

MAKE YOUR WEBSITE WORK FOR YOU



CREATING STRATEGY FOR YOUR BRAND

LISA RENSHAW
Blu Dove Designs

W E B H E A D S U N I T E D | O C T O B E R 2 6 , 2 0 2 2



WHAT DOES A STRATEGY DO?

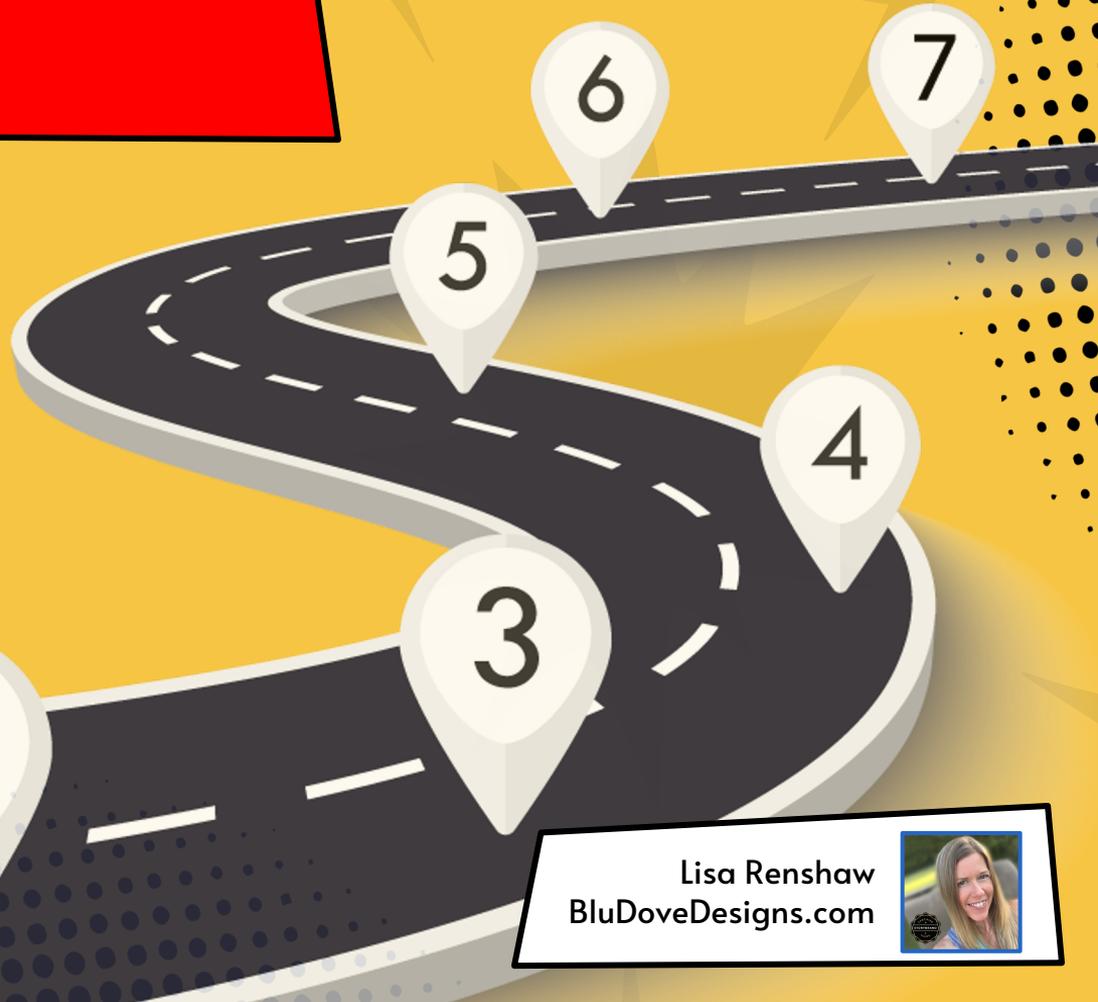


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7 ELEMENTS

- 1 Define Goals and Expectations
- 2 Develop Your Brand
- 3 Site Build and Design
- 4 Performance
- 5 Marketing
- 6 Training
- 7 Management and Monitoring



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1. DEFINE GOALS AND EXPECTATIONS

- 📍 Overall Strategy
- 📍 Where are you now?
- 📍 Where do you want to be?
- 📍 Establish realistic measurable goals by defining what needs to be measured

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2. DEFINING YOUR BRAND

- ① Eliminate confusion
- ① Communicate your offer clearly and accurately
- ① Identify needed changes or improvements
- ① Would you buy from you?

