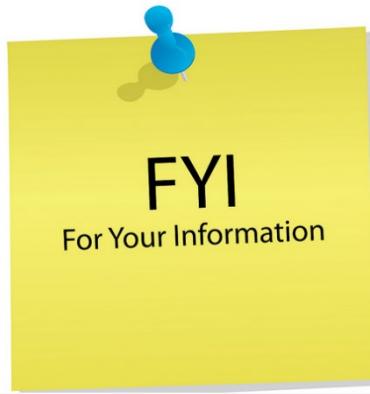


## Module 2-A

# Website Usability Best Practices with a Conversion Focus

Prof. Alex Edsel

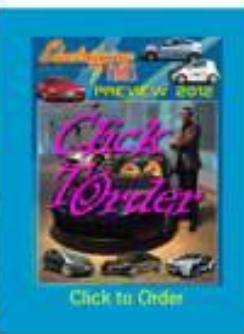


if a slide has this post  
it note-then it is not  
on the exam/quiz

[CLICK TO ORDER NEW ISSUE NOW!](#)

# Electrifying TIMES

Latest Electric Car News



FYI

For Your Information

**NEW** See our new page! Recent-News



**NEW** Back to Recent News

*Coming Soon! Advanced Technology  
Vehicles Now Under Development*

SILVER VOLT GT - \$50,000

• [SUBSCRIBE](#)



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• [ETI List](#)

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Recipe  
blog

**WHOLESALE  
MEATS**  
(COVENTRY) LTD

We are open Friday from 10am to  
7pm Saturday 9am to 5pm & Sunday  
10am to 4pm

LIVE US ON  
FACEBOOK FOR  
MANY OFFERS

Free Ringtone  
Meat, Meat Lovin' Meats!  
You've heard it on  
Facebook, now get  
the ringtone!

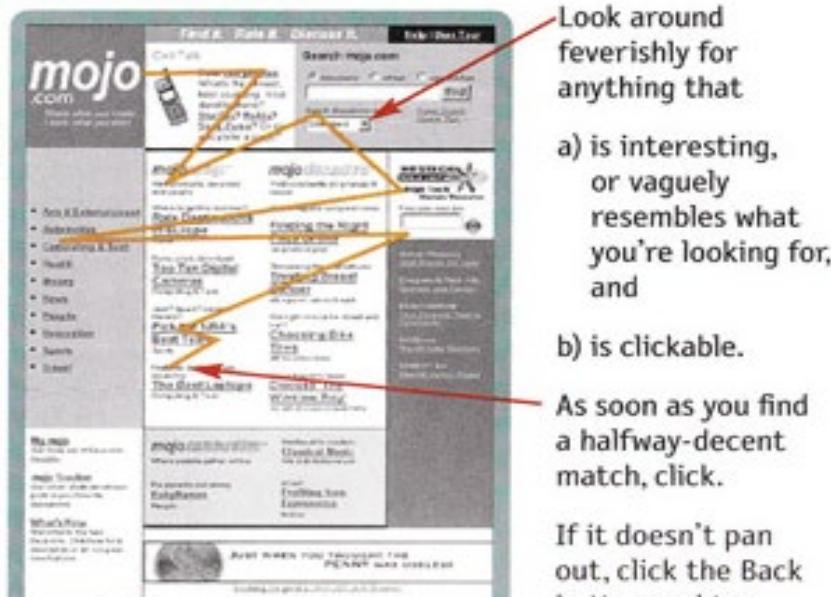
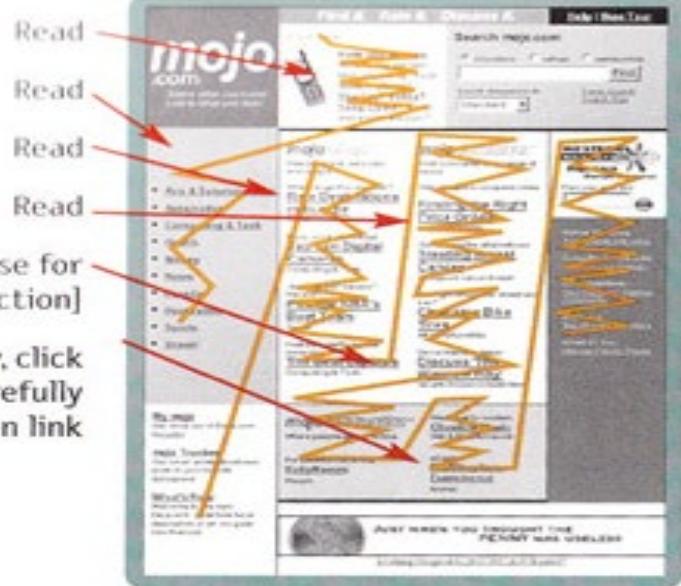


Call us on: (024) 76 367 435

**Whatever you want we'll MEAT your requirements**

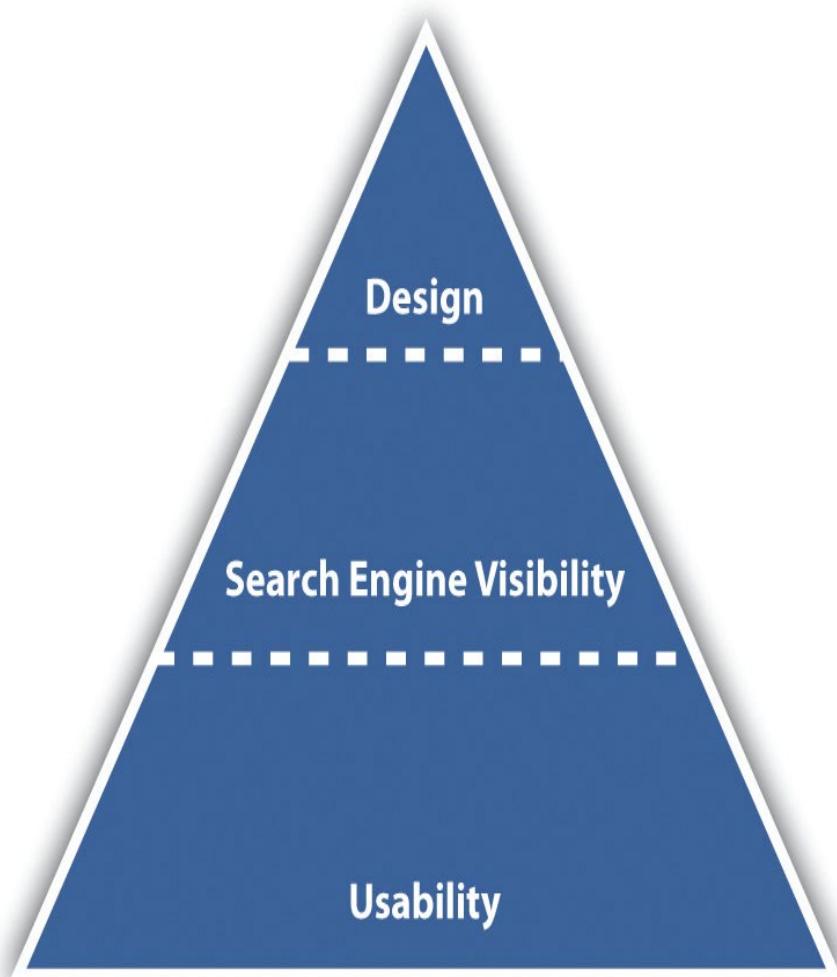
Traditional, family owned supplier of fine, fresh meat

## WHAT WE DESIGN FOR...



- **Website Usability:** website's ability to accomplish goals of the user easily
- **UX:** User Experience beyond usability—create that customer “connection” ex. Those who bought x also bought y
- Good Usability/UX is not always equal to a high converting website but is a prerequisite
- Best practices: websites should use standard conventions—for links, menus, colors, and layout
- The layout of a site is crucial to usability and should follow product and/or information hierarchy and categories

# 3 Key Factors to Consider when Designing a Website



- Design- brand colors, what functionality is needed, templates to use for different types of pages (e.g. ecommerce)
- Search engine friendly-some websites have out of the box user friendly features such as urls that are not dynamically generated
- Usability-but with conversions as the end goal-design for key user personas

# “Above the fold”

Where visitors look

Above the fold →

80%  
of their time

Below the fold →

20%  
of their time

Jakob Nielsen Eye Tracking research <https://www.nngroup.com/>

The screenshot shows the Overstock.com homepage. At the top, there's a navigation bar with links for Shopping, Cars, Travel, Insurance, B2B, O.info, Sign In, Omail, Gift Cards / Wish List, Español, and a search bar. A banner for the "THE LABOR DAY SALE" is prominently displayed in the center, featuring "EXTRA 10% OFF\*" and categories like ALL AREA RUGS, SELECT FURNITURE, SELECT BEDDING & BATH, and SELECT MATTRESSES. Below the banner, the word "Above the fold" is overlaid in large blue letters. Further down the page, another "Above the fold" label appears above a section of recommended products. The word "Below the fold" is overlaid in large blue letters above a grid of "Overstock.com Top Sellers". At the bottom of the page, there are links for MY ACCOUNT, CUSTOMER SERVICE, COMPANY INFORMATION, and CREDIT CENTER, along with a "Reward Yourself" offer for Club O members.

# Call to action-make sure it's above the fold

The image shows a split-screen A/B test comparison. On the left, the 'Control' version features a single orange 'Bestil information' button. On the right, the 'Treatment' version features two buttons: 'Få information' (top) and 'Get information' (bottom). A blue arrow points from the 'Control' section to the 'Treatment' section, indicating the flow of users. Below the 'Treatment' section, a callout box highlights a 38.26% increase in conversions with 98% statistical confidence.

Control:

Bestil information

“Order information”

Treatment:

Få information

Get information

38.26% more conversions  
Statistical confidence: 98%

Source: <https://unbounce.com/>

The image shows a template for a landing page. It includes a logo, a title placeholder 'Place Your Amazing Informative Title Here', a text area for product description, a benefit list, a concluding statement, and a contact form.

