

SUCCESSFUL WEB PRESENCE

COMT 32463: Digital Marketing & Multimedia

Harshaka Hettiarachchi

A SUCCESSFUL WEB PRESENCE

“A successful website is one that can achieve the **business goals** while providing a pleasing and unique **experience** for its users with which they can meet their expectations of visiting the website”

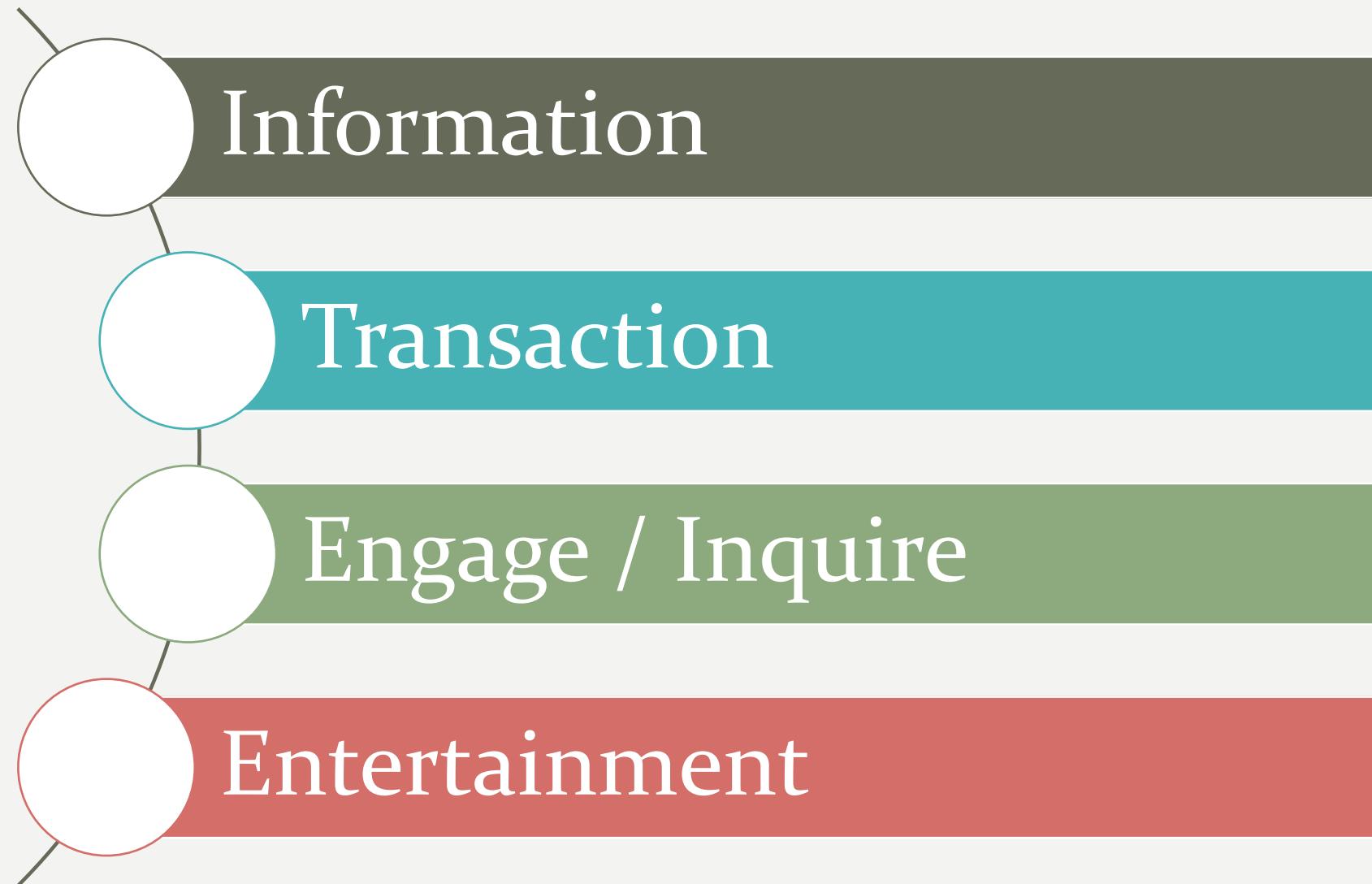
USER EXPERIENCE

1. Does website serves its **purpose**?
2. Does website creates good **impression**?
3. Can users easily **find their way**?
4. Are you easily **reachable** via website?
5. Can website **personalize** users experience ?
6. Does website assure **trust**?

PURPOSE



Customer



IMPRESSION

- Does site load **fast** ?
- Are home page / landing pages overly **cluttered** ?
- Are there any **roadblocks** ?
- Does it use **colors** appropriately ?
- Does **content** written and arranged properly ?
- Does site is **device** friendly ?

BOUNCE RATE BY PAGE SPEED





Home

Auctions

Marketplace

Media

Support & Community

Bob's Video Blog

Domains

Hosting

Email

Site Builders

Business

SSL Certificates

Resellers

Start Domain Search

GO!

Manage

Renew

Upgrade

MY PRODUCTS

Show All My Products

MY ACCOUNT

Preferences

Account Settings

Customer Information

Order History

Pending Account Changes

My Downloads

Assign an AccountExec

Buyer Profiles

My Payment Information

Gift Card Balance

GoodAsGold Balance

Domain Related

Domain Transfers

Investor's Edge Domains

Domain Forwarding

Domain Monitoring/Backordering

Off-Site DNS Management

Web Site Tools

For Sale/Starter Web Page

Advertising Credits:

Facebook® and Google®

MY RENEWALS & UPGRADES

Consolidate .COM & .NET Renewals

Domain Renewals

Hosting Renewals

My Upgrades

\$1.99* Domains

Buy Now!