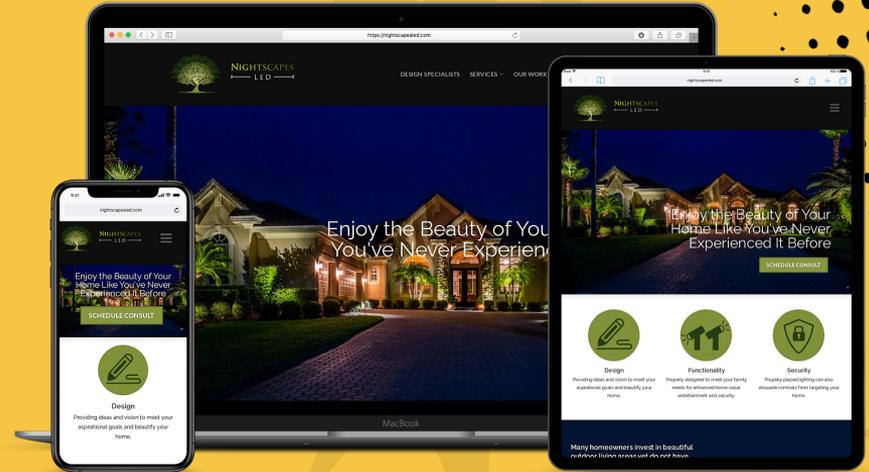


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3. DESIGN AND BUILD

- 📍 Site Map
- 📍 Clearly written content
- 📍 Define Functionality
- 📍 Aesthetics and design



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4. PERFORMANCE

Google ranks or eliminates you from ranking based on a set of key factors therefore affecting the visits you have. This includes mobile-display, SEO, accessibility and load time.



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QUICKLY LOADING

Your website needs to load fast!

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

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

MOBILE FRIENDLY

You'll likely lose traffic and conversions if your site is clunky

61% of users are unlikely to return to a website that's not mobile-friendly.

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

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

ACCESSIBILITY & USER EXPERIENCE

Don't forget to think about your end USER!

88% of the online shoppers may not return to a website after an unpleasant experience.

More than **60%** of mobile users go into other sites if they cannot get the stuff they are searching for soon enough

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

5. MARKETING

- 📍 Types need to align with Goals
- 📍 Consistency of message
- 📍 Identify what you are currently doing that is working or not working
- 📍 Set a budget

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5. MARKETING METHODS

GIVING BACK

SOCIAL

ASSOCIATIONS

EMAIL

PRINT

REFERRAL

SEARCH

TEXTING

6. TRAINING

Your website is one of your most powerful marketing tools!

Know how to use the tools you are purchased to operate and grow your business or make it a point to learn.



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7. MANAGEMENT AND MONITORING

The worst thing you can do is ignore your site. You run the risk of having a customer not be able to use it to reach you.

- ④ Dedicated person for maintenance, monitoring and technical upkeep of your website.
- ④ Systems in place to catch issues early.
- ④ Dedicated person for content editing

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CONCLUSION

Websites are not a “one and done” project. Nor to be thought of as the field of dreams idea... “if you build it they will come.” To truly be successful, you need an effective road map!

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THANK YOU



LISA RENSHAW

StoryBrand® Certified Guide
Digital Brand Strategist & Business Coach

*Helping entrepreneurs craft a strategy to create their
income-lifestyle harmony*

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**Design a Website that
attracts customers**

that

What We will cover today

1. Purpose and Strategy
2. Builders and Plugins and Themes Oh My
3. Design Fundamentals
4. Design Elements
5. Putting it All Together

01

PURPOSE AND STRATEGY

Use analytics to measure how long the average visitor stays on your website.

