

Planning Your Web Site



**All You Want To Know
And Have No One To Ask**

What to do

BEFORE

DURING

and

AFTER

Before You Build

PLAN, PLAN, PLAN

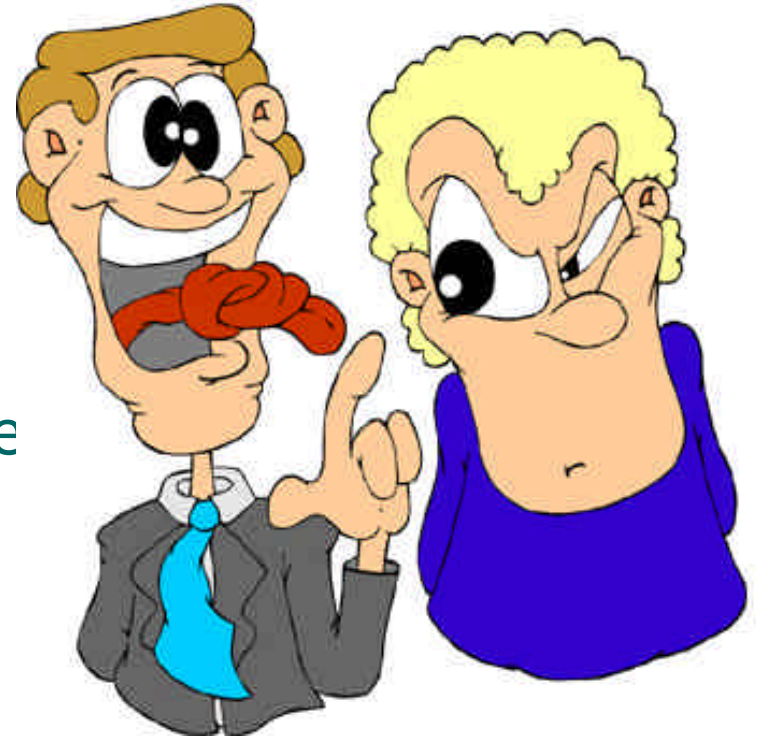
- Domain Name
- Hosting Solutions
- Ecommerce?
- Databases?
- What kind of content?
 - Newsletter?
 - Event Calendar?
 - Meeting Minutes?



Domain Names

Choose a name that is:

- Easy to spell
- Easy to say (without explanations)
- Describes who you are what you do