Place Your Amazing Informative Title Here

Indicate the Purpose of your Form Here

Your Email Address \*

ENTER

Below, you will make a list of these benefits:

- Place benefit #1 here
- Place benefit #2 here
- Place benefit #3 here

Use this space to explain your product and why it is a must have for your potential customers. Make a point of how many benefits your product carries and how it blows away the competition.

CompanyX does not share, sell, rent, or trade personally identifiable information with third parties for promotional purposes.

Privacy Policy Link

Source: [blog.wishpond.com](http://blog.wishpond.com)

# Best practices in web design

- Easy to determine what is clickable
- Don't make contacting you difficult if your selling something-put in visible place
- Clear calls to action

## Invoicing Simplified

The Invoice Machine is an online invoicing service which simplifies your invoicing and makes it beautiful.

[Take the tour](#)

or

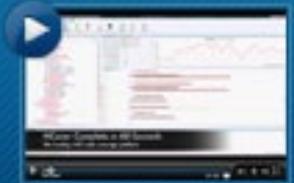
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NCover helps .NET teams all around the world deploy applications with fewer bugs.

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The leading .NET Code Coverage tool.

[Watch the NCover 3.0 guided tour.](#)



# Credibility test

Key cues visitors use to determine the credibility of a Web site:

- ✓ Are phone numbers/addresses visible
- ✓ Informative and personal “about us”
- ✓ Feature genuine testimonials
- ✓ Feature logos of associations and awards -Link to credible third-party references
- ✓ Keep content fresh and updated
- ✓ Ensure that your site is free of errors including grammatical/spelling
- ✓ Include a portfolio of past work

VISIT 600 UK ATTRACTIONS FROM JUST £2.25 A DAY

World SIM Card

UK Children now on par with 3rd world starving.

CLICK HERE TO SHOW YOUR SUPPORT

A damning indictment of the UK's dismissal of their obligations to its own children as well as its vulnerable disabled. Whilst children in the UK are plunged into poverty and near starvation, the ultimate and cruel hypocrisy of today's Britain as one of the world's richest economies, we join the USA in hiding the truth of what really is happening. We too have soup kitchens, and church charities providing food for hungry families; 200 of them within 60 miles of where I live. Save the world's children dismiss your own. The UK gave £30m to Africa recently, that was to buy influence away from China. Madness, and completely immoral. In the 30's and 40's, we fought for children's right to adequate nutrition in the UK. Our campaigning was a success: the Education Act of 1944 made it compulsory that all schools in the UK provide milk to children under the age of 18. We continue fight for children in the UK today by supporting some of the most vulnerable children and families. Right now, 1.6 million children live in severe poverty in the UK. Our programmes make sure children living in poverty get off to the best possible start in education, and we're making sure they get the essentials they need - a hot meal, blankets, a warm bed.

Read About Mercia

Mercian Declaration of Independence	Anglo-Saxon Gold Hoard Found in Staffordshire	Lichfield - Mercia's Ecclesiastical Centre
Background of The English Kingdom of Mercia	Places Named After Anglo-Saxon People	Repton - The Birthplace of Christianity in Mercia
The Angles	Anglo-Saxon Place-names	Tamworth - The Site of the Royal Palace
The Subdivisions of Mercia	Mercian Religion	The Mercian Trail
The Mercian Regiment	Birmingham	London

Select The County of Mercia or Wessex You wish to visit

Berkshire Cheshire Cornwall Derbyshire Devon Dorset Gloucestershire Hampshire Herefordshire Kent Leicestershire London Mercian Index Middlesex Nottinghamshire Oxfordshire Shropshire Somerset Staffordshire Surrey Sussex Wessex Index Wiltshire Worcestershire Camping Cricket Wessex Films Football Golf Hotels Warwickshire Kosher Racetracks Restaurants Roots Rowing Rugby Famous Wassaxens Essex Seaside Skating Tennis Theatre Wine Investment Financial

Mercian Declaration of Independence

TrafficRush.com

Click here to support England's National Day

World SIM Card

Example of a poor website- bad design, colors, ads in poor taste, etc.

# Navigation best practices: horizontal and/or left hand vertical

The screenshot shows the Amazon homepage with several navigation elements highlighted by a red box:

- Search Bar:** A search bar at the top with the placeholder "Books" and a dropdown arrow, and a magnifying glass icon.
- Header Links:** A horizontal menu bar with links: Books, Advanced Search, New Releases, Amazon Charts, Best Sellers & More, The New York Times® Best Sellers, Children's Books, Textbooks, Textbook Rentals, Sell Us Your Books, Best Books of the Month, Kindle eBooks.
- User Profile:** A "Hello, Alexander" greeting with a "EN" link.
- Cart:** A "Cart" link with a "2" indicating items.

The main content area features:

- A large title "Books at Amazon".
- A section titled "Shop by Category" with icons and links for: Arts & Photography, Biographies & Memoirs, Business & Investing, Children's Books, Cookbooks, Food & Wine, History, Literature & Fiction, Mystery & Suspense, Romance, Sci-Fi & Fantasy, and Teens & Young Adult.
- A sidebar on the left with sections for "Popular in Books" (Award Winners, Bargain Books, Best Books of the Month, Books in Spanish, Children's Books, Deals in Books, Top 20 Lists in Books) and "More in Books" (100 Books to Read in a Lifetime, Amazon Book Review Blog, Amazon Books on Facebook, Amazon Books on Twitter, Amazon Books Stores, Amazon First Reads, Book Club Picks, From Page to Screen, Start a New Series).
- A promotional banner for "BOOKS WITH BUZZ" featuring the book "Children of Blood and Bone" by Tomi Adeyemi.

# Avoid clutter- clean design

## User must “get it” in 3 seconds



Expert Service. Unbeatable Price.

Weekly Ad Deal of the Day Credit Cards Gift Cards Gift Ideas & Registry

**BEST BUY** Search Best Buy

Plano TX Open till 10 pm

PRODUCTS BRANDS DEALS SERVICES Account Shopping History Order Status Saved Items

PREMIUM FINISHES. SUPERIOR SAVINGS.

Best Buy > Appliances > Washers & Dryers > Washing Machines

### Front-Loading Washers

Brand

- LG (20)
- Samsung (18)
- Whirlpool (10)
- Maytag (3)
- GE (12)
- Bosch (4)
- Equator (1)

Shop Front-Loading Washers

App-Controlled	Steam Function	Noise Reduction	Stackable	Large Capacity	Less Than \$750

Price

- \$250 - \$499.99 (4)
- \$500 - \$749.99 (14)
- \$750 - \$999.99 (22)
- \$1000 - \$1249.99 (17)
- \$1250 - \$1499.99 (10)
- \$1500 - \$1999.99 (1)

LAUNDRY PACKAGES

Featured Laundry Packages

Find the perfect matching washer and dryer.

Shop laundry packages

DEALS OF THE WEEK

Major Appliance Deals of the Week

See the deals

All Items (68) Pick up Today (2)

Sort by: Best Selling Your Store: Plano Change

View: List Grid

# Best practices : Breadcrumbs



The screenshot shows the top navigation bar of the UT Dallas website. A red arrow points from the word "Masters" in the "Students Resources" menu to the breadcrumb trail below. The breadcrumb trail reads: UT Dallas > Jindal > Academic Areas > Marketing Programs Overview > Master of Science in Marketing.

UT DALLAS

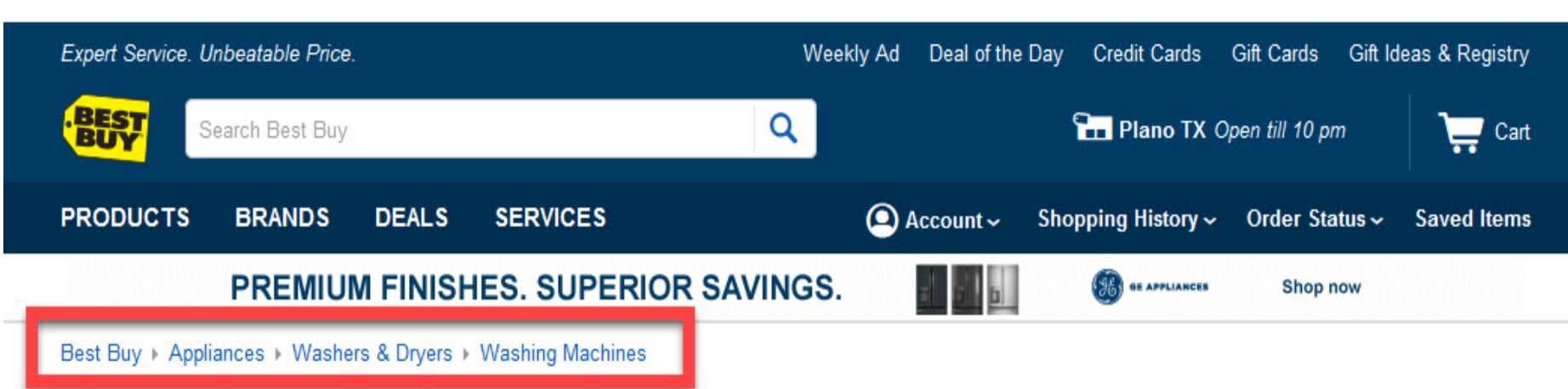
DIRECTORY CAMPUS MAP eLEARNING GALAXY

Naveen Jindal School of Management

Prospective Students Students Resources Advising Centers & Institutes Careers Make a Gift Alumni About Us Apply

Undergraduate Masters MBA PhD Executive Education Scholarships Faculty & Research Staff

UT Dallas > Jindal > Academic Areas > Marketing Programs Overview > Master of Science in Marketing



Expert Service. Unbeatable Price.