1. Why are You Creating a Website?
 - ❖ Selling Product/Service, Informational, Showcase, Donations
2. Why Spend Time on Design?
 - ❖ A good design keeps users on the site.
 - ❖ A bad design frustrates users and they will leave your site.
3. 3 Elements – Keep Visitors on Your Website Longer



01

Purpose and Strategy

4. What to Include in Your Design Strategy?

How Do You Want Your Customers to Perceive You?



What Do You Want Your Customers To See/Read?



What Do You Want Your Customers To Do?



02

Builders and plugins

43% all websites are built using WordPress, with the 2nd largest being Shopify at 4.4%.

CMS Builders

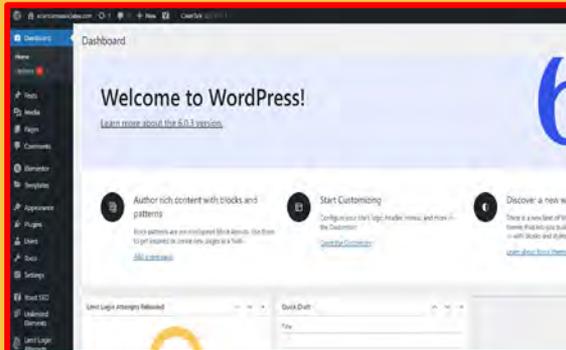
- ❖ WordPress
- ❖ Shopify
- ❖ Wix
- ❖ Weebly
- ❖ SquareSpace

Page Builders

- ❖ Elementor
- ❖ Divi
- ❖ Beaver
- ❖ WPBakery
- ❖ Guttenberg

Themes

- ❖ Roots
- ❖ Hello
- ❖ Astra
- ❖ OceanWP
- ❖ StoreFront



03

Design fundamentals

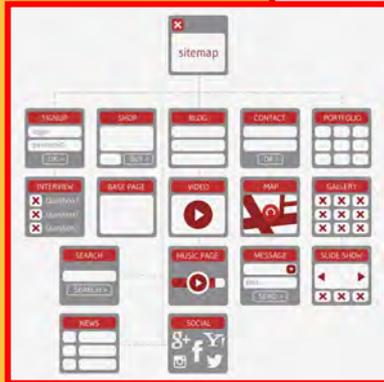
1. Navigation and Hierarchy
2. White/Negative Space
3. Proximity of Elements
4. Responsive
5. Color
6. Repetition

03

Design fundamentals

Navigation and Hierarchy

- ❖ A visual representation of your website.
- ❖ A sitemap is a fundamental feature of your website's SEO strategy.
- ❖ A sitemap will take your visitors where you want them to go.

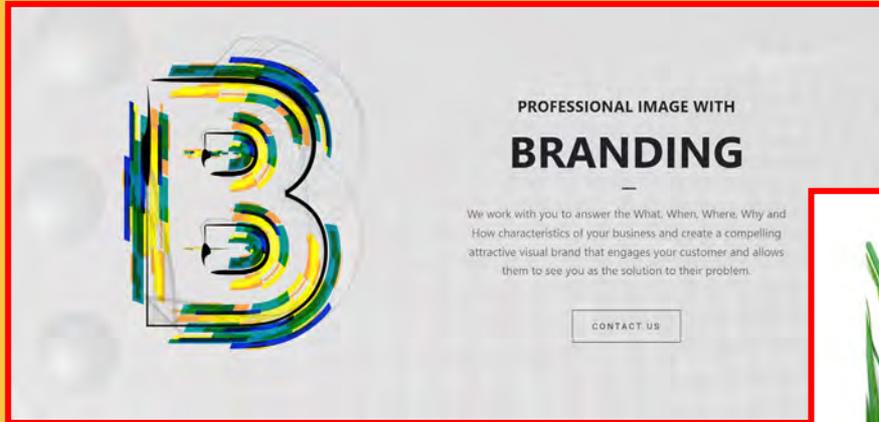


03

Design fundamentals

White/Negative Space

❖ The space in-between.