For all new & current customers w/any new, non-domain purchase! No quantity limit!**

New .COMs

.COM Transfers

FREE 1-yr ext!

\$10.69*

\$6.99*

Start a Domain Name search:

.com

GO!

Or get your domain fast with EXPRESS BUY! >

NEW! .mx, SALE! .info \$0.89*, SALE! .net \$8.99*
SALE! .me \$9.99, SALE! .mobi \$7.99*, SALE! .us \$4.99

View Domain Options & Pricing · Bulk Registration

Transfer Your Domains

FREE EXTRAS!
OVER \$100†

#1 in Domain Registrations

*Plus ICANN fee of 18 cents per yr

Tune in Wednesdays @ 2 PM PT to hear Go Daddy CEO & Founder, Bob Parsons®, and his fascinating guests.



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Hosting Options

- > Web Hosting
- > Grid Hosting
- > WordPress Hosting
- > Dedicated Servers
- > Virtual Dedicated Servers

Web Site Design

- > WebSite Tonight®
- > SmartSpace™
- > Web Site Design Services
- > Quick Blogcast
- > Photo Album
- > Quick Shopping Cart®

Email Plans

- > Web-Based Email
- > Hosted Exchange
- > Online File Folder™
- > Fax Thru Email

Business Solutions

- > School of Business
- > Express Email Marketing®
- > Site Surveys
- > CRM Application
- > Search Engine Visibility
- > Reseller/Domainer
- > More...

Security & Privacy

- > SSL Certificates
- > Code Signing Certificates
- > Private Registration
- > Protected Registration
- > Certified Domains

Tools & Wizards

- > Product Advisor
For new shoppers
- > Domain Express Buy
- > \$1.99* Domain Bundles
- > Mobilize Your Domain



[Store](#)[Mac](#)[iPad](#)[iPhone](#)[Watch](#)[TV](#)[Music](#)[Support](#)

Shop online and get free, contactless delivery, Specialist help and more.

