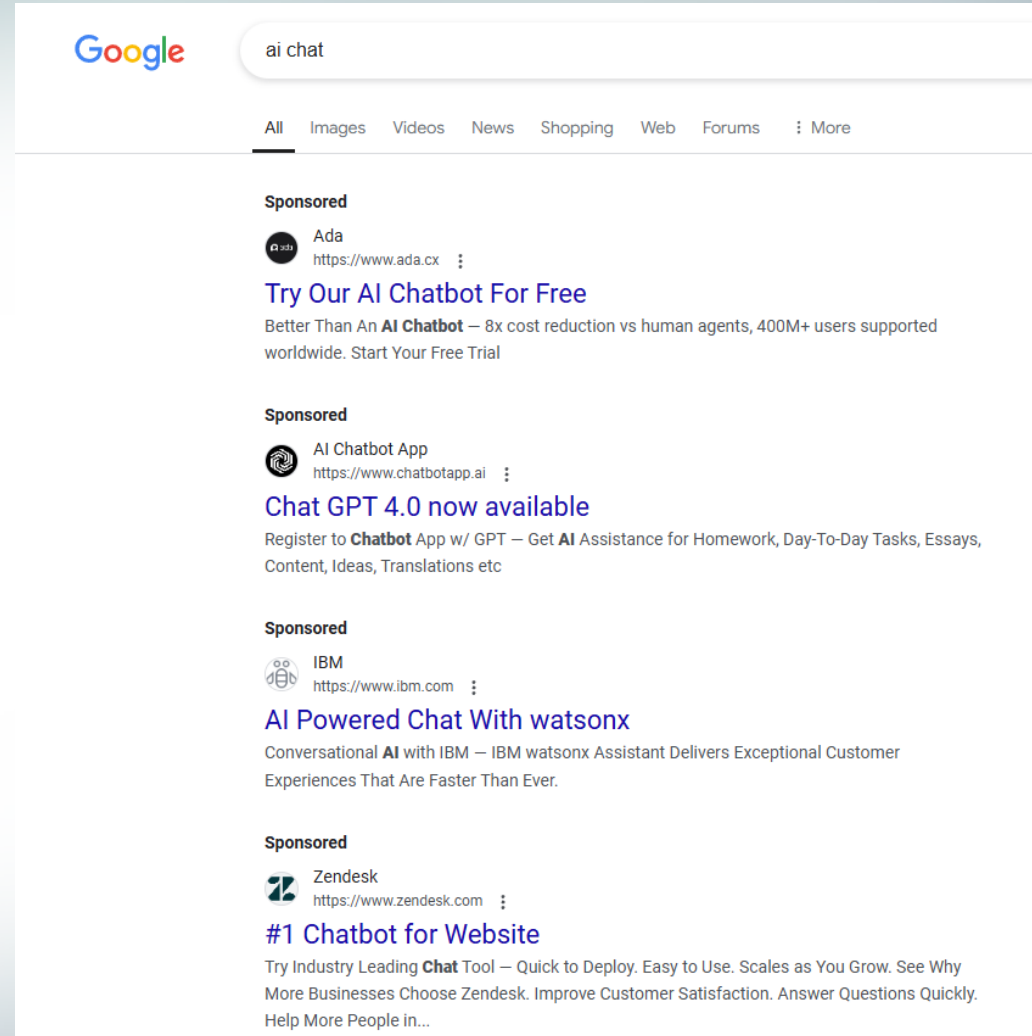
## *Can I Use AI To Keep My Site Active?*