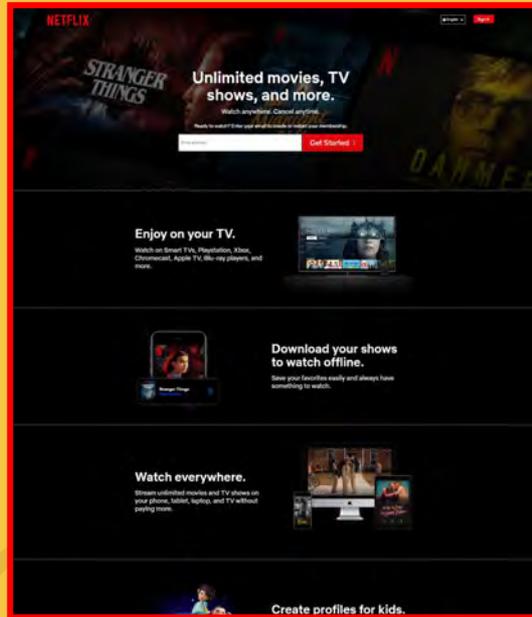


03

Design fundamentals

Proximity of Elements

- ❖ Nearness or closeness of text, images, video, etc. that relate to each other.
- ❖ Use whitespace to separate related items.

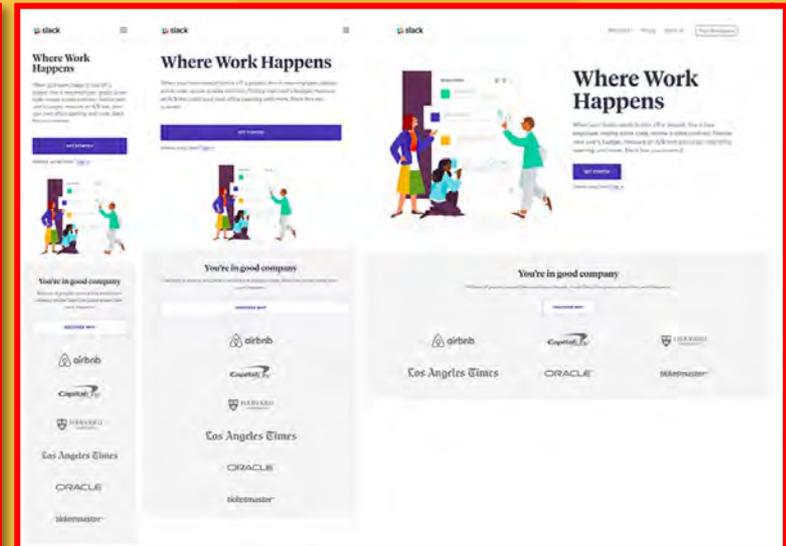
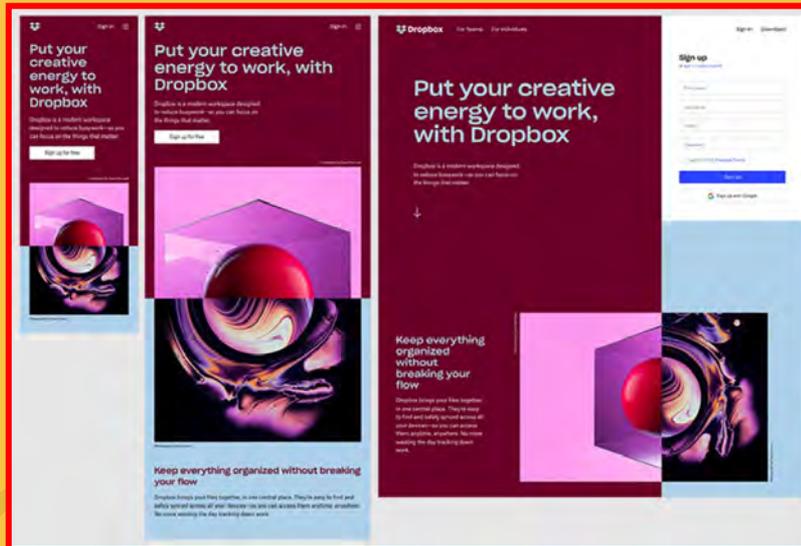


03

Design fundamentals

Responsive

- ❖ For desktop, tablet and phone.



