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
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.

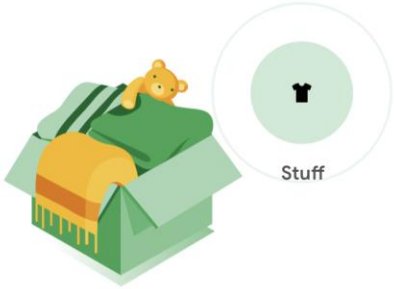
Small changes can make a big impact on our planet

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

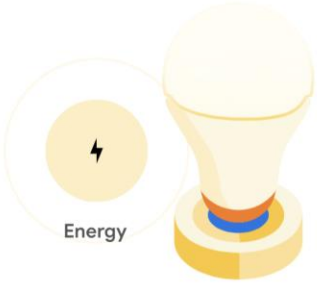
Google CALIFORNIA ACADEMY OF SCIENCES ELLEN MACARTHUR FOUNDATION

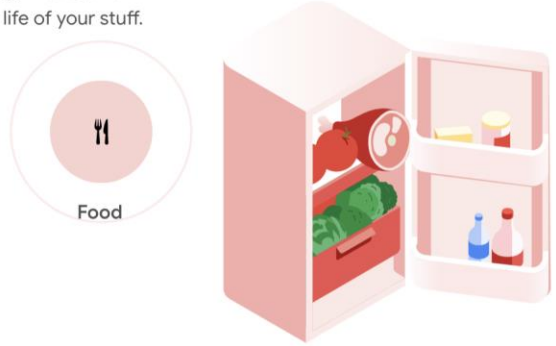
Google



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.





Google

Stuff

water

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

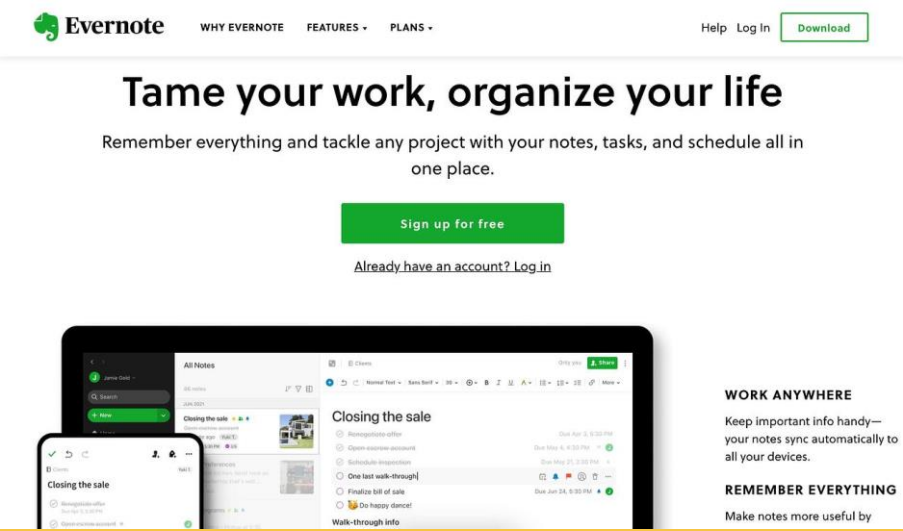
Ongoing web trends indicate a focus on developing thumb-friendly websites. Most mobile website visitors navigate with their thumbs.

