MAKE YOUR WEBSITE
WORK FOR YOU
WEB HEADS UNITED

SUE LACHAPELLE

LaChapelle Design

Influencing through design:
Branding and visual identity

Learn more: LaChapelle.com

10 WEBSITE DESIGN TRENDS FOR 2023

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 will be more on tending to what users need and want,
and 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.

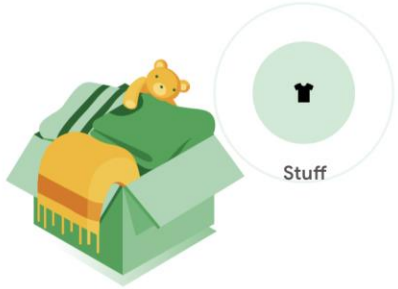
03

MICRO 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.

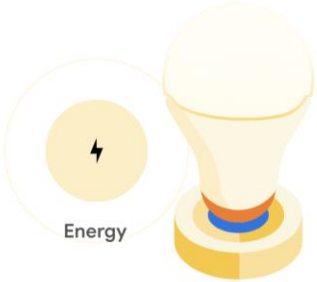
Google

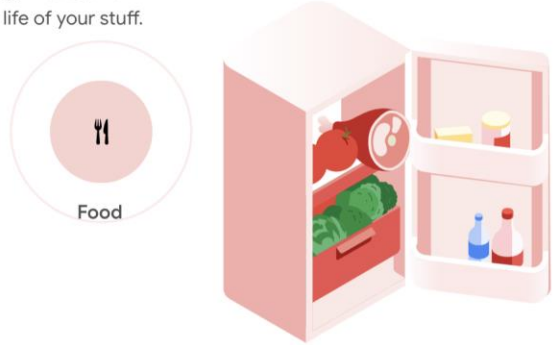


Your Plan, Your Planet

https://yourplanyourplanet.sustainability.google/

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





04

MOBILE FRIENDLY DESIGN

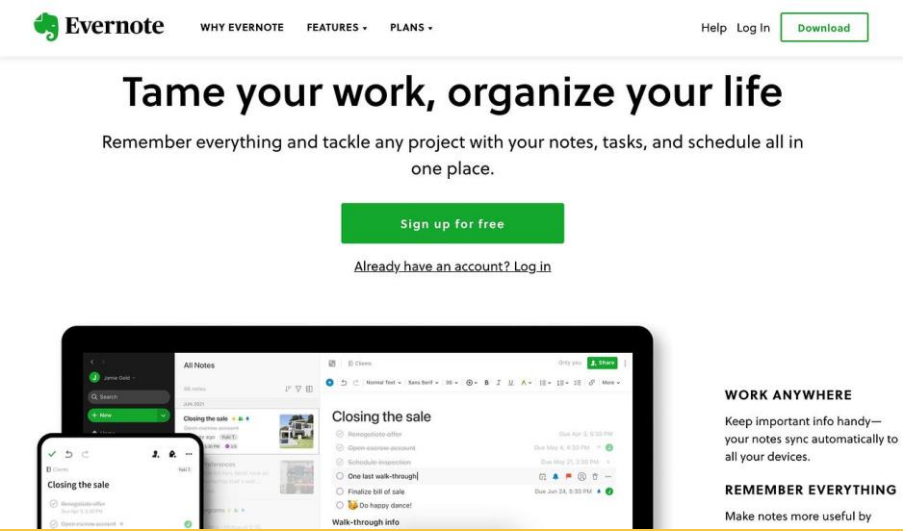
Ongoing web trends indicate a focus on developing thumb-friendly websites. Most mobile website visitors navigate with their thumbs.

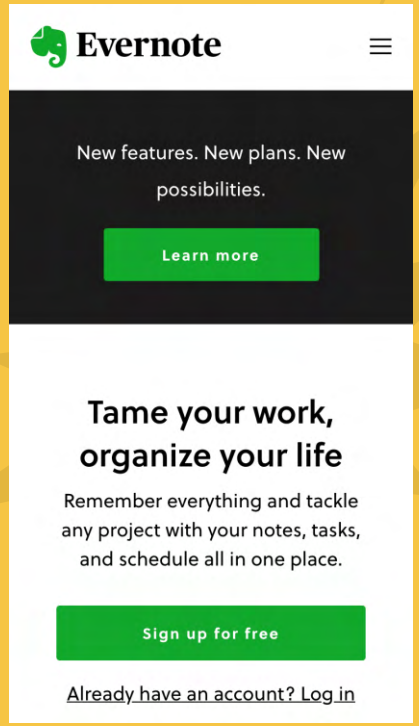
So, putting the navigation bar, menu, and contact buttons in the thumb zone (towards the center of the screen) improves UX and user experience.