03

Design fundamentals



Color

- ❖ Brand Identity to Website Design
- ❖ Who is Your Customer Base?
- ❖ Conversion Rates

Red – Most stimulating, action, passion, power, energy, importance, aggression, drama, intensity

Green – Warm, cool, balance, stability, nature fresh energy, growth, creativity, well - being, money, innovation, success

Blue – Trustworthy, realization, versatile, intelligence, serenity reliability

Yellow – Comfort, invigoration, enthusiasm, anxiety, playfulness, happiness, fun

Orange – Friendlier red, haste, movement, polarizing, energy, individuality, activity, confidence

Purple – popular with women, luxury, royalty, elegance, mystery, wisdom, spirituality, sensuality, creativity

Pink – baby, sweet tooth, treats

Brown – dull, outdoors, ruggedness, humility, dependability, earthiness

White – accent, calming, purity, simplicity, virtue, sterility, aloofness

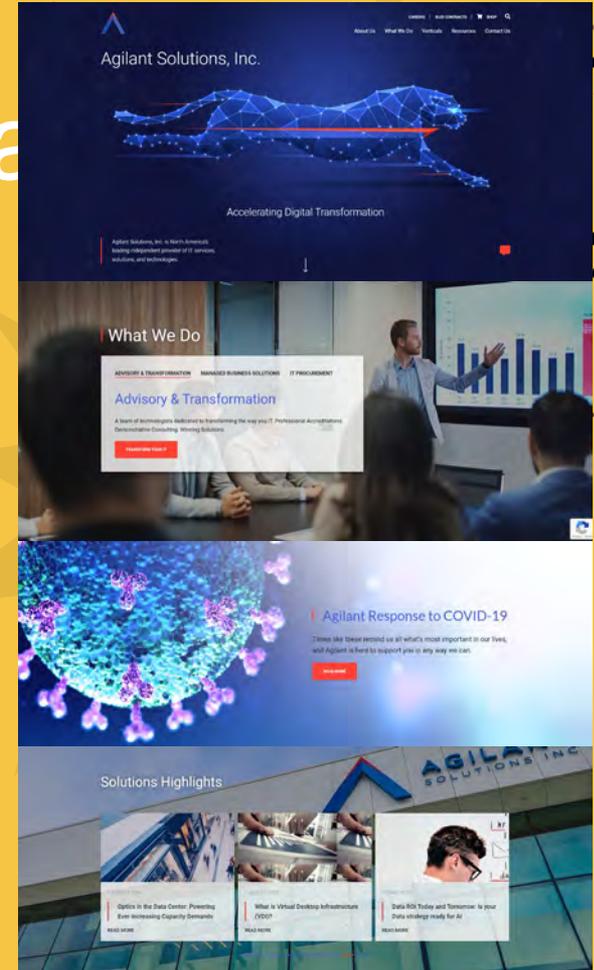
Black – sophisticated, timeless, classic, dominating, luxury, value, elegance, power, edginess, formality, exclusivity

03

Design fundamentals

Repetition

- ❖ Colors
- ❖ Styles
- ❖ Fonts
- ❖ Layout



04

Design Elements

1. Logo and Graphics
2. Fonts – Serif/Sans Serif
 - ❖ Sans Serif (Arial)
 - ❖ Serif (Time New Roman)
3. Photos
 - ❖ Clear and relevant.
 - ❖ Color symmetry with the rest of the site.
4. Video/Audio
 - ❖ Increase interaction with visitors, but only use if it is relevant.



05

Putting it together

1. Mock- ups

- ❖ Layout the website in another program like Adobe XD or any tool that allows you to layout graphics easily. This makes it easy to see if elements need to change to be more consistent.

2. Testing

- ❖ Ensure functionality and processes work the way they should.

3. Feedback

- ❖ Get feedback from friends, family, peers, other website professionals.

There are ~198 Million Active Websites in the World.

Make Yours Stand Out!

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Thank You!



***DOES YOUR WEBSITE
CONTENT ATTRACT THE
RIGHT CUSTOMERS?***



Kim Ruiz, Message Master at [ExpresslyWritten.com](https://www.expresslywritten.com)

Tips on How To Evaluate and Improve Your Content



YOUR HOUSE NEEDS MAINTENANCE...



**Your website is your business
“home” online – schedule time to
check on it!**

REVIEW EXISTING CONTENT

IS IT CURRENT?

COMPETITORS?

IS IT CLEAR?

