



WEBHEADS
UNITED

MAKE YOUR WEBSITE WORK FOR YOU

LIVE INTERACTIVE WEBINAR

Get Relevant, Proven Advice and Insights
from Live Humans in Real Time

***6 WAYS TO INCREASE
WEBSITE CONVERSION IN 2024***

SUE LACHAPELLE



**LACHAPELLE
DESIGN**

Web
Print
Digital
Social

LaChapelle.com

01

***KEEP THINGS SIMPLE
AVOID CLUTTER***

You've got **only 5 seconds** to make a first impression



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Jabra Elite Active 65t Alexa True Wireless Sport Earbuds with Charging Case NEW

Direct from Jabra with 1-year warranty

1 sold in last hour

Condition: **Certified - Refurbished**

Color: **Copper Blue**

Quantity: Limited quantity available
499 sold / [See feedback](#)

Price: **US \$35.99**
List Price US \$44.99
Save \$64.00

[Buy It Now](#)

[Add to cart](#)

[Add to Watchlist](#)

Two-year warranty included
Comprehensive warranty from Allstate, US only. [Learn more, including how your info is shared here.](#)

100% buyer satisfaction

499 sold

Free shipping and returns

Take \$5.40 off this item [Show me how](#)

Shipping: **Free 4 day shipping**
Get it by Fri, Sep, 03 | [See details](#)
Located in: Louisiana, Kentucky, United States
Ships to: United States | [See restrictions](#)

Payments:

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Special financing available. | [See terms and apply here.](#)

Finance on 0% for 6 months when you use your eCheck Mastercard. | [Learn more](#)

Have one to sell? [Sell now](#)

Shop with confidence

Direct from Jabra
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Like-new item refurbished and approved by the manufacturer. [Learn more](#)

eBay Money Back Guarantee
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Jabra Official Store

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Scot McNairy

Actor · Producer · Soundtrack




2:48 | Trailer

53 VIDEOS / 149 IMAGES

Top 5000

Official Photos

During the early 2000s, actor Scot McNairy quickly came to specialize in portrayals of colorful and individualistic young men with a slightly rebellious edge. McNairy began during the early to mid-2000s, with his parts in films including Wonderland (2003), Herbie: Fully Loaded (2005), and Art School Confidential (2006). He took his first bow as a... See full bio >

Born: November 11, 1977 in Dallas, Texas, USA

More at IMDbPro >

Contact Info: View agent, publicist, legal on IMDbPro

6 wins & 14 nominations. See more awards >

Photos



169 photos · 59 videos >

Known For

 <small>Argo</small> <small>Ben Affleck</small> <small>(2012)</small>	 <small>Monsters</small> <small>Roberto F. Canales</small> <small>(2010)</small>	 <small>12 Years a Slave</small> <small>Chiwel Ejoriro</small> <small>(2013)</small>	 <small>Frank</small> <small>Tom Hanks</small> <small>(2014)</small>
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Quick Links

Biography · Awards · Filmography · Photo Gallery · Trailers and Videos

Explore More >

Child Stars, Then and Now



Check out some of our favorite child stars from movies and television. See how many you recognize now that they've grown up. See the entire gallery >

Share this page: [f](#) [t](#) [p](#)

A Horror Fan's Guide to 'Candyman'



Yahya Abdul-Mateen II and writer-director Nia DaCosta sit with IMDb to give a breakdown of Candyman, the horror sequel to the 1992 original. Watch the video >

BUY MOVIE TICKETS

[SEE ALL MOVIES](#)



Bullet Train (2022)



Nope (2022)



DC League of Super-Pets (2022)



Jo Koy Easter Sunday (2022)



Thor: Love and Thunder (2022)



Minions: The Rise of Gru (2022)



FEATURES



How does this increase conversion?

When there are fewer elements on the page visitors are less likely to get sidetracked and more likely to focus on the main message.

This can lead to higher conversion rates and better results for your business.

