

***MAKE YOUR WEBSITE
WORK FOR YOU***



WEB HEADS UNITED

SUE LACHAPELLE



LaChapelle Design

Influencing through design:
Branding and visual identity

Learn more: [LaChapelle.com](https://www.LaChapelle.com)



***TOP WEBSITE
DESIGN TRENDS***

How do users react to poor web design?



38% do not return to websites with too much content

80% leave websites with a poor display on their device

Almost 50% measure a brand's credibility by its web design

2 out of 3 engage more with beautifully designed content

94% judge a site based on its responsive design

01

HIGHLY ACCESSIBLE WEB DESIGN

In 2023 there be a greater emphasis on accessibility.

TIPS ON MAKING YOUR SITE ACCESSIBLE

- Use headings to organize the structure of your content and allow users to navigate it with ease.
- Be mindful about using colors. People who are color blind or those with color deficiencies may have a hard time reading what's on your site.
- Optimize your website for voice search and voice command.

02

VIDEO-CENTRIC HERO IMAGES

Full-screen videos can do an impressive job at dynamically sharing your organization's story quickly and clearly.



The Best Sushi in Kihei

 ORDER NOW

03

INTERACTIVE ELEMENTS

Whether large-scale or small, on-page animations enhance user experience, bringing a level of excitement to website visitors.

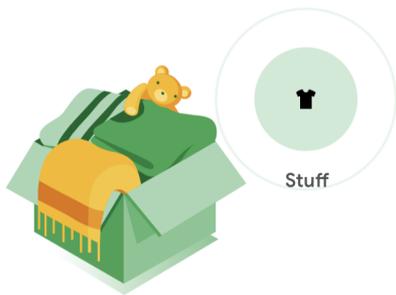
Engaged users are more likely to click, view and buy things.

Small changes can make a big impact on our planet

We all want a healthy planet for today and tomorrow. The small choices we make each day can help us get there. Learn simple tips from Google, the California Academy of Sciences, and the Ellen MacArthur Foundation to help people and the planet thrive together.

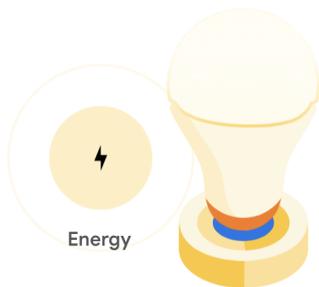
[Let's get started](#)





Your Plan, Your Planet

Discover how to reduce food, water, and energy waste, and learn about the [Circular Economy](#) to extend the life of your stuff.





Stuff



Water

Try simple tricks to make every drop count.

Your Plan, Your Planet

Discover how to reduce food, water, and energy waste, and learn about the [Circular Economy](#) to extend the life of your stuff.



Energy



Food



04

MOBILE RESPONSIVE DESIGN

Ongoing web trends indicate a focus on developing thumb-friendly websites.
Most mobile website visitors navigate with their thumbs.

So, putting the navigation bar, menu, and contact buttons in the thumb zone
(towards the center of the screen) improves UX and user experience.

MOBILE FRIENDLY VS MOBILE RESPONSIVE

Mobile-friendly is “seeing” the same information from desktop to mobile.

Mobile-responsive is “experiencing” the same information from desktop to mobile.



WHY EVERNOTE FEATURES PLANS

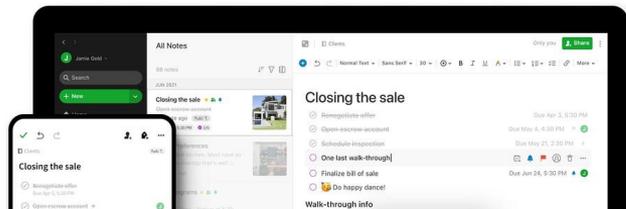
Help Log In [Download](#)

Tame your work, organize your life

Remember everything and tackle any project with your notes, tasks, and schedule all in one place.

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WORK ANYWHERE

Keep important info handy—your notes sync automatically to all your devices.

REMEMBER EVERYTHING

Make notes more useful by



New features. New plans. New possibilities.

