

Web Design & Convention Publicity Overview

Web Design & Convention Publicity

- I. Common problems of Websites on the Internet
 - a. Listing of general issues
 - b. Reasoning

- II. Solutions to Web Design Disasters
 - a. Listing of general solutions
 - b. Reasoning

- III. Illustrations: The Good, Bad, and Ugly
 - a. Web Addresses
 - b. Search Engine suggestions

- IV. Publicity and Public Relations
 - a. The differences
 - b. The advantages

- V. Free Resources & Information Citations
 - a. Listing of Resources
 - b. Web Addresses

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I. Common problems of Websites on the Internet

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➤ Text

- Text too colorful and obnoxious
- Font sizes too large or small

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V. Free Resources & Information Citations

- a. Listing of Resources
- b. Web Addresses

- Message Overs
- Alerts
- Status Bar Messages

➤ Frames

- Scrolling and resizing panels
- Too many on one page

➤ Links

- Broken Links
- Non-existing web pages

➤ Copying Other Web Pages

- Stealing other peoples' info
- Using other peoples' graphics & colors

➤ Active Server Pages

- Forms - the back button & reloading the page

I. Common problems of Websites on the Internet

- Text
 - Text too colorful and obnoxious
 - Font sizes too large or small
- Graphics
 - Animated Gifs
 - Slows page download
 - Makes page too busy
 - Bullets and bars
 - Images colorful and obnoxious
 - Large images, too slow to download
 - General images are slow and obnoxious
- Backgrounds
 - Static (Watermark) Backgrounds
 - Techno color or busy
- Music
 - Loud music upon entering
 - Cannot turn off
- Java
 - Fading in and out
 - Mouse Overs
 - Alerts
 - Status Bar Messages
- Frames
 - Scrolling and resizing pages
 - Too many on one page
- Links
 - Broken Links
 - Non-existing web pages
- Copying Other Web Pages
 - Stealing other peoples' info
 - Using other peoples' graphics & colors
- Active Server Pages
 - Forms –the back button & reloading the page

- Free Home Pages
 - Pop-Up & Side Bar Advertising
 - See Graphics
 - Banner Ads
 - See Graphics
- Cookie Cutter Web Page Design
 - Guestbooks
 - Pop-Up Windows
 - Front Doors
 - Under Construction
- Misleading Content
 - Meta Tags for one subject
 - Product selling for another
 - Information is not correct or legitimate
- Quizzes and Surveys /counters
 - Over-used items
 - No replies / Stagnant

II. Solutions to Web Design Disasters

- General Strategies to make a web page more inviting to your customers
 - Text
 - Should be readable and legible.
 - No spelling or grammatical errors.
 - Keep with one (1) English usage unless cited otherwise
 - American vs. British spelling
 - Fonts
 - Use no more than three (3) different fonts on one (1) page/site.
 - Use no more than three (3) different colors on one (1) page/site.
 - Colors
 - Use no more than three (3) different colors on one (1) page/site.
 - Background should not interfere with the text/information.
 - Do NOT use Static/Watermark Backgrounds
 - Page Length
 - Keep pages within letter or legal sizes
 - Too long and customers get bored & leave
 - Use links to other pages to shorten pages.
 - All information is not required to be on one page.
 - Resolution
 - Graphics
 - Should be clear and concise.
 - Should be useful
 - Logos and other Marketing tools
 - Links to other information
 - Not annoying or an eye sore
 - Subdued colors and animation
 - Music
 - Unless the site is music oriented
 - Use music if the customer has control
 - On / Off
 - Loudness
 - Java
 - Use only if necessary
 - Use if useful to the customer
 - Use if function of the site
 - Artist use image mouse overs
 - Traders use tickers

