

start

6 steps for a strong web presence:
1. website content management
2. e-commerce management
3. user experience
4. social media
5. search engine optimisation
6. web analytics

website
content
management

1

open source
easy to use
scalable
maintainable
active support community

Wordpress 28.4%
Drupal 2.0%
Joomla 3.3%

WordPress powers one of every 5 websites on the internet, making it the most popular CMS with 100,000 more people using it each day

e-commerce management

OS Commerce
Magento

2

scalable
robust
secure
versatile

amazon payments
google checkout

user experience

3

user-centric design (UCD) is a process of designing products that are usable, useful, and desirable by focusing on the user's needs and expectations

think
user

responsive web design (RWD)
writing for the web
information architecture
visual design
usability testing
accessibility

social media



4

think
social

integration
API's
content
campaigns
microsites
engagement
dialogue
audiences

search engine optimisation

keywords semantic markup xml sitemaps
meta tags fresh relevant content
links to other relevant content

5

web analytics

6

people analytics
facebook insights
google analytics
twitter analytics
linkedin analytics

what did we do?

what's for next time?

thanks
for
listening

finish

Creating a
strong web
presence
for
your
client

6 steps to a strong web presence:

good website content management

good e-commerce management

good understanding of your users

effective use of social media

effective search engine optimisation

knowledge of web analytics

website content management

open source
easy to use
scalable
maintainable
active support community

1

Wordpress 18.4%

Drupal

2.0%

Joomla

3.3%

[http://w3techs.com/technologies/
history_overview/content_management/all/y](http://w3techs.com/technologies/history_overview/content_management/all/y)

WordPress powers
one of every 6
websites on the
Internet, nearly 60
million in all, with
100,000 more
popping up each day

[http://www.forbes.com/sites/jjcolao/2012/09/05/
the-internets-mother-tongue/](http://www.forbes.com/sites/jjcolao/2012/09/05/the-internets-mother-tongue/)

Content Management reading

Visual quickstart guides to Wordpress, Joomla, Drupal (Peachpit)

Best Wordpress resources

<http://wpmu.org/>

e-commerce management

OS Commerce
Magento

scalable

robust

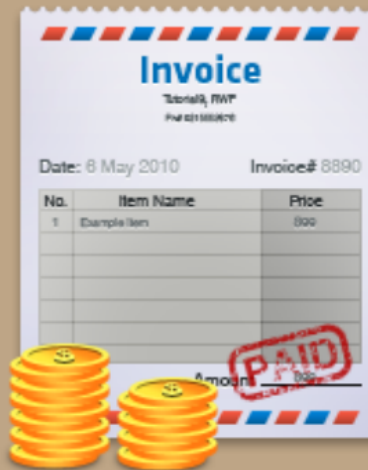
secure

versatile

PAYPAL

amazon payments

google checkout



2

Payment Systems

<http://sixrevisions.com/tools/online-payment-systems/>

Magento

Bret Williams, Mastering Magento, Packt Publishing, 2012

OS Commerce

Designing osCommerce 2.3.3, The Complete How To (OSBooks.com)

user experience

age gender literacy budget decision-maker purpose time-on-site tech-skills
culture language eyesight disability time-zone mobile device ...

3

think user

responsive web design (RWD)
writing for the web
template design (look and feel)
colour schemes
information architecture
user journeys
personas
usability testing
accessibility

Usability reading

Steve Krug, Don't Make Me Think, (2005), New Riders, 2nd Ed

Responsive web design (RWD)

<http://www.lukew.com/ff/entry.asp?1514> (O'Reilly Author)

social media



4



**think
social**

**integration
API's
content
campaigns
microsites
engagement
dialogue
audiences**

Social Media reading

Erik Qualman, *Socialnomics*, (2010 & 12), Wiley, 1st & 2nd Ed

Facebook APIs

<http://developers.facebook.com/docs/reference/apis/>

search engine optimisation

keywords

semantic markup

xml sitemaps

meta tags

fresh relevant content

links to other relevant content

google webmaster tools
site verification
site submission

5

SEO best learning & resources

<http://moz.com/beginners-guide-to-seo>

<http://moz.com/blog>

web analytics



google analytics
facebook insights
google trends
ad planner
alt. stats generators

6

Web Analytics reading
Avinash Kaushik, Web Analytics 2.0 ..., Sybex, 2009
Google Analytics IQ
<http://www.google.com/analytics/iq.html>

what did I miss?

rss

html emails

cdn

jquery libraries

http requests & caching

bootstrap/boilerplates

frameworks

mobile (meteor!)

.../

that's for next time...

thanks
for
listening