

# PUT YOUR WEBSITE TO WORK

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

 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?

## 2. DESIGN & USABILITY

Looking great is just one piece of the puzzle.



## 2. DESIGN & USABILITY

- ★ Look professional ~ It's your first impression.

BEFORE





## 2. DESIGN & USABILITY

★ Look professional ~ It's your first impression.

AFTER



## 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.

#### Leah Holbrook

859/576-9934 cell

859/253-0800 office

[info@bluegrasscommons.net](mailto:info@bluegrasscommons.net)



## 2. DESIGN & USABILITY

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

BEFORE

The screenshot shows a web browser window titled "Trinity Mortgage Capital" with the URL "http://web.archive.org/web/20061230130745/http://www.tri...". The website features a yellow header with the "TRINITY MORTGAGE CAPITAL" logo and a "Call Us Today! 1-866-341-6444" banner. A left-hand navigation menu includes buttons for "SERVICES", "PROGRAMS/RATES", "COMMERCIAL FINANCE", "ABOUT US", "CAREERS", and "CALCULATORS/LINKS". Below the menu is an "Apply Now" button with a PDF icon and a "Today's Rates" section. The main content area has a "Welcome to Trinity Mortgage Capital" heading with a photo of three people shaking hands. Below this is a paragraph of text and a bulleted list of three points: "The right mortgage at the right price.", "The lowest cost to close, period.", and "Uncompromising customer service." At the bottom, a section titled "Click on one of Our Solutions to learn more" lists five options: "RESIDENTIAL PURCHASE", "RESIDENTIAL CONSTRUCTION", "RESIDENTIAL REFINANCE", "COMMERCIAL FINANCE", and "FIRST TIME HOMEBUYER".



EQUAL HOUSING  
LENDER

◆ 2005 Trinity Mortgage Capital  
109 Northshore Drive  
Suite 300  
Knoxville, TN 37919  
865.862.5626