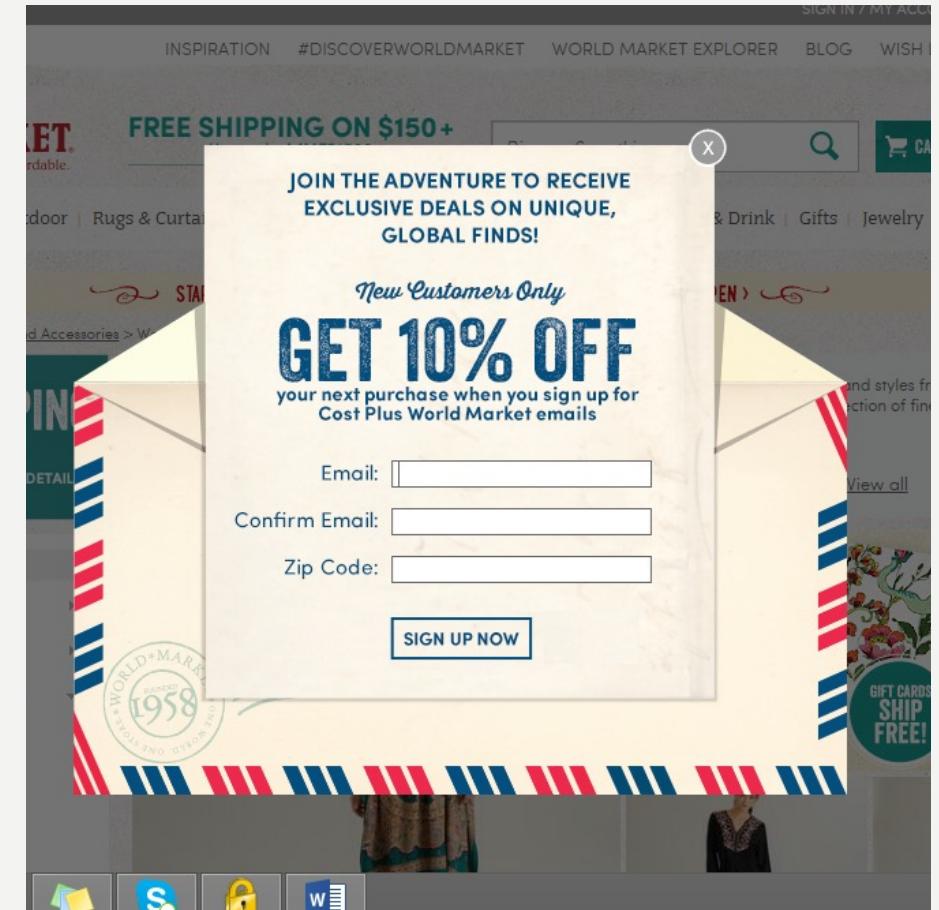
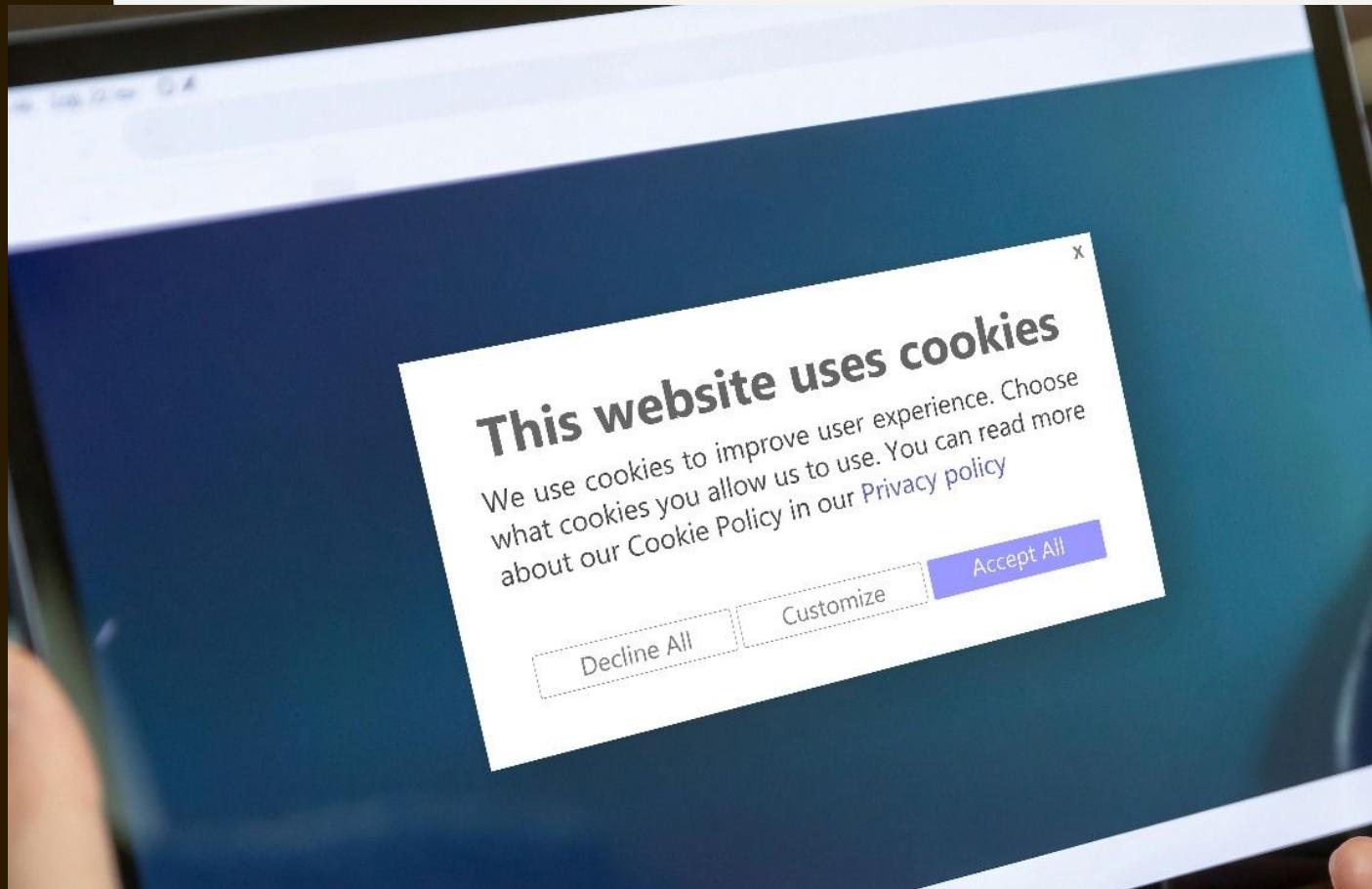
iPhone 13 Pro

Oh. So. Pro.

Available from 24.09

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Flash / Animated Intros, Pop Ups / Light Boxes, Compulsory User Logins