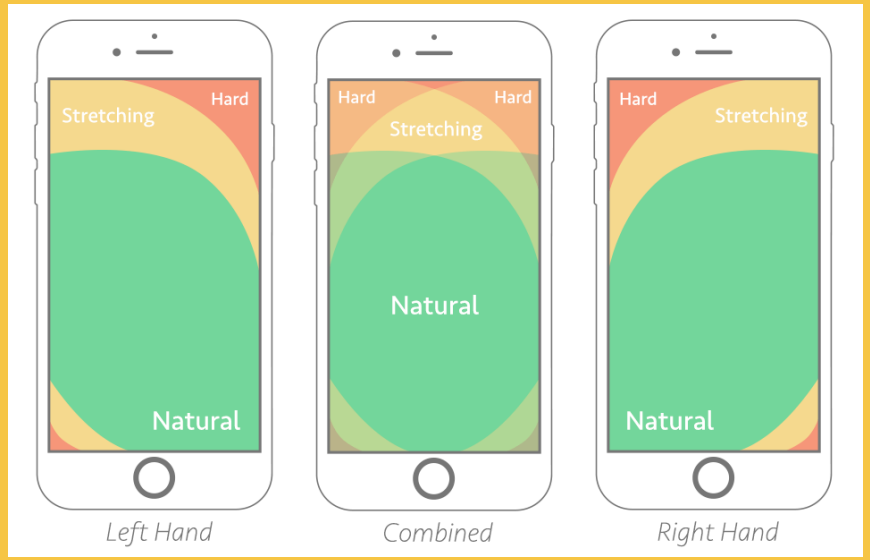
MOBILE FRIENDLY VS MOBILE RESPONSIVE

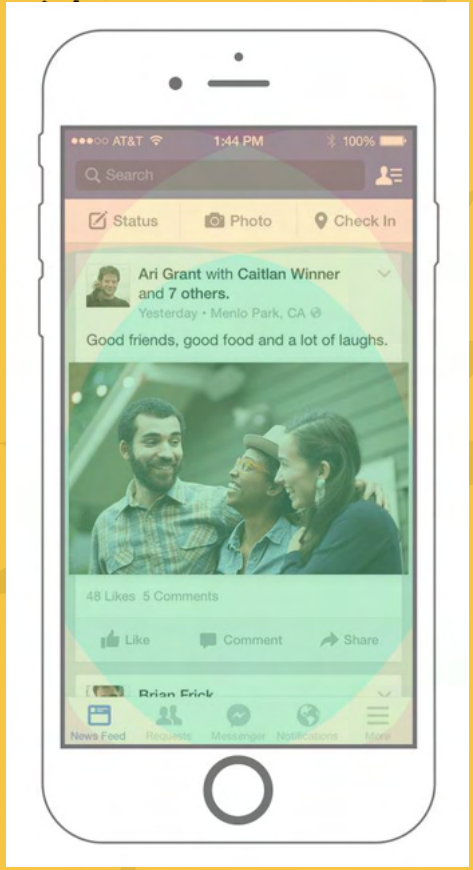
Mobile-friendly is “seeing” the same information from desktop to mobile.

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


Evernote
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.
Sign up for free
Already have an account? Log in
All Notes
Closing the sale
WORK ANYWHERE
Keep important info handy—your notes sync automatically to all your devices.
REMEMBER EVERYTHING
Make notes more useful by


Evernote
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


Stretching
Hard
Natural
Left Hand
Hard
Hard
Stretching
Natural
Combined
Hard
Stretching
Natural
Right Hand


AT&T
1:44 PM
100%
Search
Status
Photo
Check In
Ari Grant with Caitlan Winner and 7 others.
Yesterday • Menlo Park, CA
Good friends, good food and a lot of laughs.
48 Likes 5 Comments
Like
Comment
Share
News Feed
Requests
Messenger
Notifications
More

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.

COACH CERTIFICATION TRAINING ACADEMY
Journey to Coach

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

JUICY + 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.

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

© 2018 360gardalife. All rights reserved.
Articles and photos Angela Trawoeger
Web design Goto Studio

Newsletter

What do you like?

