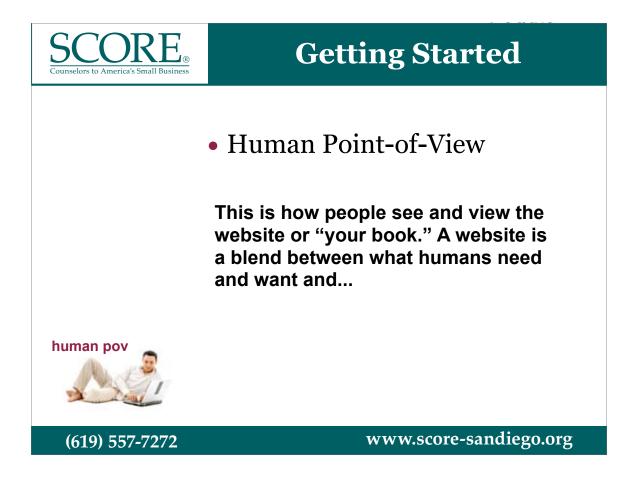


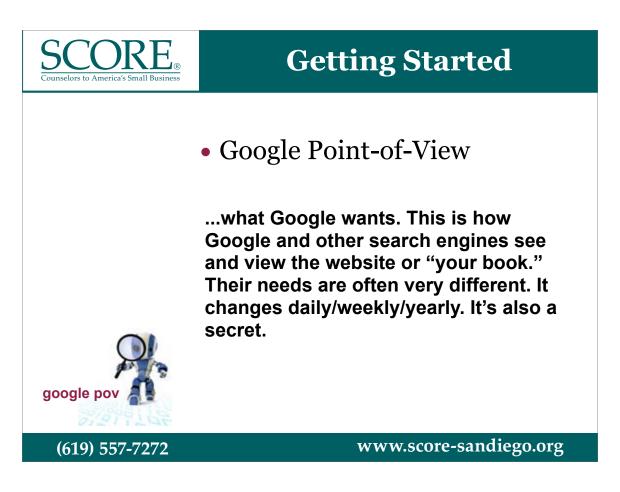
HELLO!

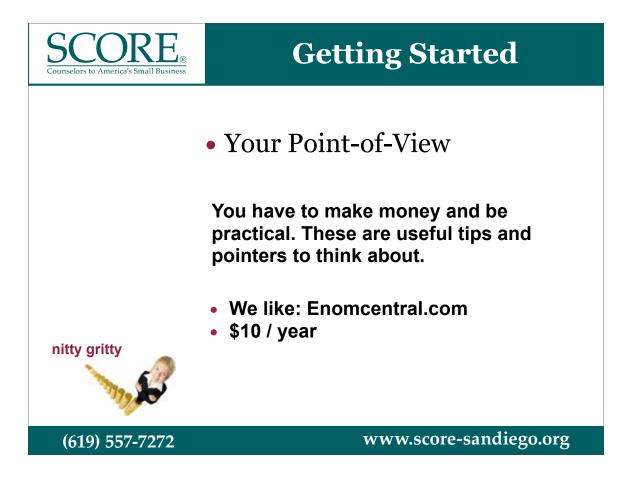
(619) 557-7272

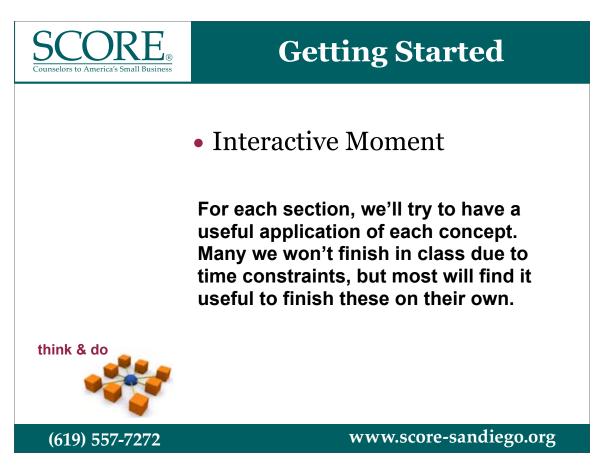


- Question on index card
- We'll answer what we can...
- We'll "parking lot" what we can't
- eMail to receive answer later
- Write type of business on name tag





