PUT YOUR WEBSITE TO WORK

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

brought to you by

47m *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

2. DESIGN & USABILITY

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

BEFORE

2. DESIGN & USABILITY
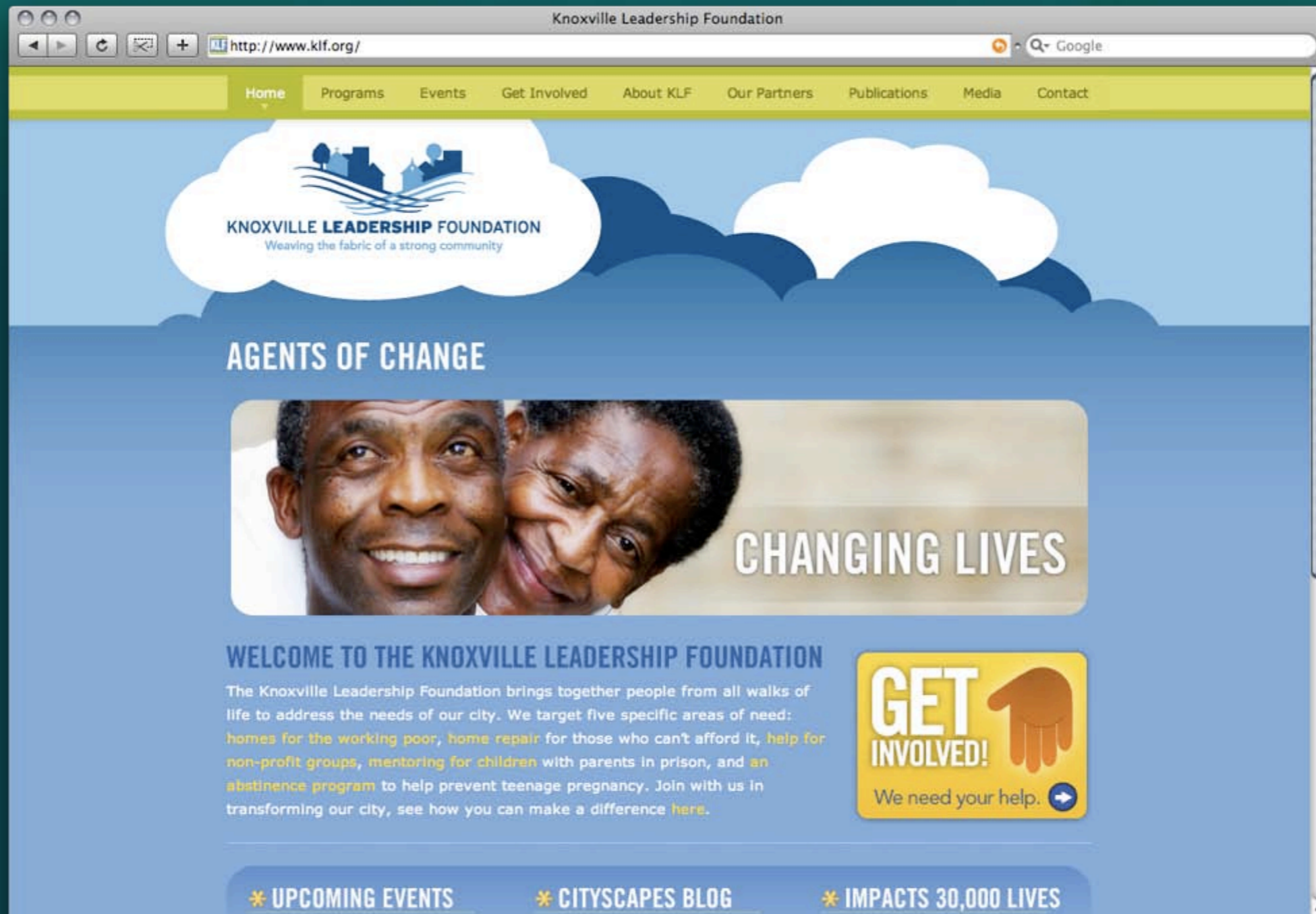
★ Easy to use ~ Help them find what they're looking for

2. DESIGN & USABILITY
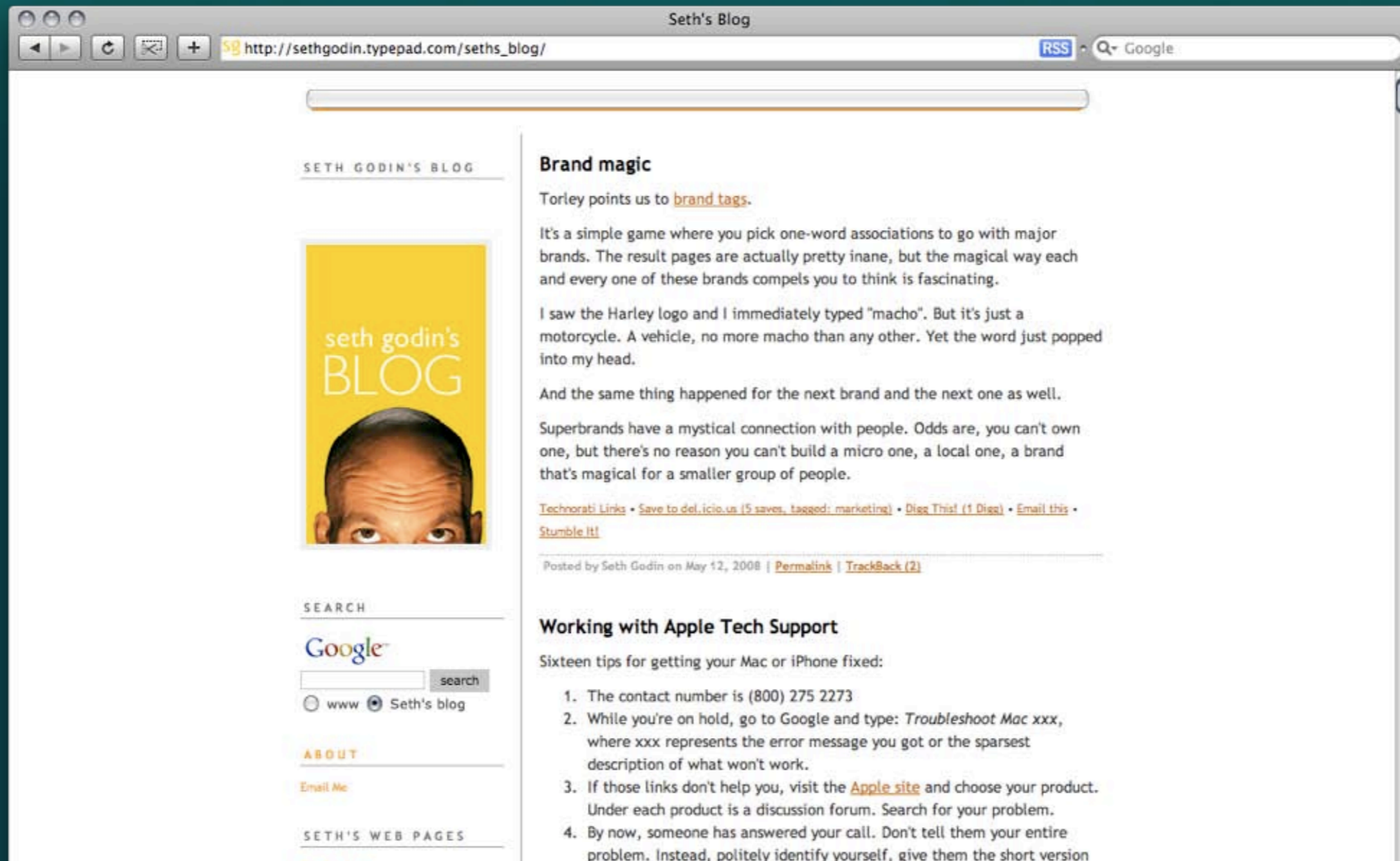
★ Keep it simple ~ Get your point across quickly

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."