- Frames
 - Use only if necessary
 - Find other ways to decorate / navigate site
- Links
 - Use to assist customers find information
 - All information should be within two (2) to three (3) clicks from main page (not necessarily index page).
 - Use for navigation on the side and /or top of pages.
- Navigation
 - Static links to navigate site.
 - Links on Top or Left Side of pages.
 - Navigation in same place on ALL pages of website.
 - Keep navigation generalized for easy use.
- Copyright
 - Do NOT copy other website information.
 - Unless permission is granted.
 - Do NOT copy other website graphics or color
 - Unless permission is granted.
 - Copying is considered PLAGIARISM
 - Use a Disclaimer or Terms of Use page
- Active Server Pages
 - Always have an out for customers; links.
 - Forms should be accessible
 - Use forms only when necessary
 - Keep email addresses away from spammers
- Free Home Pages
 - Read and review the terms
 - Review other websites with that company
- Web Design
 - Use only the elements of web design that will get the best results for the subject of the site.
 - Not necessary to use everything available to create a site.
 - Research and review other sites on the web to find a design that fits the needs of the customer and topic
 - Search for bad or annoying web sites to see the DO NOTS of web page design.

- Misleading Content
 - Use only the information useful to the customer or topic on the site.
 - Extraneous information only annoys the customer.
- Quizzes and Surveys
 - Use only if this content is critical to the site information.
 - Could be viewed as static and annoying to customers.

III. Illustrations: The Good, Bad and Ugly

- The Good
 - Search for Best Websites for 2004
 - <http://www.ai-kon.org/>
 - <http://www.sbc.net/>
 - <http://www.defcon.org/>
 - <http://www.comic-con.org/>

- The Bad
 - Search for the Worst, Bad, or Annoying Websites
 - <http://www.a-kon.com/>
 - <http://www.sfvisitor.org/>
 - <http://www.geocities.com/Colosseum/3831/>
 - <http://www.j-fan.com>

- The Ugly
 - Search for the Ugliest Websites
 - http://www.fandata.com/fdschout.cfm?last_name_wanted=A

IV. Publicity and Public Relations

- **Publicity**
 - Ways to get people to notice the website
 - Submit URL to Search Engines
 - Meta Tags
 - Electronic Newsletters & Newszines
 - Mailing Lists
 - Banner & Link Exchanges
- **Public Relations**
 - Press Releases
 - Online and Print versions
 - Mailing List
 - Write releases to make good stories
 - Think like a reporter
 - Find the common good
 - Do NOT sell on the release
 - Have Web Address on release
 - Develop personal relationship with reporters/news media
- **Marketing and Advertisement**
 - Selling the idea
 - Use paid advertisements on the website/newszine
- **Free Ways to Get Seen**
 - Press Releases
 - Charitable Events / Donations
 - Flyers & Brochures
 - Ad Exchanges

V. Free Resources & Information Citations

➤ Web Design

- <http://alicorna.com/donts.html>
- <http://www.useit.com/alertbox/20021223.html>
- <http://www.useit.com/alertbox/9605.html>
- <http://www.7sisters.com/>
- <http://www.wpdfd.com/>
- <http://members.optusnet.com.au/~night.owl/morons.html>
- <http://www.lowendmac.com/musings/02/0527.html>
- <http://www.designedtoat.com/designtips.htm>
- <http://www.neonlollipops.com/design/>

➤ Public Relations & Marketing Tools

- <http://www.marketingsurvivalkit.com/pr.htm>
- <http://www.websitestates.com/publicrelations.html>
- <http://www.wilsonweb.com/webmarket/pr.htm>
- <http://www.prweb.com/>
- <http://www.jvmarketer.com/tools.html>
- http://www.publicityhound.com/free_publicity/Articles/use_internet_free_publicity.html
- <http://www.internetbasedmoms.com/press-releases/website-publicity.html>
- <http://www.free-advertisement.com/eazines.html>
- <http://www.free-publicity.com>
- http://www.ed.gov/Family/agbts_old/samprels.html

➤ Other Resources

- Libraries
- Local Businesses
- Small Business Associates
- Non-Profit Organizations
- Small Marketing Firms
- Small Local Newspapers
- College and University Ad Boards