## 2. DESIGN & USABILITY

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

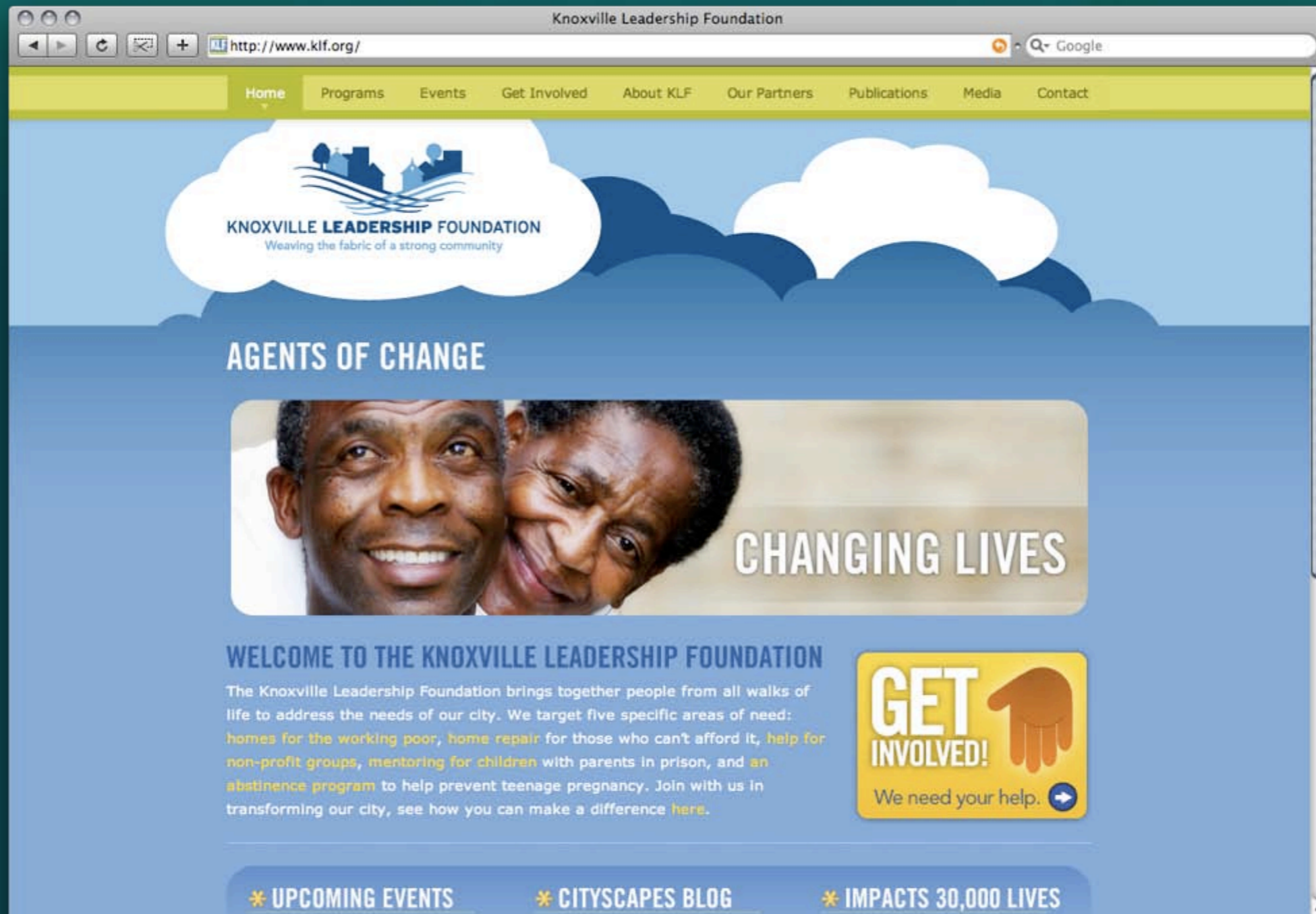
AFTER





## 2. DESIGN & USABILITY

★ Keep it simple ~ Get your point across quickly



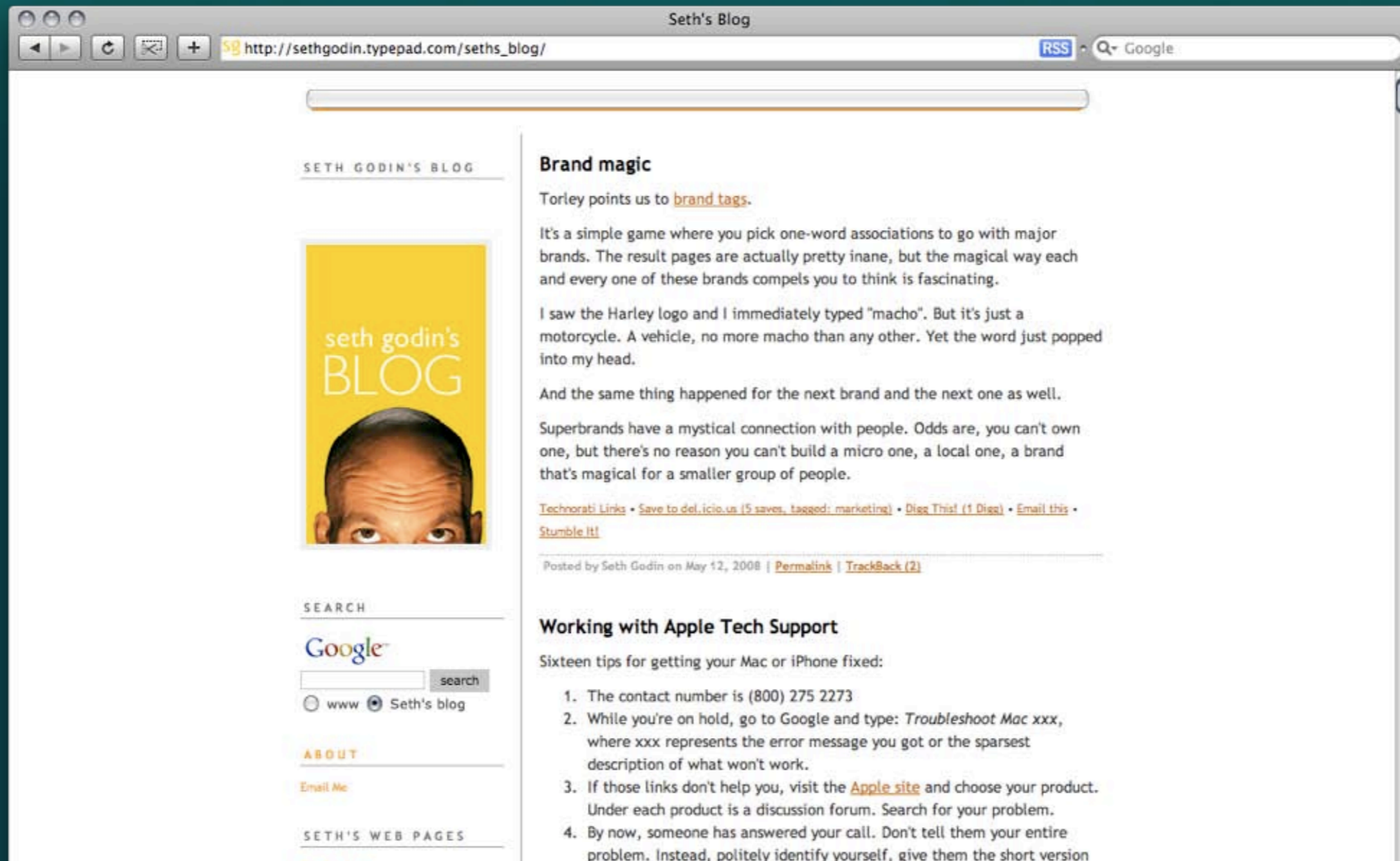
# 3. THE IMPORTANCE OF GREAT CONTENT

Make them stick around.



## 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.



## 3. THE IMPORTANCE OF GREAT CONTENT

- ★ Use clear, direct language ~ Speak in plain english

**BAD!**

*“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.”*



## 3. THE IMPORTANCE OF GREAT CONTENT

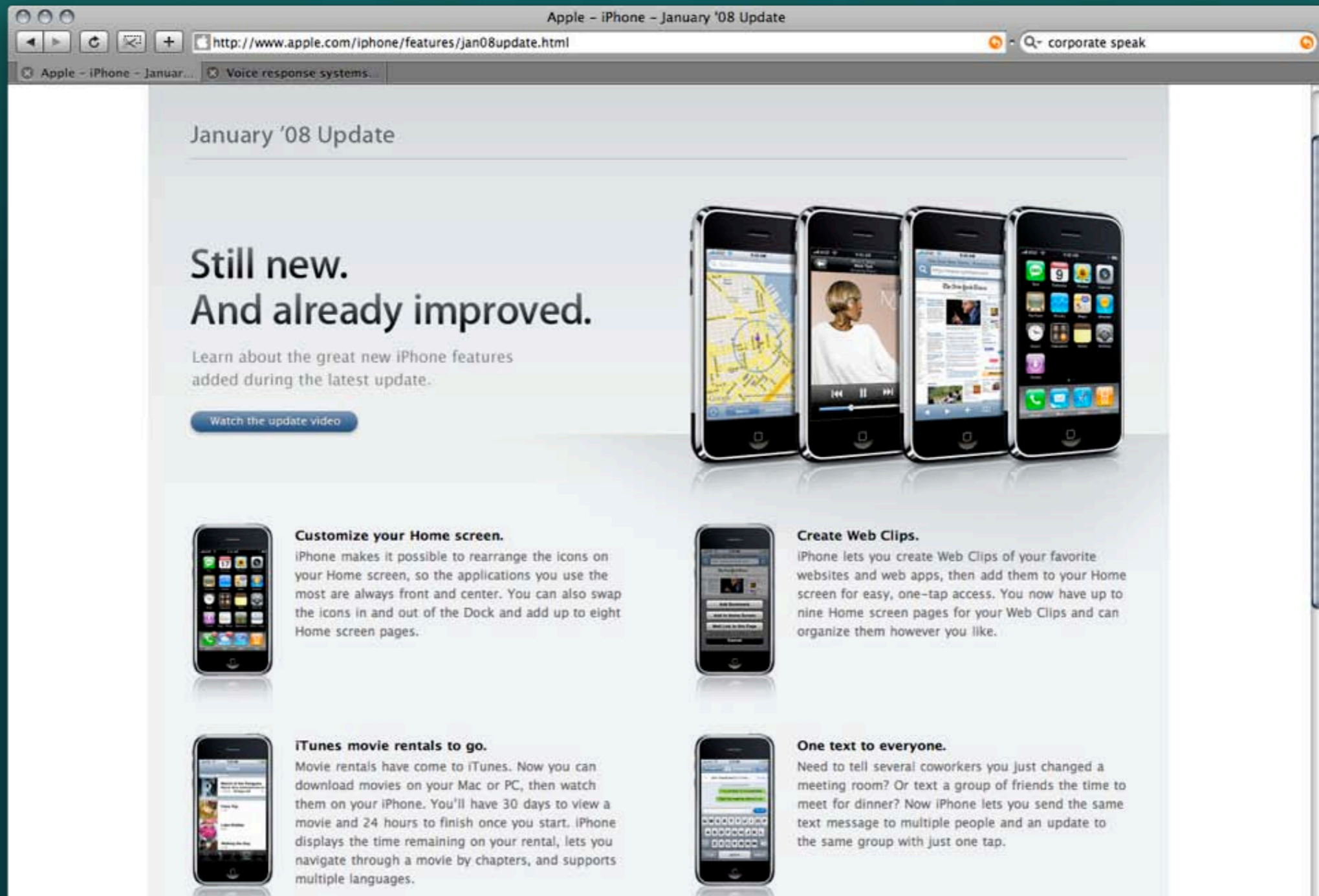
- ★ Give it personality ~ Make it enjoyable to read