LavaRnd CorpSpeak Memo Generator

3. THE IMPORTANCE OF GREAT CONTENT
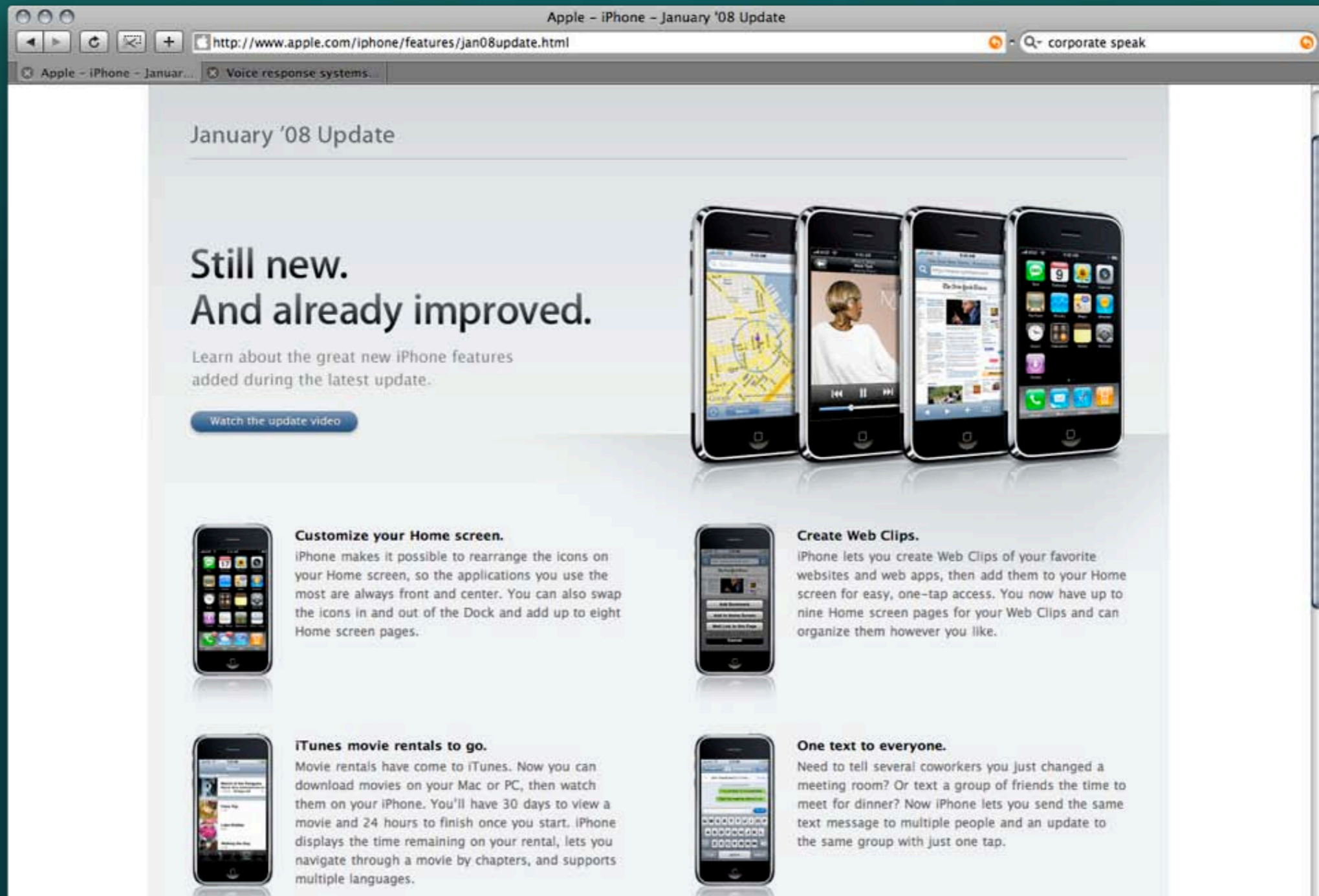
★ Give it personality ~ Make it enjoyable to read

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."

FortySeven Media

3. THE IMPORTANCE OF GREAT CONTENT

★ Use images and icons ~ Get your point across faster

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/ - **FREE**

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

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

iStockPhoto - 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/ - **FREE set of 1,000**

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

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

5. BLOGS

The everyday newsletter.

