the PawPrint.network

Building Web Site Success
designing and marketing your on-line presence

Lecture Notes:

The Big 3

The 3 key areas: from the point of view of both human and computer visitors to your web site. Always keep these in mind - when designing and updating your site.

Human Visitors	Search Engine Bots/Spiders
Simple & Logical	URL (address)
Interesting	Titles & Headings
Attractive - Graphics/Information	Content & Links

Interactively

Both people and the search engines prefer sites that are timely - Interactive features such as news, forums, even today's date add to this.

Information

What do you provide to your visitors *in addition* to your product or service?

Multimedia

Providing multimedia components on your site can be an excellent way to keep visitors interested and set your site apart from the crowd - but be careful... don't force multimedia on your visitors - they may not want it.
- Includes: Sound, Video, Animated Graphics, Virtual Tours

What Makes People Click?

- People don't read - they scan.
- Provide a summary
- Calls To Action
- People click photos & buttons

S.E.O.

- Considering **S**earch **E**ngine **O**ptimization
- Unnecessary for properly designed web sites
- "Tricks" & "Cheats" destined for failure
- The proof is in the "Google Updates"
- *Quality* should be Job #1

Why Standards

- Speed
- Disabled Visitors
- Reliability
- Future Proofing
- Easier for computer's to read

> more exposure

Meta Information

- GeoCoding - Google GeoSearch
- Meta Tags - devaluated because of abuse
- RDF - Dublin Core
- RSS feeds

Tools & More Information

I have posted a list of tools and on-line resources that can help you check your existing web site and learn more:

http://www.pawprint.net/websitesuccess.php

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