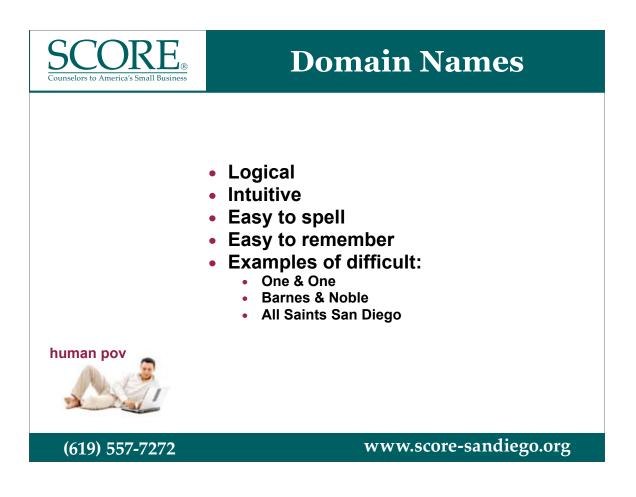


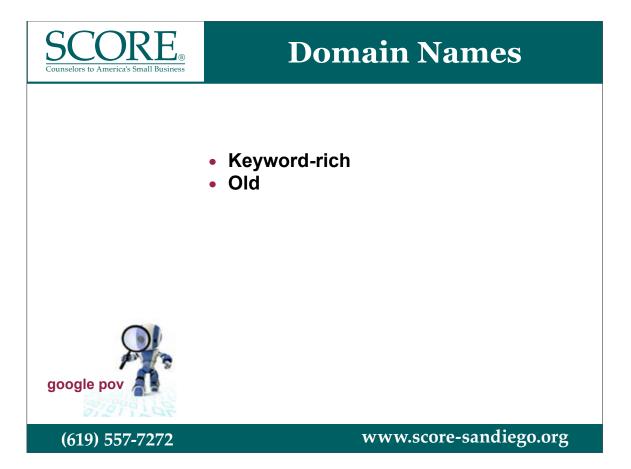


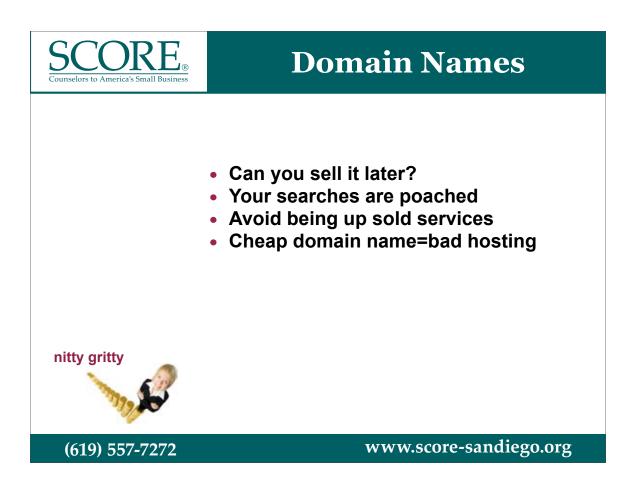


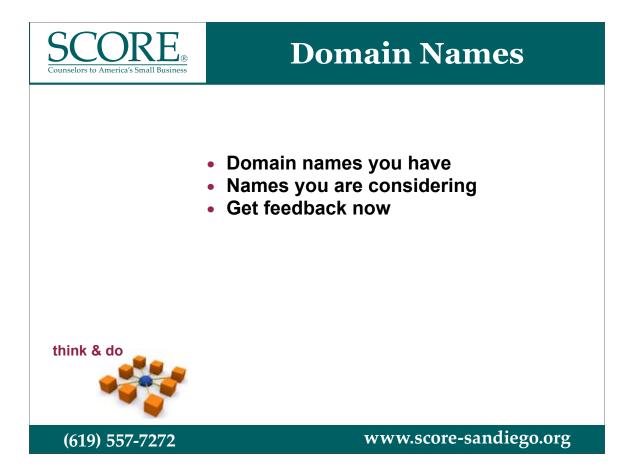
LET'S GO!

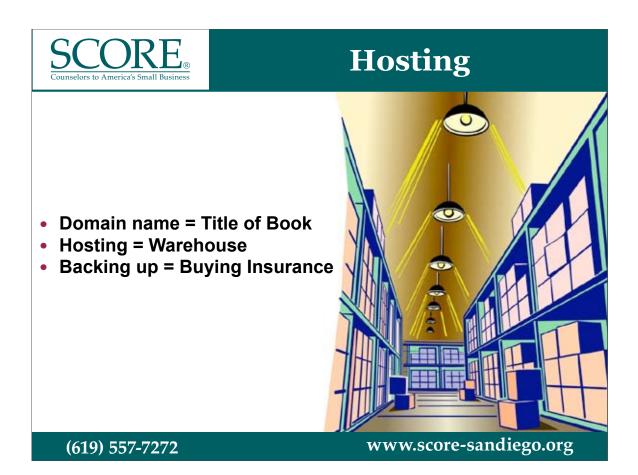
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Currently doesn't impact SEO



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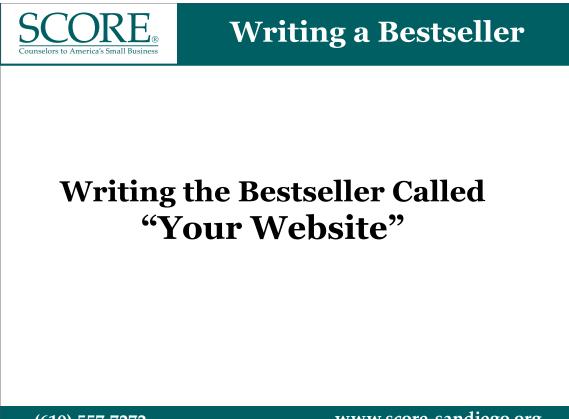