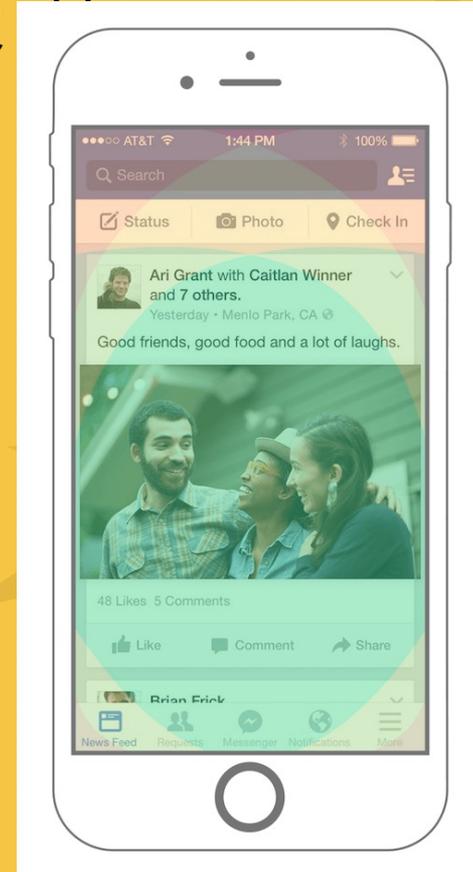
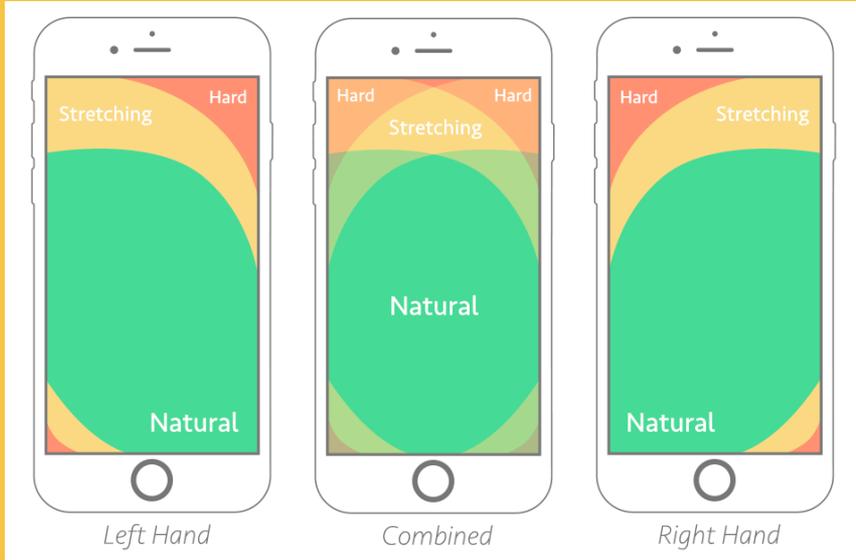
[Learn more](#)

Tame your work, organize your life

Remember everything and tackle any project with your notes, tasks, and schedule all in one place.

[Sign up for free](#)

[Already have an account? Log in](#)



05

CHAT BOTS

According to the Harvard Business Review 81% of customers attempt to solve issues with a product before reaching out to a live representative. 91% of people also said that they would use a knowledge base if it can satisfy their needs.

WELCOME

Coach Certification Training Academy

FIND YOUR CLASS

LEARN MORE

Are you ready to become an ICF certified professional coach?

SIGN UP NOW!

or call 1-888-BE-A-COACH

Chat with us 



06

SIMPLICITY

The future of web design is simple, and we mean that in every way.

Users no longer have the time to slog through a complicated website with unclear navigation or pages that load slowly due to **large motion graphics**.

07

CREATIVE COLOR BRANDING

People judge products within 90 seconds of seeing them -
and 90% of that evaluation is based on color alone.



BEERS

BREWERY

FIND BEER

NEWS & EVENTS

BEER TEAM



THE LOVECHILD OF HELLES AND PILSNER.



CLASSIC + CRISP +
REFRESHING



HOPPY + FRUITY + DRY



CITRUS + HAZY +
REFRESHING



DRY + HOPPY + HAZY



JUCY + HAZY + HOPPY



DARK + HOPPY + SMOOTH



HAZY + DRY + FULL BODIED



SPICY + CITRUS + RICH

MEET THE BEERS

08

DARK VS LIGHT MODE

Dark mode, night shift and other low light user interface options provide users with a low-contrast site or app that is easier to look at in low light environments.

us — We're a design studio with headquarters in Buenos Aires.