- *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



## *Remember...*

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



***SUPERCARGE MARKETING***

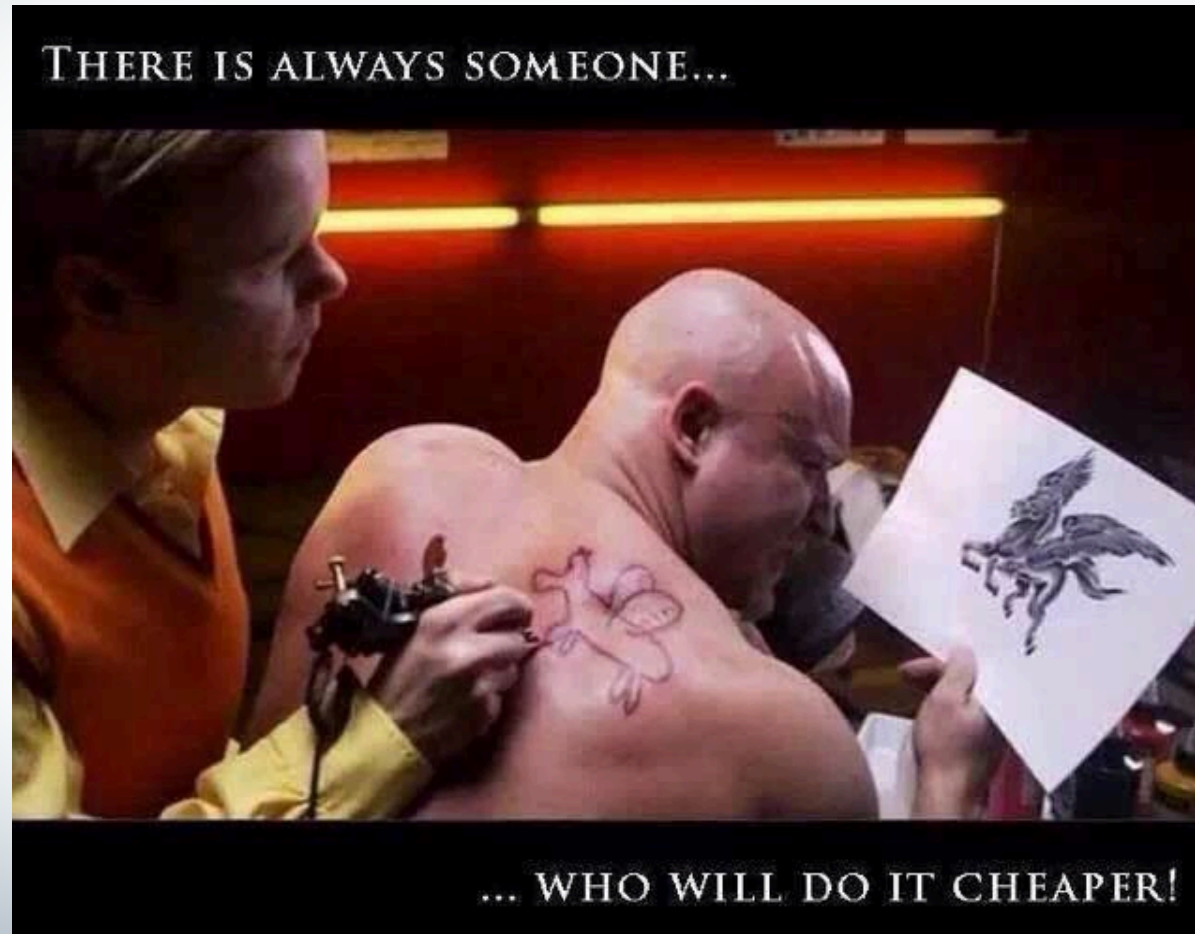
## ***Closing Challenges***

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



## Overcoming Challenges

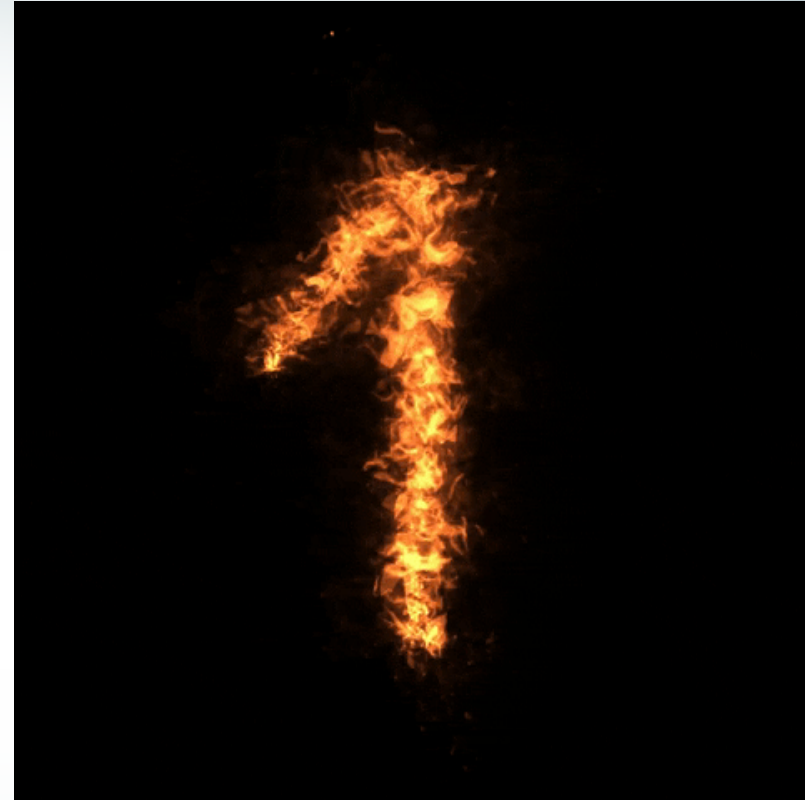
- *Friends and family are a limited resource when helping with websites.*
- *Watch out for designers selling snake oil!*



***SUPERCARGE MARKETING***

## 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*



***SUPERCARGE MARKETING***

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



**SUPERCHARGE MARKETING**