BESTSELLER

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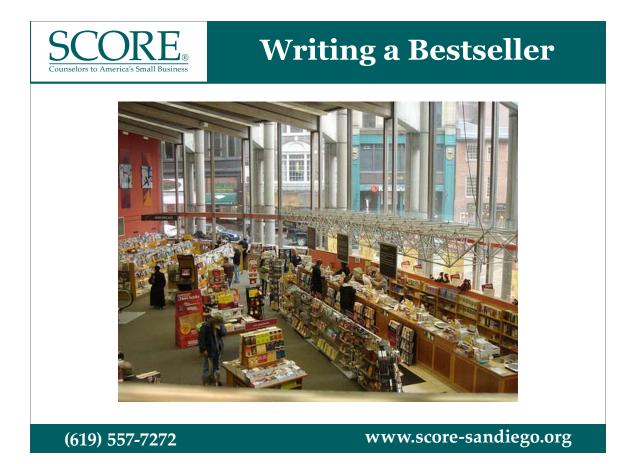


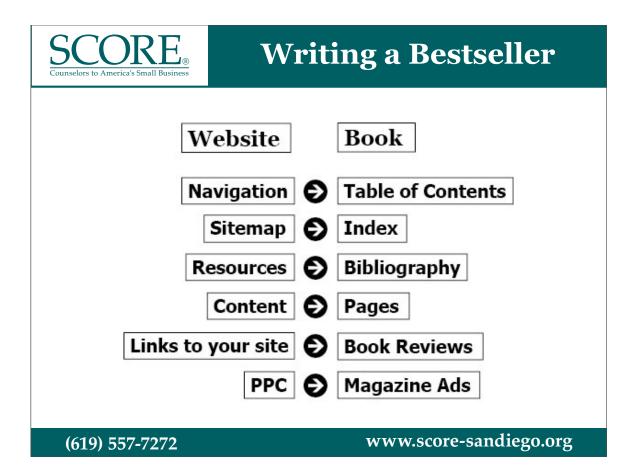
Writing a Bestseller

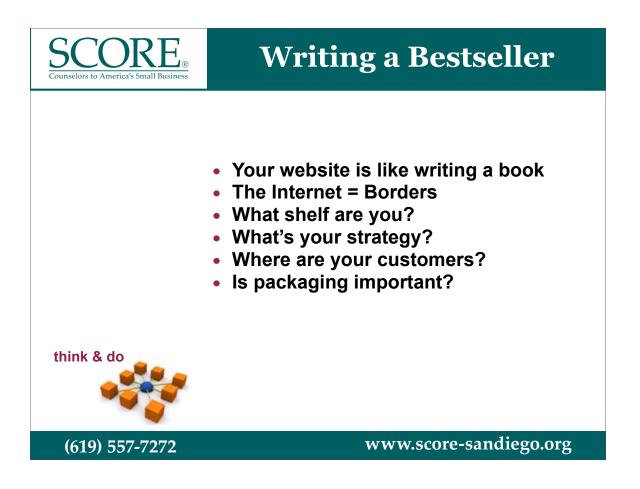
Google has indexed more than 1 trillion web pages

How are you standing out?

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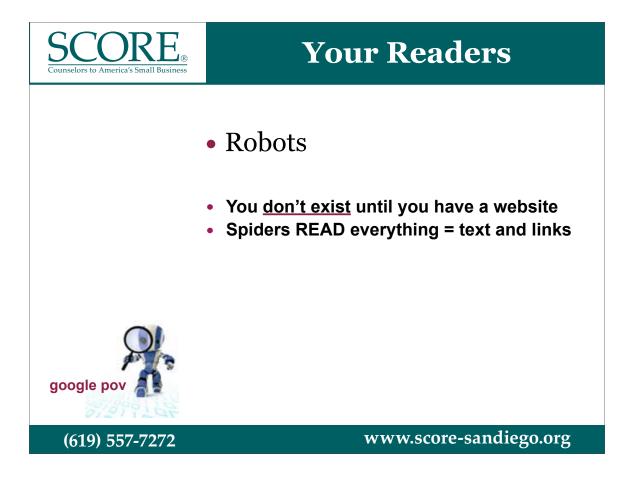




Your Readers

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Your Readers

Considerations

Age: Monitor resolution Fine motor skills Easy-to-use No web lingo

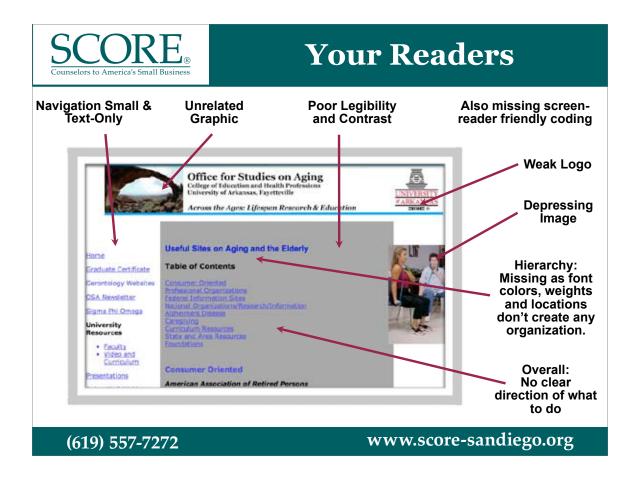
Gender: Color blindness Images/colors Location: Modem speeds Internet saturation