We create innovative
digital products and
future-oriented brands.

light — dark

[Hi, can we talk?](#)

09

DETAILED FOOTERS

What was once just used to provide contact information or a signup form has transitioned into a space to include additional elements of the homepage.



Malcesine ☁ 6° 3 km/h

Saturday ☁

Sunday ☀

Monday ☁

Monte Baldo ☁ 3° 3 km/h

Saturday ☁

Sunday ☀

Monday ☁

Webcams ▶

Follow 360gardalife ⓘ

360
gardalife

ABOUT
ADVERTISE
BOOKING

Sport on Lake Garda, by local sportsmen

Find out what to do, where to go, routes, photos and events, all selected by those who live the sport on Lake Garda every day.



[Events](#) [Lake Garda](#) [Things to do](#) [Sitemap](#)

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Articles and photos: Angela Trauwoeger
Web design: Goto Studio

Newsletter

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- Kayak and SUP
- Bike
- Running
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- Climbing
- Paragliding

Full name

Email

Sign up ▶

We guarantee 100% privacy.
Your information will not be shared.

astra

Astra Security Suite makes security simple and hassle-free for thousands of websites & businesses worldwide.



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Customers

Careers

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Knowledge Base

Demo

Resources

Astra Security Blog

Blacklist Checker

Website Scanner

SEO Spam Checker

WP Security Course

10

LANDING PAGES

A landing page is a standalone web page, created specifically for the purposes of a marketing or advertising campaign.

Coach Certification Training Academy
Published by Sue LaChapelle · 5d · 🌐

Do you love helping others and walking them through steps to achieve a particular goal? Maybe it's something you do with friends or family - they come to you with questions. You're wondering how you can start a coaching business on part-time hours. Maybe it's because you love your day job — or maybe it's because you aren't ready to quit your day job yet.

Download our guide on how to start part-time!



COACHCERTIFICATIONTRAININGACADEMY.COM

Starting your coaching business as an ICF certified coach is now easier than ever!

Share



Offering an online learning experience designed to give you the ICF coaching education you need to coach with confidence.




Start Your Coaching Business on Part-Time Hours

By starting with a part-time ICF credentialed coaching business you have the flexibility to create your own work hours. You can offer coaching sessions at times that are most convenient for you and work at your own pace.

When you ready to start teaching others and impacting the world let Coach Certification Training Academy help you get your ICF coaching certification training. **Read more how to get your coaching business started:**

DOWNLOAD NOW



Home Online Courses About Us Meet the Coaches Blog Testimonials Contact 🔍

Do you love helping others achieve a particular goal?

Consider starting coaching part-time!



Start Your ICF Credentialed Coaching Business with Part-Time Hours

Starting a coaching business even on part-time hours, can be a way to bring in additional income and help others. With that extra money, you can save more for retirement, invest in your hobby, or get a start on a full-time coaching career.

Learn more about how you can get started!

Download Now

Why Choose CCTA to get your ICF credentials

The Instructors at the Coach Certification Training Academy, have taught in-person classroom training and created a virtual classroom environment. We have designed this virtual classroom to provide the same group synergies and natural growth to occur as an in-person class.

Becoming a Certified Professional Coach means you're an invaluable partner for a business, individual, or team as you support and guide them through their challenges using proven and specific techniques that you learn through the Coach Certification Training Academy training process.

GAIN CONFIDENCE **ONLINE CLASSES** **LEARN FROM THE PROFESSIONALS**

Chat with us 🗨️

Find Your Calm

Our goal is to help you improve your health and happiness.

What can we help with today?

 [Improve sleep quality](#)

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 [Something else](#)

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WELCOME!

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J.T.S. Design, Inc.

Custom Web Development, WordPress
Development, Responsive Web Design,
eCommerce

Learn more: JTSDesign.com



WHAT ARE THEY?

What is a Website Builder Service?

A website builder service, such as Wix, SquareSpace, and Weebly, is a subscription service that allows a user to easily build a website via a drag and drop interface in their web browser.

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What is WordPress?

WordPress is a free, open-source content management system (CMS) that is used by 43% of all websites to allow users to build websites and manage content.

WEBSITE BUILDER SERVICES

PROS

- Ease of getting started
- Low cost for simple websites
- No software maintenance
- Dedicated tech support
- No coding required

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CONS

- Ownership
- Copyrighted assets
- Limited functionality
- Higher subscription costs for additional functionality and add-ons
- Migration difficulties

WORDPRESS

PROS

- Ownership
- Thousands of plugins and themes
- Website builder plugins
- Open source
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CONS

- Higher upfront costs
- No dedicated tech support
- Maintenance costs
- Licenses

THANKS!