**GOOD!**

*“Ever wanted your logo hand carved from a massive piece of wood by natives of Papua New Guinea? Ok, so maybe it wasn’t the first thing on your list, but dang it’s cool. My wife’s sister and her husband are missionaries in New Guinea and are back in the states to make the rounds to all their supporters and show them what they’ve been up to. Too many “and’s” in that last sentence? Probably. Regardless, we just got this in yesterday and had to share.”*

## 3. THE IMPORTANCE OF GREAT CONTENT

★ Use images and icons ~ Get your point across faster



Apple - iPhone - January '08 Update

http://www.apple.com/iphone/features/jan08update.html

corporate speak

### January '08 Update

**Still new.  
And already improved.**

Learn about the great new iPhone features added during the latest update.

[Watch the update video](#)

**Customize your Home screen.**  
iPhone makes it possible to rearrange the icons on your Home screen, so the applications you use the most are always front and center. You can also swap the icons in and out of the Dock and add up to eight Home screen pages.

**Create Web Clips.**  
iPhone lets you create Web Clips of your favorite websites and web apps, then add them to your Home screen for easy, one-tap access. You now have up to nine Home screen pages for your Web Clips and can organize them however you like.

**iTunes movie rentals to go.**  
Movie rentals have come to iTunes. Now you can download movies on your Mac or PC, then watch them on your iPhone. You'll have 30 days to view a movie and 24 hours to finish once you start. iPhone displays the time remaining on your rental, lets you navigate through a movie by chapters, and supports multiple languages.

**One text to everyone.**  
Need to tell several coworkers you just changed a meeting room? Or text a group of friends the time to meet for dinner? Now iPhone lets you send the same text message to multiple people and an update to the same group with just one tap.



# 4. GOOD ICONS & PHOTOGRAPHY

Give it the professional touch.



## 4. GOOD ICONS & PHOTOGRAPHY

- ★ Use professional photography when possible

**BAD!**

**GOOD!**





## 4. GOOD ICONS & PHOTOGRAPHY

★ How do I get good, affordable photography?



Morguefile - [www.morguefile.com/](http://www.morguefile.com/) - **FREE**



Flickr - [www.flickr.com/](http://www.flickr.com/) - **FREE (with permission)**



stock.xchng - [www.sxc.hu/](http://www.sxc.hu/) - **FREE (with permission)**



iStockPhoto - [www.istockphoto.com/](http://www.istockphoto.com/) - **\$1-3 ea.**

## 4. GOOD ICONS & PHOTOGRAPHY

- ★ Use professional icons when possible





## 4. GOOD ICONS & PHOTOGRAPHY

★ How do I get good, affordable icons?



Fam - [www.famfamfam.com/](http://www.famfamfam.com/) - **FREE** set of 1,000



Icon Drawer - [www.icondrawer.com//](http://www.icondrawer.com//) - **\$84** set of 140



Stockicons - [www.stockicons.com/](http://www.stockicons.com/) - **\$350** set of 80

# 5. BLOGS

The everyday newsletter.



# 5. BLOGS

★ What is a blog? An everyday newsletter

## Massa Lacus Mostie ut Libero Nec, Diam Pharetra Sodales eget Vitae Aliquet

**G**et lorem ipsum dolor sit amet, ligula suspendisse nulla pretium, rhoncus tempor placerat fermentum, enim integer ad vestibulum volutpat. Nisl rhoncus turpis est, vel elit, congue wisi enim nunc ultricies sit, magna tincidunt. Maecenas aliquam maecenas ligula nostra, accumsan taciti. Sociis mauris in integer, a dolor netus non dui aliquet, sagittis felis sodales, dolor sociis mauris, vel eu libero cras. Interdum at. Eget habitasse elementum est, ipsum purus pede porttitor class, ut adipiscing, aliquet sed auctor, imperdiet arcu per diam dapibus libero dui. Enim eros in vel, volutpat nec pellentesque leo, temporibus scelerisque nec.



Ipsum fermentum placerat tempor. Curabitur auctor, erat mollis sed fusce, turpis vivamus a dictumst congue magnis. Aliquam amet ullamcorper dignissim molesti

**Ac dolor ac adipiscing** amet bibendum nullam, massa lacus molestie ut libero nec, diam et, pharetra sodales eget, feugiat ullamcorper id tempor eget id vitae. Mauris pretium eget aliquet, lectus tincidunt. Porttitor mollis imperdiet libero senectus pulvinar. Etiam molestie mauris ligula eget laoreet, vehicula eleifend. Repellat orci eget erat et, sem cum, ultricies

sollicitudin amet eleifend dolor nullam erat, malesuada est leo ac. Varius natoque turpis elementum est. Duis montes, lobortis lacus amet arcu et. In vitae vel, wisi at, id fermentum placerat tempor. auctor, erat mollis sed, a dictumst congue magnis. Aliquam amet ullamcorper dignissim molestie,

gravida mollis. Tortor vitae tortor et wisi facilisis. Repellat orci eget erat sem cum, sollicitudin amet eleifend dolor nullam erat, malesuada est leo. Varius natoque turpis elementum est. Repellat orci eget erat et, sem cum, turpis tortor erat, malesuada est leo elementum ultricies.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incidunt

MONTHLY NEWSLETTER

## GREEN GROCERY

*libero senectus pulvinar*

DOLOR 2

VEHICULA

LECTUS EGRET

**FEUGIAT MAECENAS**  
RASELLUS HENDRERIT PULVINAR

**Ac dolor ac adipiscing amet bibendum, massa lacus molestie ut libero nec, diam et pharetra sodales eget vitae aliquet.**

**HASELLUS SED SIT SODALES**

**U**t lorem ipsum dolor sit amet, ligula suspendisse nulla pretium, rhoncus tempor placerat fermentum, enim integer ad vestibulum volutpat. Nisl rhoncus turpis est, vel elit, congue wisi enim nunc ultricies sit, magna tincidunt. Maecenas aliquam maecenas ligula nostra, accumsan taciti. Sociis mauris in integer, a dolor netus non dui aliquet, sagittis felis sodales, dolor sociis mauris, vel eu libero cras.

duis. Enim eros in vel, volutpat nec pellentesque leo, temporibus scelerisque nec. Ac dolor amet bibendum nullam, molestie ut libero nec, diam et, pharetra sodales eget, feugiat ullamcorper id eget id vitae.

