



Instituto Tecnológico Superior de Jerez

Jerez de García Salinas, Zacatecas.

Fecha: 11/09/2020

Alumno: Adán Ruiz Villalobos

Núm. Control: 16070137

Correo: [adnruiz1@gmail.com](mailto:adnruiz1@gmail.com)

Ing. Sistemas Computacionales

Materia: Programación Web.

Semestre: 9°

Actividad: Infografías.

Docente: I.S.C. Salvador Acevedo Sandoval



# 11 PASOS PARA PLANIFICAR TU WEB

1



IDENTIFICAR NICHOS DE MERCADO

2



ANALIZAR LAS NECESIDADES O SOLUCIONES QUE LA EMPRESA REQUIERE

3



ESTUDIAR LAS VENTAJAS COMPETITIVAS DE LA EMPRESA, RESALTARLAS Y UTILIZARLAS

4



ESTUDIAR COMO DESDE EL CANAL DIGITAL, SE HACE LLEGAR EL MENSAJE Y EL PRODUCTO

5



¿CÓMO RELACIONARSE CON EL CLIENTE O EL LEAD?

6



¿CÓMO SE VA A MONETIZAR LA WEB?

7



ANALIZAR LOS RECURSOS CLAVES

8



DESCRIBIR LAS ACTIVIDADES CLAVE

9



ESTABLECER LAS DIFERENTES MÉTRICAS QUE SE VAN A UTILIZAR

10



ESTUDIAR LAS POSIBLES ALIANZAS CON OTRAS WEBS

11



CREAR TODA LA ESTRUCTURA DE COSTES DE LA PÁGINA



# PLANNING, DESIGN AND OPTIMISING A WEBSITE SIMPLIFIED

BY INTERNET INITIATIVES

## Stage 01

EFFECTIVE PLANNING

Creating an effective plan is vital for any website success. Your site will have its value unless your visitors know how to take action. It should be remembered that the primary goal of developing a site is to promote understanding. More specifically, the intent of a web presentation is for a sponsoring organization, or promoter, and the user to reach a MUTUAL UNDERSTANDING by means of the electronic connection. (Gump & Mason, 1998)

### PLAN THE STRUCTURE

How do you want to structure your information?  
Understanding your business and the intended target market will help you determine how your site is structured.

### PLAN THE PAGES

What type of pages do you need and how many?  
Constructing your pages effectively enhances usability and reduces the time your visitors to the information (UX) want them to see.

### PLAN THE NAVIGATION

How do you want to structure your information?  
Designing your navigation system for average user speed just 30 seconds on a page before moving on is important to build a navigation system that allows visitors to know where they are, how to find information and how they can get back to where they started within 3 clicks or less.

### DEFINE THE PURPOSE

What is the purpose of your website?  
Defining a clear purpose is important because it focuses the focus of all your design decisions and helps you determine the most appropriate objectives for your business.

### DEFINE THE AUDIENCE

Who are your visitors?  
Clearly defining your existing or potential visitors increases the number of converting your product or services to a more effective market.

### PLAN THE CONTENT

What content do you need?  
Combining different types of media will enhance the user experience and expand the reach of your message.



## Stage 02

DESIGN AND LAYOUT

Choosing the right design elements and following a few basic rules will ensure your message is being conveyed to your users in a simple and effective manner. For example clear navigation, clean lines and a simple layout will make it easy for visitors to find what they're looking for. Some of the more important Key Design Considerations that should be considered are Consistency, Coherence, Information Placement, Information Coding, Colour Choice and Text Clarity.

In addition to having a basic understanding of what types of design elements to use, there is one more VERY IMPORTANT thing to consider in relation to web site design, and that is the concept of **USABILITY**, which put simply means the ability for your visitors to find what they are looking for easily and effectively. One of the most recognised authors on the subject Dr Jakob Nielsen, defines Usability as "a quality attribute that assesses how easy user interfaces are to use. The word "usability" also refers to methods for improving ease-of-use during the design process.

## KEY DESIGN CONSIDERATIONS



### CONSISTENCY

Consistency makes it easier to learn and remember how to use the website. Includes positioning of buttons, headings, icons, page layout (where practical).



### COHERENCE

How easily can your visitors manage information and perform the relevant tasks.



### INFORMATION PLACEMENT

What do people expect to see when viewing a page? (e.g. Consider where to place the most important content).



### TEXT CLARITY

Choose text that is easy to read and browser friendly. Use appropriate character cases, allow visitors to print the pages easily and use a writing style that is appropriate for the target audience and genre.



### COLOUR

Choosing a colour palette which is appealing to your visitors (e.g. use colours opposite each other on the colour wheel).



### INFORMATION CODING

Coding techniques such as the use of colour, object size, shapes and numbers to designate content and information chunks appropriately.



## USABILITY IS DEFINED BY 5 QUALITY COMPONENTS

### SATISFACTION

How pleasant is it to use the design?

### LEARNABILITY

How easy is it for users to accomplish basic tasks the first time they encounter the design?

### ERRORS

How many errors do users make, how severe are these errors, and how easily can they recover from the errors?

### EFFICIENCY

Once users have learned the design, how quickly can they perform tasks?

### MEMORABILITY

When users return to the design after a period of not using it, how easily can they reestablish proficiency?



## Stage 03

STRATEGIC IMPLEMENTATION

Choosing the right design elements and following a few basic rules will ensure your message is being conveyed to your users in a simple and effective manner. For example clear navigation, clean lines and a simple layout will make it easy for visitors to find what they're looking for. Some of the more important Key Design Considerations that should be considered are Consistency, Coherence, Information Placement, Information Coding, Colour Choice and Text Clarity.

## STRATEGIC IMPLEMENTATION IS A TWO STAGE PROCESS

### TESTING AND LAUNCHING

Testing is an extremely important part of the implementation process. This is when YOU as the business owner gets the chance to view and provide feedback on your site before it is launched to the general public. It also provides the developers with an opportunity to ensure the site functions as intended and allows them to make any changes to enhance the final product.

Don Zamboni from BuildK published a detailed checklist that covers both the pre-launch and the post-launch phase of the web site life cycle, which can be downloaded here: <http://www.buildk.com/blog/the-ultimate-website-launch-checklist>



Once the testing phase has been completed the site is then uploaded and then you move to the optimisation process.

Having a website is only the start, it is important to make sure that your website is listed correctly with search engines and optimised by focusing on the following key areas:

One of the for most authorities on the subject of website and search engine optimisation (SEO) is Don Titus, the creator and author of the SEO tool which goes through a simple and easy to follow process and can be downloaded for free at his website <http://www.seofortatus.com>

### KEYWORD STRATEGY



### SITE STRUCTURE



### MEASURE RESULTS

### ON PAGE AND OFF PAGE FACTORS

### TESTING & REFINING YOUR STRATEGY