02

FOCUS ON USER EXPERIENCE

Did you know that if a website has a poor user experience up to **89% of visitors will switch to a competitor's website?**

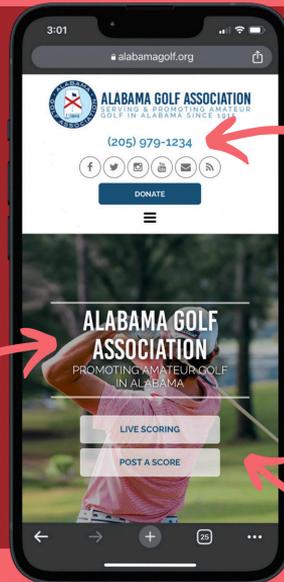


PERFORMANCE OPTIMIZATION

Measure page loading time by using
Google's PageSpeed Insights tool

CREATE A RESPONSIVE DESIGN

Mobile Optimization is KEY!



Accessible contact information

Large, easy to read fonts

Smart image cropping

AI: Chatbots

The screenshot shows the BCM INKS website homepage. The header is dark with the BCM INKS logo on the left, which includes the text "FORMULATING FOR SUCCESS". On the right side of the header, there is a "Customer Login" link, a language dropdown menu set to "English", and two phone numbers: (513) 469-0400 and (800) 678-6258. Below the header is a navigation menu with links for "Ink & Varnishes", "Color ConneXion", "Blending Systems", "Training", "Sustainability", "Who We Are", and "Contact". The main content area features a large, dark image of a liquid being poured into a container, with the text "We're ready to formulate for your success. And it starts with the ink." overlaid in a light color. Below this text is a yellow button that says "Let's Get Formulating". In the bottom right corner of the main content area, there is a "Chat with us" button with a speech bubble icon and a small black square icon with a white speech bubble.

AI: Chatbots

The image shows a screenshot of the BCM INKS website. The header is black with the BCM INKS logo on the left, which includes a stylized 'H' and the text 'BCM INKS FORMULATING FOR SUCCESS'. On the right side of the header, there is a 'Customer Login' link, a language dropdown menu set to 'English', and two phone numbers: '(513) 469-0400' and '(800) 678-6258'. Below the header is a navigation menu with links for 'Ink & Varnishes', 'Color ConneXion', 'Blending Systems', 'Training', 'Sustainability', 'Who We Are', and 'Contact'. The main content area has a dark background with a close-up image of a fountain pen nib. The text reads: 'We're ready to formulate for your success. And it starts with the ink.' Below this text is a yellow button that says 'Let's Get Formulating'. In the bottom right corner, there is a chatbot interface. The chatbot says 'Hi there' with a hand icon, 'Welcome to our website. Ask us anything', and 'Someone will be with you shortly'. There is a profile picture of a woman and a 'v' icon. At the bottom of the chatbot, it says 'Enter your message...' and 'POWERED BY TIDIO'.

Customer Login English

(513) 469-0400 (800) 678-6258

Ink & Varnishes Color ConneXion Blending Systems Training Sustainability Who We Are Contact

BCM INKS
FORMULATING FOR SUCCESS

We're ready to formulate for your success.
And it starts with the ink.

