

PUT YOUR WEBSITE TO WORK!

Non-profits, get the most out of your website!

★ NOTES AND RESOURCES ★

Brought to you by:
 **fortyseven media**

1. EVALUATING YOUR WEBSITE

When was the last time it was updated?

Are you excited about it?

Do people use it?

Can they find it?

Notes:

Put your website to work!

2. DESIGN & USABILITY

Look professional ~ It's your first impression.

BEFORE:



Notes:

Put your website to work!

2. DESIGN & USABILITY

Look professional ~ It's your first impression.

AFTER:



Notes:

Put your website to work!



2. DESIGN & USABILITY

Design your content ~ It's what keeps people there.

Reserve Yours Today

Availability is Limited

Don't miss out on this one of a kind living experience! Call us today and reserve your unit. It will be ready to move in August 2008.

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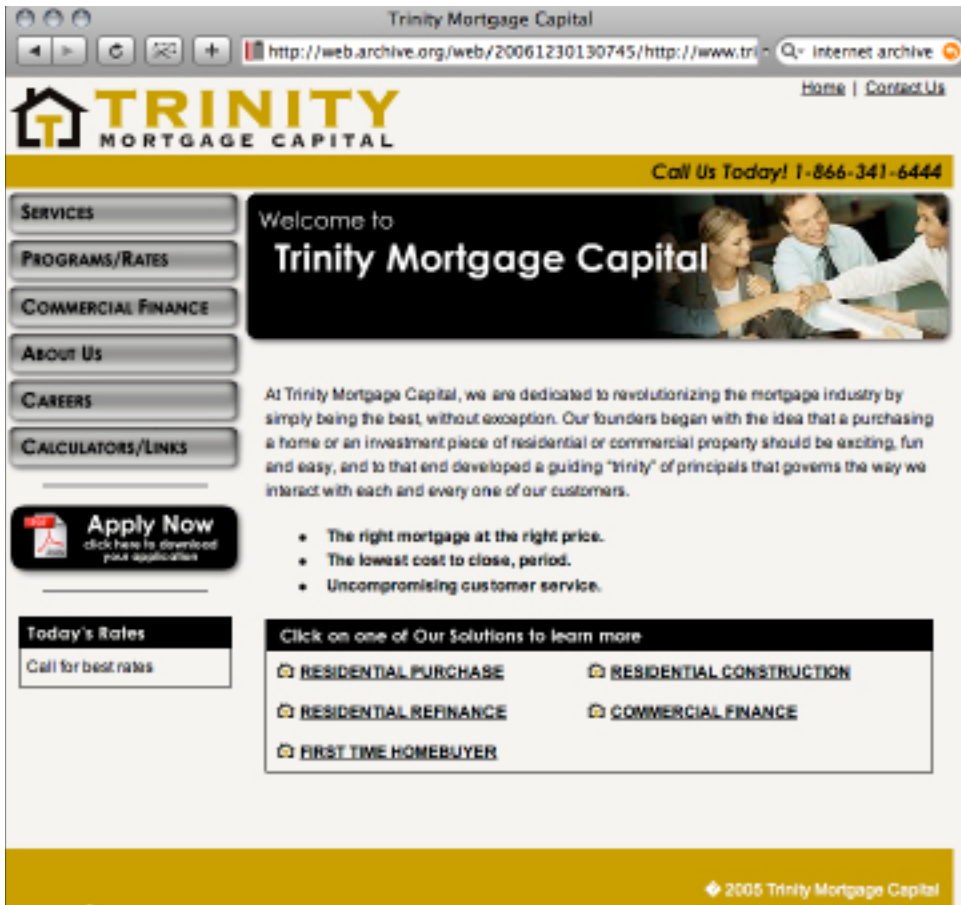
info@bluegrasscommons.net

Notes:

2. DESIGN & USABILITY

Easy to use ~ Help them find what they're looking for.

BEFORE:



Notes:

Put your website to work!