JEFF SEVERSON

J.T.S. Design, Inc.

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Email: jeff.severson@jtsdesign.com

Phone: 845.338.5989



I HAVE A WEBSITE. NOW WHAT?

LISA RENSHAW

Business Consultant, StoryBrand Guide

WEB HEADS UNITED | MAY 25, 2023





BUSINESS EXPENSES

- Insurances, Warranties, Legal/Accounting fees
- Technology Updates
- Client Gifts
- Equipment
- Travel and Lodging
- Office Supplies
- Janitorial Supplies and Sanitation
- Breakroom Expenses
- Food & Beverage
- Clothing & Apparel
- Software (POS, Scheduling)
- Merchant Services
- Marketing & Advertising
 - Websites, Domain names
 - Promo Products
 - Print and Signage
 - Email addresses
 - SEO & SEM
 - Email Marketing
 - Google AdWords
 - Social Media Management
 - Facebook Advertising
 - Other Paid Advertising



1990

RUN BUSINESS
YELLOW PAGES
NEWSPAPER
WORD OF MOUTH

TODAY

- WEBSITE
- DOMAINS
- EMAIL
- MOBILE OPTIMIZATION
- SEO
- SOCIAL MEDIA
- SEM
- BLOG & CONTENT
- REVIEW SITES
- ECOMMERCE
- WORD OF MOUTH
- RUN BUSINESS

A woman with dark hair, wearing a white long-sleeved shirt and a light-colored apron with a colorful pattern, is smiling and looking down at a white coffee cup she is holding. She is standing behind a counter in a coffee shop. In the background, there are several framed menu boards with handwritten text. One board lists items like 'ORGANIC KEENIN CONGOI 3.5' and 'NINE PU-ERH 3.75'. To the left, there are stacks of white disposable cups and a coffee machine. To the right, there are more coffee-making equipment and a computer monitor.

Small businesses in the US spent an average of \$24,000 on digital marketing annually.

WHAT IS DIGITAL MARKETING



“The marketing of products or services using digital channels to reach consumers.”

WEBSITE ARCHITECTURE

- 📍 What's it built on, is it a software platform AND host that takes performance seriously?
- 📍 How fast does your site load?
- 📍 Do the graphics make sense and align with your content?
- 📍 Is it user friendly
- 📍 Do you have clear calls to action?

Lisa Renshaw
BluDoveDesigns.com



DID YOU KNOW?

Google ranks you on your load time, speed and responsiveness?

47% of individuals expect the loading time of a web page to be either **2 seconds** or less