Let's Get Formulating

Hi there 🤖

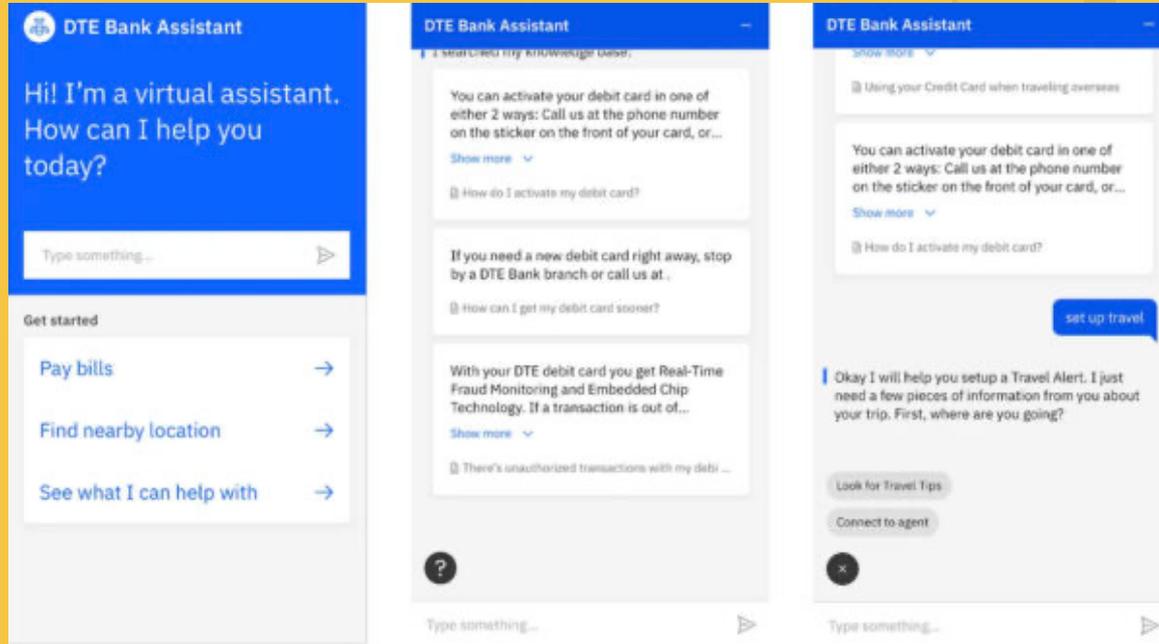
Welcome to our website.
Ask us anything 🗨️

Someone will be with you shortly

Enter your message...

POWERED BY TIDIO

AI: Chatbots



How does this increase conversion?

By prioritizing UX businesses can create a seamless and enjoyable online journey for their users leading to higher engagement increased customer satisfaction and ultimately improve conversion rates.

In addition, responsive design has a positive impact on search engine rankings.

03

DESIGN WITH THE USER IN MIND

WIIIFM

What Is In It For Me



Supercharged for pros.

The most powerful MacBook Pro ever is here. With the blazing-fast M1 Pro or M1 Max chip — the first Apple silicon designed for pros — you get groundbreaking performance and amazing battery life. Add to that a stunning Liquid Retina XDR display, the best camera and audio ever in a Mac notebook, and all the ports you need. The first notebook of its kind, this MacBook Pro is a beast.

From \$1999

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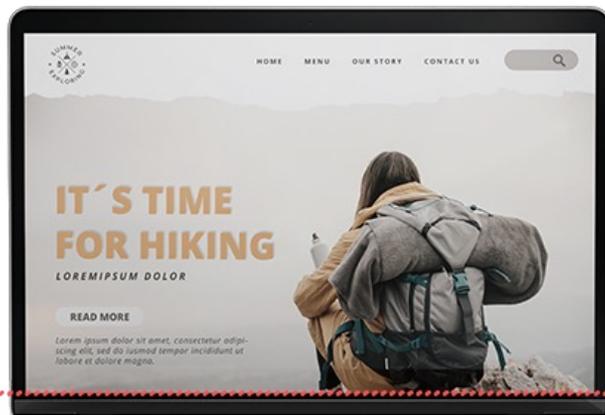
How does this increase conversion?

It improves usability by providing a consistent and user-friendly interface across different devices. Users will be able to navigate and interact with the site easily.

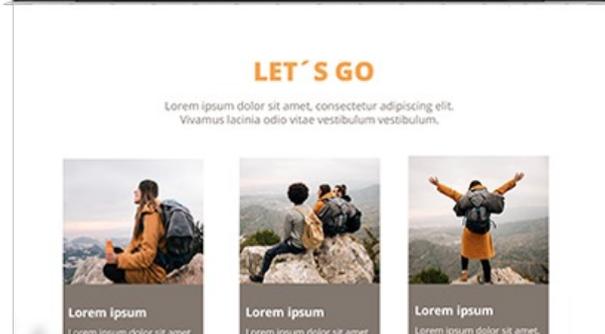
It increases their engagement and likelihood of conversion.

04

***YOUR CONTACT INFO SHOULD BE
EASILY VISIBLE***



Above the Fold





Become a ProBlogger

Since 2004, ProBlogger has been the home for bloggers wanting to [create](#) and [grow](#) their blogs, and then go professional to [make money blogging](#). We've got close to 8,000 posts with blogging advice, tips, and in-depth tutorials alongside the latest blogging trends.