Domain Names

Where to get them

- GoDaddy.com
- Register.com
- NetworkSolutions.com
- Penchina.com

Cost

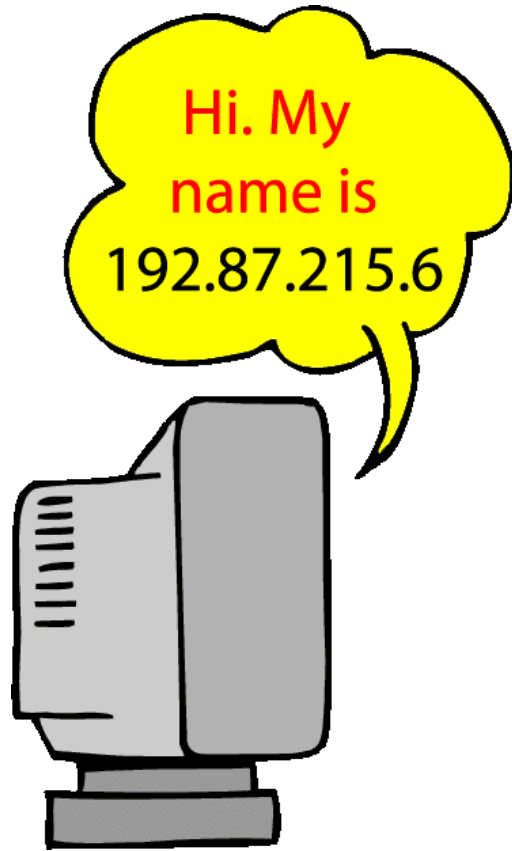
- Approximately \$9 a year

Considerations when purchasing

- Forwarding to other URL
- Ease of managing your account
- Auto Renew

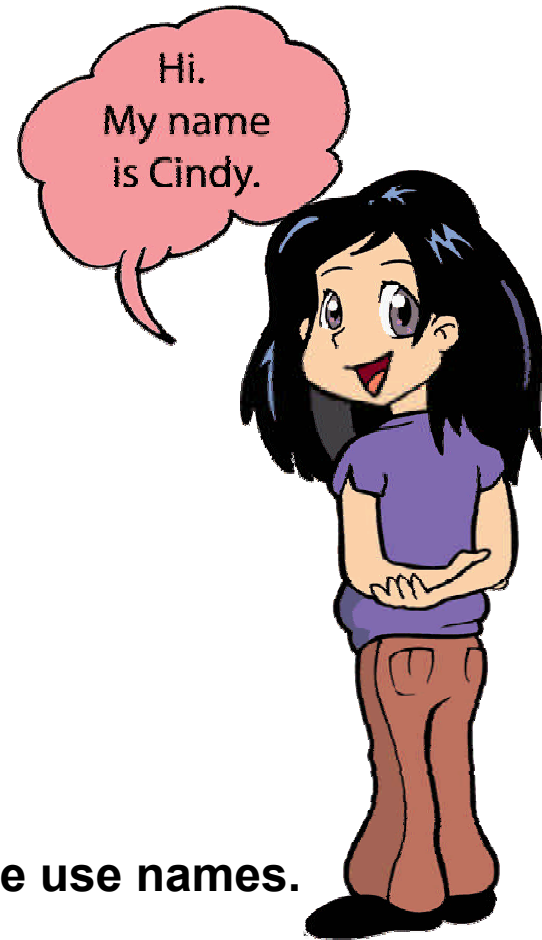
Domain Names

How do they work?



Machines use numbers.

=



People use names.

Domain Names

IP address – a numerical address

- Given to you by your hosting company.
- It is the address of the physical computer your site will live on.

Domain Name – a name for your numerical address

- Need to inform the database of your IP so that it can match up your name to the correct machine.

Web Site Hosting

What should I be looking for in a web hosting partner?

- Cost
- Types of plans they offer
- Customer support
- Reliability
- **Recommendation:** Choose a HOSTING company NOT an ISP

Web Site Hosting

What do I need?

– Items to consider

- Disk space
- Bandwidth
- Ecommerce
- Databases
- Scripting Languages
- Streaming Media
- Email
- Web Traffic Statistics
- SSL
 - Shared
 - Our Own
- Approximate Cost - \$10/month - \$50/month

Ecommerce

Catalogs and Shopping Carts

Miva Merchant

- Pros
- Cons

Yahoo Stores

- Pros
- Cons

Shareware Scripts

Custom Applications



Online Donations and Payment

What are my options?

- Credit Cards
 - With online verification services
 - Without online verification services
- Pay Pal
- ClickandPledge.com
- Print and send



Online Databases

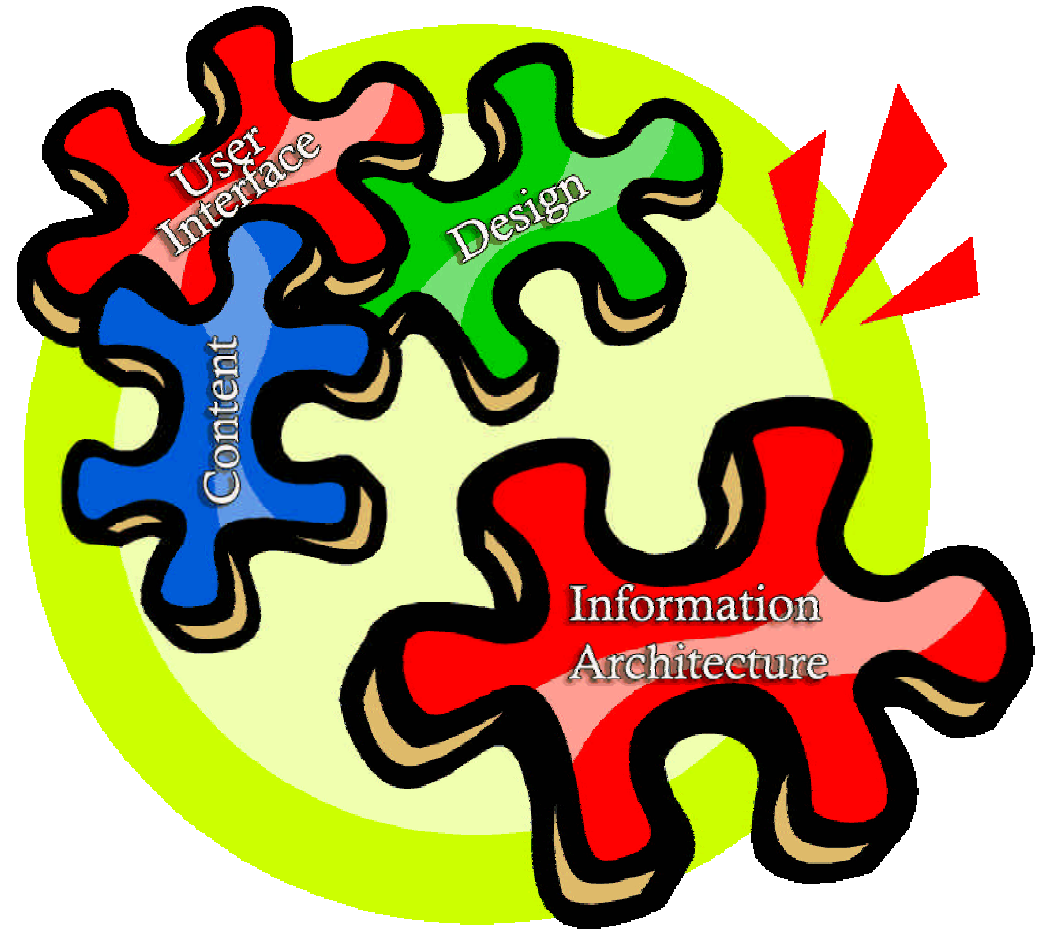
What are they for?