The *psychology* of colours

Red

Stimulating
Vibrant
Passionate

Orange

Energetic
Enthusiastic
Fun

Yellow

Friendly
Cheerful
Warm

Green

Natural
Healthy
Peaceful

Blue

Trustworthy
Secure
Responsible

Pink

Calm
Loving
Feminine

Purple

Successful
Wise
Royal

Brown

Earthy
Simple
Dependable

Black

Exclusive
Prestigious
Luxe

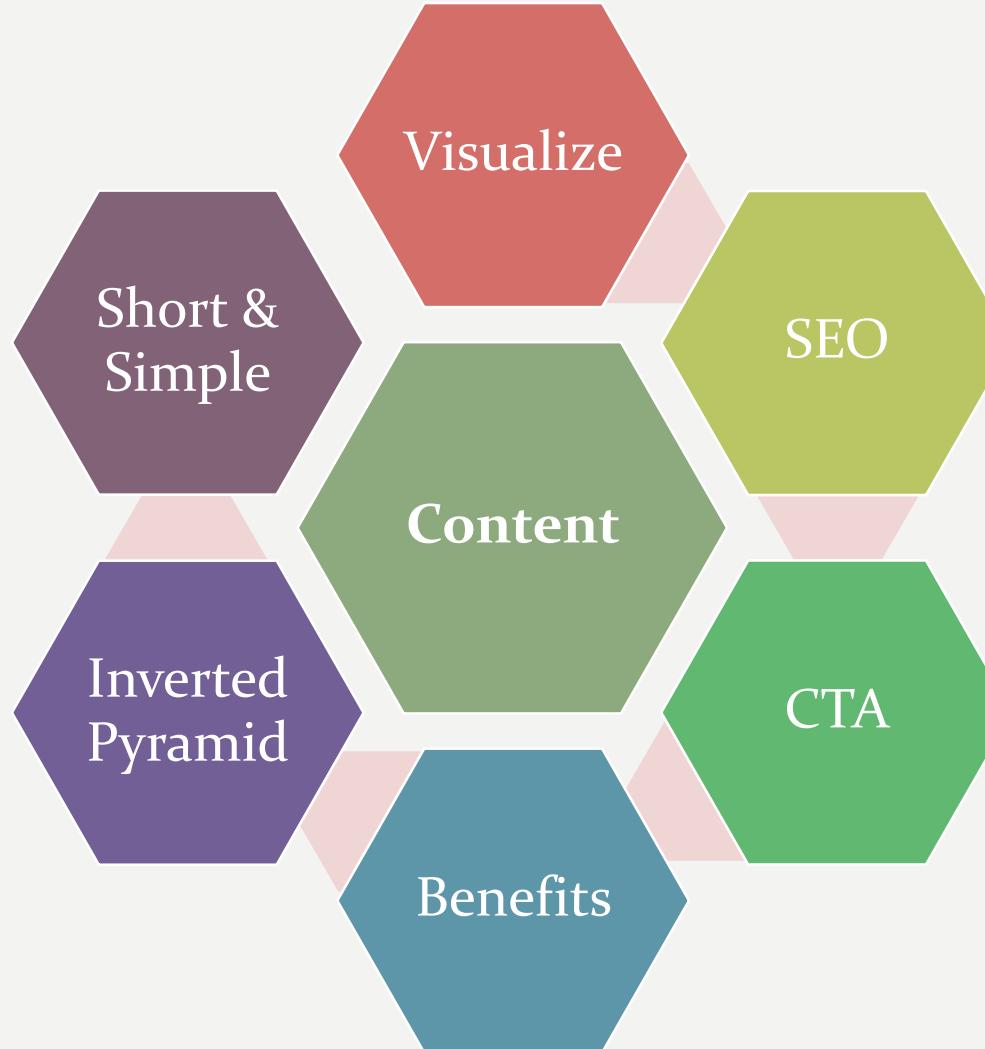
White

Pure
Innocent
Practical



CONTENT

“Users don’t read pages, they SCAN them”



RESPONSIVE DESIGN



NAVIGATION

Can users easily find desired content with
limited number clicks ?

An effective navigation should solve 3 key questions all visitors have
at any stage in your website:

- (1) WHERE AM I?
- (2) WHERE HAVE I BEEN?
- (3) WHERE CAN I GO?

NAVIGATION ELEMENTS

Navigational elements that can be used to answer the above questions:

1. Top Navigation
2. Primary Navigation (Horizontal or Vertical)
3. Breadcrumb Navigation
4. Search
5. Body Copy Navigation
6. Side Navigation
7. Footer Navigation
8. Other Action Buttons and Links



Kandy Hotels



Hi. Harshaka

LKR

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Kandy Hotels

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Check In



Check Out

[Show Prices](#)

Enter dates for best prices

I like:

[Free Wifi](#)[Budget](#)[City Center](#)[Luxury](#)[Free Breakfast](#)[Mid-range](#)[Pool](#)[Romantic](#)[Best Value](#)

\$-\$\$\$\$



Price



Hotel brand



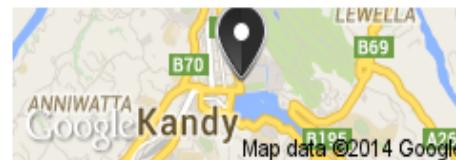
Neighborhoods



Amenities

Sorted by:

Just for you

[Map](#)Sponsored by:

Special offers in Kandy

[View all](#)[Kandy City Hostel](#)
66 Reviews
Special offer coming out![The Tea Cottages Res...](#)
36 Reviews
special offer 40%[Hantana Home Stay](#)
34 Reviews
Free pickup from Kandy



**Financial
Pathways**
OF THE PIEDMONT

formerly
known
as
CCCS

Trusted Financial Guidance for Over 40 Years

Primary Navigation

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Foreclosure Prevention

[Credit & Budget](#)

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[Reverse Mortgage](#)

[Senior Money Management](#)

[Bankruptcy](#)

You are here: [Home](#) » Foreclosure Prevention Counseling Overview

Secondary Navigation Foreclosure Prevention Counseling Overview

Job loss, family changes, illness, or any unexpected emergency can cause homeowners to miss mortgage payments and put their homes at risk of foreclosure. The professional housing counselors at FPP hold state and national certifications in avoiding foreclosure. They help clients understand the programs and options available to help prevent foreclosure. For instance, for mortgage borrowers seeking a mortgage modification to reduce payments, a counselor can help navigate the mortgage servicer's system and identify best



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[ALL DEPARTMENTS ▾](#)

ALPHABETICAL BRAND INDEX

· A · B · C · D · E · F · G · H · I · J · K · L · M · N · O · P · Q · R · S · T · U · V · W · X · Y · Z

SHOP WOMEN'S

[Clothing](#)

[Shoes](#)

[Boots](#)

[Sneakers & Athletic Shoes](#)

[Dresses](#)

SHOP MEN'S

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Discover jackets designed to keep you warm. Head to work in rich textures, bold color, or premium leathers!

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Search engine optimization

From Wikipedia, the free encyclopedia

"SEO" redirects here. For other uses, see [SEO \(disambiguation\)](#).