Weekly Ad Deal of the Day Credit Cards Gift Cards Gift Ideas & Registry

BEST BUY Search Best Buy 

Plano TX Open till 10 pm 

PRODUCTS BRANDS DEALS SERVICES Account Shopping History Order Status Saved Items

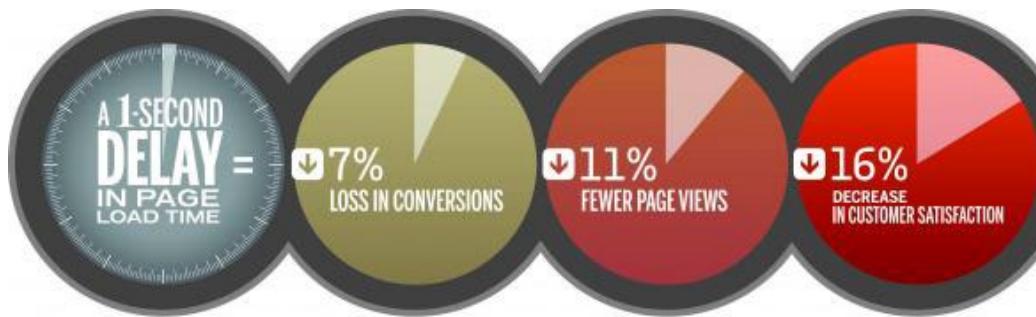
PREMIUM FINISHES. SUPERIOR SAVINGS.

Best Buy > Appliances > Washers & Dryers > Washing Machines

 GE APPLIANCES Shop now

# Best practices in web design

Fast load times- little to no flash; approx. 2 seconds is current standard



**IN DOLLAR TERMS,**  
this means that if your site typically earns \$100,000 a day, this year  
you could lose **\$2.5 MILLION** in sales.

SOURCE: Akamai  
strangeloop [www.strangeloopnetworks.com](http://www.strangeloopnetworks.com)



## By the Numbers

**47%**

expect a load time of 2 seconds for a web page

**14%**

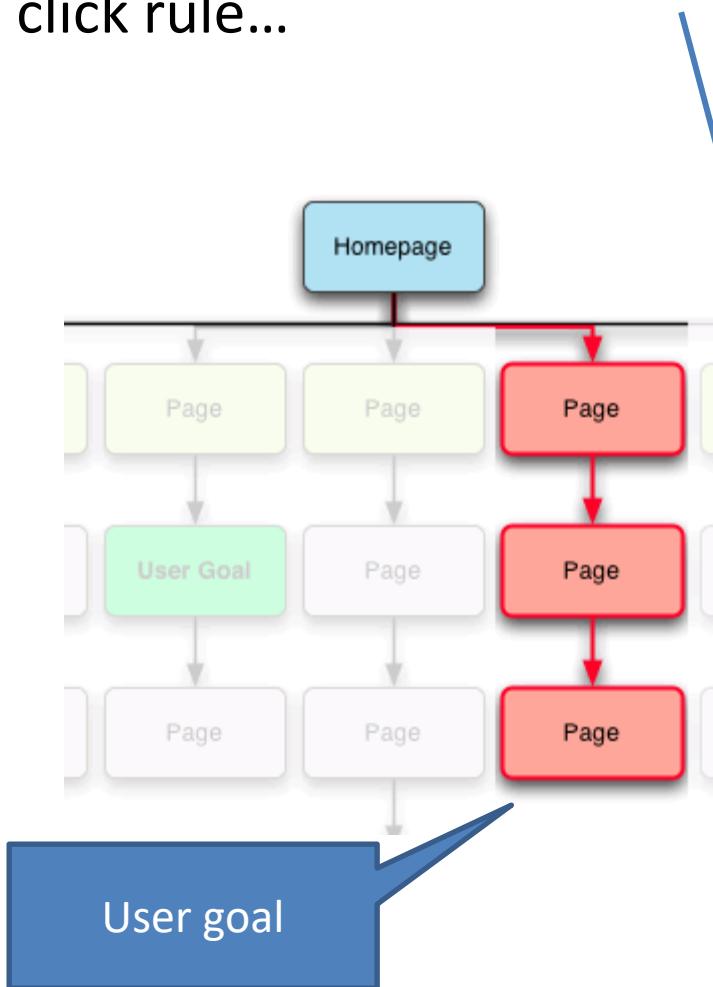
will look for another website if a page is slow



Ready to upgrade your website?  
Talk with [www.BlueCompass.com](http://www.BlueCompass.com) and watch your website grow!

# Best practices in web design

As few clicks as possible for checkout- debate on the 3 click rule...



**Returning Customer** Please enter your email address and password.

Email Address

Password

[Recover Password](#)

**New Customer** Please fill out the information on the following pages.

[Create Profile and Checkout](#)

**Guest Checkout** You can always create a profile later.

[Checkout Without Profile](#)

# Skeleton screens-show something sooner

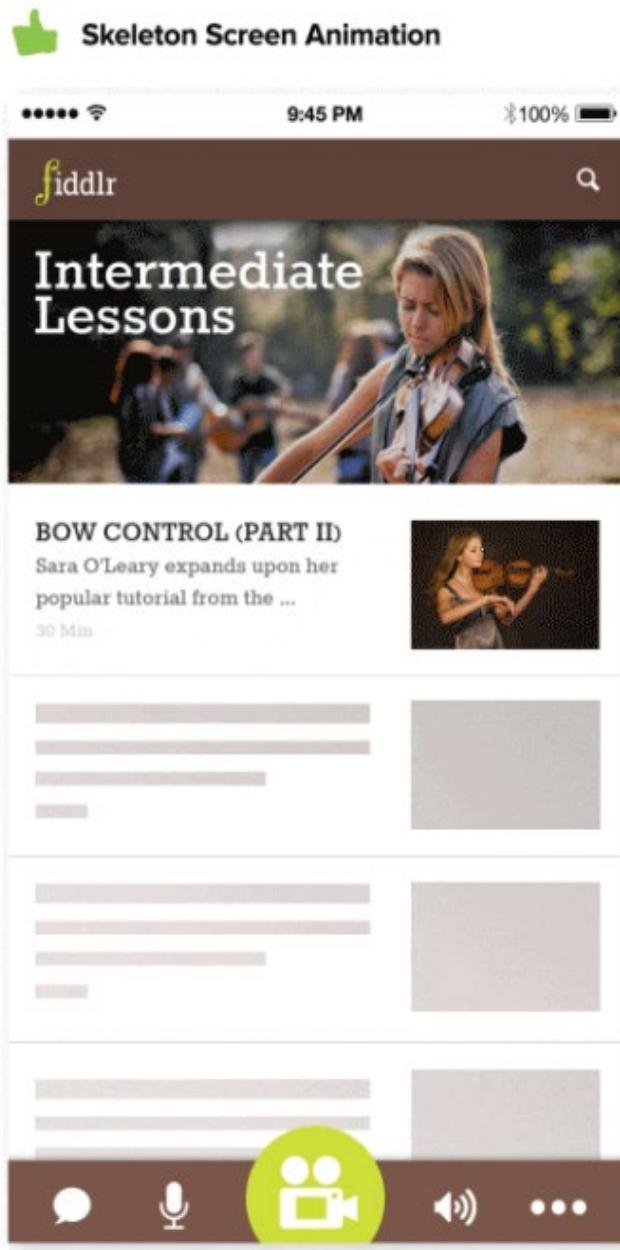
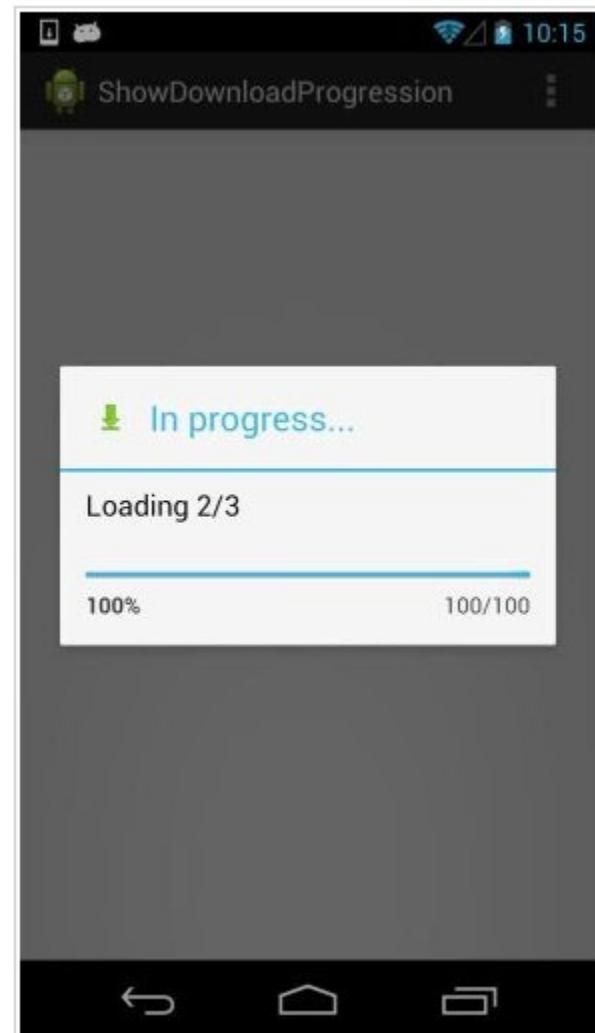
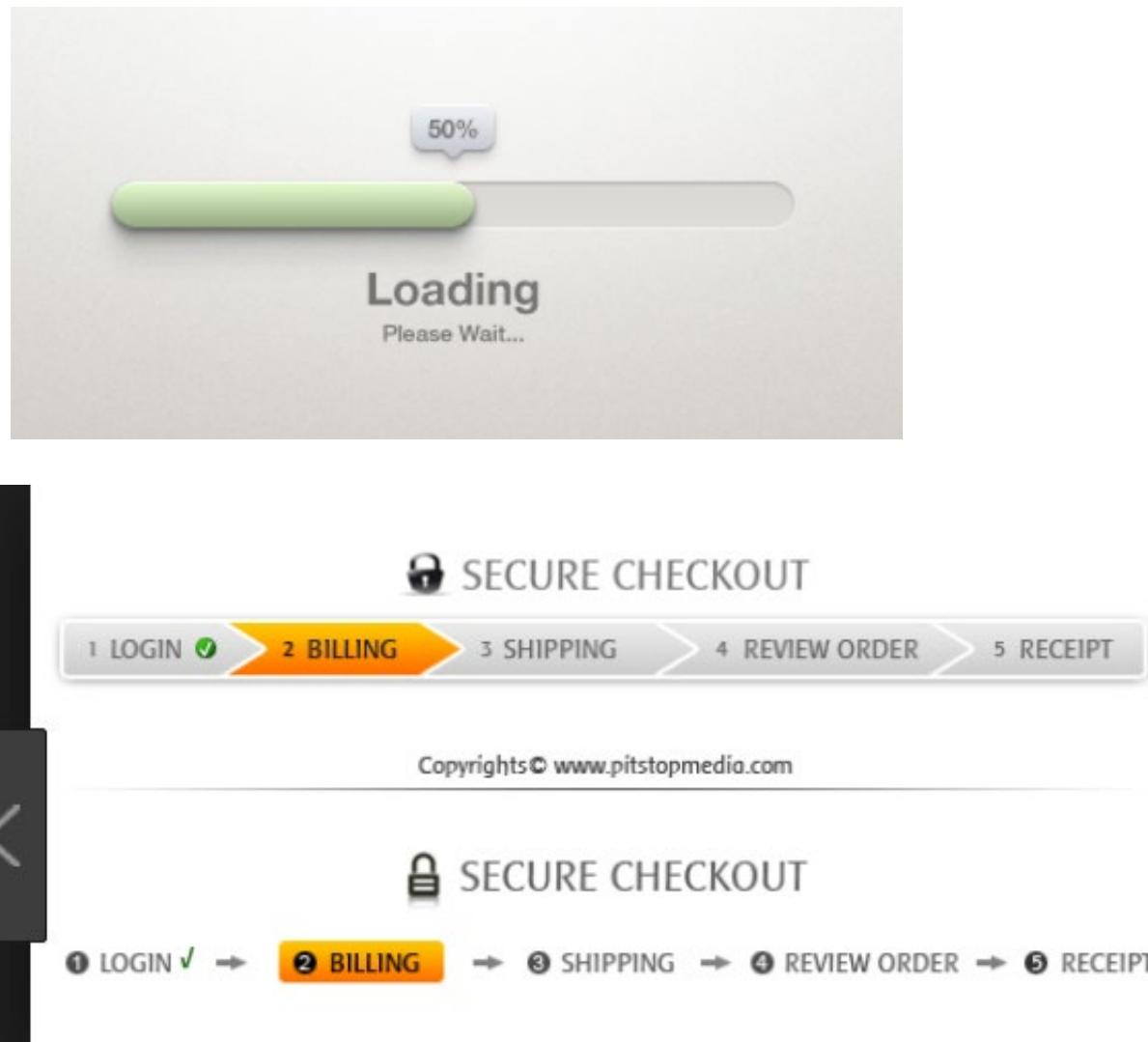