MAGNA LACUS TEMPUS  
12:00 NOON

### Weekly Events

**Monday**

**Donec Egestas**  
Lorem ipsum dolor sit amet, ligula suspendisse nulla pretium, rhoncus tempor placerat fermentum, enim integer ad vestibulum volutpat.

**Tuesday**

**Scelerisque Dolor**  
Nisl rhoncus turpis est, vel elit, congue wisi enim nunc ultricies sit, magna tincidunt. Maecenas aliquam maecenas.

**Wednesday**

**Vivamus nec Nunc**  
ligula nostra, accumsan taciti. Sociis mauris in integer, a dolor netus non dui aliquet, sagittis felis sodales, dolor sociis mauris, vel eu libero cras.

**Thursday**

**Quisque Porta**  
Interdum at. Eget habitasse elementum est, ipsum purus pede porttitor class, ut adipiscing, aliquet sed auctor, imperdiet arcu per diam dapibus libero dui..

**Friday**

**Erinajilla Sapien**  
at dolore magna

## 5. BLOGS

### ★ 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



## 5. BLOGS

★ How can I get one?



WordPress - [www.wordpress.com/](http://www.wordpress.com/)



ExpressionEngine - [www.expressionengine.com/](http://www.expressionengine.com/)



TypePad - [www.typepad.com/](http://www.typepad.com/)



Blogger - [www.blogger.com/](http://www.blogger.com/)

## 5. BLOGS

★ Now what?



Be yourself



Write about what interests you



Do it often



Do it because you love it



## 5. BLOGS

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



# 6. RSS FEEDS

Only the news you want to read.