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users. SEO may target different kinds of search, including image search, local search, video search, academic search,^[1] news search and industry-specific vertical search engines.

As an [Internet marketing](#) strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content, [HTML](#) and associated coding to both increase its relevance to specific keywords and to remove barriers to the [indexing activities](#) of search engines. Promoting a site to increase the number of [backlinks](#), or inbound links, is another SEO tactic.

The plural of the abbreviation SEO can also refer to "search engine optimizers", those who provide SEO services.

Contents [hide]

- [1 History](#)
- [2 Relationship with search engines](#)
- [3 Methods](#)
 - [3.1 Getting indexed](#)
 - [3.2 Preventing crawling](#)
 - [3.3 Increasing prominence](#)

Part of a series

Internet marketing

- Search engine optimization
- Social media marketing
- Email marketing
- Referral marketing
- Content marketing
- Native advertising
- Search engine advertising**
 - Pay per click
 - Cost per impression
 - Search analysis
 - Web analysis
- Display advertising**
 - Contextual advertising
 - Behavioral targeting
- Affiliate marketing**
 - Cost per acquisition
 - Revenue sharing
- Mobile advertising**

FOOTER NAVIGATION

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Navigation in non-standard location

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Shopping in the customer's shoes

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14/12/2012 14:23:02 PM

"6 Things for Independent Agents to Worry About in 2013 http://t.co/Bn1NmAZ5" via @ljournal #insurance

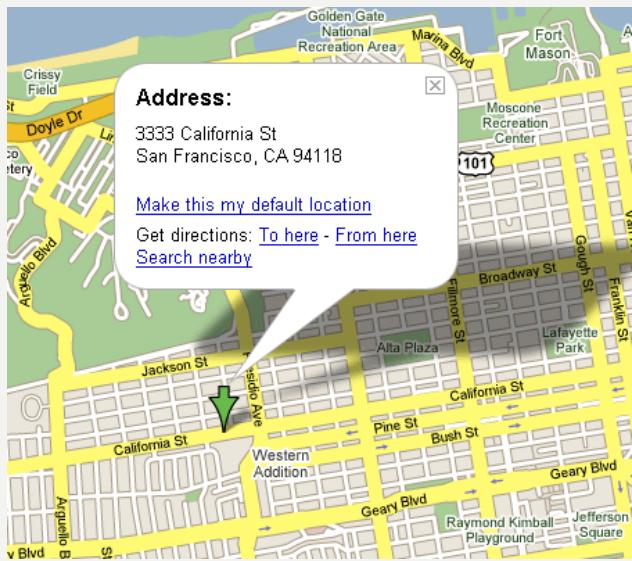
IT'S PRONOUNCED

The most integrated integrated marketing agency [MORE](#)

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CONTACTABILITY / REACHABILITY

- Do you encourage your visitors to contact you?
- How easily can they find your contact details ?
 - contact number / email
 - business location
 - social media platforms
 - online assistance



Enquire Now

Name: *

Email Address: *

Phone number: *

Subject: *

Message:

SUBMIT

NEW! 24/7 Expert C

Get real-time support from a coach — li



Get
started

Chat



Get
motivated

Chat



Get back
on track

Chat

08:50:09 AM



Tracie
Ok. Will do. Thanks!

Post

Print | Save

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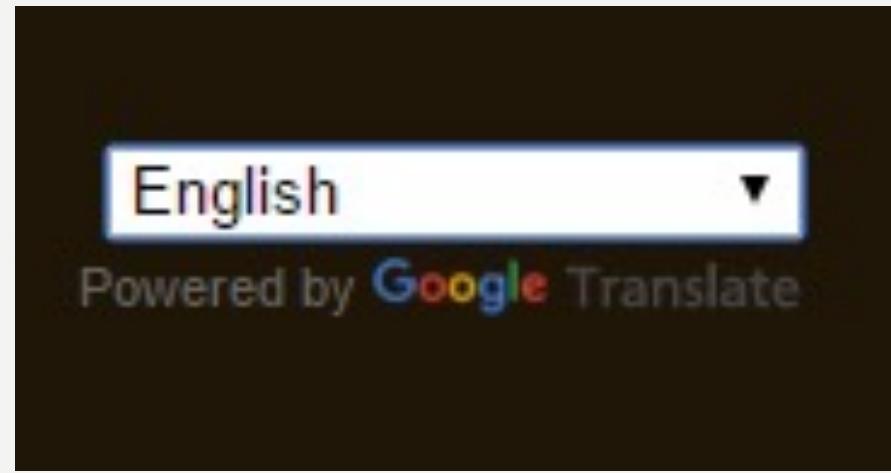


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5. PERSONALIZATION

- 
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- 
- 
- 
- 



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ebay Shop by category Search...

Hi, Harshaka LKR

Women's Wedge Sandals Shop 846 products

Narrow by:

Current Selections: [CLEAR ALL](#)

- Women
- Shoes
- Sandals
- Wedge Sandals

HEEL HEIGHT

- Medium (1.5-2.5 in.)