Image source:  
<https://conversionxl.com>

# Inform users: steps pending & time left



<http://theopentutorials.com/>



Search by Keyword, SKU # or Item #



Español | My Account | Order Status | Customer Service

Store Locator Weekly Deals Credit Cards Reward Zone

PRODUCTS

SERVICES

SHOPS & DEALS

GIFTS

Welcome.

Please create an account or Sign in.



## Robust search best practices:

- a) Top part of each page
- b) Label w/magnifying glass or “GO”
- c) Autocomplete feature-key for mobile users
- d) Allow refinement- see Home Depot example next page
- e) Test it! Many ecommerce platforms and websites can generate bad or incomplete results if not setup correctly

The screenshot shows a search results page for 'dish' on the Lowe's website. At the top, there is a banner for 'FREE PARCEL SHIPPING ON QUALIFYING ORDERS \$49 OR MORE'. Below the banner, the search bar contains the word 'dish'. A dropdown menu lists several search suggestions: 'dishwashers', 'dish rack', 'dishwasher drawer', 'dish drainer', and 'dish drain rack'. To the left of the search results, there is a sidebar with categories like 'to Save' and 'or Day Values'. The main content area displays five products related to dishwashers, each with a thumbnail image, the product name, and a brief description. The products are: 1. Whirlpool Gold 24-in Built-In Dishwasher (Stainless Steel) ENERGY STAR From Lowe's Today. 2. KitchenAid 24-in Built-In Dishwasher (Stainless Steel) ENERGY STAR From Lowe's Today. 3. Bosch 500 Series 24-in Built-In Dishwasher (Stainless Steel) ENERGY STAR From Lowe's Today. 4. Whirlpool 24-in Built-In Dishwasher (White) ENERGY STAR From Lowe's Today. 5. Whirlpool 24-in Built-In Dishwasher (Black) ENERGY STAR From Lowe's Today.



More saving. More doing.™

My Store Location: Lemmon Ave #589 (Change)

Local Ad

Help | My Account (Sign in or Register)

## SHOP BY DEPARTMENT

Home &gt; Appliances &gt; Dishwas

## Built-In Dishwasher

## Browse

&lt; Appliances

&lt; Dishwashers &amp; Disposers

&lt; Dishwashers

## Built-In Dishwashers

## Refine By:

## BRAND

 GE (60) Whirlpool (45) Maytag (27) Frigidaire (22) GE Profile (18) Hotpoint (12) Amana (8) Haier (8) LG Electronics (7) GE Adora (3)

SEARCH ALL



GO



MY LIST

SEARCH ALL



Appliances

Bath

Building Materials

Decor

Doors &amp; Windows

Electrical

Flooring

Kitchen

Lighting &amp; Fans

Lumber &amp; Composites

Outdoors

Paint

Painting

Storage &amp; Organization

Tools &amp; Hardware

\$289.00

Hotpoint Built-in Dishwasher  
in White**10% OFF ALL APPLIANCES \$397 OR MORE  
PLUS FREE DELIVERY & HAUL AWAY**

Learn More &gt;

Shop our expanded selection of 3000 Appliances

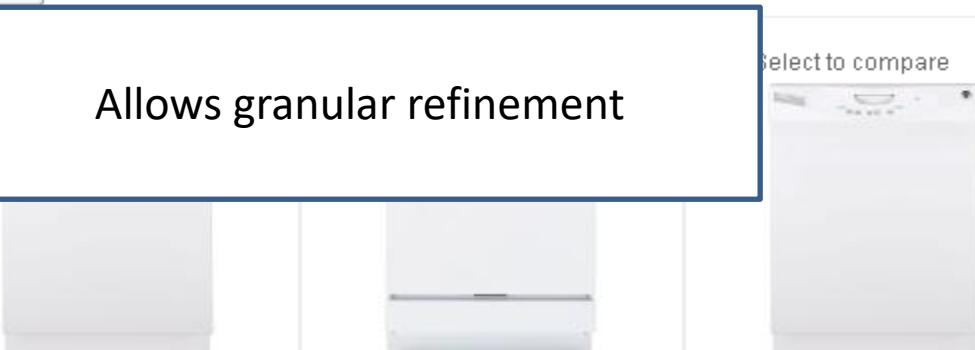
Sellers

Products: Online | In-Store | All Products

Results per page: 24

Page 1 of 4 | 1 2 3 4 &gt;

Allows granular refinement



More Options Available

More Options Available

\$289.00

Hotpoint Built-in Dishwasher  
in White

\$349.00

Built-In Tall Tub Dishwasher  
in White

\$349.00

GE Built-In Tall Tub  
Dishwasher in White



FYI

For Your Information

- FREE PICKUP
- FREE PICKUP TODAY

## Weight

- 0
- 13
- 14
- 15
- 16
- 18
- 22
- 29
- 3
- 36
- 39
- 6

[See more weights ▾](#)

## Color



Rollback



Rollback



Clearance



Clearance



Rollback



Too wide a range, how can one same size be 3 another 39? problem is some are in lbs others in ounces.... need to be consistent-need to do quality checks

FREE SHIPPING  
FREE PICKUP2-DAY SHIPPING  
FREE PICKUP

Rollback



Best Seller



Was \$249.97 Save \$124.97

**\$125.00**

Ozark Trail 25' x 12'6" Instant Double Villa Cabin Tent, Sleeps 10



Departments

All ▾

Search



About this item

Customer Reviews

FREE SHIPPING  
FREE PICKUP

Capacity

8

Brand

Ozark Trail

Tent Type

Dome Tents, Cabin Tents

Season

All Season

Color

Gray, Cool Gray, Green

Material

Polyester

Assembled Product Weight

29.68 oz

Manufacturer Part Number

WMT-160876

Assembled Product Dimensions (L x W x H)

192.00 x 96.00 x 76.00 Inches

# Common reason for poor search results

FYI

For Your Information

WP Engine  
Dashboard  
Posts  
Media  
Pages  
Portfolio  
Staff  
Testimonials  
Comments  
WooCommerce  
**Products**

Products  
Add Product  
Categories  
Tags  
Shipping Classes  
Attributes

Appearance  
Plugins  
Users  
Tools  
Visual Composer  
Settings

Theme Panel  
Collapse menu

Edit Product [Add Product](#)

## Platform Pump

Permalink: <http://totaltheme.wpengine.com/glitzglam/shop/platform-pump/> [Edit](#)

Add Media

Visual Text

B I ADE 66 – EEE Shortcodes Formats

Font Sizes Font Family Paragraph A

First I made a dress because I was pregnant and I wanted to be the most beautiful pregnant woman. Then I made a sweater because I wanted to have one that wasn't like anyone else's. My job is to bring out in people what they wouldn't dare do themselves. I am no longer concerned with sensation and innovation, but with the perfection of my style. The key to my collections is sensuality. I think God is the most fantastic designer.

