MAKE YOUR WEBSITE WORK FOR YOU

WEB HEADS UNITED

CHRIS PRATT

Owner, Creative Lab Designs

Create your online image.

www.creativelabdesigns.com

Creative Lab Designs

I AM NOT...

CHRIS PRATT

Owner, Creative Lab Designs

www.creativelabdesigns.com

- Public educator for seventeen years
- Founder of Creative Lab Designs
  - Helping small business owners, entrepreneurs, and online coaches create their online image.
  - Web design, logo/branding, social media management and marketing, and e-course development.

WEBSITE ENGAGEMENT

Your Secret Weapon for Conversion

4 TYPES OF HEROES (PEOPLE WHO VISIT YOUR SITE)

1. Visual
2. Auditory
3. Reading / Writing
4. Kinesthetic (touch)

Our goal is to engage all of these modalities on our website on some level.

WHY YOU WANT TO BE MINDFUL OF THIS IN YOUR DESIGN

1. Grabs and retains attention
2. Builds trust
3. Social media friendly
4. Gives a personal touch
5. Creates a first impression
6. Conveys professionalism

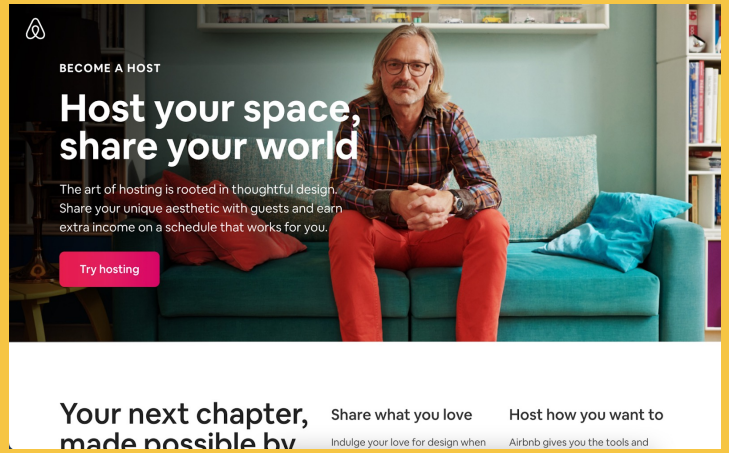
ENGAGEMENT SECRET WEAPON

Utilizing a Landing Page to Maximize Engagement

Tip 1: Above the Fold

Tip 2: Content should be client / hero focused

Tip 3: Clear Call to Action



- Your ultimate goal is to convert viewers to clients/customers
- Landing pages allow you to funnel the viewer with a strong call to action

THANK YOU!

CHRIS PRATT

Creative Lab Designs

Helping you create your digital presence

Learn more: creativelabdesigns.com

Creative Lab Designs

Make your website work for you

WEB HEADS UNITED | February 1, 2023

WELCOME!

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Robert Coxe

Silphium Design LLC

ACCESSIBLE BY DESIGN

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.

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Robert Coxe, Owner

When to Create a Blog?

After your website is launched, work can begin on your blog. A blog is like laying crab pots. The more pots (posts) you write, the more crabs (users) you can catch. I am not calling your users crabs, but I think you get the idea.

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Benefits of a Blog

- Drives organic traffic to your blog.
- Establishes you and/or your company as an authority in your subject/industry.
- Develops interactivity with your customers through comments.
- Can be a way to keep current in your field.
- Can be a source of income with ads, eCommerce, etc.

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Drawbacks 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.
  - You have to promote your blog outside of your site.

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Steps for Writing Posts

- Determine your keyword first.
  - Write a catchy headline with your keyword in it.
  - Use your keyword throughout the post, but do not “stuff” the keyword. You can use RankMath or Yoast to get the right amount.
- Try not to use technical terms or jargon and keep it simple and skimmable with a lot of small bite size sections.
- Use images (with alternative text) in the post.
- Publish your post.