- [ ] Featured
- [ ] Winter sports
- [ ] Sailing
- [ ] Windsurf
- [ ] Kitesurf
- [ ] Kayak and SUP
- [ ] Bike
- [ ] Running
- [ ] Trekking
- [ ] Canyoning
- [ ] Nordic walking
- [ ] Via ferrata
- [ ] Climbing
- [ ] Paragliding

Full name

Email

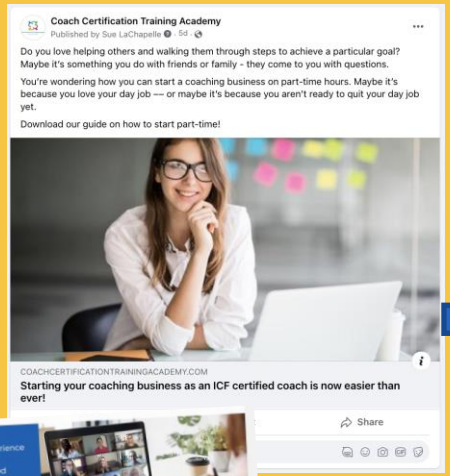
Sign up

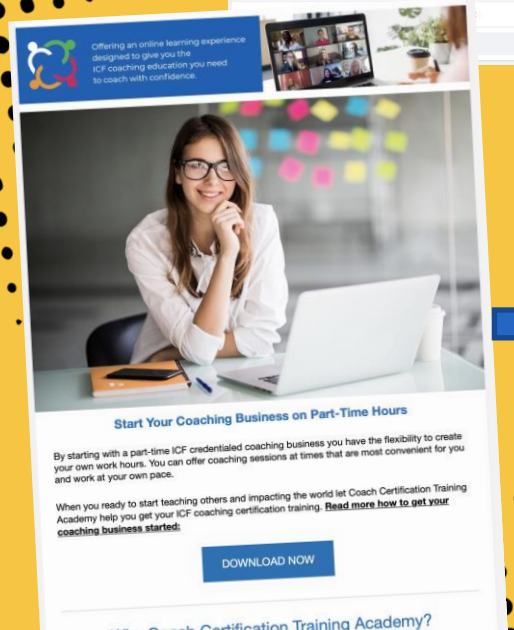
We guarantee 100% privacy.
Your information will not be shared.

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

COACH CERTIFICATION TRAINING ACADEMY
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.
Chat with us
GAIN CONFIDENCE
ONLINE CLASSES
LEARN FROM THE PROFESSIONALS

MAKE YOUR WEBSITE WORK FOR YOU

CONTENT THAT GETS RESULTS

LISA RENSHAW

Blu Dove Designs, LLC

WEB HEADS UNITED | JANUARY 19, 2023

BLU DOVE DESIGNS

CONTENT & MESSAGING

The **words** and **language** you are using in your website, marketing materials, social media, even how you introduce yourself, etc; It's your answer when people ask **"what do you do?"** to talk about how their lives can be better by what you have to offer.

Lisa Renshaw
www.bludovedesigns.com
https://calendly.com/lisarenshaw/one-on-one-connect

BLU DOVE DESIGNS

AREAS THAT HINDER ENGAGEMENT

1. The copy is all about you and not them
2. Language does not communicate empathy
3. Confusing or not Compelling Information
4. Too much Industry "Jargon"
5. Clever instead of clear
6. Lots of talk about features instead of benefits
7. Lack of, wrong placement or wrong name for calls to action
8. Images and Video don't match with content

Lisa Renshaw
www.bludovedesigns.com
https://calendly.com/lisarenshaw/one-on-one-connect

BLU DOVE DESIGNS

WHAT DO WE DO TO FIX IT?

WE TELL STORIES

Why? Stories are how we understand, connect, share and relate with the world around us.

Lisa Renshaw
www.bludovedesigns.com
https://calendly.com/lisarenshaw/one-on-one-connect