P Word count: 80 Last edited by AJ Clarke on March 23, 2016 at 12:50 am

Product Data — Simple product Virtual:  Downloadable:

General	SKU	
Inventory	Regular Price (\$)	44.95
Shipping	Sale Price (\$)	
Linked Products		Schedule
Attributes		
Advanced		

Product Short Description

Add Media

B I ADE 66 – EEE Shortcodes Formats

Font Sizes Font Family Paragraph A

Pumps in faux suede from NLY Shoes from NELLY.com covered heel and a rounded toe is a classic addition to yo

- 4 cm Platform
- 1.4cm Heel
- Synthetic insole
- Rubber outsole

Screen Options Help

**Publish**

Save Draft Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Publish immediately [Edit](#)

Catalog visibility: Catalog/search [Edit](#)

Move to Trash Publish

**Product Categories**

All Product Categories Most Used

Accessories  
 Dresses  
 Makeup  
 Sale  
 Shoes

+ Add New Product Category

**Product Tags**

Every ecommerce platform is different so you need to know which data field(s) are used by your platform's internal search engine and then make sure that every product gets tagged/classified accordingly

In the "wedge" example they probably have that word in the dress product description, need to then avoid that

# Readability Index- 7-8<sup>th</sup> grade level

Percent of complex words	25.00%
Average words per sentence	1.33
Average syllables per word	2.00

## What do these results mean?

The indicator bars give a visual guide for the readability of the text. Red is a low readability score. Green is easily readable.

## Flesch Kincaid Reading Ease

Based on a 0-100 scale. A high score means the text is easier to read. A low score means the text is more complicated.

206.835 - 1  
(syllables/word)

A value between  
year old to upper

## Grade Level

These equal  
schools grade

## As Featured in...

Mashable  
readwrite  
design shack

The results of a ample study on adult reading proficiency introduced by the US Department of Education clearly indicates that the average American people still read and assimilate information at a basic 8<sup>th</sup> (or even 7<sup>th</sup>) grade level. So if you want to improve your conversion rates, you have to present your products, brand of services in a very concise, reader-oriented manner, without relying on unnecessary explanations or adornments that couldn't be understood by 8<sup>th</sup> or 7<sup>th</sup> graders.



# Writing for Online



- Research & Understand target audience
- If writing for a client — Understand their corporate “personality” and customers
- Online copy is judged first and foremost on its layout, regardless of the content
  - It should be easy for users to skip and skim the copy effortlessly finding the parts that are most relevant to them



The screenshot shows the homepage of The Yahoo! Style Guide. At the top, there's a navigation bar with links for "Hi, Joe" (dropdown), "Sign Out", and "Help". To the right are icons for "Yahoo!", "Mail", "News", "Sports", "Finance", and "Weather". Below the navigation is the title "THE YAHOO! STYLEGUIDE" in large purple letters, with the subtitle "WRITING, EDITING, AND CREATING CONTENT FOR THE DIGITAL WORLD". A search bar and a "Web Search" button are on the right. A horizontal menu bar includes "WRITING FOR THE WEB" (selected), "EDITING 101" (highlighted in purple), "WORD LIST", "RESOURCES", "ASK AN EDITOR", and "ABOUT THE BOOK". Below the menu is a search bar with "SEARCH THIS SITE" and a "Search" button, followed by "Popular Searches: Commas, Capitalization, Eye-Tracking, User-Interface Writing, SEO". The main content area features a section titled "EDITING 101" with the heading "Best Practices for Online Copy". It discusses how small details like punctuation and capitalization affect perception. Below this is a section titled "Punctuate Proficiently" with a list of punctuation marks and their uses. On the right side, there's a sidebar for "Follow us on Facebook" with a "Like" button and a link to a page with 545 likes. At the bottom right is a book cover for "The Yahoo! Style Guide" with the tagline "BLOGGING NEWSLETTERS EMAIL MOBILE SEO HTML COPYRIGHT WEB" and a "BUY IT NOW" button. A caption at the bottom right reads: "Yahoo! confounded the copy editors when it put unbridled excitement in its".

Hi, Joe | Sign Out | Help

YAHOO! MAIL NEWS FINANCE WEATHER

THE YAHOO! STYLEGUIDE WRITING, EDITING, AND CREATING CONTENT FOR THE DIGITAL WORLD

Search Web Search

WRITING FOR THE WEB EDITING 101 WORD LIST RESOURCES ASK AN EDITOR ABOUT THE BOOK

SEARCH THIS SITE Search Popular Searches: Commas Capitalization Eye-Tracking User-Interface Writing SEO

EDITING 101

## Best Practices for Online Copy

The smallest details of your content can influence a reader's perception of your website's reliability. Consistency in capitalization and the visual treatment of words--how you use such elements as quotation marks, boldface, and italics--contributes to your content's readability and speeds comprehension. And it does one more thing that's less tangible but very important: It gives the people visiting your site the understanding that your website takes itself seriously.

### Punctuate Proficiently

Modern writing tends to be lightly punctuated. When, how, and where you use a mark is crucial for conveying a clear message, especially online, where readers scan. In this section, find guidelines for using each mark competently.

Apostrophes (')	Ellipsis points (...)	Question marks (?)
Colons (:)	Exclamation points (!)	Quotation marks ("")
Commas (,)	Hyphens (-)	Semicolons (;)
Dashes (- and --)	Periods (.)	

Follow us on Facebook

Like 545 people like this. Be the first of your friends.

Get the whole story.

BUY IT NOW

YAHOO! CONFUSED THE COPY EDITORS WHEN IT PUT UNBRIDLED EXCITEMENT IN ITS

YAHOO! STYLEGUIDE BLOGGING NEWSLETTERS EMAIL MOBILE SEO HTML COPYRIGHT WEB

Yahoo! confounded the copy editors when it put unbridled excitement in its

# Writing for the web

- Use reverse type very sparingly
- Good font size (12+) & good spacing between characters
- Write for online (Yahoo guide) not for print
  - Sub-headers
  - Call to action above the fold
  - bulleted lists
  - short paragraphs
  - simple writing style, and
  - “de-fluffed” language devoid of acronyms and hype such as “our state of the art”

The direct marketing course provides an introduction to creating a database and managing customers. The course covers all major direct marketing media: direct mail, broadcast, print advertising, catalogs, co-ops, telemarketing, and the use of different internet platforms in direct marketing such as email, paid search and social networking.

## Improve readability by adjusting letter spacing

Search Adobe Support

A small amount of positive tracking applied to body text can make it look airy and improves readability, as the extra space allows individual character shapes to be easily recognized when the text is read. Negative tracking is rarely used in body text as it can reduce legibility.



# What Text Looks Like after It Has Been Edited for Online



Before	After
<p>Tea has been drunk for thousands of years, and as people are growing more health conscious, tea sales are increasing. Personal preference plays an important role in making the perfect cup of tea. However, using fresh water ensures maximum oxygen in the tea, and warming the teapot first is standard practice. Tradition dictates one teabag per person and one for the pot. Tea is served with milk, lemon, honey, or sugar, according to taste.</p>	<p>Worldwide, tea sales are increasing as people are becoming more health conscious. Here are some tips on making the perfect cup of tea:</p> <ul style="list-style-type: none"><li>• Use fresh water (for maximum oxygen)</li><li>• Warm the teapot first</li><li>• Use one tea bag per person and one for the pot</li></ul> <p>The perfect cup of tea is based on personal preference and taste. Tea can be served with the following:</p> <ul style="list-style-type: none"><li>• Milk or lemon</li><li>• Honey or sugar</li></ul>

# Discussion of Short vs Long Copy

- Copy=words on your page, article
- Longer online copy allows you to foster a relationship with a reader –needs to be somewhere on your site-very important for SEO, for that reason alone good to have
- With longer copy able to establish a voice and a personality to make your copy more convincing and personal

Fig. 1 The Copy Length Grid

		Determining Copy Length	
		High	Medium
Involvement	High	Long Copy	Medium Copy
	Low	Medium Copy	Short Copy
		High	Low
		Emotion	

Image source: awai.com

*Since so few people read the copy at all why does Ogilvy & Mather recommend long copy so often? Because those relatively few people who read the copy are the best prospects for your product or your service.*

## Module 2-B

Website Usability Best Practices  
with a Conversion Focus continued

Prof. Alex Edsel

# Web safe colors: background & text



HOME INFORMATION LOCATION

The Board of Polish Felinological  
honored to invite breeders, exhibitors  
and audience to this exceptional festi-  
val - FIFE World Cat Show!

TRY NOW

Choose your language:

CENT NEWS

16.11.2011 - 18.11.

Hard to read



Search by Keyword, SKU # or Item #



Store

PRODUCTS

SERVICES

SHOPS & DEALS

GIFTS

FREE SHIPPING on everything at BestBuy.com.

TRADE IN  
AND SAVE



TRADE-IN

Trade in Your Electronics at a Participating Best Buy Store or Online

If we've carried it, we'll take it, no matter where you bought it. Here's how:

1

Find Your  
Trade-In Value

Visit a store or use the  
product links below.  
Maximize your Trade-In  
value by including all  
parts and add-ons.

2

Trade In at a  
Store or Online

Locate a participating  
store and bring your  
product in.\* Or use the  
links below to begin the  
online Trade-In process.

3

Receive a Gift Card  
or We'll Recycle It

Get a Best Buy gift card  
for your item. If your item  
has no Trade-In value,  
we can recycle it for free.

\*Due to local laws, some stores may require a valid ID and other personal information.

Find Your Trade-In Value

Selecting a product will take you to our online Trade-In Center. Bring this value to a store or transact online.



Video Games

Video Games  
Game Systems



Mobile

Mobile Phones



Computers

PC Desktop  
PC Laptop



Tablets &

E-Readers  
Tablets and iPads

Buying a New  
Mobile Phone?

Get full trade-in value plus  
a \$50 Best Buy gift card  
when you upgrade your  
mobile phone.

Learn more  
In store only.

Trade-In  
Plus

Power Up For  
College

Exchange your gently



Excellent-easy read-clean look

Español | My Account | Order Status | Customer Service

Weekly Deals Credit Cards Reward Zone

Welcome.

Please create an account or Sign in.



Trade-in Store  
Locator

Find a trade-in store  
near you >

Buying a New  
Mobile Phone?

Get full trade-in value plus  
a \$50 Best Buy gift card  
when you upgrade your  
mobile phone.

Learn more  
In store only.