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Blog Promotion

- Social Media
  - Facebook/Instagram – PeerTube/Pixelfed
  - Twitter – Mastodon
  - Pinterest
  - Linkedin
  - Quora/Reddit
- Other Sites
  - Wikipedia/Medium

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ChatGPT/AI

Artificial Intelligence (AI) is making its ways into the world of blogging. It is yet to be determined what affect this technology will have. A personally written blog will have more expression of your business. However, if you use this technology:

- Make sure the information generated is accurate.
- Use the text generated as a suggestion and go from there.

- Link to AI version of presentation –

  - Power of Blogging (AI)

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Questions/Comments

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WEB CREATIONS

WORDPRESS

Pros and Cons

WHAT ARE WE TALKING ABOUT?

1. Wordpress, what is it?
   - CMS
   - Self Hosted Vs Hosted
2. Pros
   - Open Source
   - You own the site
   - Flexible
3. Cons
   - Updates
   - Setup

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WORDPRESS, WHAT IS IT?

- CMS (Content Management System)
- Backend Management of all pages, posts, products, media, etc.
- No Coding Necessary

- Self Hosted Vs Hosted
- Self Hosted - You Choose the hosting and install Wordpress
- Hosted – Wix, Weebly, Squarespace, Shopify

WordPress

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PROS

SELF-HOSTED

- You own your own Site
- If the host is bad you can move it
- More control over settings

PRICE

- Free as it is opensource

FLEXIBILITY

- Blogs, Ecommerce, Courses, Social Media Sites
- Developers can do more with it

COMMUNITY, PLUGINS, AND THEMES

- Tons of people on it as 43% of sites use it
- Tons of themes some generic and page builders up to specific themes for specific companies
- Tons of new integrations and plugins everyday to tackle most all website needs.

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CONS

UPDATING

- You have to keep up with website updates for security and feature purposes.
- Anybody can press the update button?
- What happens if the update breaks your site?

SETUP

- Have to get hosting.
- Figuring out the best plugins.
- Learning curve for some of the backend processes
- Not every plugin works well with every site.
- Multiple developers to deal with.

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THANKS!

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TODAY'S TOPICS

- Own Your Domain and Secure It
- Choosing a Secure Web Host
- A Proactive Approach to Website Security
  - Strong Password Policies
  - Up-to-Date Software
  - Other Security Considerations
- Have a Backup Routine

WELCOME!

ADA COMPLIANCE FOR BUSINESS WEBSITES

Learn more at: WWW.ADAComplyGuy.com

TONY CAGGIANO

ADA Comply Guy Inc.

Accessible Web Design Solutions

Digital ADA Compliance Consultant – Helping clients get FREE Funding available for most businesses to make their sites ADA Compliant

ADA COMPLY GUY

MAKING THE INTERNET ACCESSIBLE TO PEOPLE OF ALL ABILITIES

TODAY'S TOPICS

- What is the ADA?
- ADA Compliance and Web Accessibility
  - ADA Regulations and Requirements for Business Websites
  - What is the difference?
- Benefits to being Proactive to to adding Accessibility
  - Become Compliant with legal Requirements
  - Get Funding and Grants to pay cover Accessibility upgrades
  - Get Government funds each year to cover other Digital Marketing expenses for your business
- How to easily make your business website ADA Compliant

What is the ADA?

Familiar sights from the ADA

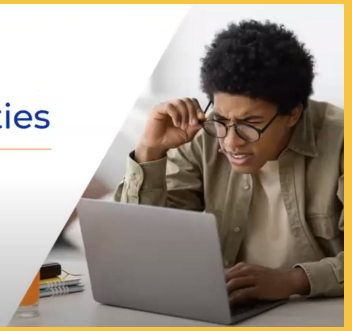
What is the Web Accessibility?