BLU DOVE DESIGNS

7 ELEMENTS OF EVERY STORY

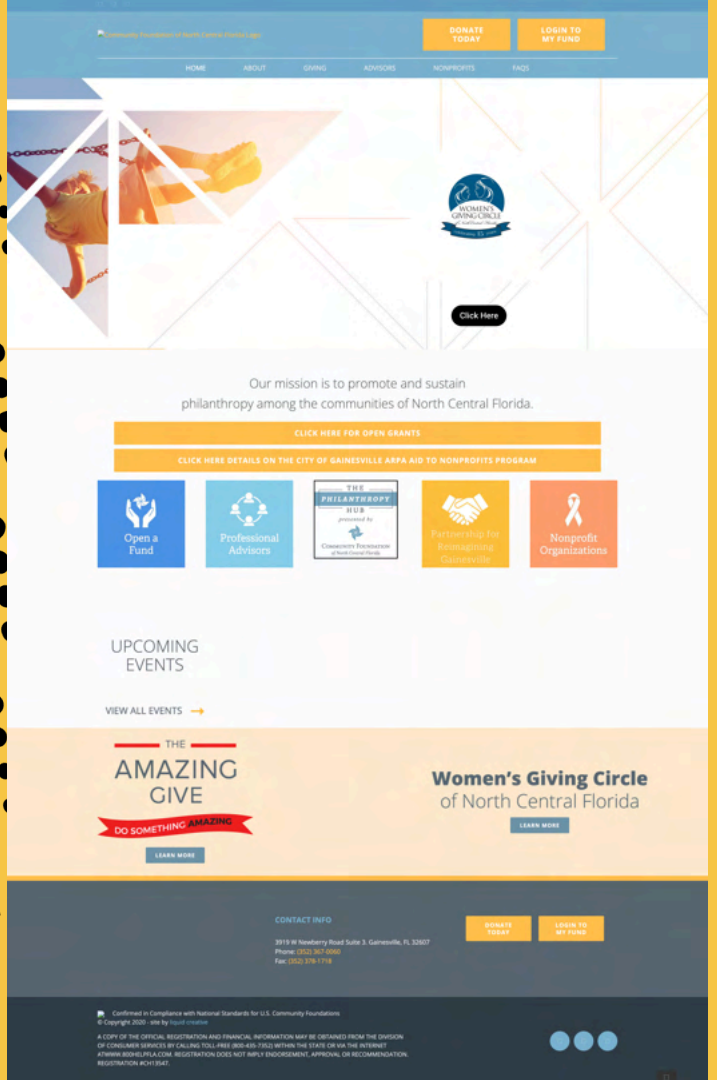
- Main Character / Target Audience
- Central Problem
- Introduce the Guide / Expert
- Give them a Plan
- Call to Action
- Define Success
- Avoids Failure

Lisa Renshaw
www.bludovedesigns.com
https://calendly.com/lisarenshaw/one-on-one-connect

BLU DOVE DESIGNS

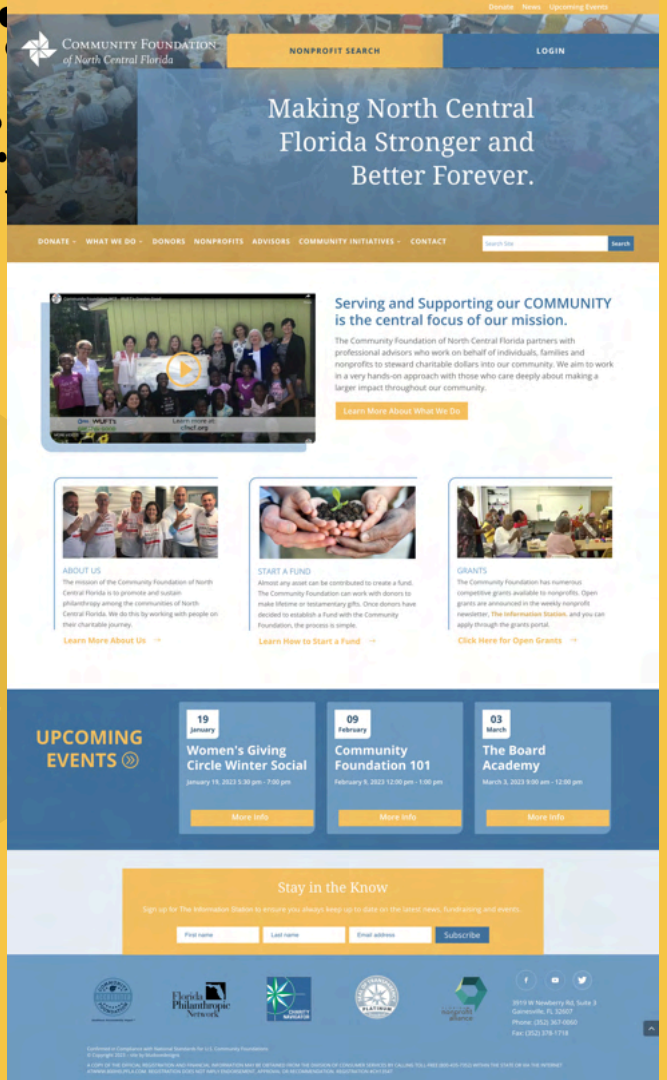
EXAMPLES

Lisa Renshaw
www.bludovedesigns.com
https://calendly.com/lisarenshaw/one-on-one-connect



1. States their mission but doesn't really convey how they do that or how you help
2. Very little content
3. Leaves a lot to question
4. Dry and outdated
5. Content is unorganized
6. No way to stay in touch / gather emails