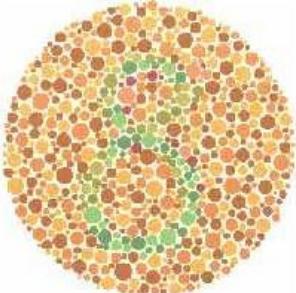
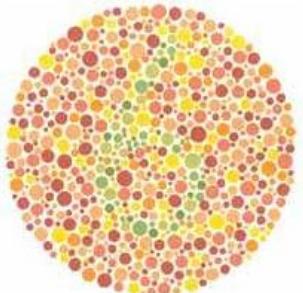
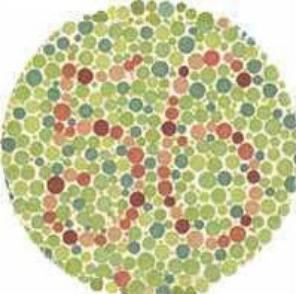
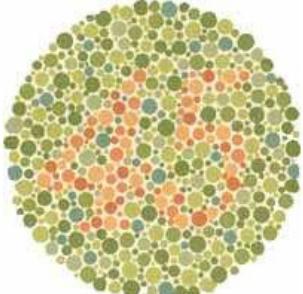
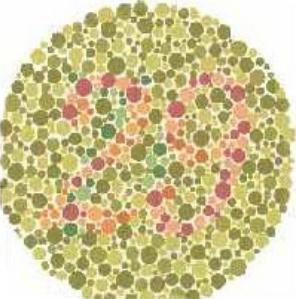
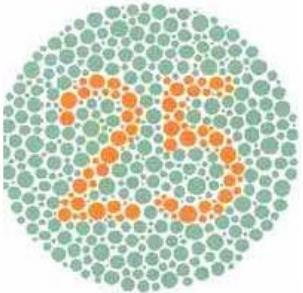
Trade-In  
Plus

In the U.S. 7% of the male population – or about 10 million men – and 0.4% of the female population either cannot distinguish red from green, or see red and green differently-free online tools

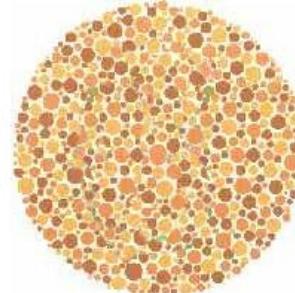
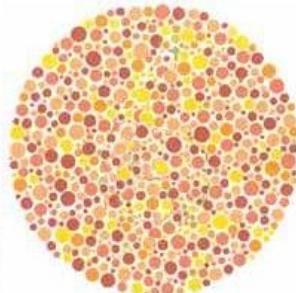
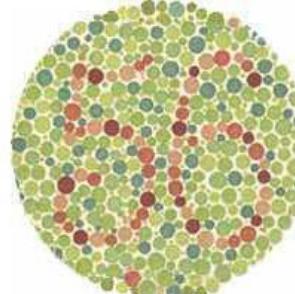
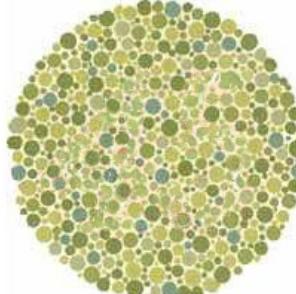
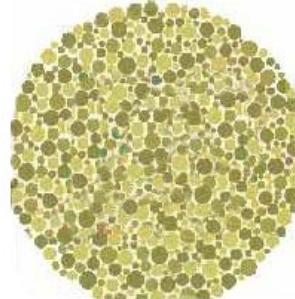
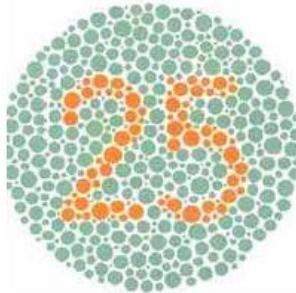


### Ishihara Test For Color Blindness

What People With Regular Vision See



What Red-Green Color Blind People See



# Color palette and as seen by color blind people

FYI

For Your Information

adChoices ▾

hanapin  
Marketing - PPC  
www.PPC-Mana...  
The Agency For  
Demanding  
Clients. Download  
Our 5 PPC Agency  
Benefits.

Making Mistakes  
in AdWords  
www.WordStrea...  
This Free Tool Will  
Tell You. Grade  
Your AdWords  
Account Free.

Advertising on  
YouTube  
adwords.google....  
Reach more  
viewers and boost  
sales with  
AdWords for video.

New TotalMedia  
Theatre 6  
ArcSoft.com/Tot...  
New Version  
Upgraded, Fully  
Support Windows  
, Faster,Better  
Experience

## Color Scheme Designer

2002-2010 © Petr Stanicek • v3.51 • [Blog & News](#)

Undo Redo Random

Colorblind Color space Export

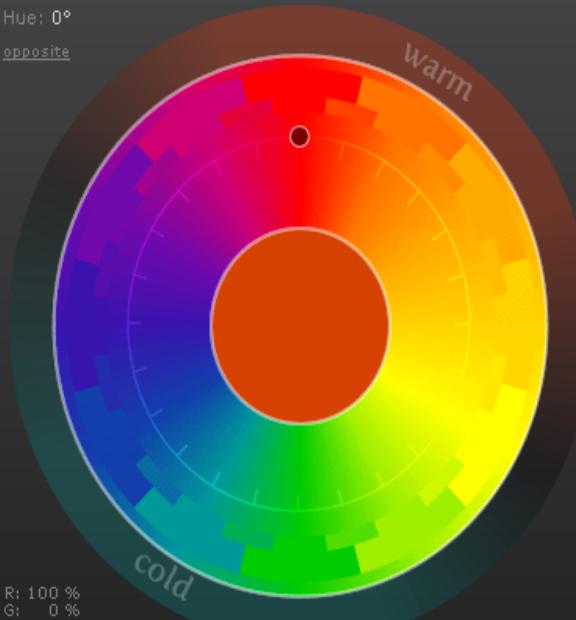
Normal vision (cca 85.5 % of population)

Protanomaly (1 % of men)  
Deutanomaly (1 % of men)  
Tritanomaly (cca 0,003 % of population)  
Protanomaly (1 % of men)  
**Deutanomaly (5 % of men, 0,4 % of women)**  
Tritanomaly (almost 0 %)  
Full colorblindness (0,005 % of population)  
Atypical monochromatism

Schen

mono complement triad tetrad analogic accented analogic

Hue: 0° opposite



warm

cold

R: 100 % G: 0 % B: 0 % RGB: FF0000

Hues Adjust Scheme Color List

Preview Light page example Dark page example

Show sample text

Powered by [ColorSchemeDesigner.com](#)

# Responsive Design

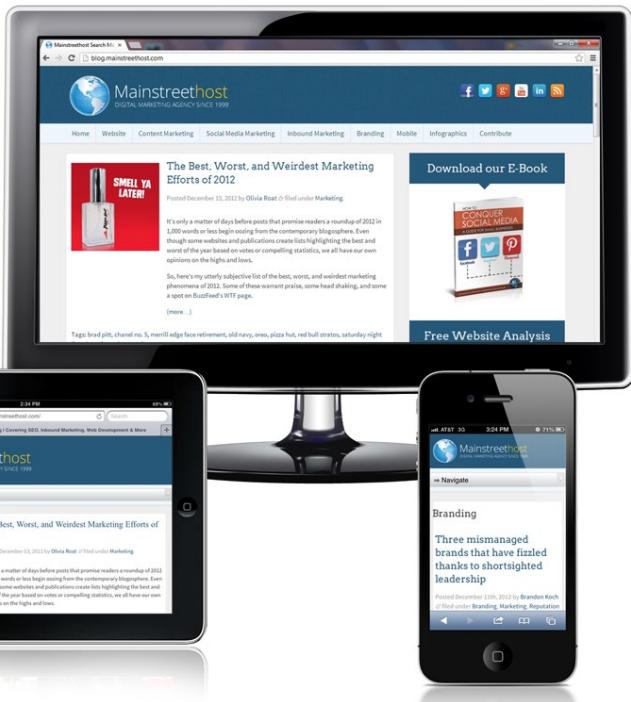


Image source: internetretailer.com

- Website renders well in any type of device & browser
- Avoids needing a separate m-website (issues of duplicate content & management of)
- Endorsed by Google WebMaster tools
- Downside- sacrifice user experience, image problems & extra coding
- Sometimes hard when thousands of skus- but coding gotten better
  - HTML5 (HTML + CC + JS)
  - CSS3
  - Avoid Flash, excessive JavaScript, frames



COFFEE

TEA

MENU

COFFEEHOUSE

SOCIAL IMPACT

STARBUCKS REWARDS

BLOG

GIFT CARDS



Find a Store

# STARBUCKS<sup>®</sup>

# happy hour

IT'S A PARTY  
AND YOU'RE  
INVITED

Exclusive deals on drinks, delivered straight to your inbox.

[SIGN UP NOW](#)

STARBUCKS  
**REWARDS™**

## Make every sip more rewarding

Join Starbucks Rewards™ to earn Gold level benefits like free drinks and food, get free refills, pay and order with your phone, and more.