abandon a site if it takes too long to load

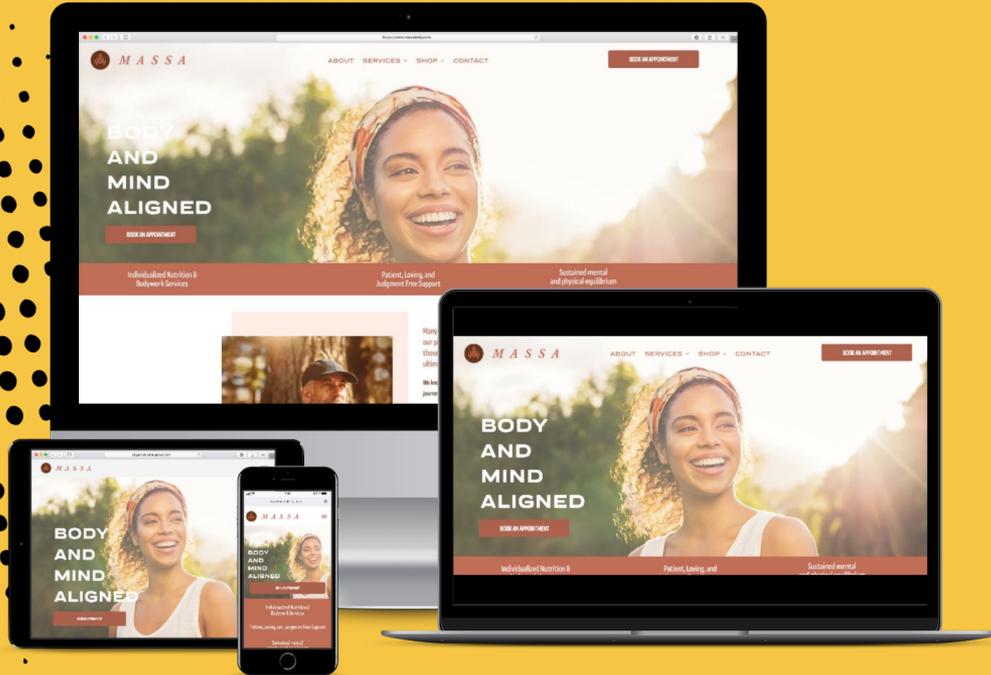


are more likely to purchase from a mobile-friendly site



are more likely to revisit mobile-optimized sites

WHY THIS SITE WORKS



Clear sense of branding

Content is easy to read

Very visual – great use of stock photography

Responsive design – Great user experience across all devices

Interactive

Information for both existing & potential clients

Lisa Renshaw
BluDoveDesigns.com





Latest Performance Report for: <https://www.massabody.com/>

Share

Report generated: Thu, May 11, 2023 8:19 AM -0700
Test Server Location: Danville, VA, USA
Using: Chrome (Desktop) 103.0.5060.134, Lighthouse 9.4.0
Connection: Broadband Fast (20/5 Mbps, 25ms)
Analysis options: iPhone 12/12 mini/12 Pro/13 mini

PageSpeed Insights

[Copy Link](#)

GTmetrix Grade [?](#)

A

Performance [?](#)
100%

Structure [?](#)
100%

Web Vitals [?](#)

Largest Contentful Paint [?](#)
479ms

Total Block
47r

Summary

Performance

Structure

Waterfall

Video

History

Speed Visualization [?](#)

PageSpeed Insights

Mobile Desktop

Discover what your real users are experiencing

Diagnose performance issues

84

Performance

98

Accessibility

92

Best Practices

93

SEO

84

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. [See calculator.](#)

0-49 50-89 90-100

METRICS

Expand view

Mobile

Desktop

Discover what your real users are experiencing

[No Data](#)

Diagnose performance issues

99

Performance

100

Accessibility

100

Best Practices

92

SEO

99

Performance

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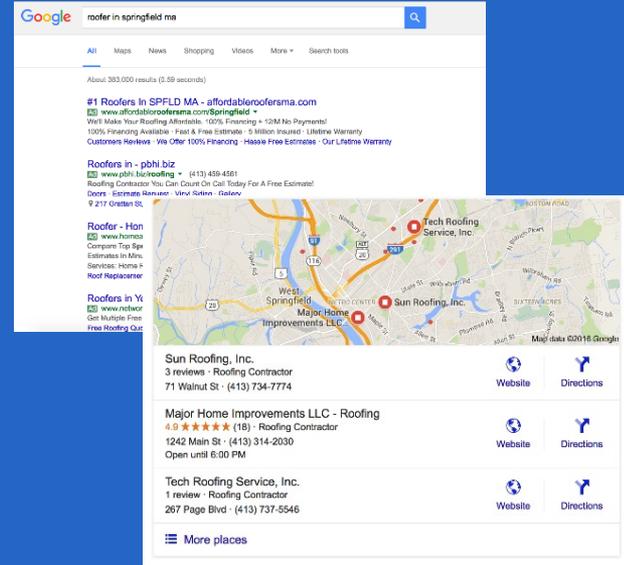


**Websites that load
slowly result in
2.6 billion dollars loss in
earnings per year**

<https://www.renolon.com/responsive-web-design-statistics/>

EXPOSURE & CONNECTION

- 📍 Meta tags, Alt tags, Descriptions, Titles – Foundational SEO
- 📍 SEM / Search
- 📍 Google Business Profile
- 📍 Paid Ads & Organic Search



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EXPOSURE & CONNECTION

- 📍 When is the last time you reviewed your Google Analytics Stats and do you understand them?
- 📍 Networking
- 📍 Sponsoring
- 📍 Text & Email Marketing



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EXPOSURE & CONNECTION

- 📍 Social Media
- 📍 Testimonials and Reviews
- 📍 Print Marketing



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Review Us On

facebook

Review Us On

yelp



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THANK YOU!

LISA RENSHAW

Business Coach, Designer, Content Writer

Helping small businesses understand their options and connect with their audience



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Phone: 352-275-5813