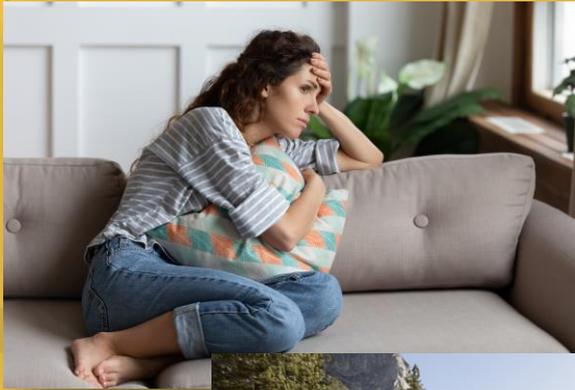
IMAGES, STYLE, COLOR

CUSTOMER FOCUSED?

EVALUATE & UPDATE

YOUR CUSTOMER'S JOURNEY

Kim Ruiz, Message Master at [ExpresslyWritten.com](https://www.expresslywritten.com)



WRITE FOR 5 TYPES OF WEBSITE VISITORS:

1. **Readers** (detailed explanations)
2. **Skimmers** (headlines & bullet points)
3. **Ready to act** (CTA to purchase/act)
4. **Visual** (images, charts, or graphs)
5. **Audio** (reviews, explanations, video)

Kim Ruiz, Message Master at [ExpresslyWritten.com](https://www.expresslywritten.com)



CONTENT TO CONSIDER...

FAQ

What questions do customers ask?



BLOG

“They Ask, You Answer”,
Marcus Sheridan



ABOUT

Your “why”, unique
story; evergreen



CONTENT TO CONSIDER...



VIDEOS

Optional – write content from video



CHARTS / GRAPHS

Optional – lends credibility



DOWNLOAD

Create free downloadable PDF

YOUR CONTENT NEEDS MAINTENANCE...



1. **Get a professional review**
2. **Partner with experts**
3. **Focus on your expertise**

**LET'S WRITE CONTENT
THE RIGHT WAY!**

KIM RUIZ

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Learn more: ExpresslyWritten.com
HOAinnovations.com

Make your website work for you

WEB HEADS UNITED | October 26, 2022



WELCOME!



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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.

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Robert Coxe, Owner

Overview of WCAG

It is best practice to make a website as accessible as possible, however the concept of a 100% accessible website has not been determined completely by the DOJ or the courts.

- The best 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 simpler rules.

WCAG 2.1 AA

Main Accessibility Guidelines

- Contrast of text, buttons, and backgrounds
- Alternative text for images
- Heading structure of text blocks
- Captions for videos

Contrast

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

- AA = 4.5:1 for regular text, 3:1 for large scale text ($\geq 18\text{pt}$)
- AAA = 7:1 for regular text, 4.5:1 for large scale, I use at least 7:1 for both usually at 10:1.
- Logos and backgrounds are excluded from the guidelines above.
- Do not use higher than 16:1 contrast, (Black and White = 21:1).
- Try to use sans-serif fonts, not serif fonts.

Alternative Text



All images should have a textual description that can be read by a screen reader.

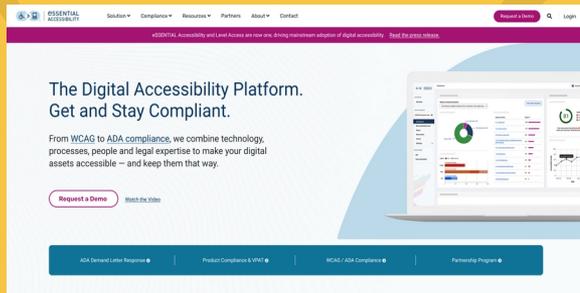
- Instead of “bullfrog” write “bullfrog on a log in a pond” or something similar.
- Google also uses the alt. text, along with the title, to determine what is in the image. In this sense, Google is visually impaired. Your description helps your Search Engine Optimization (SEO).

Heading Structure

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 (places where the tab gets stuck).
 - Examples: Carousels, sliders, and pop-ups.

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.



Other Points

Below are some other guidelines to consider.

- Do not use sliders or carousels on your site that cannot be stopped or do not stop within 3 seconds.
- Do not use flashing elements or images. It can cause migraines.
- Be sure to describe where a link is taking a user (i.e. instead of “Learn more” use “Learn more about ...”).
- Make sure that the “clickable area” is at least 44px X 44px for buttons if using level AAA.