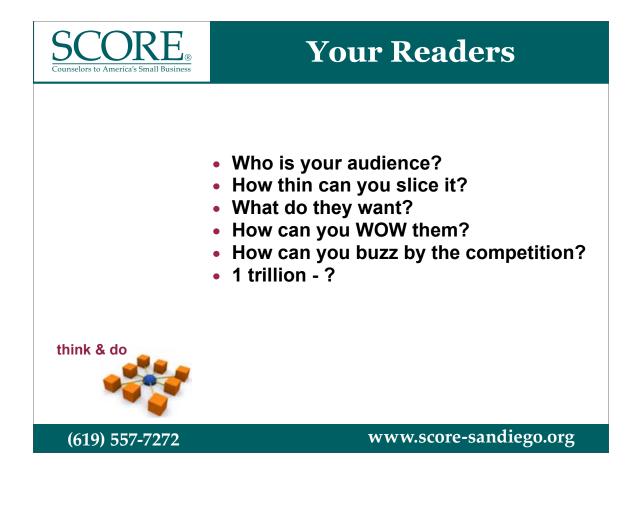
ADA: Screen readers Other handicap access Alt tags

Culture: Words, images, colors

human pov

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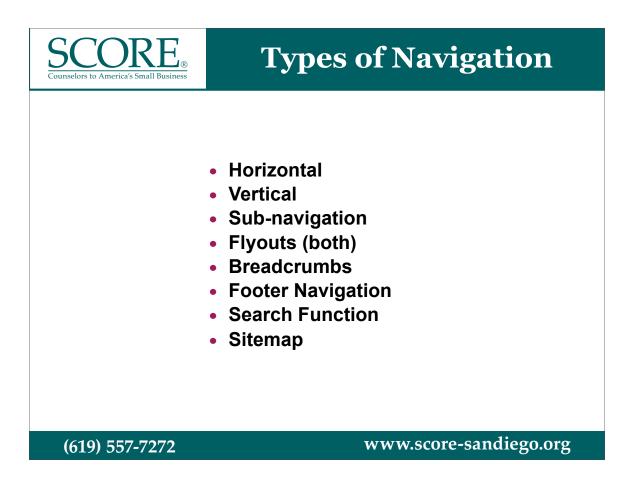
(619) 557-7272

SCORE_®



ABOUT WEBSITES

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Types of Navigation

Horizontal:

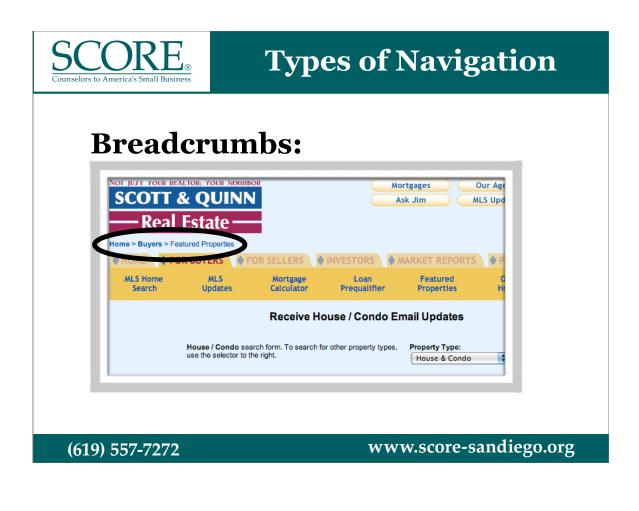
 More Services
 Philosophy
 About
 Testimonials

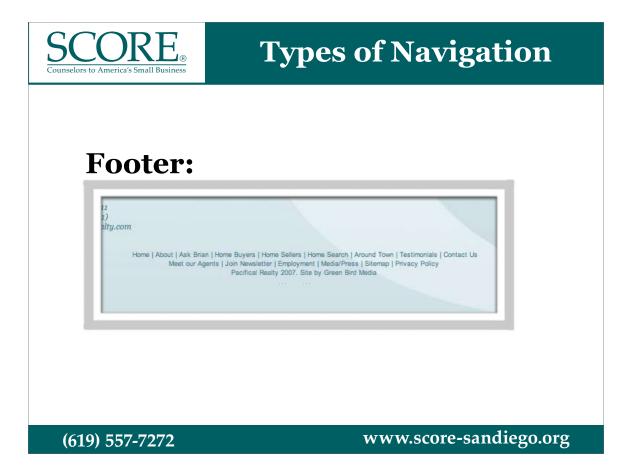
 WILL COME TO ELLUE SPARK ASSOCIATES
 Holia and welcome to Blue Spark We invite you to look over our website, subscribe to our newsletter, and become part of the Blue Spark Community. As director of Blue Spark Associates, I hope you also take the time to read our mission, beliefs, visit, on, and values. On the beliefs list, you will find this what they create with their hearts, hands, and minds." In short, I believe America's public school graduates will amaze the world with what will keep doing what it has been doing for centuries. Of course, there are those who think America is in danger of losing its world leadership in the arts, schne sau the enduluon is standarde. Othere exau the instructional estatementes of the statementer of the statementer of the statementer of the statementer of the statement with the statement withe statement with the statement with the statement wi