[JOIN NOW](#)[SIGN IN](#)

FYI	For Your Information
Tog	
Insp	
Wel	
Det	
Styl	
Performance	Shift+P
Network	Ctrl+Shift+F
Storage Inspector	Shift+F2
Developer Toolbar	Shift+F1
WebIDE	Shift+F4
Browser Console	Ctrl+Shift+F3
Responsive Design Mode	Ctrl+Shift+M
Eyedropper	
Scratchpad	
Service Workers	
Page Source	Ctrl+U
Get More Tools	
Work Offline	



We can see what a website displays with different devices and screen resolutions

Responsive Design Mode | Regular 3G | DPR: 1.4‡

320 x 533

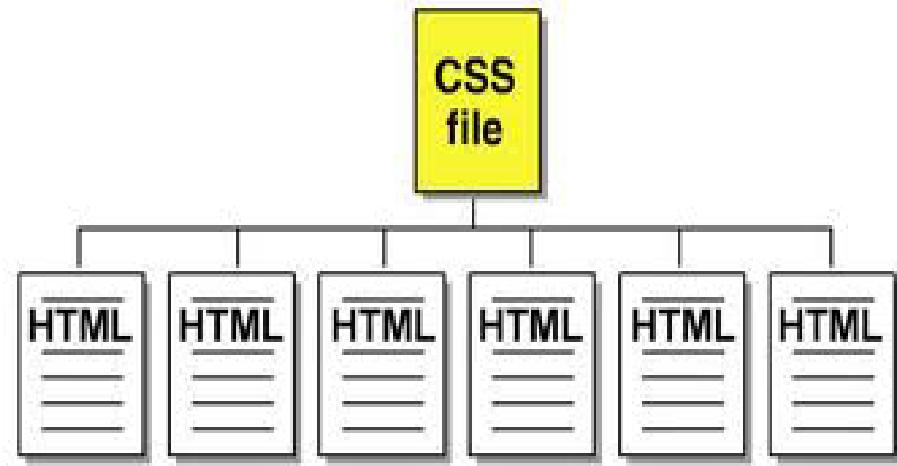
Nokia Lumia 520

The screenshot shows the Starbucks mobile website as it would appear on a Nokia Lumia 520. The top navigation includes the Starbucks logo, 'Sign In', and location services. A large graphic for 'STARBUCKS happy hour' is centered, with the text 'Exclusive deals on drinks, delivered straight to your inbox.' and a 'SIGN UP NOW' button below it. At the bottom is the 'STARBUCKS REWARDS' logo. The browser interface at the top indicates 'Responsive Design Mode' and 'Regular 3G' with a DPR of 1.4, and shows the screen dimensions as 320 x 533 pixels.

# CSS-Key for responsive design



- Cascading style sheets (CSS) is standard layout language
- It controls colors, fonts, and the size and placement of elements on a Web page
- It allows designers and developers to separate presentation from content layer which has the following key benefits:



<http://www.maxdesign.com.au/articles/benefits/>

- Sites are **easier to maintain and update** and are more accessible
- Reduces bandwidth and page-loading times
- Increases cross-browser compatibility

# Emulators: Users have different operating systems and browsers (devices-tablets/phones)

**BROWSCAM**

Home Capture View Organize Remote Access Forum My Account My Preferences Help Sign Out

Step 2: Select Browsers and Preferences

Browser Filters:

Browser Release Date :

Overall Browser Popularity :

Browser Popularity By Platform :

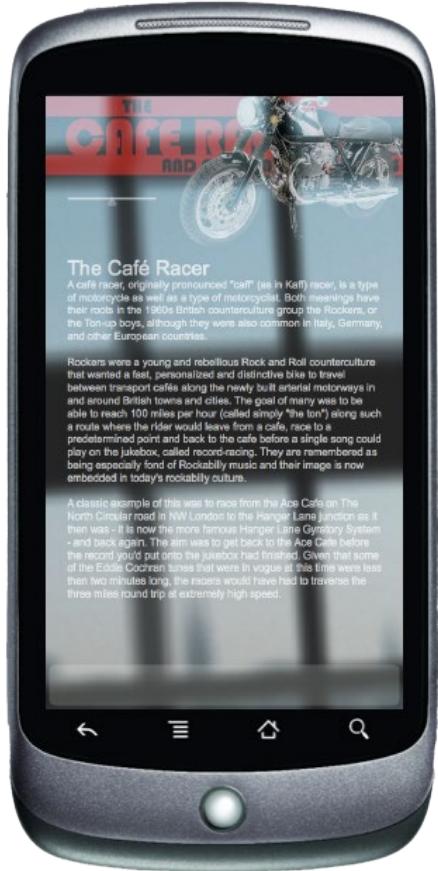
**Icon Legend**

	<input checked="" type="checkbox"/> Browsers With/Without Flash		IE Internet Explorer		NS Netscape
	MZ Mozilla		FF Firefox		SF Safari
	OP Opera		AL AOL		KQ Konqueror

Linux Fedora Core 4	Macintosh OSX 10.3	Macintosh OSX 10.4	Windows 2000 Professional	Windows 98	Windows XP
FF 1.0.7 <input type="checkbox"/> <input type="checkbox"/> KQ 3.4.0-5 <input type="checkbox"/> <input type="checkbox"/> MZ 1.7.12 <input type="checkbox"/> <input type="checkbox"/> OP 8.5.0 <input type="checkbox"/> <input type="checkbox"/>	IE 5.2 <input type="checkbox"/> <input type="checkbox"/> FF 1.0.7 <input type="checkbox"/> <input type="checkbox"/> KQ 1.5.0 <input type="checkbox"/> <input type="checkbox"/> MZ 1.6 <input type="checkbox"/> <input type="checkbox"/> OP 7.5.4u1 <input type="checkbox"/> <input type="checkbox"/> SF 1.2 <input type="checkbox"/> <input type="checkbox"/>	IE 5.2 <input type="checkbox"/> <input type="checkbox"/> FF 1.0.7 <input type="checkbox"/> <input type="checkbox"/> KQ 1.5.0 <input type="checkbox"/> <input type="checkbox"/> MZ 1.6 <input type="checkbox"/> <input type="checkbox"/> OP 7.5.4u1 <input type="checkbox"/> <input type="checkbox"/> SF 2.0 <input type="checkbox"/> <input type="checkbox"/>	AL 9.0 <input type="checkbox"/> <input type="checkbox"/> IE 5.0 <input type="checkbox"/> <input type="checkbox"/> FF 1.0.7 <input type="checkbox"/> <input type="checkbox"/> IE 5.5 <input type="checkbox"/> <input type="checkbox"/> IE 6.0 <input type="checkbox"/> <input type="checkbox"/> FF 1.5.0 <input type="checkbox"/> <input type="checkbox"/>	IE 4.0 <input type="checkbox"/> <input type="checkbox"/> IE 5.0 <input type="checkbox"/> <input type="checkbox"/> IE 6.0 <input type="checkbox"/> <input type="checkbox"/> FF 1.0.7 <input type="checkbox"/> <input type="checkbox"/> IE 7.0 <input type="checkbox"/> <input type="checkbox"/> FF 1.5.0 <input type="checkbox"/> <input type="checkbox"/>	IE 6.0 <input type="checkbox"/> <input type="checkbox"/> FF 1.0.7 <input type="checkbox"/> <input type="checkbox"/> IE 7.0 <input type="checkbox"/> <input type="checkbox"/> FF 1.5.0 <input type="checkbox"/> <input type="checkbox"/> IE 8.0 <input type="checkbox"/> <input type="checkbox"/> FF 2.0 <input type="checkbox"/> <input type="checkbox"/>

Done Internet 01:03/04:19

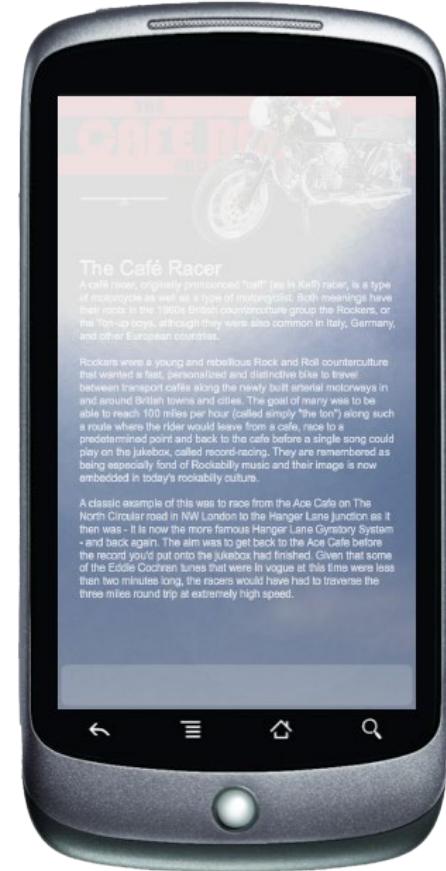
# Design for real world conditions



Inside



Outside  
(partly cloudy)



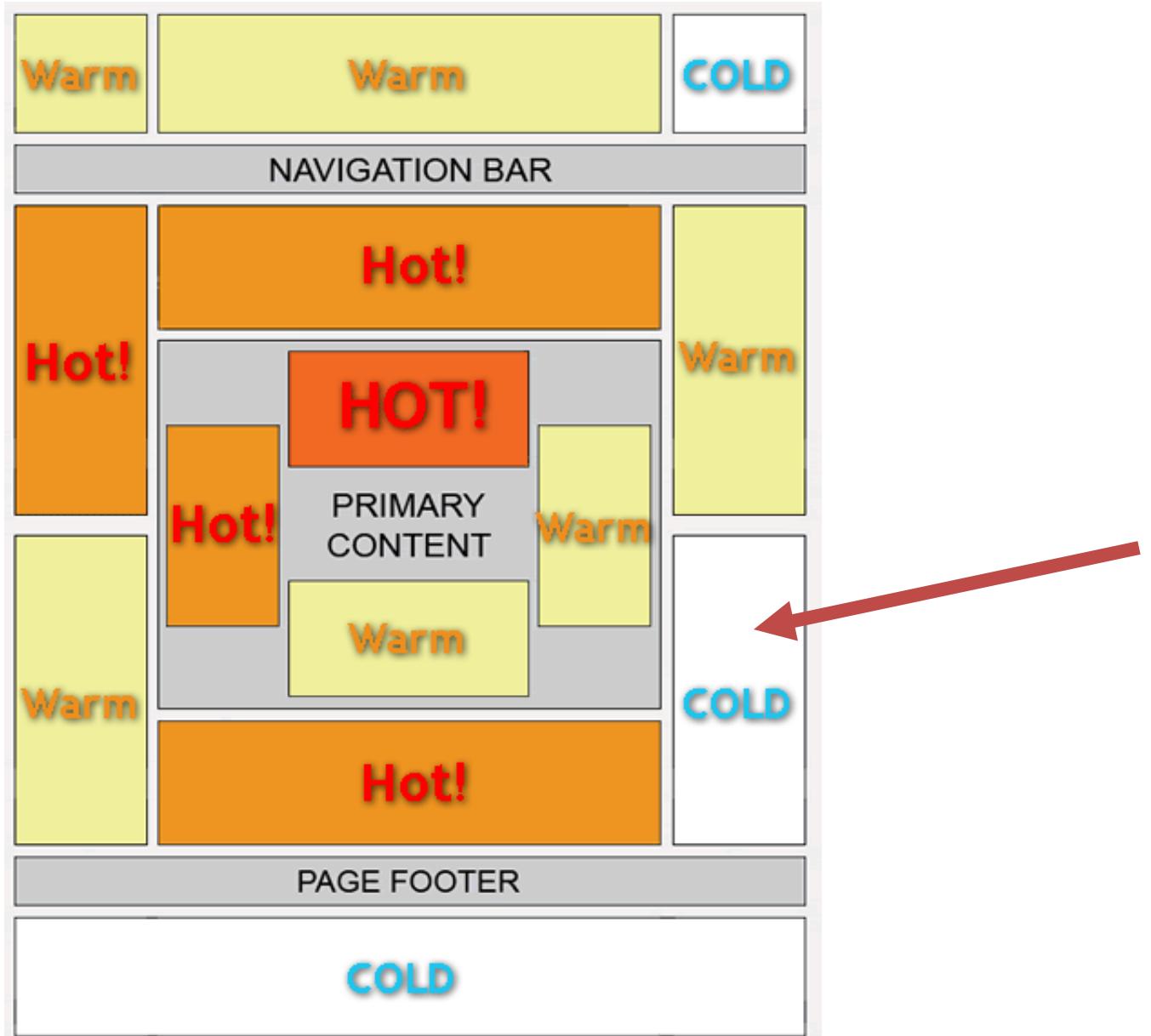
Outside  
(sunny)