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.
- **Chrome:** Lighthouse, WAVE, and Axe Dev Tools
- **Firefox:** AInspector

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.

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TECHNICAL ASPECTS OF YOUR WEBSITE

October, 26, 2022



WHAT WE WILL COVER TODAY

What are the technical aspects of your website, and why they matter:

1. Under the Hood:
 - A. Technology
 - B. Hosting

2. Website Tools
 - A. Content Management Systems (CMS)
 - B. Staging and Phasing
 - C. Website Backups

3. Monitoring & Security
 - A. What and Why Monitor?
 - B. It's All About that SSL
 - C. CMS Security



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01

UNDER THE HOOD

Technology, Hosting, Nuts and Bolts of Your Website



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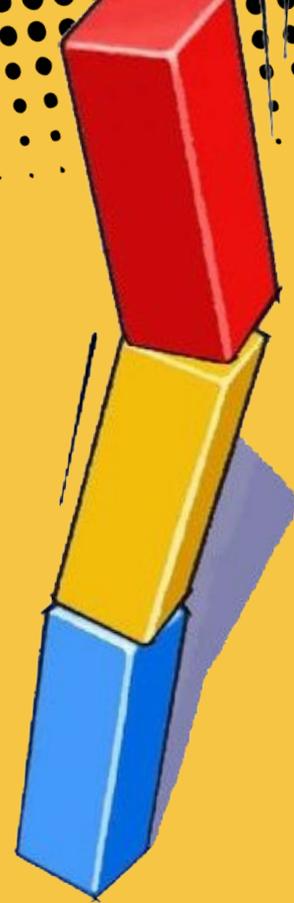


TECHNOLOGY - STACK

Having a plan, making the right choices and setting the right foundation for your web presence can mean the difference between a smooth running website and a website requiring constant fixes.

STACKS MATTER

Your technology stack (website's technological ecosystem) can have a huge impact on performance, user experience, SEO and website maintenance costs!



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TECHNOLOGY - HOSTS

Your web host choice has a huge impact on the technology stack for your website with a wide variety of coding language support, security, tools, utilities, data privacy and industry specific compliance!

cPanel®



WORDPRESS



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02

WEBSITE TOOLS

Content Management Systems (CMS), Staging and Phasing, Website Backups



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TECHNOLOGY - CMS

Content Management Systems (CMS) are a huge portion of the web presence market. If you choose a CMS for your website, there are many options available to you.



WORDPRESS



TYP03



Progress®



Magento®
An Adobe Company

Drupal™



Joomla!®



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TECHNOLOGY - STAGING

Technology is important, how you use it is even more important. Using repositories or a CMS (like WordPress) that has built in versioning is crucial for proper development, testing quality assurance and deployment.

MOST POPULAR TOOLS



git



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ONE MORE THING...



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TECHNOLOGY - BACKUPS

As the ever wise Juvenile stated..



BACK THAT ~~XXXXXXXXXX~~ SITE UP



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03

MONITORING & SECURITY

What & Why Monitors, SSL and CMS Security



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QUESTIONS



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QUESTIONS

1. How do you know your website is currently up and running?
2. Your website just went down during my presentation. How would you know?
3. Once you know your website is down, how quickly are you able to get assistance?



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WEBSITE MONITORING

Website Monitors are software that continuously check different aspects of your website. There's a LOT of different ones. To name a few:

Uptime, Domain Health, CMS Specific Monitors, Content, malware, email black lists, unauthorized access, and much much more.



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WHY SHOULD YOU MONITOR?

A Case Study



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CMS SECURITY & SSL

Security isn't only a hosting or server thing. It's a CMS thing.

Why did my friend's website get hacked?

His developer at the time used this password for the WordPress CMS:

ABC123

Yes. Really.



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CMS SECURITY & SSL

“It’s all about
that ~~is~~ SSL!”

Data privacy, security,
Compliance, are all reasons
Security is important and
A properly setup SSL certificate
Is a HUGE asset to ensuring your data and
Most importantly, your user’s data is SECURE

Meghan Trainor says so:



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THANK

YOU!

QUESTIONS? CONTACT ME!

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