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Types of Navigation

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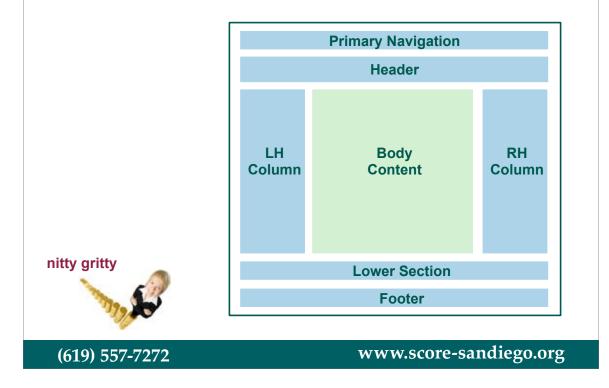


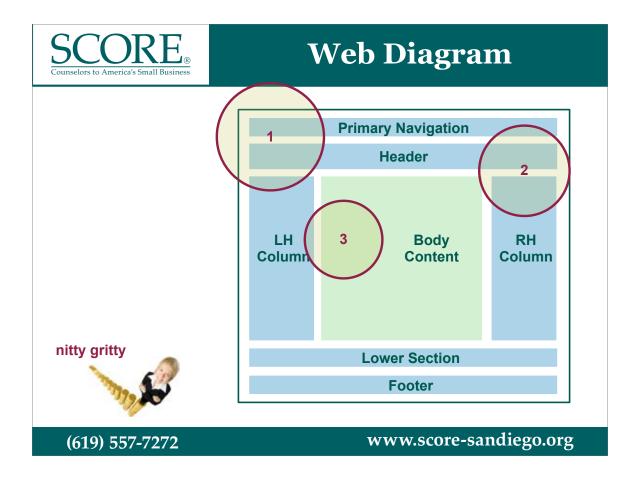
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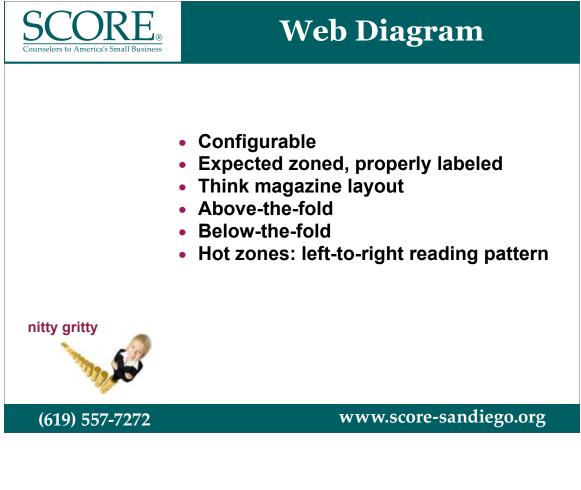
(619) 557-7272