5. BLOGS

★ What is a blog? An everyday newsletter

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/

ExpressionEngine - www.expressionengine.com/

TypePad - www.typepad.com/

Blogger - 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.
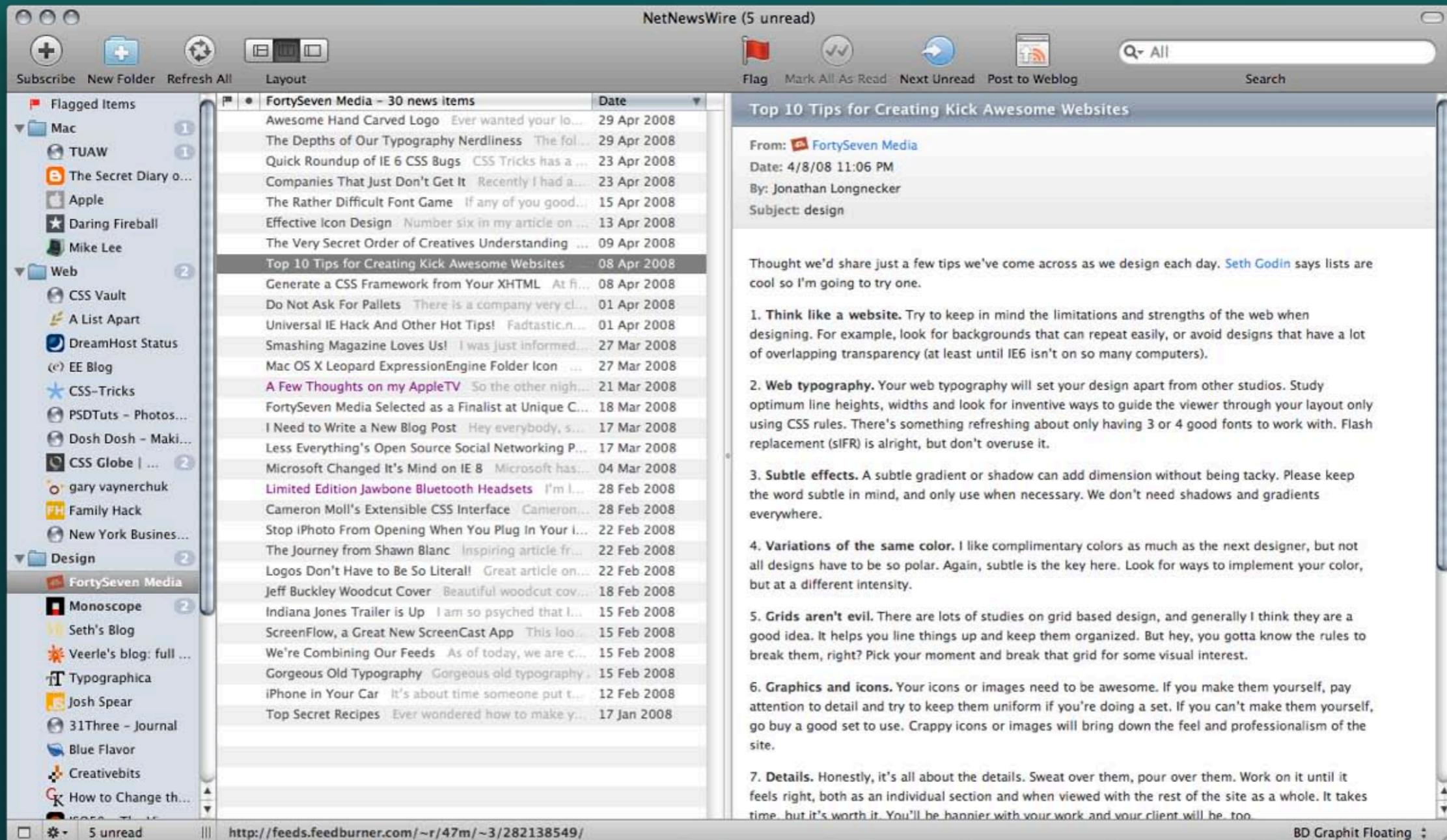
6. RSS FEEDS

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?