- Email lists
- Donor/Client Lists
- Content Management
- Searchable Content
- Interactive Content

Building Your Website

Website Pieces

- Content
- Design
- Information Architecture
- User Interface



General Rules for Building a Good Website

Most popular reasons for visiting a website.

- To get information
- To make a purchase or donation
- To be entertained

If something on your site doesn't solve a potential need or problem, eliminate it.

Content

How much?

- Most people SCAN
- Omit needless words

What kind?

- Omit instructions, or at least pare them back
- Omit “happy talk”

How to deliver?

- HTML
- PDF
- Images

Design

Good Design

- Supports your message
- Enhances your content, not overpowers it
- Uses color effectively
- Works to support the user interface and the information architecture

A word about your home page... .

It should take visitors no longer than 4 seconds to figure out who you are and what you do...

Case in point... .. <http://www.1amp.com/>

Information Architecture

It is easy to find the content?

- Think about supermarket shopping
 - Outside aisles are usually produce, dairy, meat
 - Inside aisles are organized by categories



Information Architecture

Navigation menus

– How to organize them

- Sections of the site – about us, programs, history
- Utilities – help, site map, checkout, search, support

AN EXAMPLE... ..

CancerSociety.com Store

Home | Customer Service | Products | Search | Become a Member | Bookmark Us | My Account | Shopping Cart | Checkout

SIGN IN / REGISTER

All Products

Bracelets

Pins & Keychains

Teddy Bears

Unique Gifts

Car Magnets

Jewelry

Aroma Therapy Candles

T-Shirts

Hats

Think Pink

Apparel



gifts for
**UNDER
\$25**



gifts for
**UNDER
\$10**



gifts for
CHILDREN

BE PASSIONATE, *Shop for a cause...*

[Click here >
to learn more.](#)

- 100% of the proceeds from your purchase go directly to the charity
- Your purchase is a commitment to help support education, outreach, research and all of our critical programs throughout the country
- By shopping here, you create the opportunity to share information about cancer and promote cancer awareness with others.
- Our gifts and awareness products make a powerful yet thoughtful statement.



Featured Products



Hope, Courage,
Bravery Endurance
Pink Wristbands



Precious Cancer
Awareness Angel Pin



Elegant Breast Cancer
Awareness Charm
Bracelet



Together We Can Make
A Difference" Bracelet



Pink Ribbon/ Breast
Cancer Awareness Car
Magnets



Breast Cancer
Awareness Bear



Cancer Awareness
Bookmark



Inspirational, Aroma
Therapy Candles

Information Architecture

Navigation menus

- Give visitors a sense of security... so don't take the baby blanket- in other words **BE CONSISTENT**
- There's no place like **HOME**



User Interface

- A website is a piece of software
- Users are active



User Interface

Good UI

- Intuitive – don't make your visitors think
- Information is broken into sections and uses a hierarchy of placement, type size, etc.
- Adhere to accepted conventions
- Keep the "noise" down
- It's not the number of clicks... it's how much thought it takes to decide what clicks I want.

Examples of Bad Website Design

Use of Color -

<http://www.epluribusmedia.org/press.html>

Use of Flash

– <http://www.leoburnett.ca/>

Distracting elements and use of space

– <http://www.womenkickboxing.com/>

Unintelligible Links

– <http://www.epluribusmedia.org/diaries.html>

More... ..

No explanation needed..

- <http://www.swanseahistoryweb.org.uk/>

Navigational Nightmare

- <http://www.showcaves.co.uk/>

Promoting Your Site

Search Engine Optimization

- Text
 - Alternate text tags
- Images
- Links
- Keywords
- Page Titles

SEO Services

- How they work



Promoting Your Site

Keyword Buying Programs

- Google Adwords
- Yahoo Search Marketing

Print Advertising

New sletters – sponsor ads

Remember to include your URL on all print material



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