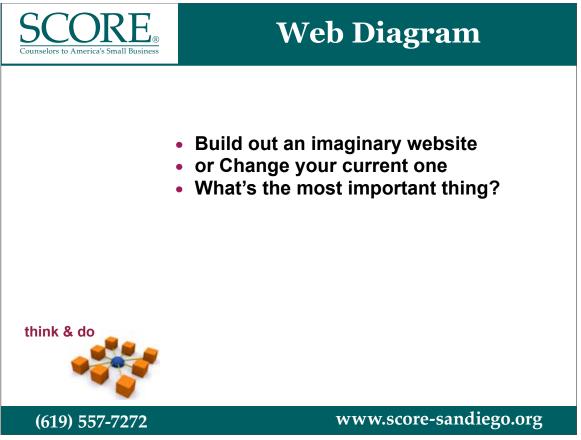


Web Diagram











Break

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BRANDING

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Before & After



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Before & After

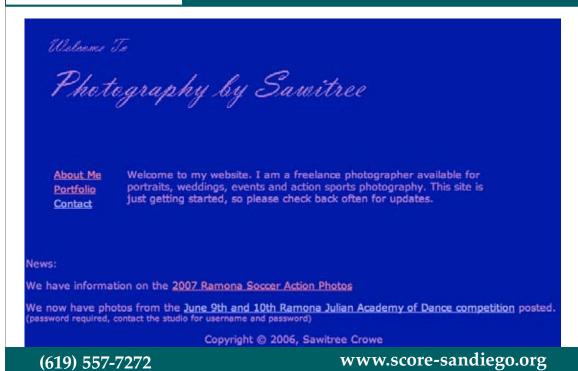






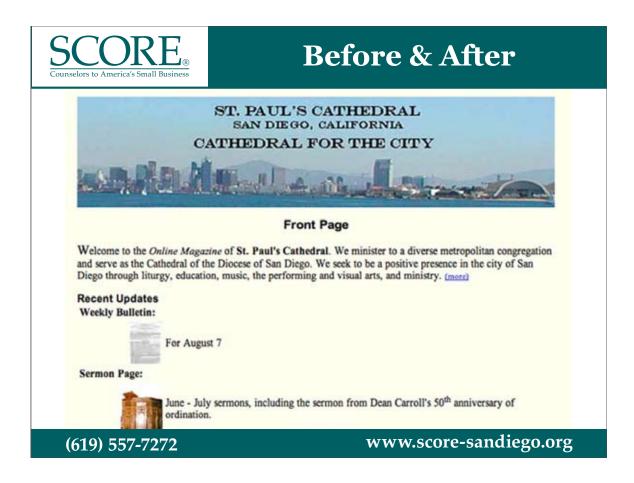


Before & After

















50-milliseconds or 1/20th of a second. That's about how long it takes for a Web site to make a first impression on an Internet user.

Dr. Gitte Lindgaard and colleagues from Carleton University's Human-Oriented Technology Lab in Ottawa in 2006 approach "art with science," they said. The researchers flashed Web sites for 50 milliseconds and asked study participants to rate them for visual appeal.



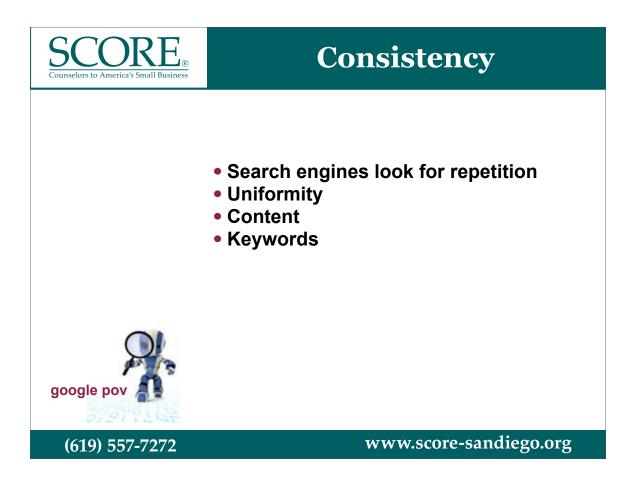
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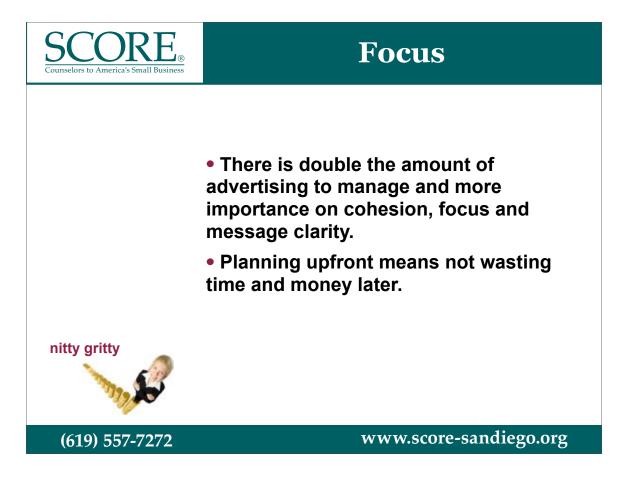