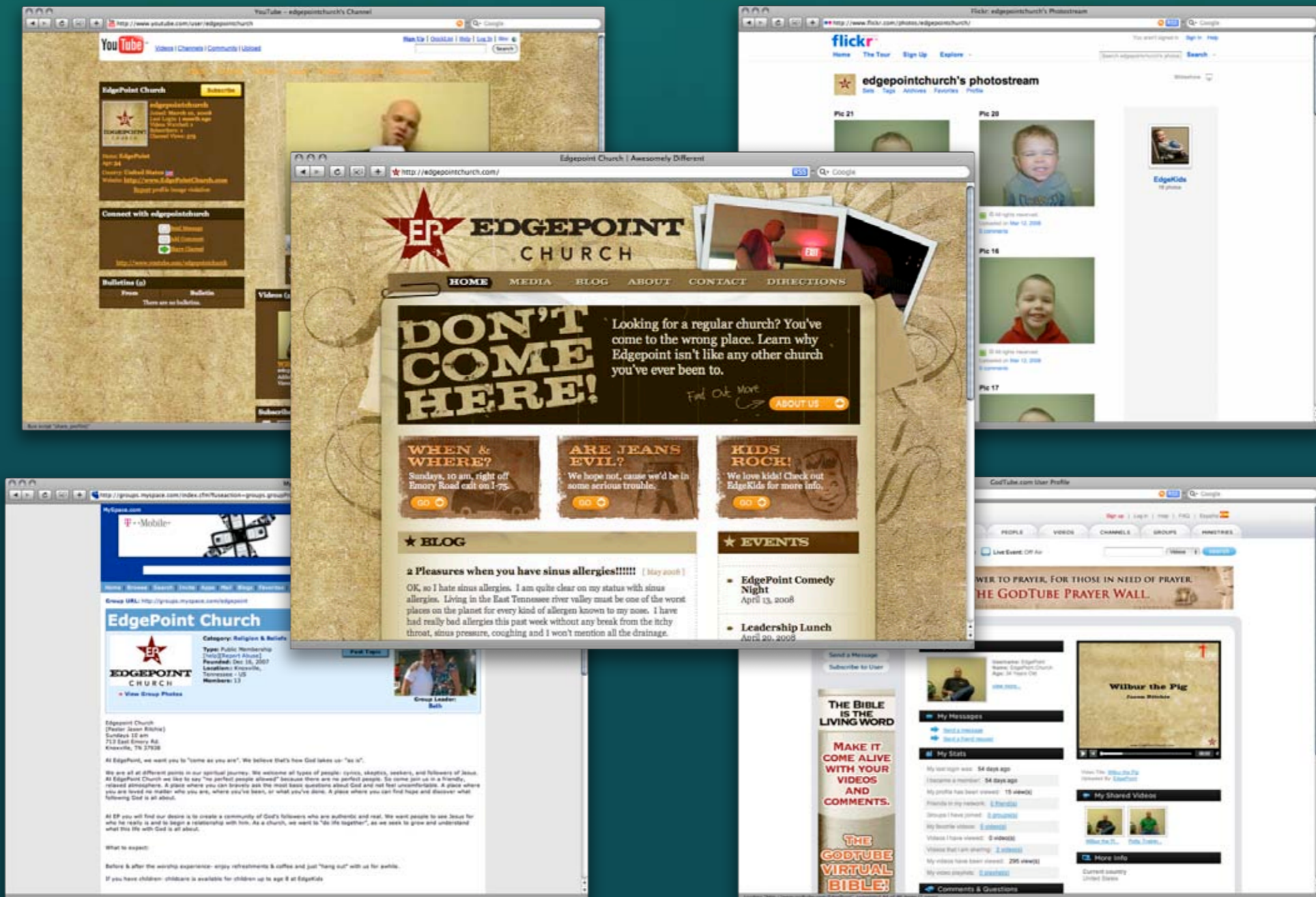# 6. RSS FEEDS

★ How can I get one? Blogs have