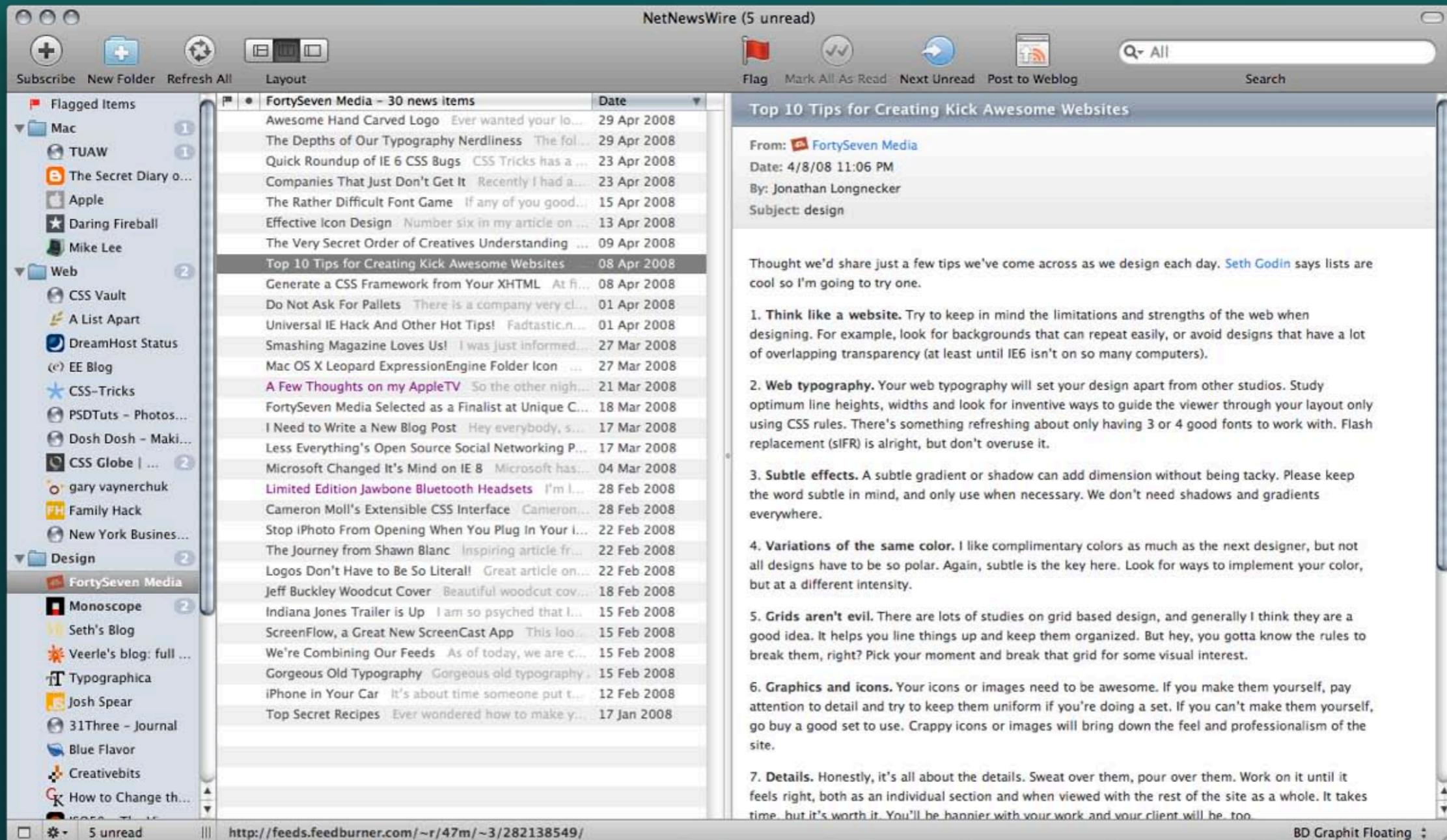
## 6. RSS FEEDS

- ★ What is an RSS feed? A way for people to subscribe to your blog



# 6. RSS FEEDS

## ★ How does it work?





# 6. RSS FEEDS

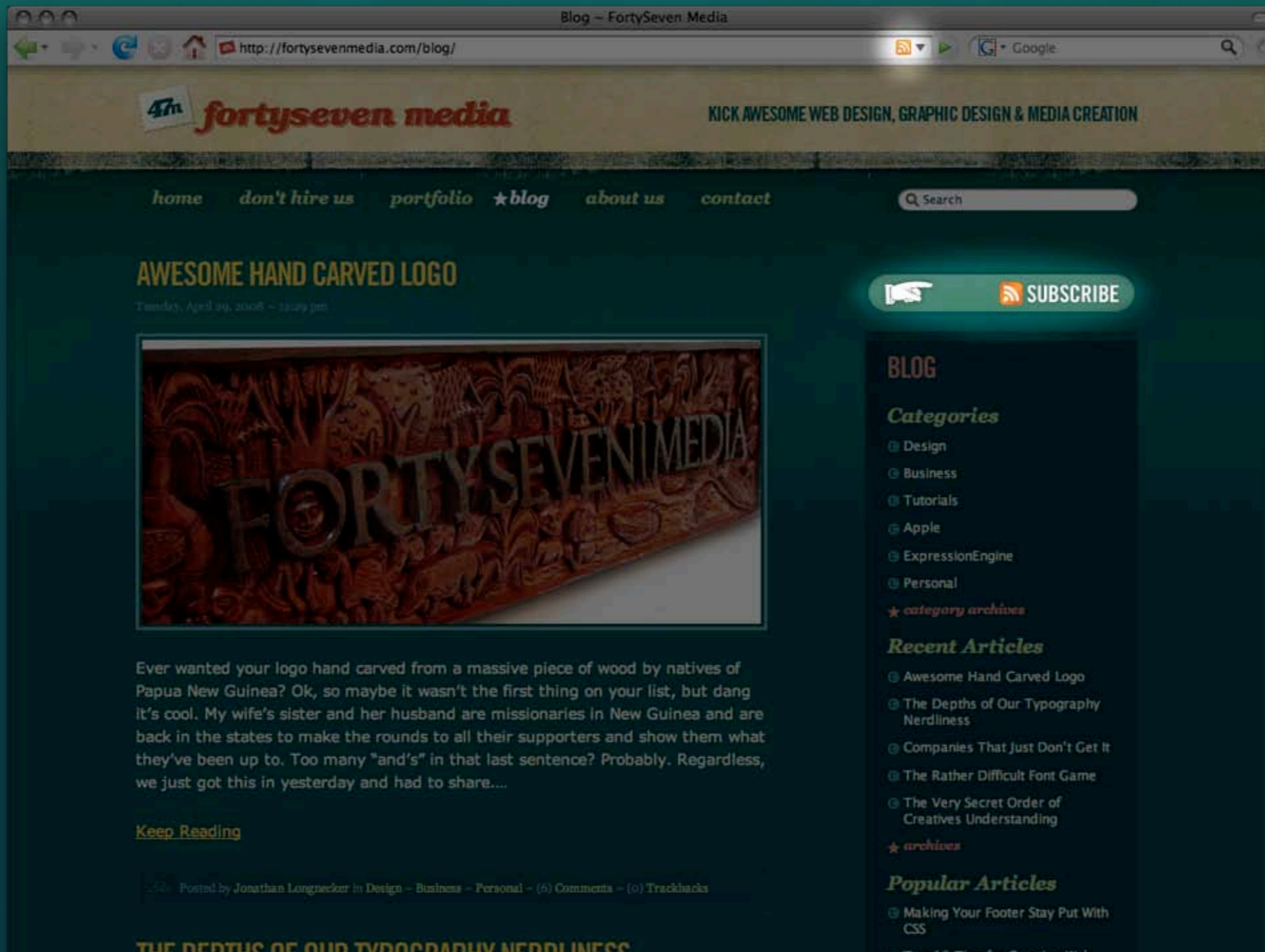
## ★ How does it work?

The screenshot shows the Google Reader web application in a browser window. The browser's address bar displays the URL <http://www.google.com/reader/view/#overview-page>. The page title is "Google Reader (4)". The browser's tab bar shows three tabs: "MacSurfer's Headline N...", "Google Reader (4)", and "Blog ~ FortySeven Media". The Google Reader interface includes a navigation menu on the left with options like "Home", "All items (4)", "Starrred items", "Trends", "Your stuff", "Shared items", "Notes", and "Friends' shared items". The main content area is titled "Home" and features a search bar and a dropdown menu set to "All items". Below this, there is a section "A look at what's new" with a sub-section "FortySeven Media (4)". This section contains three article snippets: "Do Not Ask For Pallets" with a small image of a pallet, "Universal IE Hack And Other Hot Tips!" with a "wink" image, and "Smashing Magazine Loves Us!" with a "Smashing Magazine" image. A "Tips and tricks" box on the right explains that the space key can be used to navigate through the reading list. At the bottom, there is a section "The latest messages from the Google Reader team" with a link to "Reader, Can I Have A Lens With That Please?". The footer contains links for "Google Reader Blog", "Discuss", "Privacy Policy", and "Help", along with the copyright notice "©2008 Google". The status bar at the bottom indicates "Loading 'http://www.google.com/reader/view/#overview-page', completed 74 of 75 items".