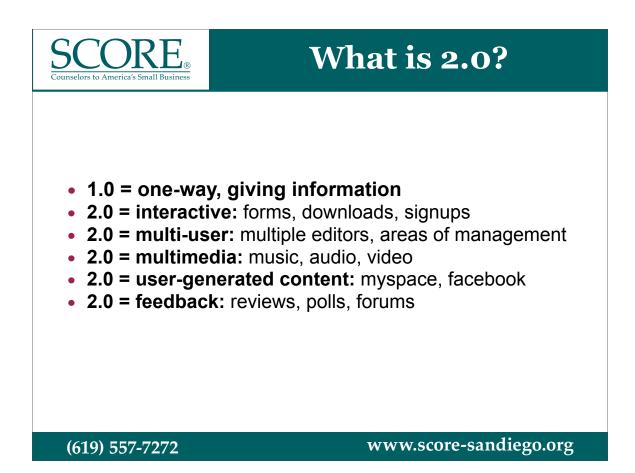


WEB 2.0

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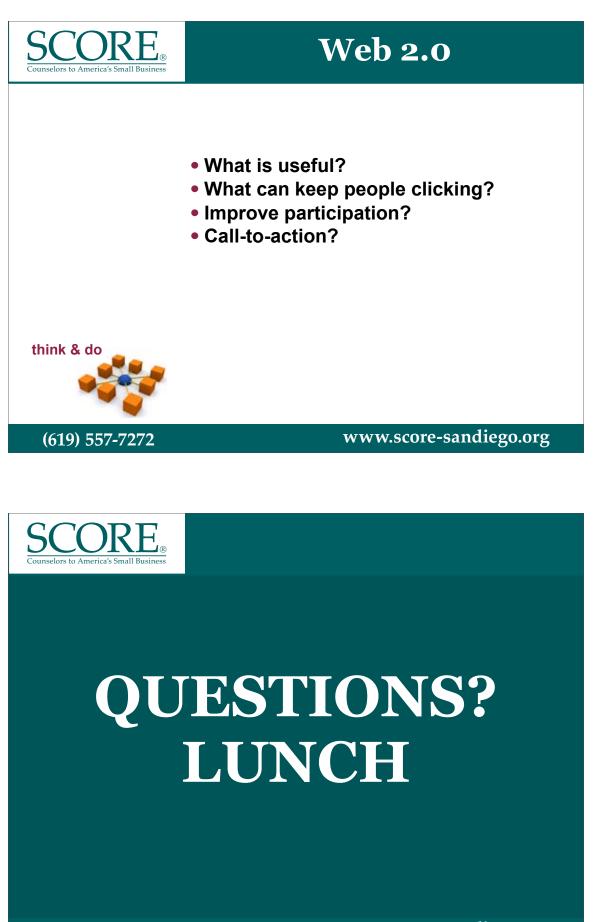












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SEO SEM SEF

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SEO = CONVERSIONS

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)RE_®





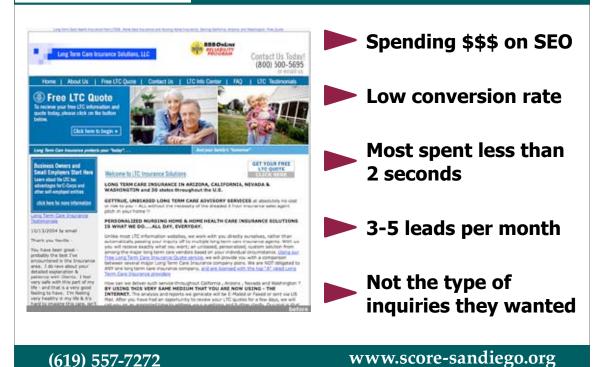








Traffic & Conversion





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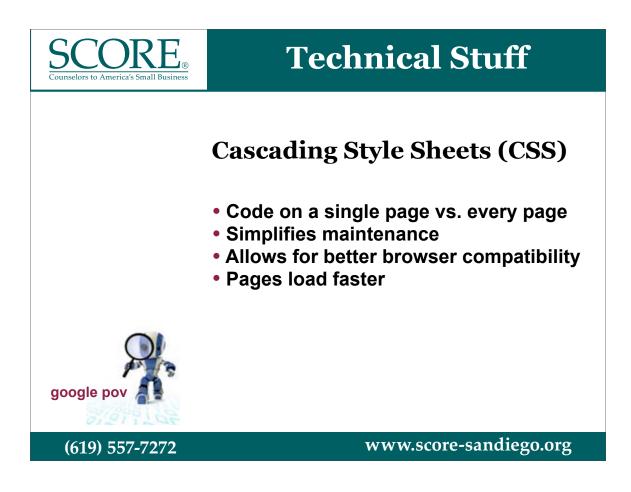