them built in
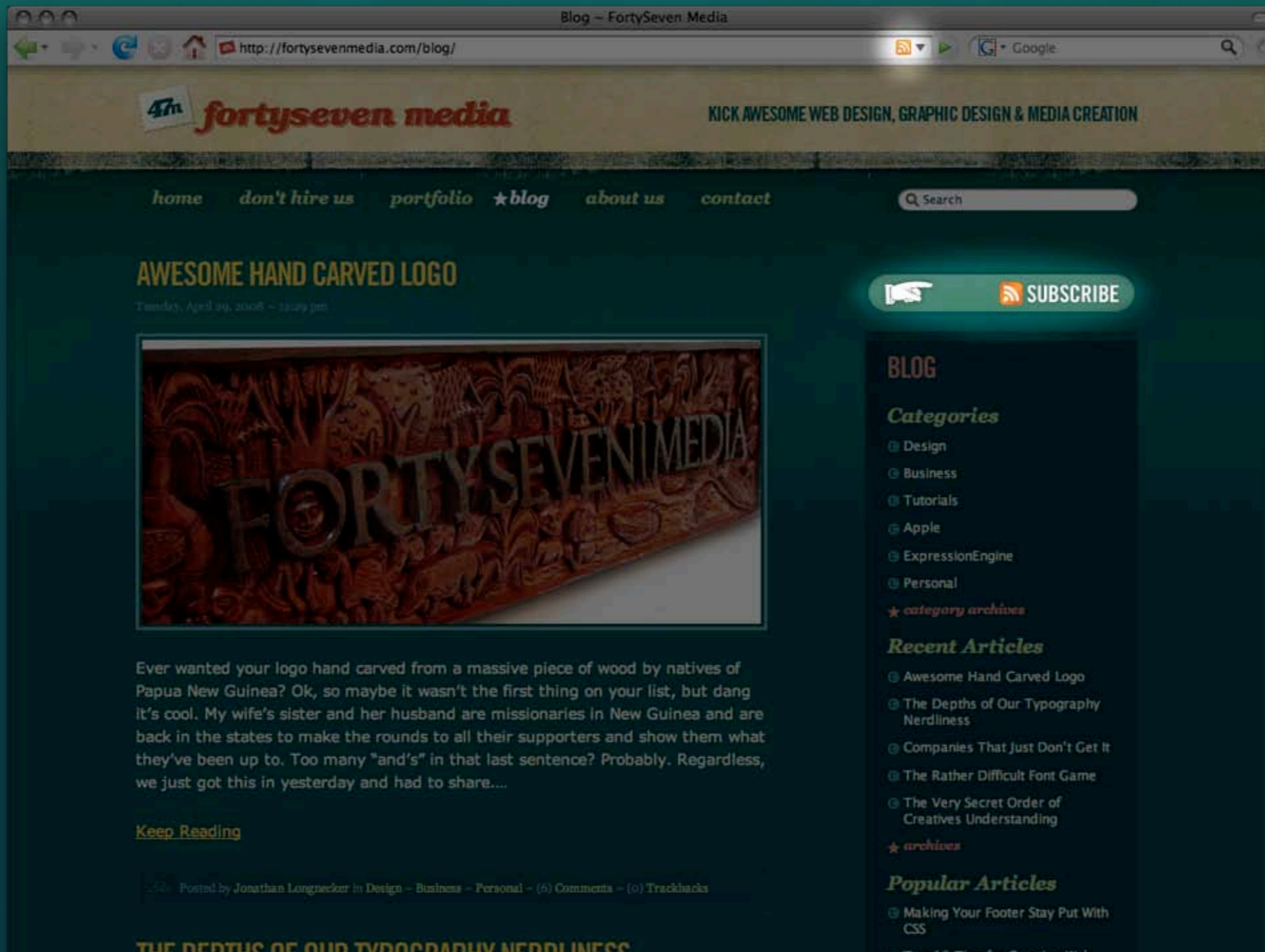
7. THE POWER OF SOCIAL MEDIA