## 6. RSS FEEDS

★ How can I get one? Blogs have them built in





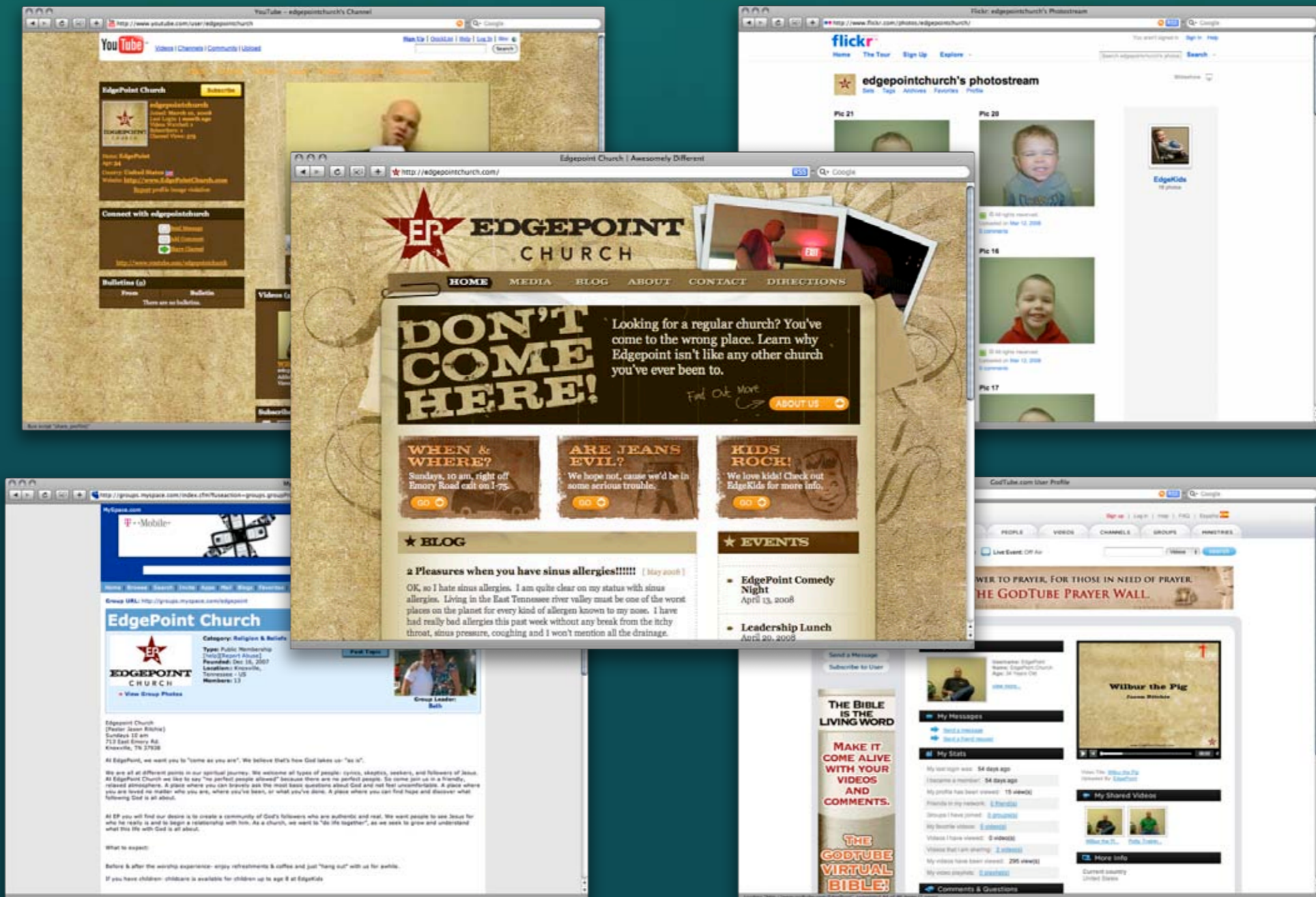
# 7. THE POWER OF SOCIAL MEDIA

Expand your reach.



# 7. THE POWER OF SOCIAL MEDIA

★ Give yourself multiple presences on the web





## 7. THE POWER OF SOCIAL MEDIA

- ★ It's usually FREE
- ★ Your visitors are there anyway
- ★ Increase your traffic and spread your message

## 7. THE POWER OF SOCIAL MEDIA

★ Examples:



MySpace - [www.myspace.com/](http://www.myspace.com/)

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Facebook - [www.facebook.com/](http://www.facebook.com/)



YouTube - [www.youtube.com/](http://www.youtube.com/)



Flickr - [www.flickr.com/](http://www.flickr.com/)

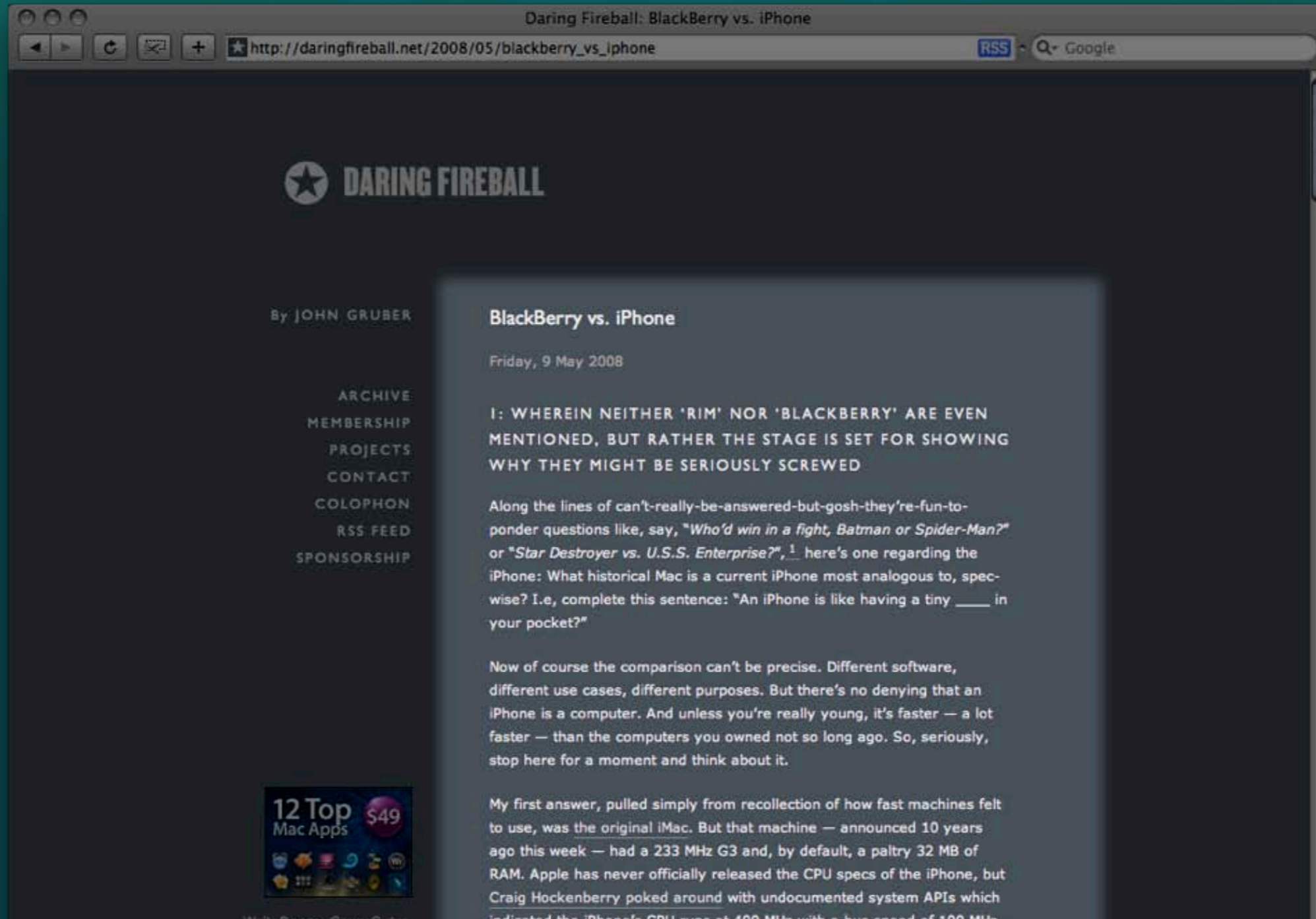


# 8. SEARCH ENGINE OPTIMIZATION

It's not voodoo.