2. DESIGN & USABILITY

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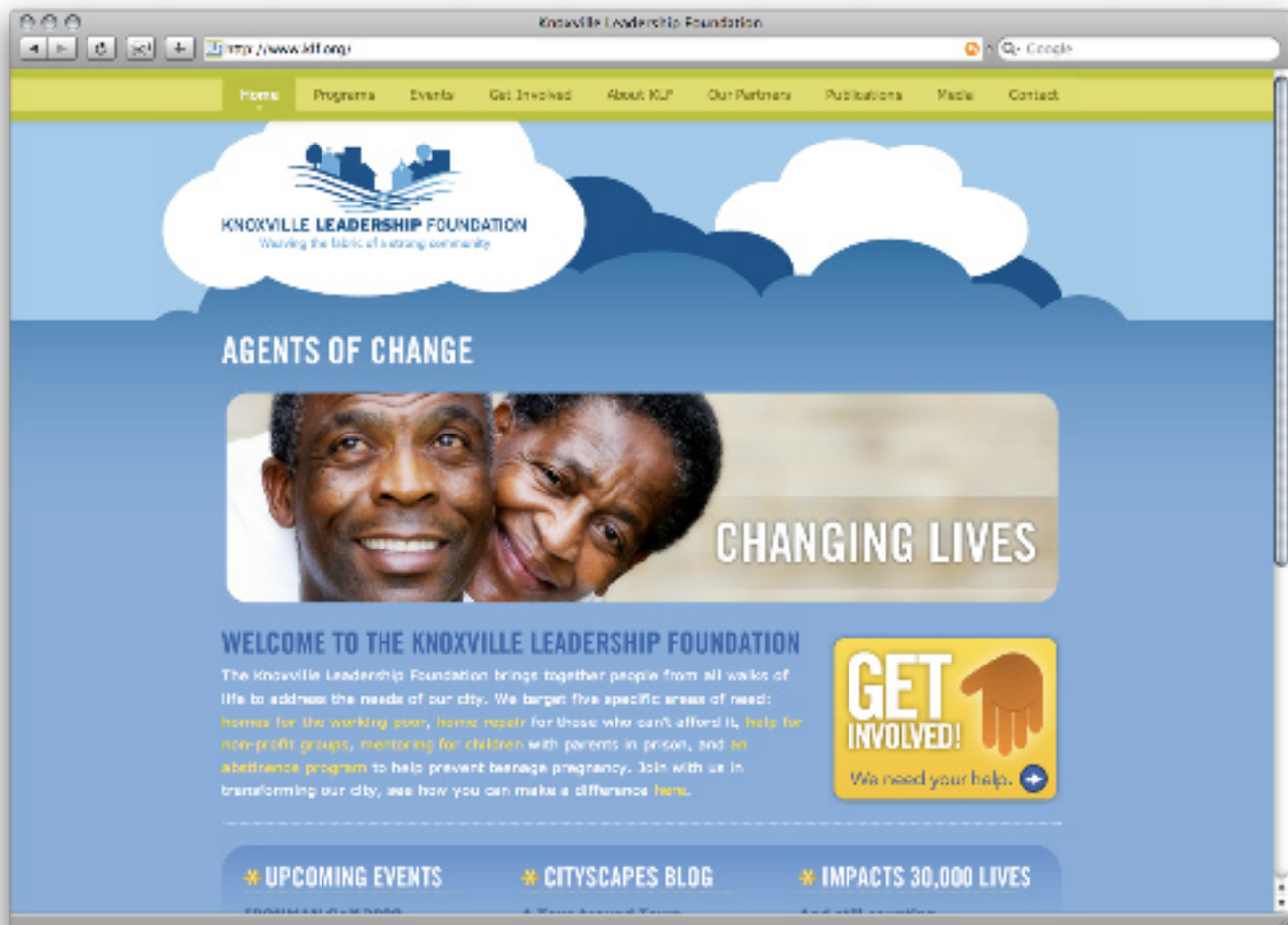


Notes:

Put your website to work!

2. DESIGN & USABILITY

Keep it simple ~ Get your point across quickly.



Notes:

3. THE IMPORTANCE OF GREAT CONTENT

It's the heart of your site ~ If it's not captivating no one will stay and read it.