Web Accessibility - Accessibility is the practice of making your websites usable by as many people as possible

Types of Disabilities

Visual Disabilities

- Color blindness
- Low vision (macular degeneration, diabetic retinopathy, cataracts)
- Blindness



Auditory

- Deafness
- Hearing loss

Ambulatory

- Chronic arthritis
- Lost limb
- Parkinson's
- Multiple sclerosis
- Muscular dystrophy
- Cerebral palsy
- Stroke
- Broken arm

Cognitive, Learning, Neurological

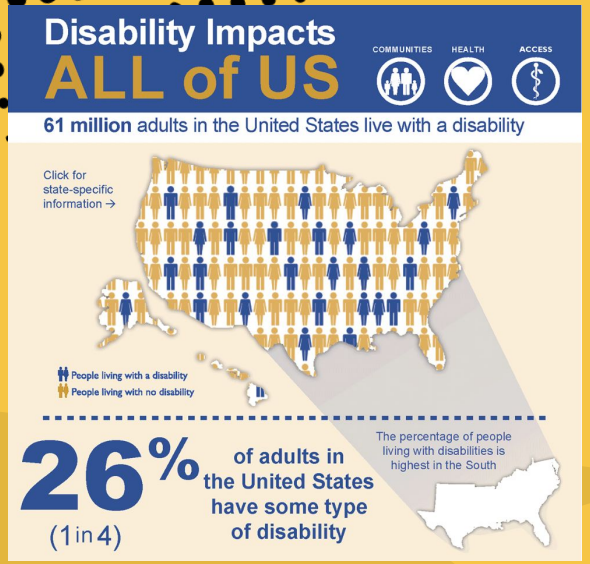
- Down syndrome
- Dementia
- Dyslexia
- Autism
- ADHD
- Seizure disorders
- Memory loss

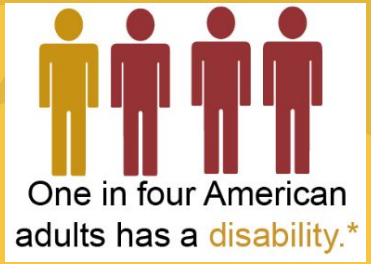
What Does Mean for US Business Websites?

Who Accessibility Helps

More than 1 billion people in the world have a disability. So do 1-in-4 U.S. adults. Having an accessible website allows you to reach all your potential customers online, including:

1. Blind and visually impaired
2. Deaf and hard-of-hearing
3. People with cognitive or reading disabilities
4. People unable to use a traditional keyboard and mouse
5. People with seizure disorders
6. The elderly and less web-savvy people
7. People on mobile devices, in rural areas or on metered connections
8. People with temporary or situational limitations





What Does Mean for US Business Websites?

Not Having an Accessible website is costing Businesses money

Reduce risk of lawsuit
Ensure you're compliant with federal and state laws for website accessibility

Improve search engine ranking
Many accessibility fixes will also improve your website's search engine performance.

Increase sales & conversions
Allow more people access to your website, increasing opportunities for sales.

Practice social responsibility
Take meaningful action and do your part to make the internet better.

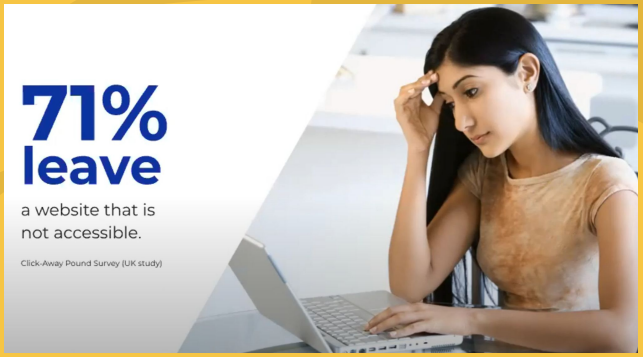
In the United States, people with disabilities have a total income of