DEPARTMENT:

- Ankle Strap Sandals (710)
- Espadrilles (110)
- Fisherman Sandals (10)
- Flip Flops (38)
- Gladiator Sandals (53)
- Platform Sandals (348)
- Slide Sandals (591)
- Slingback Sandals (532)
- Thong Sandals (185)
- T-Strap Sandals (189)
- Walking Sandals (242)
- Water Sandals (9)
- Wedge Sandals (846)

OCCASION:

- Casual (730)
- Comfort (292)
- Dress (55)

HEEL HEIGHT:

- Low (0-1 in.) (69)
- Medium (1.5-2.5 in.) (846)
- High (3-5 in.) (616)

1 2 3 4-6 ... 10 >

Sort by: Popularity Brand Price Newest Highest-Rated

Items per page: 45 90 180



NEW
Women's FLY London
Odum
CAD 261.99



NEW
Women's Wolky
Fogo
CAD 233.66
★★★★★



SALE
Women's Volatile
Aiden Sandal
CAD 79.31 CAD 97.67



SALE
Women's Volatile
Aiden Sandal
CAD 79.31 CAD 97.67



NEW
Women's Kanna
KV5051
CAD 162.83



NEW
Women's Kanna
KV5051
CAD 162.83



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Instantly

▼ Just for Kids ▼

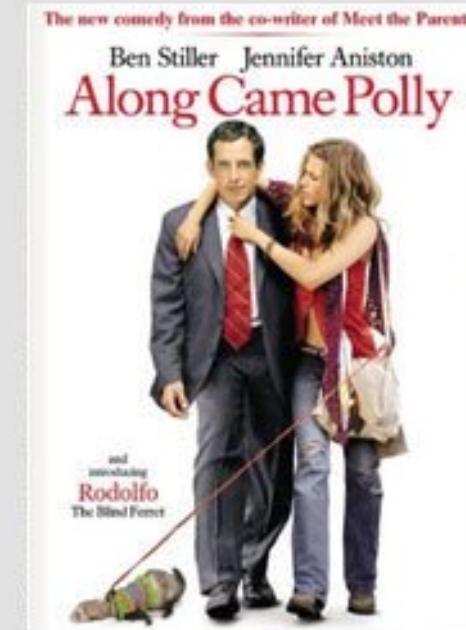
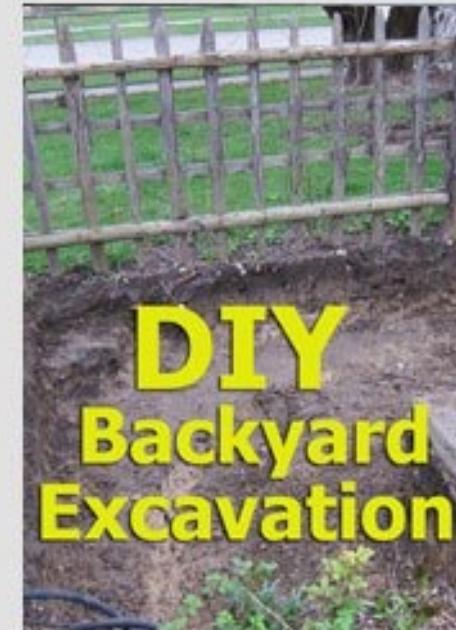
Instant Queue