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.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PLANS
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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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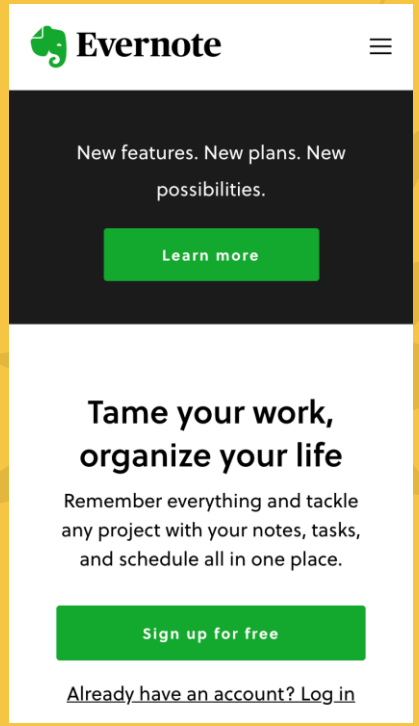
Already have an account? Log in
All Notes
Closing the sale
WORK ANYWHERE
Keep important info handy—your notes sync automatically to all your devices.
REMEMBER EVERYTHING
Make notes more useful by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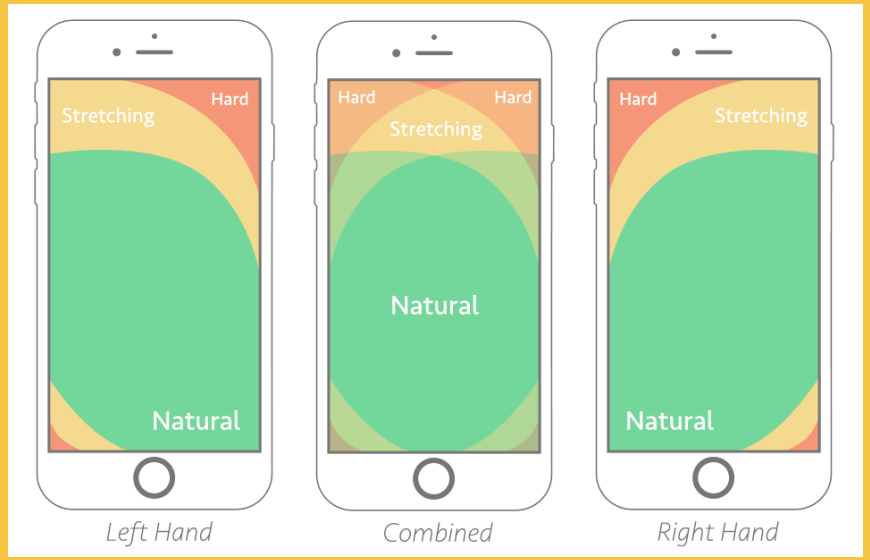
Stretching
Hard
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Left Hand
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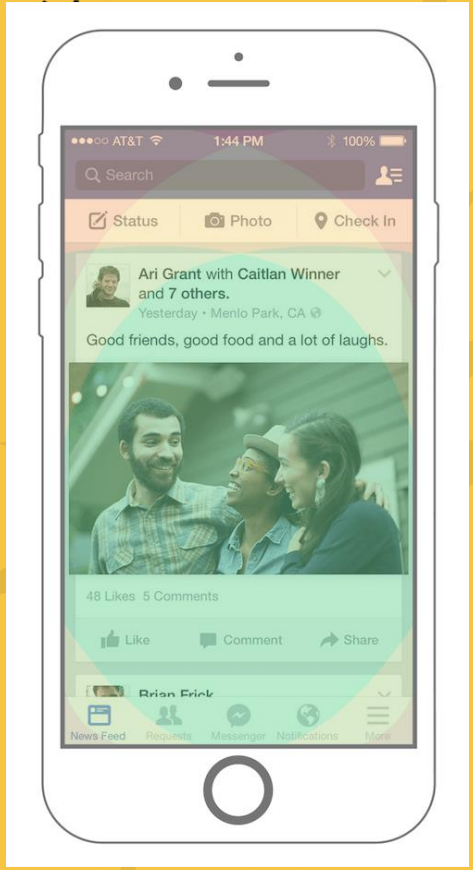
Hard
Stretching
Natural
Combined
Hard
Stretching
Natural
Right Hand


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.

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Journey to Coach

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Coach Certification Training Academy

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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

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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 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.

astra

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

See our glowing reviews on

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Product

- Features
- Agencies
- Security Audits
- Hacked Websites
- E-Commerce
- Affiliates

CMS Security

- WordPress
- Magento
- Prestashop
- Opencart
- Joomla
- Drupal

Company

- About
- Customers
- Careers
- Contact Us
- Knowledge Base
- Demo

Resources

- Astra Security Blog
- Blacklist Checker
- Website Scanner
- SEO Spam Checker
- WP Security Course

Made with ❤ in

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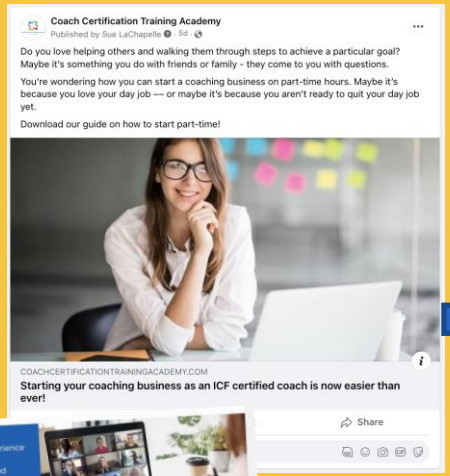
10