[TELL ME MORE](#)[SUBSCRIBE TO PROBLOGGERPLUS](#)

JOIN OUR COMMUNITY OF **300,000+** BLOGGERS!

How does this increase conversion?

Being able to find your location or phone number is key to contacting you.

If people have to search you may lose them.

05

USE VISUALS EFFECTIVELY



[About](#) [Work](#) [Safety](#) [Contact](#) [Join Our Team](#)

[Join Our Team](#)



Dedicated

To the success of our people.

[Careers](#)

[Learn More](#)

Put us to work



☰ Menu

Watches

World of Rolex

Store Locator


ROLEX

🔍 Search

♡ Your selection

NEW WATCHES 2022

ROLEX WATCHES

 MADE WITH GIFOR

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A promotional banner for the game Firewatch. The background is a stylized, low-poly landscape in shades of orange and brown, depicting a hiker on a cliff edge overlooking a valley with a lake and mountains. The title "FIREWATCH" is centered at the top in a stylized font. At the bottom, there is a price tag and four platform icons: Windows, Mac, Linux, Nintendo Switch, PlayStation 4, and Xbox One.

FIREWATCH

AVAILABLE NOW FOR \$19.99

WINDOWS MAC LINUX NINTENDO SWITCH

PLAYSTATION 4 XBOX ONE

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DESIGN

How does this increase conversion?

Not only will these visuals catch your target buyer's eye but they'd also show what's under the hood which helps you gain their trust.

06

SEO

Important SEO practices for small business websites are:

1. Completing your Google My Business Profile.
2. Researching keywords and key phrases.
3. Creating original and relevant content enriched with given keywords.
4. Interlinking relevant content to improve UX and page indexing.
5. Building external links.
6. Optimizing images for image search results.
7. Filling in meta tags

How does this increase conversion?

By leveraging the various facets of SEO – from keyword research and link building to content optimization and technical SEO businesses can ensure that their website is visible in the search engine results pages and drive more traffic to their website thus potentially leading to conversions.

COMPLIMENTARY DISCOVERY SESSION

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Web
Print
Digital
Social

Book a 30 minute call to talk about how your website can drive results

<https://calendly.com/suelachapelle/30-minute-consultation>

WELCOME!

JEFF SEVERSON

J.T.S. Design, Inc.

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eCommerce

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CYBERSECURITY STATS

- Estimated 30,000 websites hacked daily
- 43% target small businesses
- Cyberattacks happen once every 39 seconds
- Average cost of a digital data breach in the U.S. is \$200k

WHY WEBSITE SECURITY IS IMPORTANT

- It can affect your brand and reputation
- It can affect your SEO
- It can affect your ability to accept credit cards
- It can affect your bottom line

WHAT CAN YOU DO?

Enforce Strong Password Policies

- Unique passwords
- 14 characters minimum
- Include letters and numbers
- Upper and lowercase characters
- Include symbols

WHAT CAN YOU DO?

Out-of-date Software

- One of the most common attack vectors
- Core software
- Plugins and add-ons
- Server software

WHAT CAN YOU DO?

2 Factor Authentication

- By email
- By text message
- By authenticator app

WHAT CAN YOU DO?

Other Considerations

- Firewall
- CAPTCHAs
- Backup

THANKS!

JEFF SEVERSON

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J.T.S.
DESIGN, INC.

Blogging and AI

Perspective View

WEB HEADS UNITED | January 16, 2024



WELCOME!



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Robert Coxe

The logo for Silphium Design LLC. It features the word "Silphium" in a green, sans-serif font, with a yellow sunflower icon positioned above the letter "i". Below "Silphium" is the word "Design" in the same green font, followed by "LLC" in a smaller, black, sans-serif font.

What is a Blog?

Blog (Weblog) = a informational website or online journal that displays posts by one or more entities and has links to comments on those posts. These posts can contain text, images, videos, or links to other pages and posts.