Taste Profile

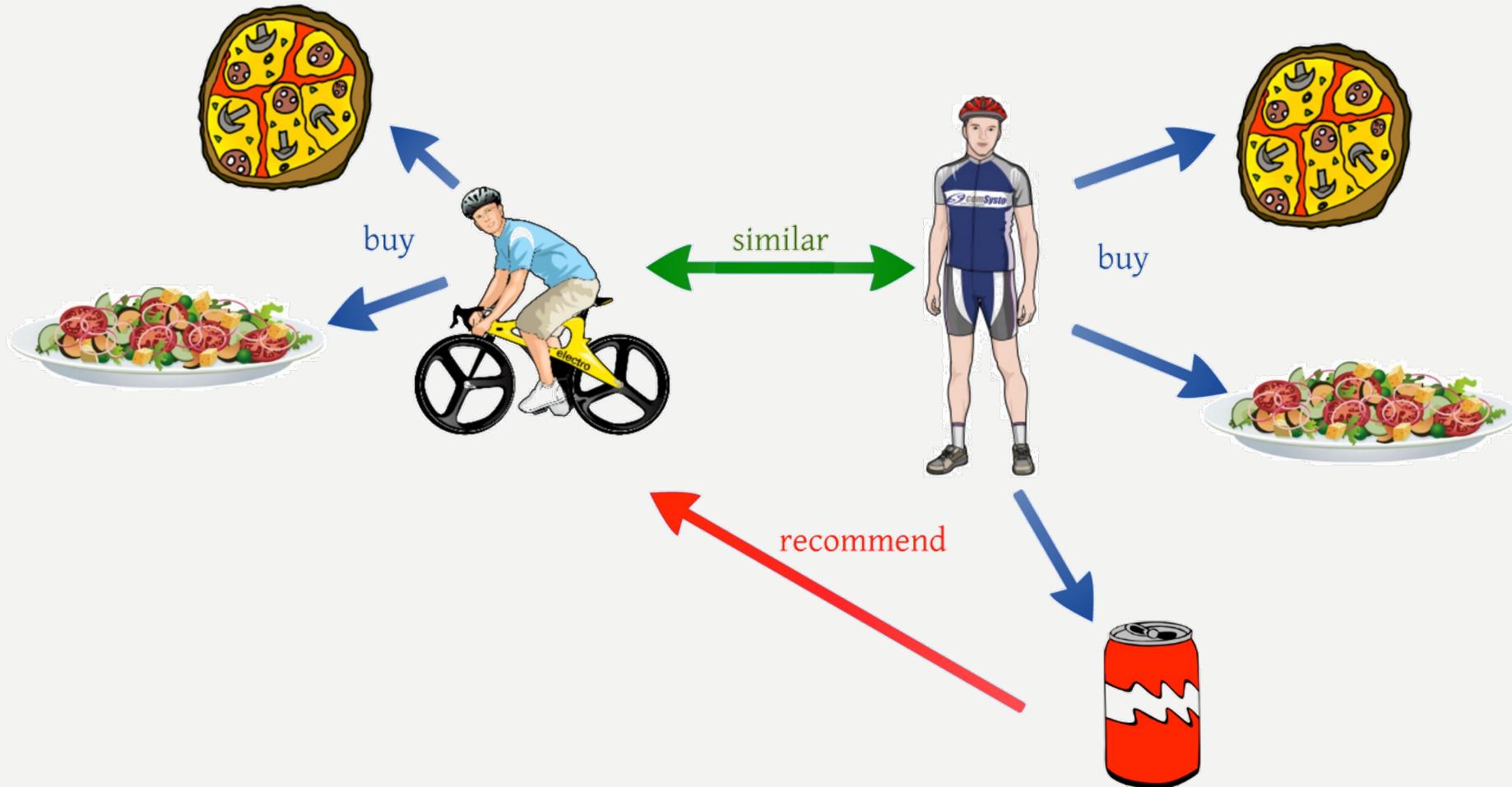
▼ | Your Account

Movies, TV shows, actors, directors, genre

Because you watched *Zodiac*



COLLABORATIVE FILTERING (RECOMMENDATION SYSTEMS)



Frequently Bought Together



Price for all three: **\$74.20**

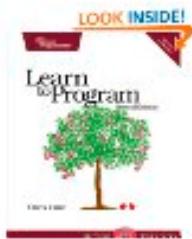
Add all three to Cart

Add all three to Wish List

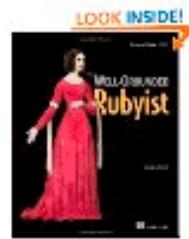
Show availability and shipping details

- This item: Beginning Ruby: From Novice to Professional (Expert's Voice in Open Source) by Peter Cooper Paperback **\$27.78**
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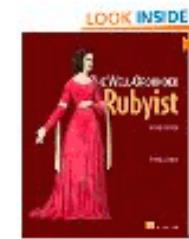
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David A. Black
 39
Paperback
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[Ruby on Rails Tutorial: Learn Web Development...](#)
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Paperback
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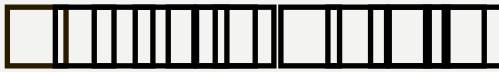


[The Ruby Programming Language](#)
David Flanagan
 74
Paperback
\$26.35



[The Well-Grounded Rubyist](#)
David A. Black
 19
#1 Best Seller in Ruby Programming Computer
Paperback
\$29.67

6. TRUST

- 
-
- 
-
- 
-
- 
-
- 

What People are Saying



Craig McKenna, SalesGap

"It's so cool ... you have to try it. It saves me a huge amount of time and effort every month"

[Read the full case study](#) 



I actually enjoy using it

"It has saved me so much time and allows me to see an accurate picture of my business instantly."

- *Richard Allum | ParaPlan Plus*



I'm never struggling with it

"I knew this was the right tool for us. Fantastic functionality in a truly beautiful interface."

- *Christopher Marsh | 72 Dots*



Everything is accessible

"I'm in the construction industry and have found it to be the perfect tool."

- *Tom Creed | T-Lec*



It's improved our cashflow

"I used to dread doing our book-keeping, but now I actually enjoy it! "

- *Emily Heath | Whitespace*

➡ [More User Testimonials](#)

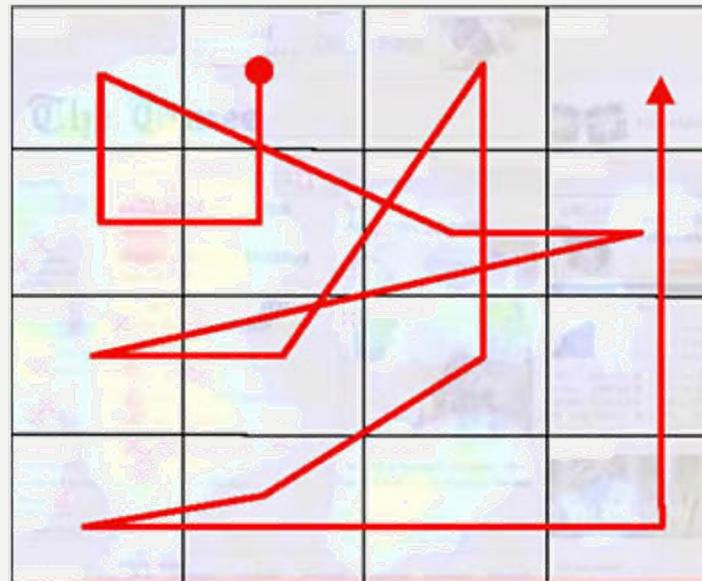
HTTP vs HTTPS



WEB USABILITY TESTING



WHERE THEY LOOK & NAVIGATE



The Fold

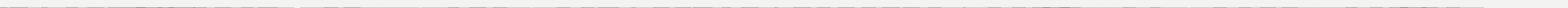
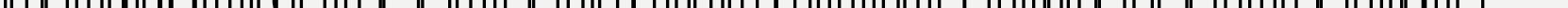
- EyeTrack III Study: The eyes fixate first on the upper left of the page, then hover in that area before going left to right. Visitors explore further after closely perusing the top portion of the page