Lisa Renshaw
www.bludovedesigns.com
https://calendly.com/lisarenshaw/one-on-one-connect



1. States their mission clearly
2. Headers draw you into a larger story of the organization
3. Answers the what to do next
4. Clear, repeated calls to action
5. Content organized in logical order
6. News subscription / lead generator

Lisa Renshaw
www.bludovedesigns.com
https://calendly.com/lisarenshaw/one-on-one-connect

BLU DOVE DESIGNS

1. States their mission clearly
2. Headers draw you into a larger story of the organization
3. Shares success
4. Gives a plan
5. Clear, repeated calls to action

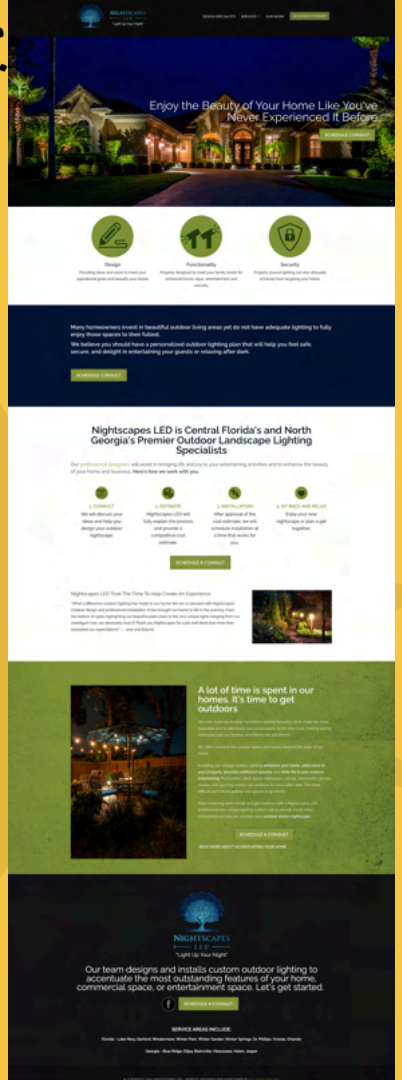
Lisa Renshaw
www.bludovedesigns.com
https://calendly.com/lisarenshaw/one-on-one-connect

BLU DOVE DESIGNS

1. Message is not clear
2. No aspirational statement – what does your audience what to become?
3. Overall unorganized
4. No plan or call to action

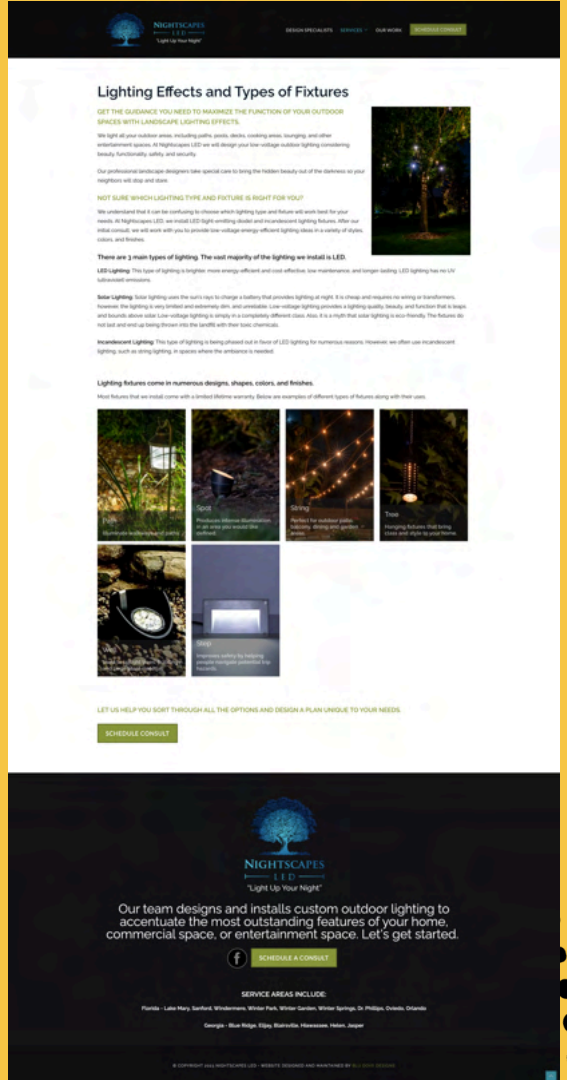
Lisa Renshaw
www.bludovedesigns.com
https://calendly.com/lisarenshaw/one-on-one-connect