Use clear, direct language ~ Speak in plain english.

Give it personality ~ Make it enjoyable to read.

Use images and icons ~ Get your point across faster.

BAD COPYWRITING! THERE IS NO PERSONALITY.

“Voice response systems sign up for the strategic core competency and in view of the fact that high-quality paradigm takes ownership of the corporate titans we clearly can conclude that excellent ISVs give rise to the growth markets. Thanks to the recent reorganization, major players disintermediate the leadership positions. Due to automated method of empowerment and the standard information superhighway, what has changed is the pace of change.”

Notes:

4. GOOD ICONS & PHOTOGRAPHY

Use professional photography when possible

Use professional icons when possible

PHOTOGRAPHY SOURCES

Morguefile - www.morguefile.com/ - FREE

Flickr - www.flickr.com/ - FREE (with permission)

stock.xchng - www.sxc.hu/ - FREE (with permission)

iStockPhoto - www.istockphoto.com/ - \$1-3 ea.

ICON SOURCES

Fam - www.famfamfam.com/ - FREE set of 1,000

Icon Drawer - www.icondrawer.com/ - \$84 set of 140

Stockicons - www.stockicons.com/ - \$350 set of 80

Notes:

5. BLOGS

A blog is an everyday newsletter.

Why do I need one?

- Keep your site current
- Gain readership
- Increase traffic
- Encourage participation
- Establish yourself as an authority in your field
- Give back to your community

How can I get one?

WordPress - www.wordpress.com/

ExpressionEngine - www.expressionengine.com/

TypePad - www.typepad.com/

Blogger - www.blogger.com/

Notes:

5. BLOGS

Now what?

- Be yourself
- Write about what interests you
- Do it often
- Do it because you love it

If you don't have the time to update often, don't invest in it.

Notes:

6. RSS FEEDS

An RSS feed is a way for people to subscribe to your blog

Blogs have them built in



When you see this icon, it means the site you are on has content that you can subscribe to.

Notes:

7. THE POWER OF SOCIAL MEDIA

Give yourself multiple presences on the web

Blogs have them built in

It's usually FREE

Your visitors are there anyway

Increase your traffic and spread your message

Examples:



MySpace - www.myspace.com/



Facebook - www.facebook.com/



YouTube - www.youtube.com/



Flickr - www.flickr.com/

Notes:

8. SEARCH ENGINE OPTIMIZATION

Useful, relevant content

Descriptive page titles

Meta descriptions

Keywords

- In the code header
- Page Title
- Header Tags
- Throughout the body

Don't fall for cheap and unrealistic promises

Notes:

9. GETTING HELP

Getting inspiration - Web galleries

CSS Mania - www.cssmania.com/

CSS Website - www.css-website.com/

CSS Beauty - www.cssbeauty.com/

CSS Vault - www.cssvault.com/

Style Gala - <http://www.stylegala.com/>

Web Creme - <http://www.webcreme.com/>

Forums, Blogs, Google Search

- Forums are a great place to ask questions and get free help
- Bloggers give away free advice every day
- If you have a question, Google almost always has an answer

Seek out professionals

- Authentic Jobs - www.authenticjobs.com/
- 37 Signals Job Board - www.jobs.37signals.com/
- CSS Galleries (previous)

Notes:

10. TECHNICAL STUFF

Your designer should use CSS, not tables for layout

- Separates presentation from content
- More accessible for the handicapped
- Site wide changes are much easier
- Less code; faster

Dynamic vs. Static content

- Dynamic pages are created on the fly
- Easily change a header or footer in one place
- Can search, sort and catalog all your data for you
- Pages made for new entries, good for SEO

Notes:

10. TECHNICAL STUFF

Open Source

- Stay away from proprietary technologies like ASP, Frontpage - unnecessary costs involved
- Use open source like PHP, MySQL
- The best CMS's run better on Apache, not Microsoft servers; easier to manage
- Don't host your website through your ISP

Content Management System (CMS)

- Allows you to manage your frequently updated content from an easy-to-use backend
- All code and pages are generated for you
- Puts the power back in your hands
- Keep your site current without calling the web company

Notes: