

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



WEB HEADS UNITED

SUE LACHAPELLE



LaChapelle Design

Influencing through design:
Branding and visual identity

Learn more: 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

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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.

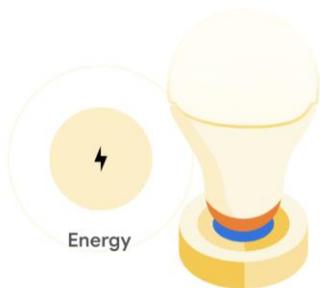
Let's get started





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

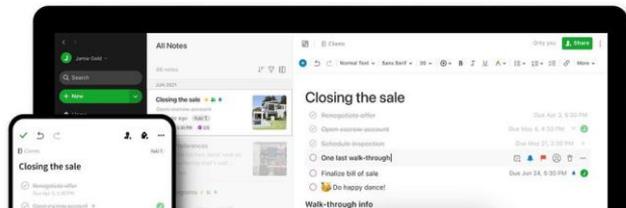
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Make notes more useful by



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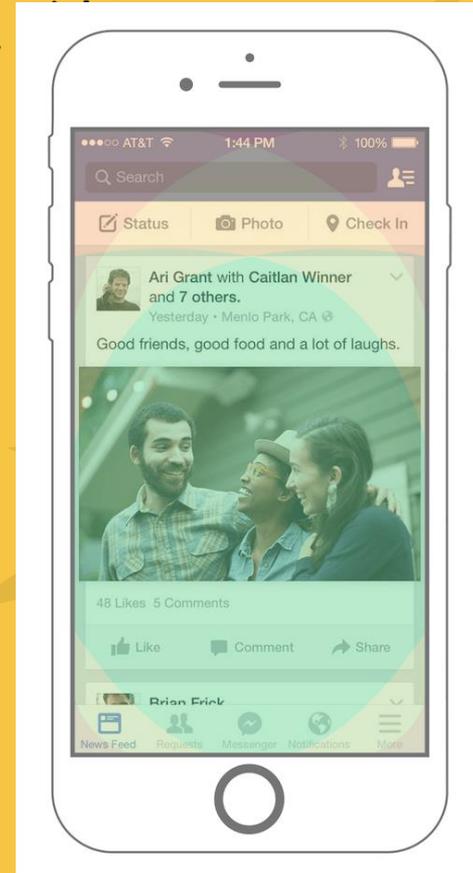
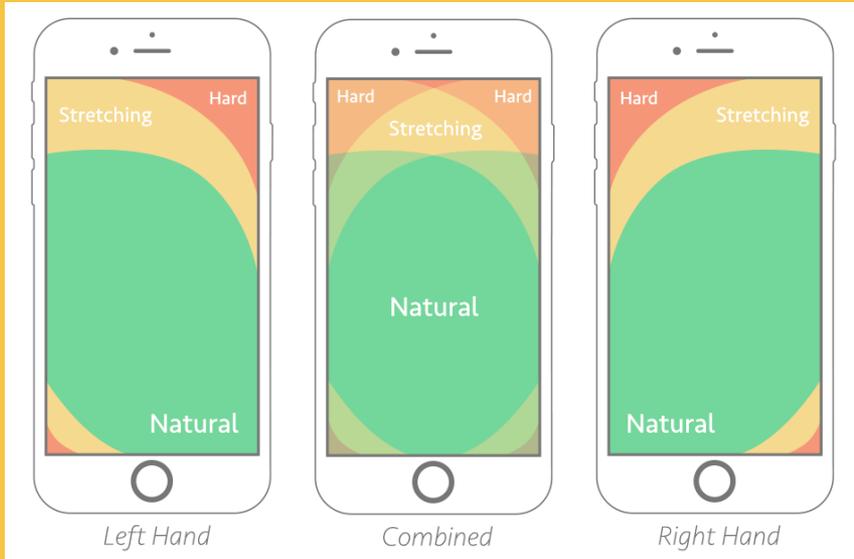
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05

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.

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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

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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 

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Careers

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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!



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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.

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WEBSITE

"MUST HAVES"

March 15, 2023



WEBSITE "MUST HAVES"

Websites are wonderful blank canvases that provide near unlimited possibilities. This presents business owners with great options for all their marketing, branding and functional needs, but also presents challenges, bloat, poor user experience and poor return on investments if the correct elements are not chosen for your website.



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01

CONSIDERATIONS



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CONSIDERATIONS

When deciding what tools, widgets, functionality to add to your website you should keep in mind several factors:

- Does your website actually need it?
- How will it impact your website? (i.e. performance, user experience, marketing goals)
- Are you implementing it in the “best practice” way?



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02

WEBSITE TOOLS (GENERAL)



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TOOLS - GENERAL

Here are some great and tools for your website!

Email Capture Widget
(Subscription, Free Offer, Etc)

Search Bar

Chat Bots

Call to Actions

Performance Enhancers

UX/UI Enhancements (i.e.
LazyLoad)

Additional Content (Blogs,
F.A.Q.s, Forums)

Custom Functionality



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WEBSITE TOOLS (WORDPRESS)



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TOOLS - WORDPRESS

Many tools mentioned are also perfectly usable for WordPress. However WordPress requires some additional considerations, such as:

Plugins vs embedding code (iframes, JavaScript embeds, etc) vs custom code



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CONCLUSION



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THANK

YOU!

QUESTIONS? CONTACT ME!

CHRISTOPHER CASTIGLIONE



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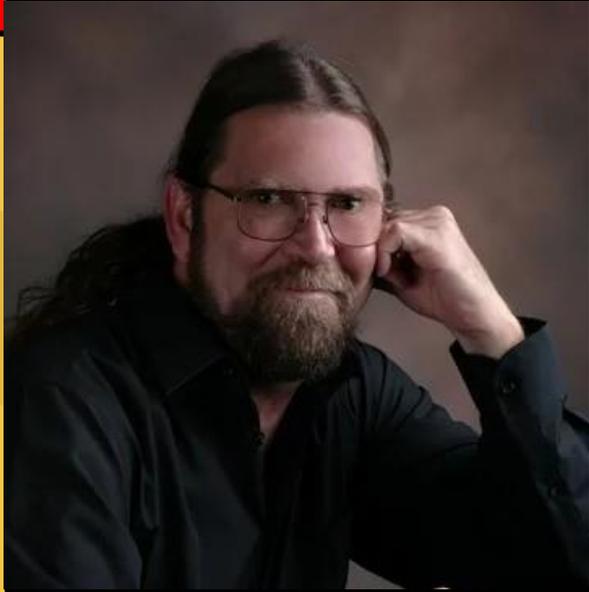
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***WORDPRESS VS.
WEBSITE BUILDERS?***

WHAT ARE WEBSITE BUILDERS?

Website builders are online platforms that allow individuals and businesses to create a website without needing to have coding or programming knowledge.

There are many website builders available on the market. Here are some popular website builders:

- Wix
- Squarespace
- Weebly
- Shopify
- WordPress.com
- GoDaddy Website Builder
- Site123
- Strikingly

WEBSITE BUILDERS THE PROS.

- **Cost-effective:** Website builders have fixed pricing plans, making it easier for users to budget.
- **Ease of Use:** Website builders have user-friendly interfaces, making it easy for beginners to create websites.
- **Speed of development:** With website builders, businesses can create a website quickly.
- **Control and flexibility:** Website builders give businesses more control over their website design and content.
- **Technical support:** Many website builders offer technical support and customer service.

WEBSITE BUILDERS THE CONS.

- **Limited customization:** While website builders offer a range of templates and design options.
- **Limited functionality:** While website builders offer a range of features, they may not offer the same level of functionality
- **Lock-in:** Once a business chooses a website builder, it can be difficult to switch to a different platform without significant time and effort
- **Cost:** While website builders can be cost-effective for basic websites, they can become more expensive for larger or more complex websites.
- **SEO limitations:** While website builders offer SEO optimization tools and features, they may not offer the same level of customization

WHAT IS WORDPRESS

WordPress is a popular open-source content management system (CMS) that powers millions of websites worldwide. It was first launched in 2003 as a blogging platform but has since evolved into a powerful and flexible CMS that can be used to create a wide range of websites, including blogs, e-commerce stores, portfolios, and more.

WordPress is known for its user-friendly interface, which makes it easy for users of all skill levels to create and manage a website. It is also highly customizable, flexible, and scalable, making it a good option for businesses of all sizes and industries.

WORDPRESS ADVANTAGE

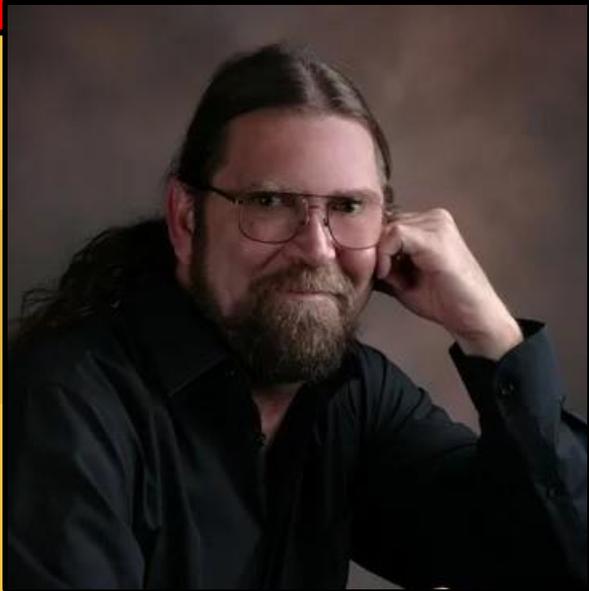
- **Flexibility and customization:** WordPress is highly customizable, allowing businesses to create a fully custom website
- **Scalability:** WordPress is highly scalable, making it a good option for businesses that need to add new pages, features, or functionality
- **SEO optimization:** WordPress offers a range of SEO optimization tools and plugins, making it easy for businesses to optimize their website
- **E-commerce:** WordPress offers a range of e-commerce plugins and integrations.
- **Ownership and control:** With WordPress, businesses own and control their website, including the content, design, and code.

BUILD ON WORDPRESS FROM THE GROUND UP

Overall, WordPress offers businesses a high level of flexibility, scalability, and customization, making it a good option for businesses with more complex website requirements. However, it may require more technical expertise and development time than website builders, so businesses should consider their resources and needs before choosing a platform

- Customizations from the start
- Easier to update and make changes
- Only use plugins that are necessary
- Responsiveness is built into it
- Optimized for page speed
- Build what you need; not what you don't need.

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