Priority 1

Priority 2

Priority 3

-  , 

EYE BEHAVIOR: F PATTERN

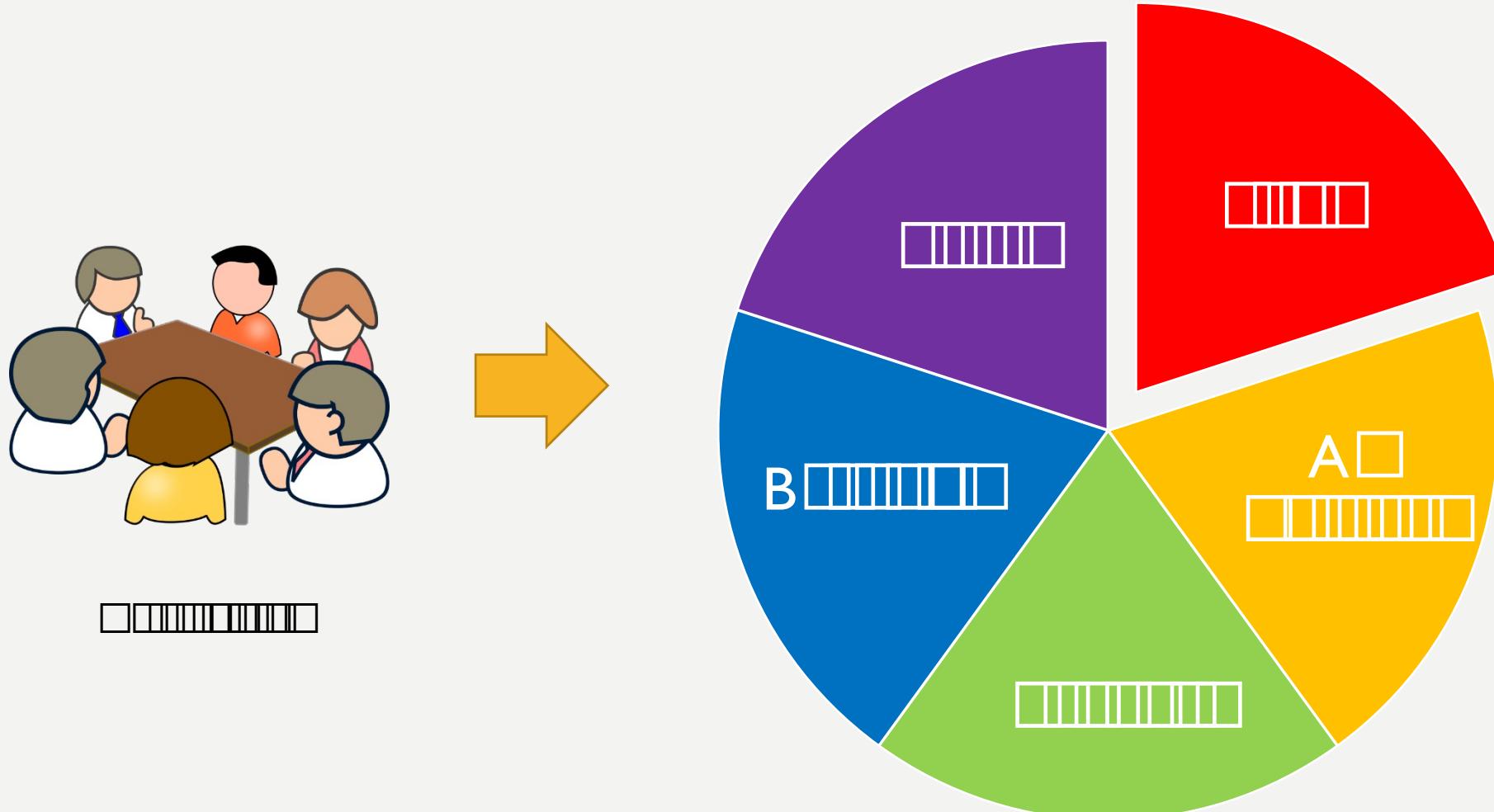


BUSINESS GOALS (CONVERTIBILITY)

A [REDACTED] [REDACTED]; [REDACTED] [REDACTED]
[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED].



WEBSITE OBJECTIVES / GOALS



CONVERSION RATE



$$\text{Conversion Rate} = \frac{\text{Number of Completed Actions}}{\text{Total Visitors the Website}} \times 100$$

CONVERSION RATE

Google Analytics

| My Account | Help | Contact Us | Sign Out

Analytics Settings | View Reports: Cableorganizer.com

My Analytics Accounts: www.cableorganizer.com

Visits	Revenue	Transactions	Average Value	Ecommerce Conversion Rate
23,242 % of Total: 100.00% (23,242)	\$36,305.44 % of Total: 100.00% (\$36,305.44)	561 % of Total: 100.00% (561)	\$64.72 Site Avg: \$64.72 (0.00%)	2.41% Site Avg: 2.41% (0.00%)

Primary Dimension: Site Search Status

Secondary dimension ▾ Sort Type: Default ▾

advanced

Site Search Status	Ecommerce Conversion Rate ▾ ↓	Visits	Contribution to total: V
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