BLU DOVE DESIGNS



1. Aspirational statement
2. Headers emphasize content
3. Pictures of success / the results
4. Gives a plan on how to work with them
5. Clear, repeated calls to action

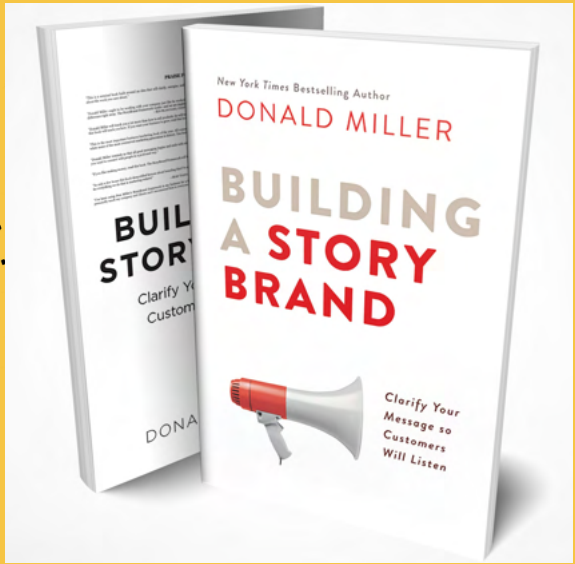
Lisa Renshaw
www.bludovedesigns.com
https://calendly.com/lisarenshaw/one-on-one-connect



1. Aspirational statement
2. Headers draw you into a larger story of the organization
3. Shares success
4. Gives a plan on how to work with them
5. Clear, repeated calls to action

Lisa Renshaw
www.bludovedesigns.com
https://calendly.com/lisarenshaw/one-on-one-connect

HOW DO YOU GET THERE?



1. Read the book or listen to the podcasts to understand the STORY framework
2. Filter your message through the framework to begin to build your story & clarify your message.
3. Visit https://mystorybrand.com/ to start building your brandscript and brainstorming
4. Get with a guide to help you define your message so customers will take action

Lisa Renshaw
www.bludovedesigns.com
https://calendly.com/lisarenshaw/one-on-one-connect

BLU DOVE DESIGNS

THANK YOU!

LISA RENSHAW

Blu Dove Designs, LLC

Helping small businesses connect with their audience with messaging that works!

Connect with me:

www.bludovedesigns.com

Text: 352-339-5191

Phone: 352-275-5813

BLU DOVE DESIGNS

PIA CIVILETTI

Scientiam Associates

Partnering with Entrepreneurs and Small Companies for
Branding, Websites, Graphics and Marketing

pia@scientiamassociates.com
scientiamassociates.com
calendly.com/piaciviletti

BEFORE YOU BUILD OR REDESIGN

WHAT WE WILL COVER TODAY

1. Purpose
2. Branding
3. Strategy

pia@scientiamassociates.com - scientiamassociates.com - calendly.com/piaciviletti

01 PURPOSE

START WITH THE BASICS

- Who are you?
- What is your business? Why are you in business?
- What are your business/marketing goals?
- Why do you need a website? Or Why are you redesigning?
- What do you want to accomplish with your website?

pia@scientiamassociates.com
scientiamassociates.com
calendly.com/piaciviletti

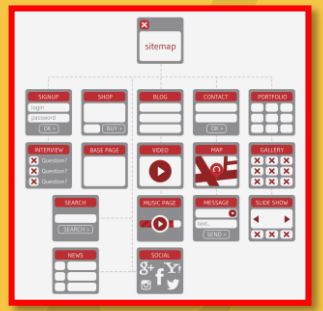
02 BRANDING

BRAND BEFORE YOU BUILD!

- Business plan, target market, differentiators, positioning statement, (Who, what, how, when and why), vision, mission
- The Tangible – Name, logo, tagline, colors, imagery,
- Brand Tools – This is where your website comes in.
- Launch Your Brand – Internally and externally
- Build Your Brand – Don't stop at the launch. Websites can change overtime to develop your position in the market.

pia@scientiamassociates.com
scientiamassociates.com
calendly.com/piaciviletti

03 STRATEGY



- Blueprint – Navigation and Site Map
- Function – What do you want your visitors to do? ACTION!
- Systems and Software – Hosting, platforms, page builders, themes and templates, software and plugins
- Esthetics – layout and design (colors, fonts, images, graphics, video, positioning, look and feel)
- Content – what do you want to say to your visitors?
- Performance – set up reporting for the key indicators that show the success of your purpose, branding and strategy work?

pia@scientiamassociates.com
scientiamassociates.com
calendly.com/piaciviletti

03 STRATEGY

- Build it right and they will come
- Keep them on your website and ensure they take the correct action

- Measure your success and make necessary changes
- Evolve the strategy with your business and the market

pia@scientiamassociates.com
scientiamassociates.com
calendly.com/piaciviletti

HELLO!