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/

Facebook - www.facebook.com/
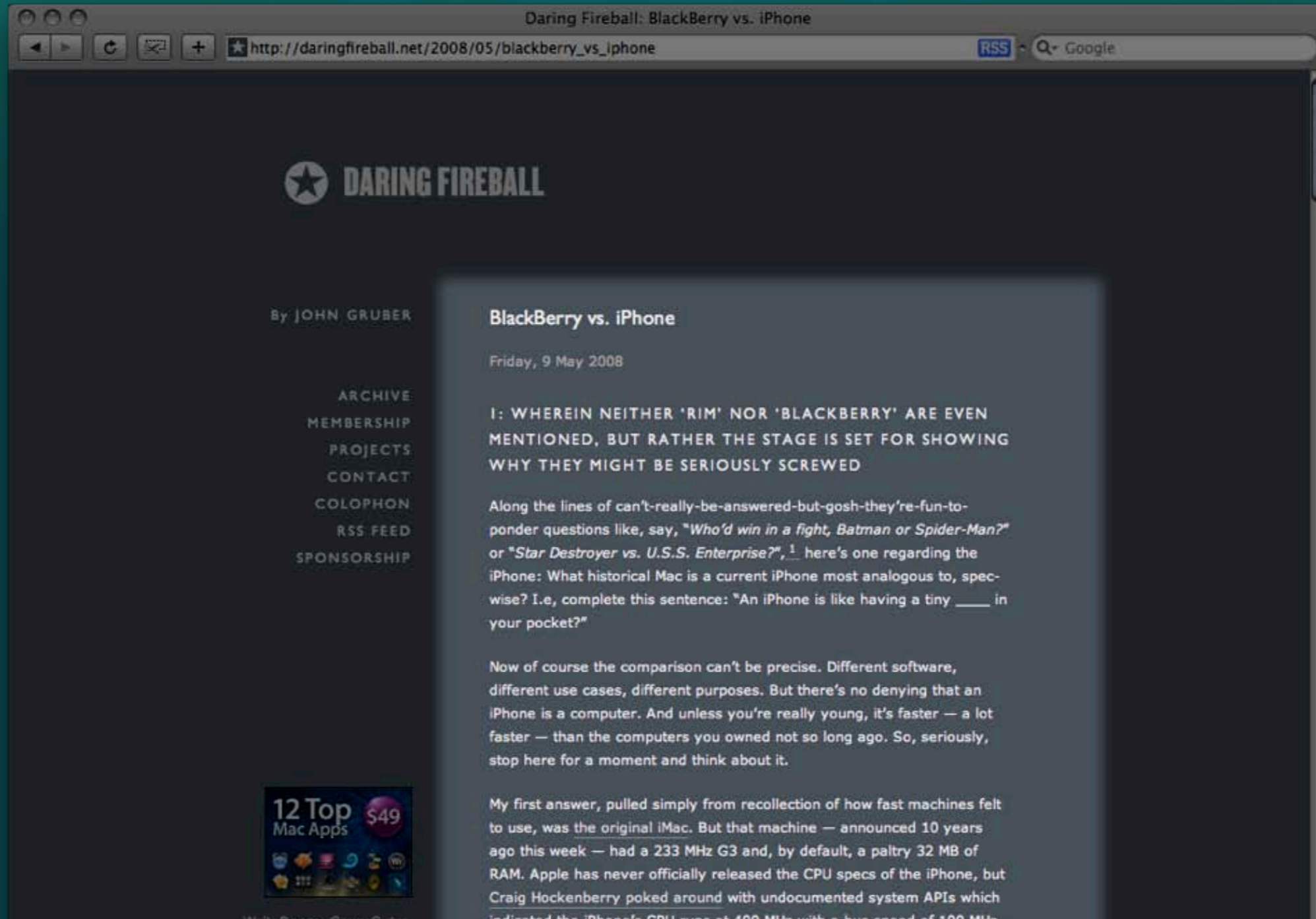
YouTube - www.youtube.com/