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.
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COACHCERTIFICATIONTRAININGACADEMY.COM
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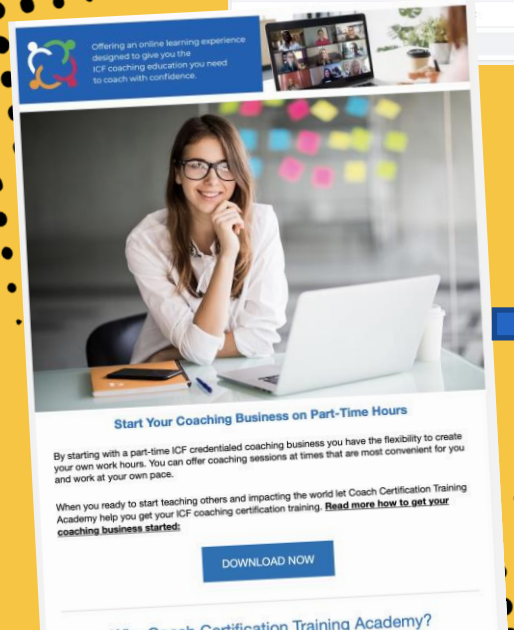
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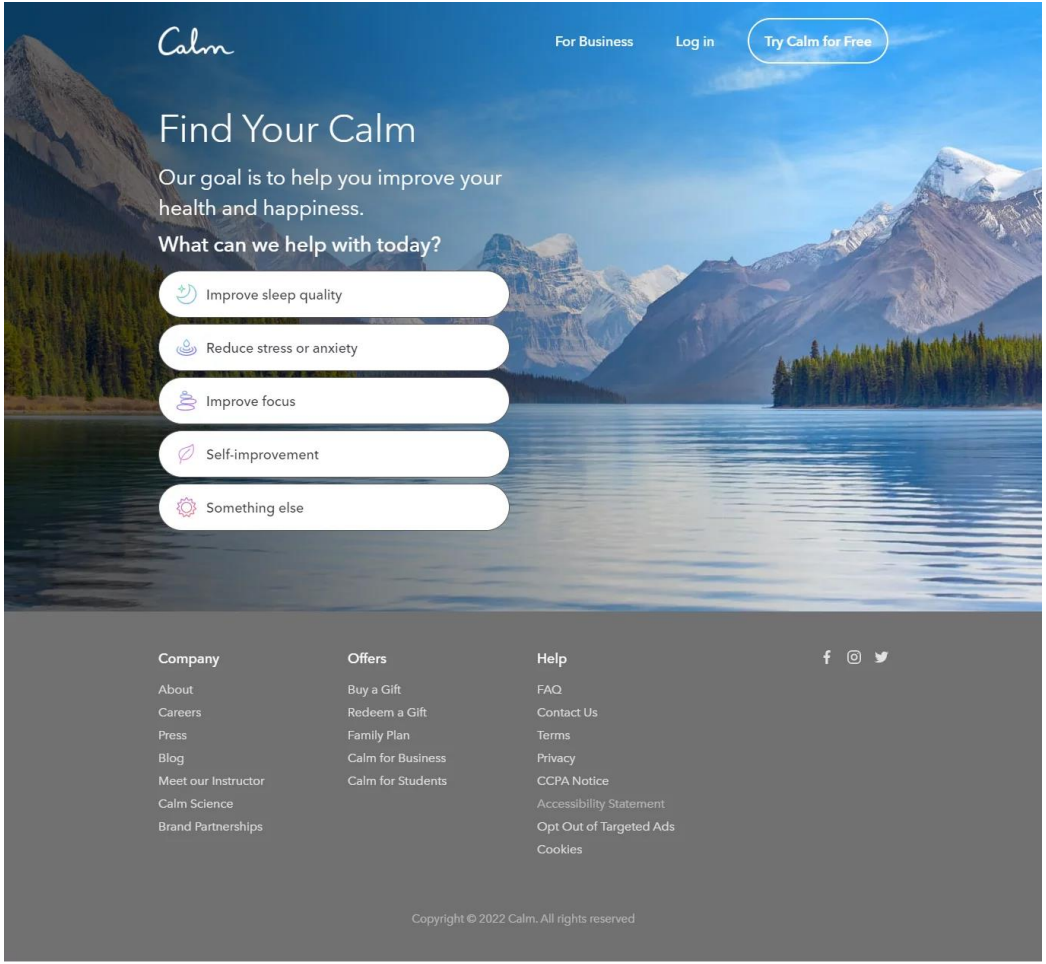
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Our goal is to help you improve your health and happiness.
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Reduce stress or anxiety
Improve focus
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Careers
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Blog
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CHRIS PRATT

Owner, Creative Lab Designs

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www.creativelabdesigns.com

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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