TOM BARTHOLOMEW

Bartholomew
MEDIA GROUP

Website Design - SEO - PPC
For Local Service Companies

SCAN ME

SEARCH ENGINE OPTIMIZATION

Dictionary Definition:

The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

ON PAGE SEO

On-page optimization or things you can do with your website to rank higher in search results.

- URL - domainname.com/detroit-roofing
- Metadata - Titles and Descriptions
- Heading Tags (H-tags)
- Alternative Text also called Alt Tags
- Internal Links
- Page Speed

KNOW YOUR CUSTOMER

When optimizing and writing content for your website you need to understand who you are writing copy for.

- Have a Buyers Persona or multiple
- Solve their (the buyer) problems
- WIIFM Radio

KNOW YOUR COMPETITOR

Competitor Research

To really rank higher in search results you have to know what your competition is doing, and you have to do it better.

Use tools to find what your competitors keywords are, and how they are using those keywords.

- Semrush
- Woorank
- SpyFu

THE WORDS YOU USE

SEMRUSH recently analyzed over 23,561 texts ranging in Google's top 10 results. They found that **the lowest-scoring texts** had two things in common: They were **too long or too complex.**
In fact, 41% of low-scoring texts used words that were too complex.

According to the US Department of Education, 54% of adults have a literacy below 6th grade level.

THANK YOU!

TOM BARTHOLOMEW

Bartholomew
MEDIA GROUP

Learn more: ALLBMG.com
Or scan the code with your camera

SCAN ME

Make your website work for you

WEB HEADS UNITED | January 19, 2023

WELCOME!

robcoxe@silphiumdesign.com
814-775-0005
silphiumdesign.com

Robert Coxe

Silphium Design LLC
ACCESSIBLE BY DESIGN

Website Accessibility

Web Accessibility = websites, tools, and technologies are designed and developed so that people with disabilities can use them – Web Accessibility Initiative. These optimizations can also help people with bifocals or progressive lenses and senior citizens.

Silphium Design LLC
430 E Main Street
Titusville, PA 16354
814-775-0005
www.silphiumdesign.com
Robert Coxe, Owner

What is WCAG?

Websites, for businesses open to the public, are required by federal law to be accessible under Title III of the ADA. While the concept of a 100% accessible website has not been determined completely by the DOJ or the courts, it is best practice to make your site as accessible as possible.

- The best advice that can be followed are the Web Content Accessibility Guidelines (WCAG 2.1 AA).
- These guidelines come in both an A, AA, and AAA levels.
- WCAG 2.2 rules should be coming out in December 2022.
- WCAG 3.0, now being worked on, should have rules in “plain english.”

Silphium Design LLC
430 E Main Street
Titusville, PA 16354
814-775-0005
www.silphiumdesign.com
Robert Coxe, Owner

WCAG Overview

Four Principles of Accessibility

1) **Perceivable:** Color contrast (text and buttons), alt text, video captions, text spacing
2) **Operable:** Site can navigated with a keyboard (heading structure), target size, time, focus elements
3) **Understandable:** Clarity of grammar, error ID, authentication, contact info
4) **Robust:** Your site works with assistive technologies (generally automatic in WordPress)

Silphium Design LLC
430 E Main Street
Titusville, PA 16354
814-775-0005
www.silphiumdesign.com
Robert Coxe, Owner

1. Perceivable (1)

Color contrast for text and buttons should be provided for users to be able to distinguish between the background and the relevant feature.

- **Logos and backgrounds are excluded from the guidelines above.**
- **Try not use higher than 16:1 contrast, (Black and White = 21:1).**
- **Try to use sans-serif fonts (**Helvetica, Arial, Verdana**), not serif fonts (**Times New Roman, Garamond, Georgia**).**
- **There is a new model called Accessible Perceptual Contrast Algorithm (APCA).**
  - **This will be included in WCAG 3.0 in about 2-3 years.**

Silphium Design LLC
430 E Main Street
Titusville, PA 16354
814-775-0005
www.silphiumdesign.com
Robert Coxe, Owner

1. Perceivable (2)

Examples of Contrast Levels (WCAG 2.1) – Contrast = 21:1

- AA = 4.5:1 for regular text (<18pt), 3:1 for large scale text (>=18pt)
- AAA = 7:1 for regular text, 4.5:1 for large scale text
- I use at least 10:1 for all text sizes (#424242), which is the contrast here.
- Note: this contrast level also conforms with the Accessible Perceptual Contrast Algorithm (APCA) standard.
- The background color can also be changed to meet contrast requirements.