Flickr - www.flickr.com/

8. SEARCH ENGINE OPTIMIZATION
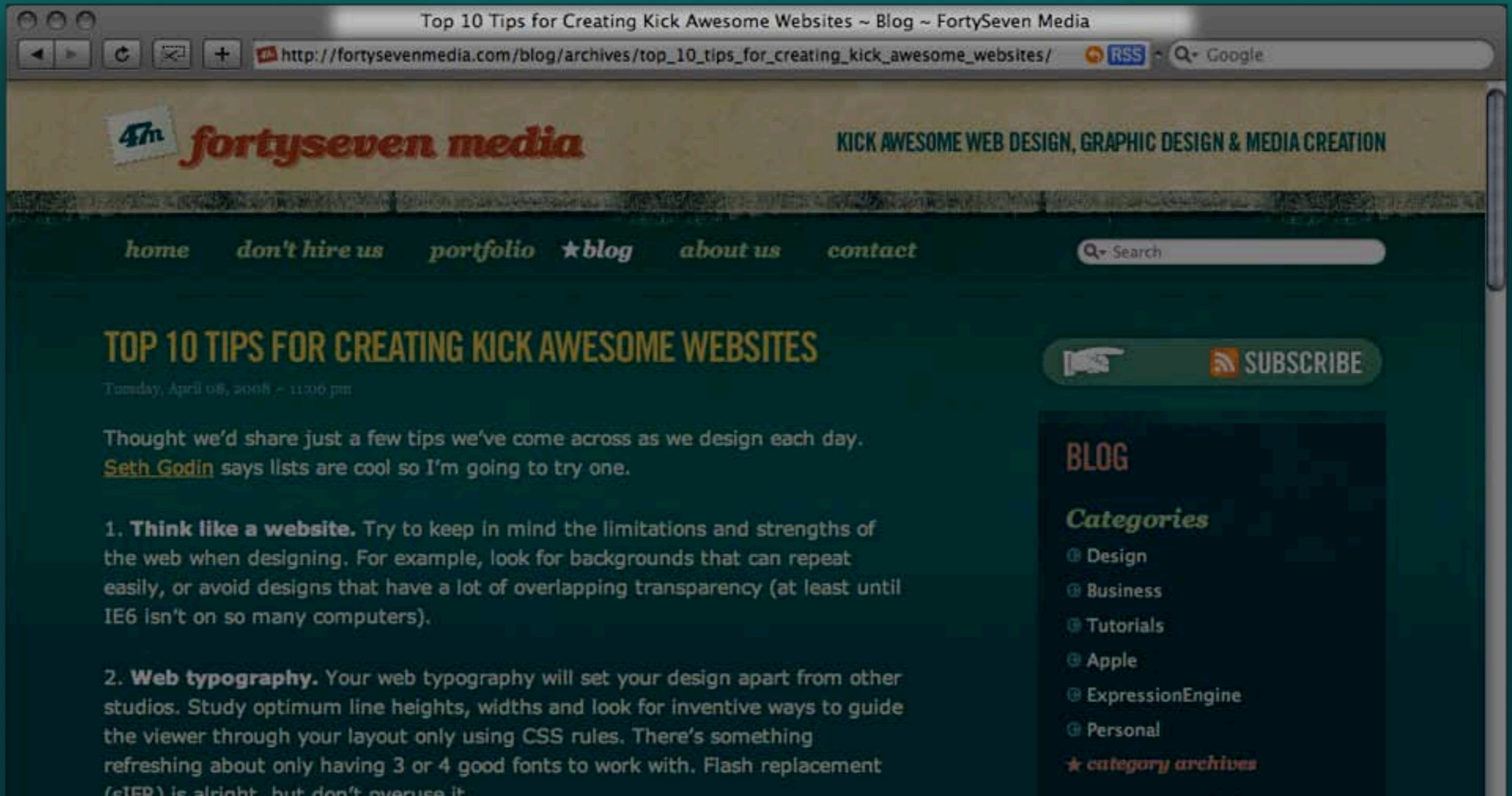
It's not voodoo.

8. SEARCH ENGINE OPTIMIZATION

★ Useful, relevant content

8. SEARCH ENGINE OPTIMIZATION

★ Descriptive page titles

8. SEARCH ENGINE OPTIMIZATION

★ Meta descriptions

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

9. GETTING HELP

Find out where to start.

9. GETTING HELP

★ Getting inspiration - Web galleries

CSS Mania - www.cssmania.com/

CSS Website - www.css-website.com/
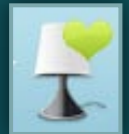
CSS Beauty - www.cssbeauty.com/

CSS Vault - www.cssvault.com/

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
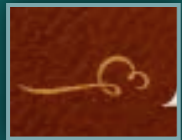
Authentic Jobs - www.authenticjobs.com/

37 Signals Job Board - 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/ shortly.

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