## 8. SEARCH ENGINE OPTIMIZATION

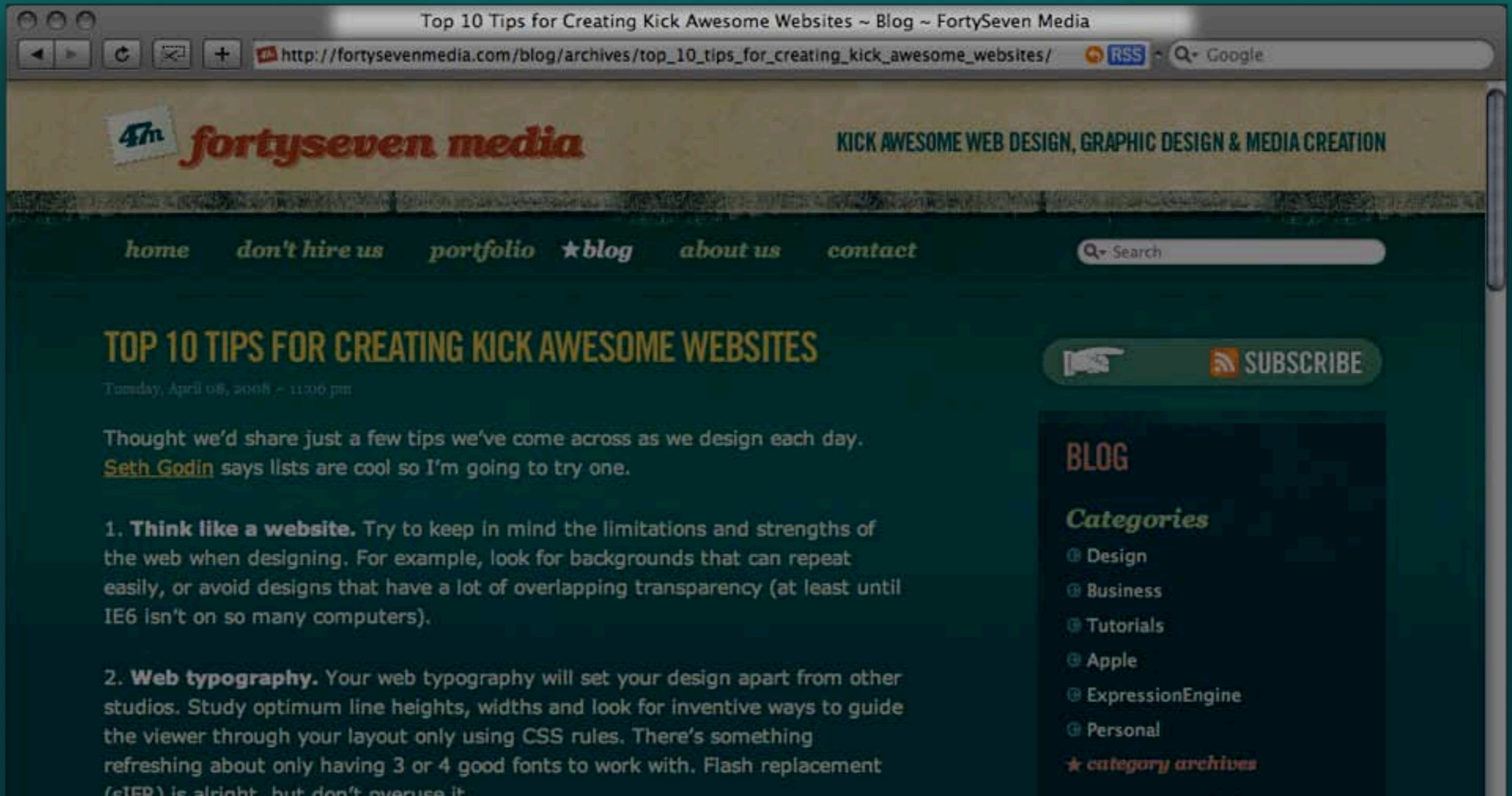
★ Useful, relevant content





# 8. SEARCH ENGINE OPTIMIZATION

## ★ Descriptive page titles



The screenshot shows a web browser window with the address bar displaying the URL: [http://fortysevenmedia.com/blog/archives/top\\_10\\_tips\\_for\\_creating\\_kick\\_awesome\\_websites/](http://fortysevenmedia.com/blog/archives/top_10_tips_for_creating_kick_awesome_websites/). The browser title is "Top 10 Tips for Creating Kick Awesome Websites ~ Blog ~ FortySeven Media".

The website header features the "47m fortyseven media" logo on the left and the tagline "KICK AWESOME WEB DESIGN, GRAPHIC DESIGN & MEDIA CREATION" on the right. The navigation menu includes links for "home", "don't hire us", "portfolio", "★blog", "about us", and "contact". A search bar is located on the right side of the navigation menu.

The main content area displays the article title "TOP 10 TIPS FOR CREATING KICK AWESOME WEBSITES" in a large, bold, yellow font. Below the title, the date "Tuesday, April 08, 2008 ~ 11:00 pm" is shown. The article text begins with: "Thought we'd share just a few tips we've come across as we design each day. [Seth Godin](#) says lists are cool so I'm going to try one."

The article lists two tips:

- 1. Think like a website.** Try to keep in mind the limitations and strengths of the web when designing. For example, look for backgrounds that can repeat easily, or avoid designs that have a lot of overlapping transparency (at least until IE6 isn't on so many computers).
- 2. Web typography.** Your web typography will set your design apart from other studios. Study optimum line heights, widths and look for inventive ways to guide the viewer through your layout only using CSS rules. There's something refreshing about only having 3 or 4 good fonts to work with. Flash replacement (eIEP) is alright, but don't overuse it.

On the right side of the page, there is a "SUBSCRIBE" button with an RSS icon and a "BLOG" section with a list of categories: Design, Business, Tutorials, Apple, ExpressionEngine, and Personal. A link for "★ category archives" is also present.