$872.7 billion

and a disposable income of

$645.3 billion

Return on Disability Group's 2016 annual report



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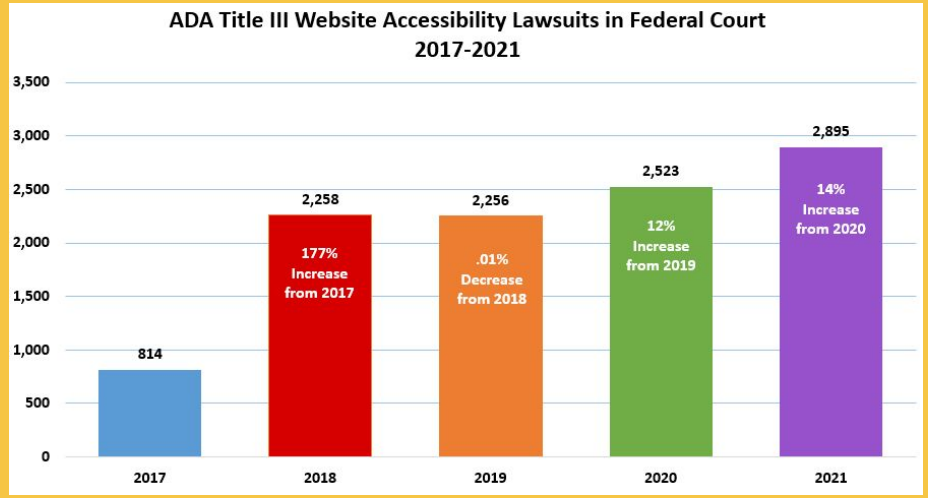
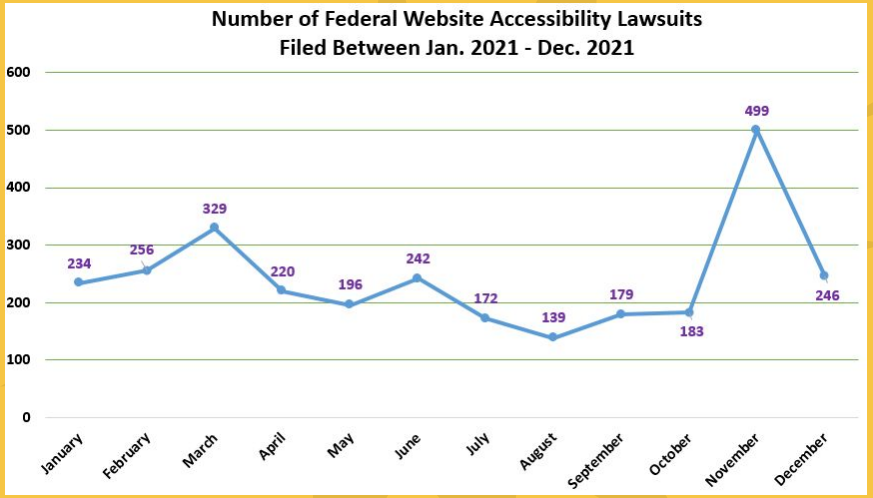
Growing Number of Lawsuits filed 2017-2021

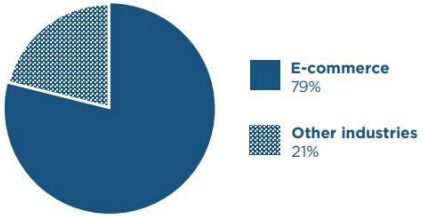




Lawsuits by industry

INDUSTRY LEADER BOARD

If you are in e-commerce or food service, your chances of receiving an ADA digital lawsuit increase substantially over other industries. In 2022, healthcare has moved into the top 3, up from #5 in 2021.



Industry	Total Percent
E-commerce	79%
Food Service	7%
Other	3%
Healthcare	3%
Travel/Hospitality	2%
Banking/Financial	2%
Entertainment & Leisure	2%
Automotive	1%
Fitness & Wellness	< 1%
Digital Media & Agencies	< 1%
Real Estate Agencies & Properties	< 1%
Education	< 1%
Insurance	< 1%
Telecommunications	< 1%
Grand Total	**100%**

Social Responsibility for Online Businesses

Ignoring Accessibility

Only 2% of websites worldwide are currently Accessible

> "If we do not intentionally include, then we will unintentionally exclude."
>
> Ekaterina Walter, Forbes

- ***Benefit #1: More Revenue for your Business***
- ***Benefit #2: Protect against ADA Lawsuits***
- ***Benefit #3: Government Funding & Grants Available***
- ***Benefit #4: It's Good Business***
- ***Benefit #5: It’s Easy!***

THANK YOU!

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