Websites

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SLIDE 1: Cover

Our topic now is websites – It's such a huge subject that you can take it in just about any direction you want --

SLIDE 2: Introduction

There are websites that serve purposes from global marketing campaigns, to community social programs, to your own career development and success.

So let's have a look at what goes into an effective website design, along with some suggestions from professionals in the field.

And let's consider some criteria that might help <u>you</u> conduct an analysis of one of your favorite websites – and assess what's been done well, and what might be done even better.

SLIDE 3: Where are the Users?

Even though the internet began in the United States – including a formative partnership that involved UCLA, UCSB, Stanford, and the University of Utah – it is now truly a worldwide web, with geographical distribution spread all over the globe.

SLIDE 4: GoDaddy

Tossing up your own website is as simple as signing up with any number of hosting services, and there is no shortage of free website hosting options if you're working on a small budget.

SLIDE 5: Vons

Companies with an internet presence can be large corporations such as the Vons company which employs more than 20,000 people – and features blogs, product databases, sale items, tips and recipes and customer support …

SLIDE 6: Scarlett Belle

Or you can have a website serving small family run companies with just two employees – with an equally impressive presence if done right.

SLIDE 7: Vons Blog

An effective website can scoop up traffic from search engine returns and social media campaigns that may use a tweet or Facebook posting for a pea soup recipe, then direct that traffic to a company's web pages and blogs.

SLIDE 8: Google AdSense

If you are an expert in some field of knowledge or some special craft such as making homemade jam, you can create a how-to website and possibly monetize it with one of the advertising placement services, such as Google AdSense. Some websites make hundreds or even thousands of dollars a month through this sort of educational service.

SLIDE 9: About Public Relations

You can create websites where contributors add to your repository of educational materials – including how-to articles, case studies, and best-tips shared by professional practitioners.

SLIDE 10: Search Engines

Of course, before your website can help anyone, first people have to find it. You can find some information in the unit readings and resources on how to boost your search rankings. You can use your social media networks to direct visitors to your pages and also score you points with internet search engines.

SLIDE 11: Apps

And keep an eye out for all the smart-phone apps now available serving companies and social programs. It's getting increasingly simple for you to produce and publish an app of your own.

<u>SLIDE 12: Conclusion</u>

So here is a task for you to try … find a website you admire and assess it. Who is its target audience? What sorts of information does it provide? How does it keep a visitor sticking around? How does it promote itself across social media? How does it make money, if it does? How do you like its navigation and overall user experience?

Well that's quick look at some of the fundamentals of website development. You can find more in-depth resources at the links posted here – they're all free … and they may also lead you to my university pages and the materials I provide my students through universities in California.

For now, we'll see you next time.