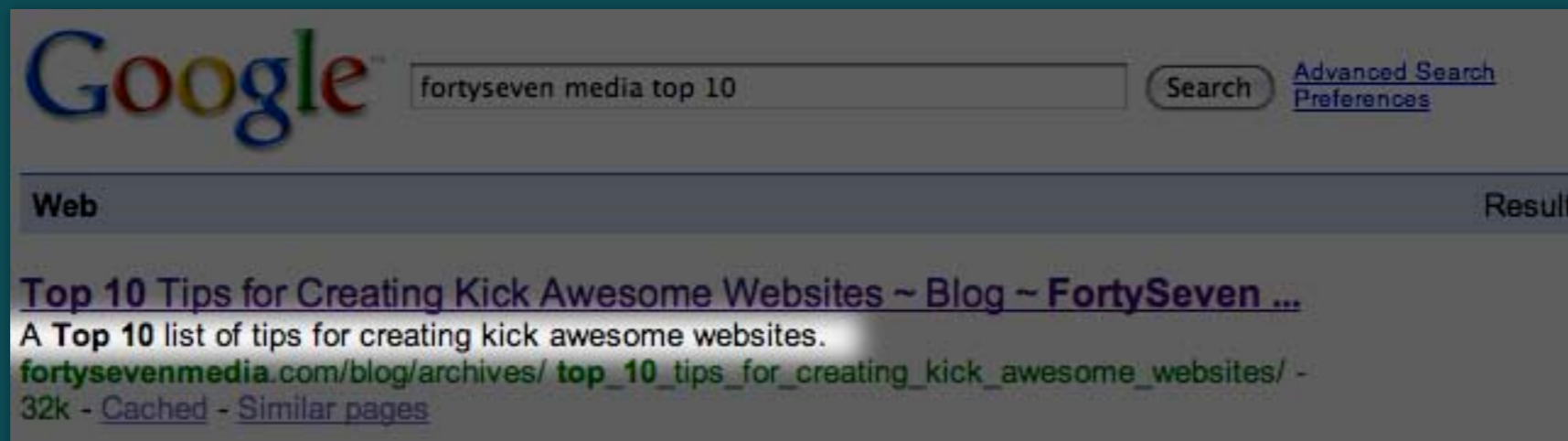
## 8. SEARCH ENGINE OPTIMIZATION

### ★ Meta descriptions

```
<meta name="description" content="A Top 10 list of tips for creating kick awesome websites." />

<title> Top 10 Tips for Creating Kick Awesome Websites ~ Blog ~ FortySeven Media</title>
<!--Blog Feeds-->
<link rel="alternate" type="application/atom+xml" title="FortySeven Media Blog Feed" href="http://feeds.feedburner.com/47m" />
<!--Old Feeds-->
<link rel="alternate" type="application/atom+xml" title="Master Atom feed" href="http://fortysevenmedia.com/feed/atom/" />
<link rel="alternate" type="application/rss+xml" title="Master RSS feed" href="http://fortysevenmedia.com/blog/rss_2.0" />

<!--Stylesheets-->
<link href="http://fortysevenmedia.com/css/style.css" rel="stylesheet" type="text/css" media="all" />
<link href="http://fortysevenmedia.com/css/sIFR-screen.css" rel="stylesheet" type="text/css" media="screen" />
<link href="http://fortysevenmedia.com/css/sIFR-print.css" rel="stylesheet" type="text/css" media="print" />
```



The screenshot shows a Google search interface. The search bar contains the text "fortyseven media top 10". To the right of the search bar are buttons for "Search", "Advanced Search", and "Preferences". Below the search bar, the search results are displayed. The first result is titled "Top 10 Tips for Creating Kick Awesome Websites ~ Blog ~ FortySeven ..." and has a snippet that reads "A Top 10 list of tips for creating kick awesome websites." The URL for this result is "fortysevenmedia.com/blog/archives/top\_10\_tips\_for\_creating\_kick\_awesome\_websites/". Below the URL, it says "32k - Cached - Similar pages".



## 8. SEARCH ENGINE OPTIMIZATION

### ★ Keywords



In the code header



Page Title



Header Tags



Throughout the body

# 8. SEARCH ENGINE OPTIMIZATION

★ Don't fall for cheap and unrealistic promises

The screenshot shows a web browser window with the address bar displaying 'http://www.needhitsnow.com/'. The page title is 'Guaranteed SEO Top 10 Placement'. The website layout includes a navigation menu with links for 'ABOUT US', 'OPTIMIZATION PLANS', 'SEO WEB DESIGN', 'PORTFOLIO', and 'CONTACT US'. A central banner features the 'NEED HITS NOW' logo and a group of business professionals. Below the banner, there are three main content areas: 'SEO PLACEMENT' with a list of benefits like '100%-5000% increase in website traffic'; 'TOP SEO RANKINGS' featuring a 'LIMITED TIME OFFER!' for '\$39.99' to submit a site to 650,000 search engines; and 'NEED HITS NOW TESTIMONIALS' with several client quotes. At the bottom, there is a 'FREE WEB SITE ANALYSIS' section with a contact form and a 'CLIENT LOGIN' section with fields for 'Username' and 'Password'.



# 9. GETTING HELP

Find out where to start.

## 9. GETTING HELP

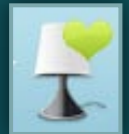
### ★ Getting inspiration - Web galleries



CSS Mania - [www.cssmania.com/](http://www.cssmania.com/)



CSS Website - [www.css-website.com/](http://www.css-website.com/)



CSS Beauty - [www.cssbeauty.com/](http://www.cssbeauty.com/)



CSS Vault - [www.cssvault.com/](http://www.cssvault.com/)



## 9. GETTING HELP

### ★ Forums, Blogs, Google Search



Forums are a great place to ask questions and get free help



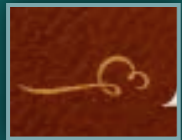
Bloggers give away free advice every day



If you have a question, Google almost always has an answer

## 9. GETTING HELP

★ Seek out professionals



Authentic Jobs - [www.authenticjobs.com/](http://www.authenticjobs.com/)



37 Signals Job Board - [www.jobs.37signals.com/](http://www.jobs.37signals.com/)



CSS Galleries (previous)



# 10. TECHNICAL STUFF

Understand the language.

## 10. TECHNICAL STUFF

★ Your designer should use CSS, not tables for layout



Separates presentation from content



Accessible for the handicapped



Site wide changes are much easier







Less code; faster



## 10. TECHNICAL STUFF

### ★ 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

## 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



## 10. TECHNICAL STUFF

### ★ 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

# THANK YOU!

This presentation will be available at  
[www.fortysevenmedia.com/blog/](http://www.fortysevenmedia.com/blog/) shortly.