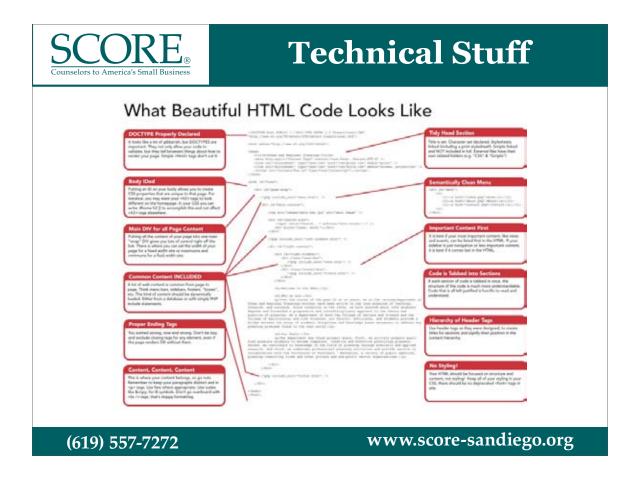


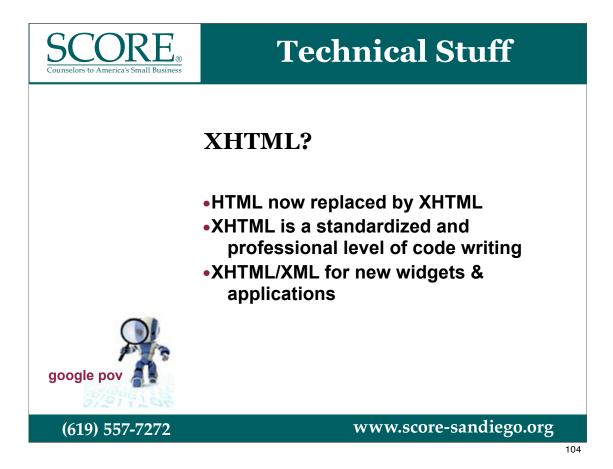
GEEKY

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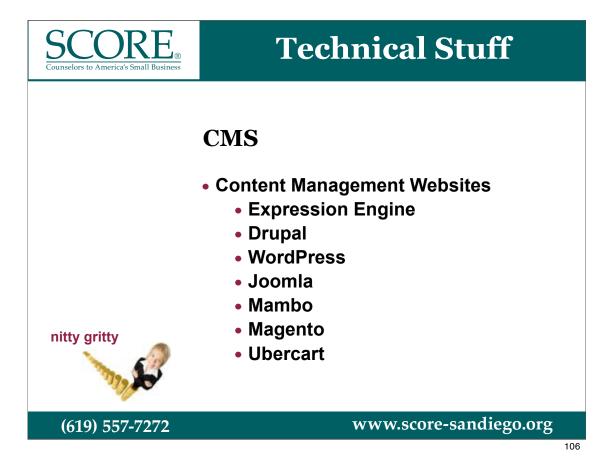


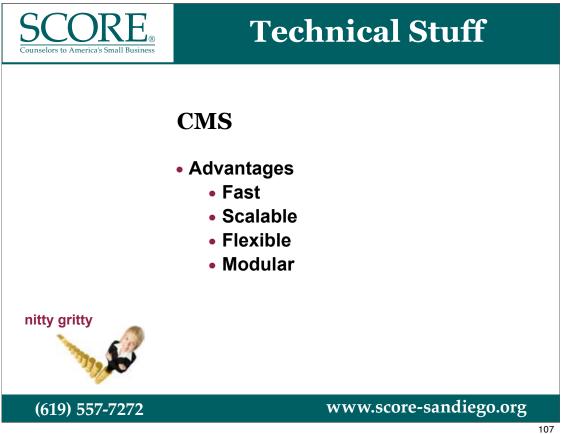






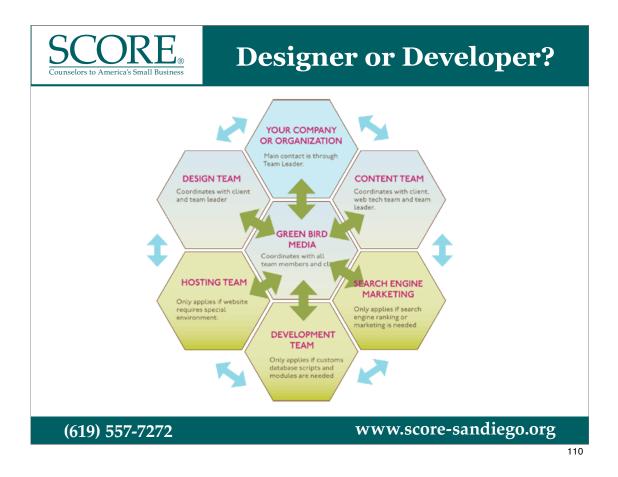




















Hiring a Web Designer CSS / PHP Someone you can fire Someone you can hold accountable • Too good to be true? It is. Good references and examples Good communication skills Listens Asks questions about your needs Not too busy Avoid a one-person shop Own the site, not rent the site • \$50/hour (designer) — \$150/hour (developer) • Established business: 3-5 years nitty gritty No part-time person Review websites that are launched References 3-4 payments rather than 50/50 www.score-sandiego.org (619) 557-7272



Website Price Ranges



Seedling

1-3 page website with basic HTML
Basic information
Use keywords
Placeholder website or
Templated site
10 to 15 hours
\$1000

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116

<image><section-header><section-header><image><image><image><text>



Website Price Ranges





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Sapling

> 30 pages
Lightweight CMS
Good for updating often
Need SEO structure
3rd-party Plugins
Mixed on design freedom
Mixed on maintenance
Need eCommerce
75-100 hours
\$3500+

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Website Price Ranges



nitty gritty



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Oak

> 100+ pages
Heavyweight CMS
Lots of bells and whistles
Good for updating daily
Contributions by visitors
Need SEO structure
3rd-party Plugins
Mixed on design freedom
Expensive on maintenance
200 hours
\$7500+













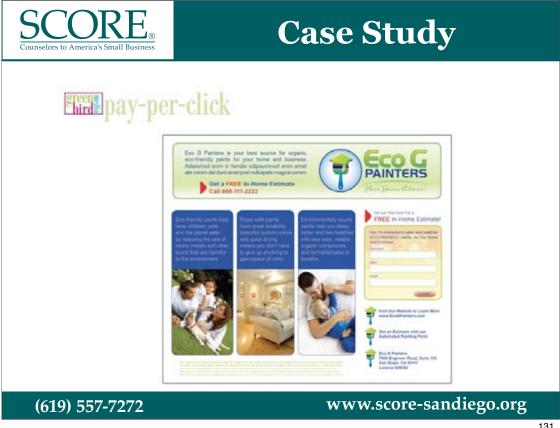














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