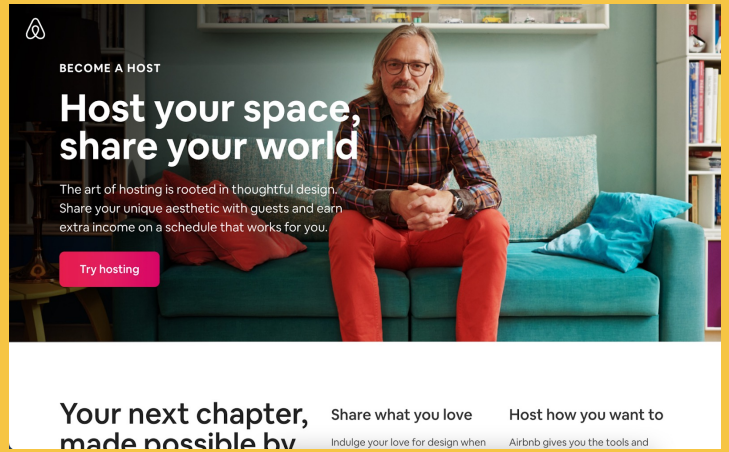
ENGAGEMENT SECRET WEAPON

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

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Learn more: creativelabdesigns.com

Website Accessibility

Why have it?

WEB HEADS UNITED | April 27, 2023

WELCOME!

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

Robert Coxe

Silphium Design LLC

ACCESSIBLE BY DESIGN

You Need It!

You Want It!

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

Why do you need it?

1. Legally Required: 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 2.2 AA).**
- **These guidelines come in A, AA, and AAA levels.**
- **WCAG 3.0, now being worked on, should have rules in “plain english.”**

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Why do you need it?

2. Business Reputation: Customers will respect your business if you cater to all people regardless of disability or impairment. Negative publicity could come if you are involved in a lawsuit and shows extra effort by you and your business.

- 2022: 3.2% of websites fully followed the WCAG guidelines.
- 26% of people in the US have a disability + those who have a temporary handicap = ~33% of the population.
- 71% of disabled users will leave an inaccessible website.
- 86% of websites have low contrast text.

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Why do you want it?

1. It's just good design: Designing for people with disabilities or impairments leads to better design for all.

Example 1: The Poang Chair from IKEA is descended from the Paimio Chair that was originally designed for tuberculosis patients to help them breathe easier.

Paimio Chair (1932) -- Public Domain Image

Armchair 401 (1933) – Public Domain Image

Poang Chair (1976) -- Paulo O from Halifax, NS, Canada, CC BY 2.0, via Wikimedia Commons

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Why do you want it?

Example 2: Paintings of Claude Monet (Cataracts)

Water Lily Pond (1897) --
Claude Monet, Public Domain Image

Water Lily Pond (after 1916) –
Claude Monet, Public Domain Image

Japanese Bridge (1899) --
Claude Monet, Public Domain Image

Japanese Bridge (1918) --
Claude Monet, Public Domain Image

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Why do you want it?

2. An accessible website helps with Search Engine Optimization (SEO): Google and Bing do not have eyes and need your help in order to see what is in your images. Alternative text helps Search Engines and helps the visually impaired as well.

3. It puts your brand above the competition.

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Most Common Errors

- Not enough color contrast (particularly text to background)
- No alternative text (alt text) for images
- Missing Link Anchor text or no description
- Too many navigation links
- Time-outs cannot be stopped
- Pop-ups and carousels cannot be stopped

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For Inspiration

- Sites that are considered to be accessible
  - NIH.gov
  - CDC.gov: good example of tab stops in navigation
  - Gov.uk: good heading navigation
  - Linkedin (most accessible social media site)
  - H & M: clothing retailer
  - PayPal

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To Avoid

- Sites that are considered to be not accessible (the worst)
  - Instagram (least accessible social media site site)
  - Telegram
  - Facebook
  - Costco

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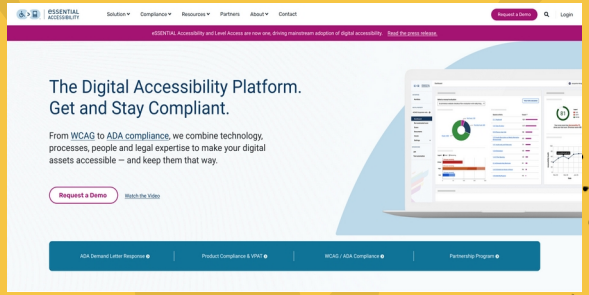
Overlays



Do not use overlays such as Userway, accessiBe, One Click, or others that can be found (aka the “Attorney Magnet.”)

- **These overlays can confuse screen readers and make it difficult for disabled users to navigate your page and create even more problems.**
- **Overlays do not work on mobile sites.**
- **It affects users privacy and security (CalOPPA and GDPR).**
- **It is best to make your page as accessible as possible using WCAG guidelines.**

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Resources

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

- **Hubspot Accessibility Checklist: https://blog.hubspot.com/website/web-accessibility-guidelines**
- **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/**

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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 the temporarily disabled, senior citizens, and helps with a better user experience overall for everyone.

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