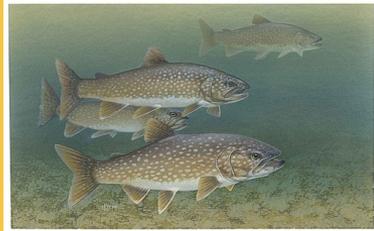
**Silphium
Design** LLC

430 E Main Street
Titusville, PA 16354
814-775-0005
www.silphiumdesign.com

Robert Coxe, Owner

When to Create a Blog?

After your website is launched, work can begin on your blog. A blog is like weaving a net. The more knots (posts) in the net, the more users you can attract to your business and convert.



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Pros of a Blog

- Drives website conversions.
- Establishes you and/or your company as an authority in your subject/industry.
- Develops interactivity and relationships with your customers and encourages engagement (FAQs and News).
- Reinforces your brand and builds trust.
- Differentiates your business from your competitors.

Cons of a Blog

- It can take a lot of time to rank on Google and get traffic.
 - About 4-6 months (~75 posts) or more depending on your niche.
 - It takes a lot of consistency and persistence.
 - You have to believe you will get there.
 - The competition can be fierce for rankings in popular subjects.
 - You have to promote your blog outside of your site.

Social Media Content

- **Content from your blog can be used to provide social media content (Facebook, Instagram, LinkedIn, Pinterest, Fediverse Channels).**
- **Make sure you structure the blog content to the social media format.**
- **An RSS can automatically send blog posts as emails, newsletters, and to selected social media channels.**

My take on AI and Blogging

In the past month, I have taken a deep dive to produce blog posts using AI on the WebHeads Website and my own blog.

Some information about me:

- Written about 1,200 articles on Wikipedia on Watersheds and about 12,300 edits to other articles on Geography/Science subjects.
- Have written around 250 blog posts on my own blogs w/out AI.
- Wrote scientific articles for the States of Delaware and Pennsylvania and peer-reviewed science journals.

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The Big 4 AI Chatbots

There are four main chatbots and a lot of other specific use case AI chatbots.

- ChatGPT: 3.5 (free) and 4.0 (paid).
- Google Bard: connected to internet, general use.
- Bing AI: uses ChatGPT 4.0, but also DALL-E (good for images).
- Claude: Good for complex reasoning

Questions Answered about AI?

Answers to Questions often asked about AI:

- Does AI shorten blog post writing time? – Not really, but ...
 - It took me about the same time to make a post, but for somebody just starting out it could shorten the amount of time to write a post.
- Are the blog posts the same quality? – No.
 - I would rank the posts produced about a 4 to 5 out of 10. Using just AI I could not get the posts to the same quality as what I am used to doing the research myself.

Observations about AI?

What I found from using AI:

- AI is great for blank page syndrome – If you are trying to get ideas for blog posts, outlines, or what to write about, I found that AI is excellent for this.
- It is all in the Prompt (The question you ask) – You can get better quality material by asking good specific questions. Essentially it is crap in, crap out. Make sure you are specific in what you are asking.

Tips on Using AI - Prompts

- Prompts (The questions you ask)
 - Be specific on what you ask.
 - Take on a persona (Ex. You are a professor at the Parsons School of Design or Willis Lynn Jepson – CA botanist)
 - Ask for clarification or more information on the information given.

Tips on Using AI – Best Uses

- Be sure you vet and edit the information given
 - Do not use the information verbatim – Take the information and then write it in your own words or paraphrase.
 - Information given is often out of context or stilted.
 - It helps to have two different versions of the same result – Bard will give three drafts (contrast and compare them).
 - Be careful of hallucinations – some of the information can be made up. Essentially if it does not make sense ... (Good Prompts can help remediate this).

Final Thoughts on AI Blogging

- AI is great for solving blank page syndrome.
- AI is excellent for blog title and outline ideation.
- Use the information provided with a grain of salt and be sure you know something about the subject.
- Follow E-E-A-T – Experience, Expertise, Authoritativeness, and Trustworthiness – All of this is dependent you, not the chatbot.

Questions/Comments

- Do you need somebody to help you with blogging or using AI to produce content?
- Contact Silphium Design LLC
 - 430 E Main Street, Titusville, PA 16354
 - robcoxe@silphiumdesign.com
 - <https://silphiumdesign.com>
 - 814-775-0005