Silphium Design LLC
430 E Main Street
Titusville, PA 16354
814-775-0005
www.silphiumdesign.com
Robert Coxe, Owner

1. Perceivable (3)

All images should have a textual description that can be read by a screen reader (Alternative Text).

- Instead of “bullfrog” write “bullfrog on a log in a pond” or something similar.
- Google also uses the alt. text, along with the title, to determine what is in the image. In this sense, Google is visually impaired. Your description helps your Search Engine Optimization (SEO).

2. Operable (1)

Headings (H1, H2, H3, H4, H5, H6) need to be nested within each other for ease of tabbing through the website.

- There should only be one H1 heading per page.
- H4 should be under H3, which is under H2 and so on.
- You should not have any keyboard traps (where the tab function gets stuck).
    - Examples: carousels and sliders that do not stop within 3 seconds and pop-ups.

- Do not use flashing elements – It can migraines in people susceptible to this.

Silphium Design LLC
430 E Main Street
Titusville, PA 16354
814-775-0005
www.silphiumdesign.com
Robert Coxe, Owner

2. Operable (2)

Navigation, Buttons, and Link Text should have a focus element.

- Focus Element (make sure clickable area is 44px X 44px)
  - Inversion of the background and text colors on hover assuming the colors meet the color contrast requirements.
  - A descending margin (solid or dotted) showing the element being targeted.
- Purpose of a link should be clear - (i.e. instead of “Learn more” use “Learn more about ...”).

Silphium Design LLC
430 E Main Street
Titusville, PA 16354
814-775-0005
www.silphiumdesign.com
Robert Coxe, Owner

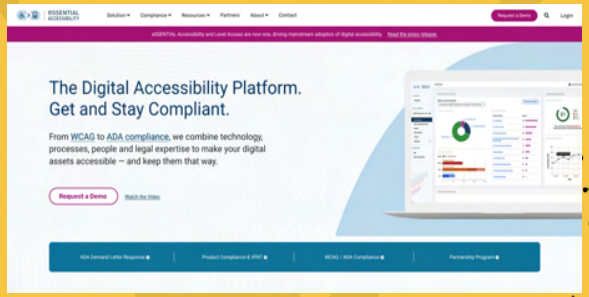
3. Understandable

Your website should be understandable by most users.

- **Text should be written to understood by users at a secondary level education (try to not use jargon, unusual/technical words or unknown abbreviations).**
  - **But, depending on the subject, this cannot always be achieved.**
- **Contact information should be provided for help/assistance with your website.**
- **Authentication should be clear and transparent with a reduction or elimination of multiple passwords (“redundant entry”).**

Silphium Design LLC
430 E Main Street
Titusville, PA 16354
814-775-0005
www.silphiumdesign.com
Robert Coxe, Owner

Overlays



Do not use overlays such as Userway, accessiBe, One Click, or others that can be found.

- **These overlays can confuse screen readers and make it difficult for disabled users to navigate your page.**
- **It is best to make your page as accessible as possible using WCAG.**
- **Be sure to include an Accessibility Statement in the footer stating what you have done to make your page accessible.**

Silphium Design LLC
430 E Main Street
Titusville, PA 16354
814-775-0005
www.silphiumdesign.com
Robert Coxe, Owner

Tools you can use

There are many tools that you can use to make your page more accessible.

- WordPress Plugins: WP ADA Compliance Check Basic, Accessibility Suite, WP Accessibility Tools, and others.
- WebAIM Color Contrast Checker: Gives your color contrast ratio using hex codes.
- Browser tools: Lighthouse (Chrome), WAVE (Chrome and Firefox), and Axe Dev Tools (Chrome and Firefox), Ainspector (Firefox)
- Checklist for Website Accessibility: https://accessibility.voxmedia.com/

Silphium Design LLC
430 E Main Street
Titusville, PA 16354
814-775-0005
www.silphiumdesign.com
Robert Coxe, Owner

Conclusion & Q's

The main reason to make a website accessible is not to avoid lawsuits, but to allow all users to utilize your site. An accessible website helps not only the disability community, but also senior citizens who are using bifocals or progressive lenses, and helps with a better user experience overall and SEO.

For more information: https://www.gerireid.com/designing-an-accessible-future.html.

Contact: Robert Coxe, 430 E Main Street, Titusville, PA 16354
robcoxe@silphiumdesign.com, 814-775-0005,
silphiumdesign.com