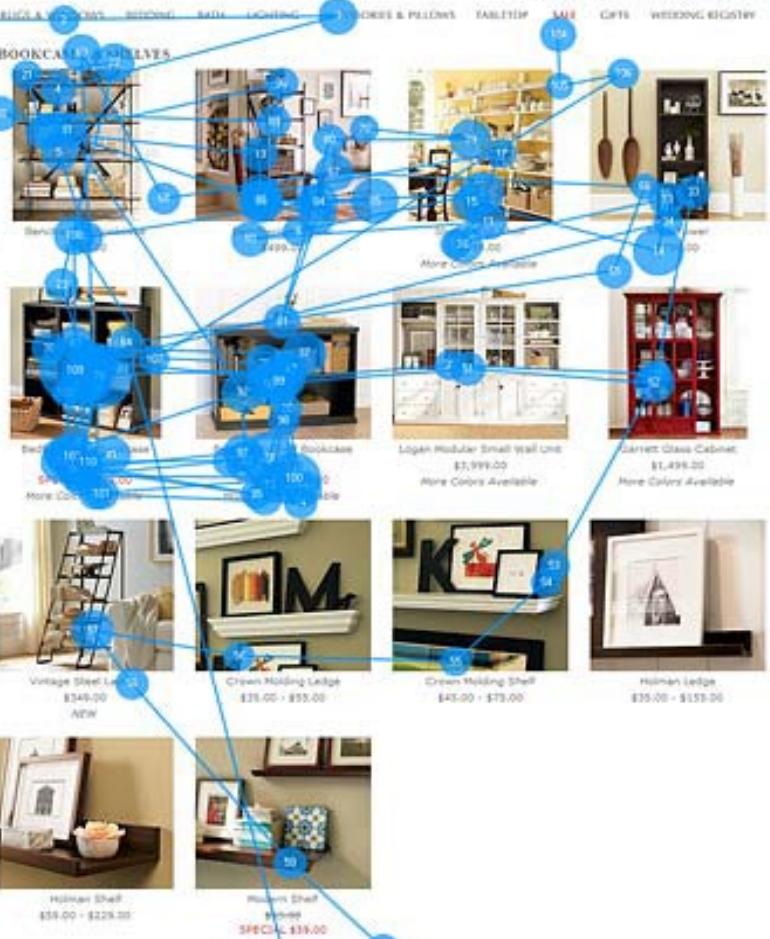
# F-Shape pattern reading a web page



# Heat Maps: eye tracking or clicks

## Use it to guide your layout





OUR COMPANY NEED HELP! SHOP RESOURCES JOIN OUR COMMUNITY

**Eye tracking-people view from left to right – lower right very seldom looked at –also see how some pictures are scrutinized on left vs. the right what would you do with that insight**

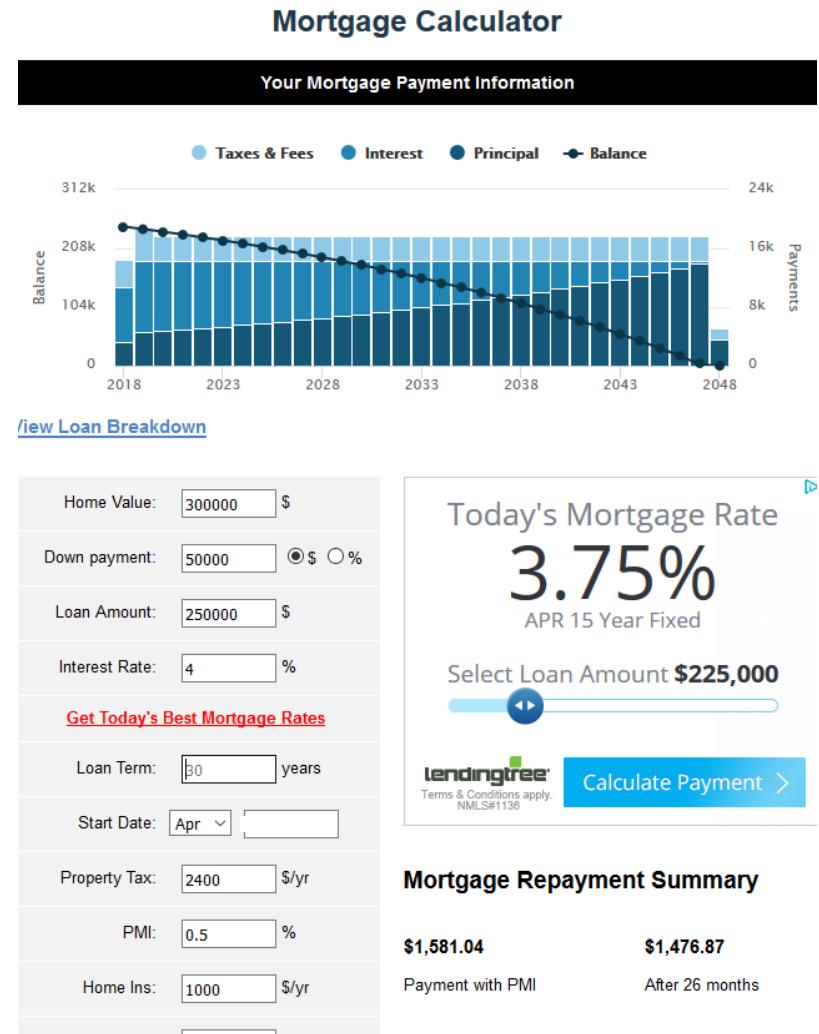
Source: Photos as Web Content

Jakob Nielsen's Alertbox:



# Lead magnets- a UX tool

- Lead magnets are configurators or tools which either you create or leverage from 3<sup>rd</sup> parties
- The objective of “lead magnets” is to offer very customizable information to help prospects stay longer on your site-thus not going elsewhere to lookup information and thus are more likely to convert



Source image: [www.mortgagecalculator.org/](http://www.mortgagecalculator.org/)

# Example 3<sup>rd</sup> party data using API

nes - MS in Market X PayScale - Salary Survey, Salary X +

s://www.payscale.com/syndication/calculators.aspx

1. Choose the PayScale Salary Calculator layout you prefer from the choices shown below.  
2. Use the dropdown to select the country from which you'd like to pull data.  
3. Choose the template color from the color picker to customize the calculator to match your site.  
4. Copy the HTML code from the full code box, and paste it into appropriate section of the template of your web site or blog.  
5. If you have any questions or feedback, [contact customer service](#).

**Benefits:**

- Provides key salary data to keep users engaged.
- Implements into your site quickly and easily.
- Designs can be customized to match your site.
- Keeps traffic from leaving your page.

**Tip:** If your web site or blog has job listings, consider the [Salary Calculator for Job Listings](#) for your site.

**Use of PayScale Charts is subject to PayScale's terms of use and PayScale reserves the right to limit usage to 500 charts. If you wish to syndicate more than 500 charts, please email [bizdev@PayScale.com](mailto:bizdev@PayScale.com)**

**Choose Country** United States

**Choose Colors** (for Custom Color versions only)  
Background Color: # a5d34c  
Text Color: # 333333  
Generate Code

300X300 CUSTOM COLOR

**SALARY RESEARCH** powered by PayScale

Job Title  
City  
State  
- Select State -  
Submit

Accurate, real-time salaries for thousands of careers.

**Copy this code into your webpage, usually inside a table**

```
<script src="https://cdn-payscale.com/jspsexension-min.js"></script><div style="width: 300px; border: solid 1px #a5d34c; border-width: 5px 1px 5px 1px; font-family: 'Open Sans', sans-serif; font-size:11px; color: #333333;"><script src="https://www.payscale.com/syndication/start_large_v3r.aspx?instance=1&j=1&v=1&af=5&job=&city=&state=&country=United%20States&textcolor=333333&backgroundcolor=a5d34c"></script><div style="margin-left: 5px; </div>
```

FYI  
For Your Information

Blog Social Media Directory Map eLearning Galaxy

**NAVEEN JINDAL SCHOOL OF MANAGEMENT**

Institutes Resources Application Process

Employers states, "... among master's degree graduates, average salary of \$86,318."\*

**Colleges and Employers**

**National Salary Statistics**

- Marketing Salary Averages
- Job posting by track
- Top Marketing Skills Cited in Job Postings

**SALARY RESEARCH** powered by PayScale

Job Title  
City  
State  
- Select State -  
Submit

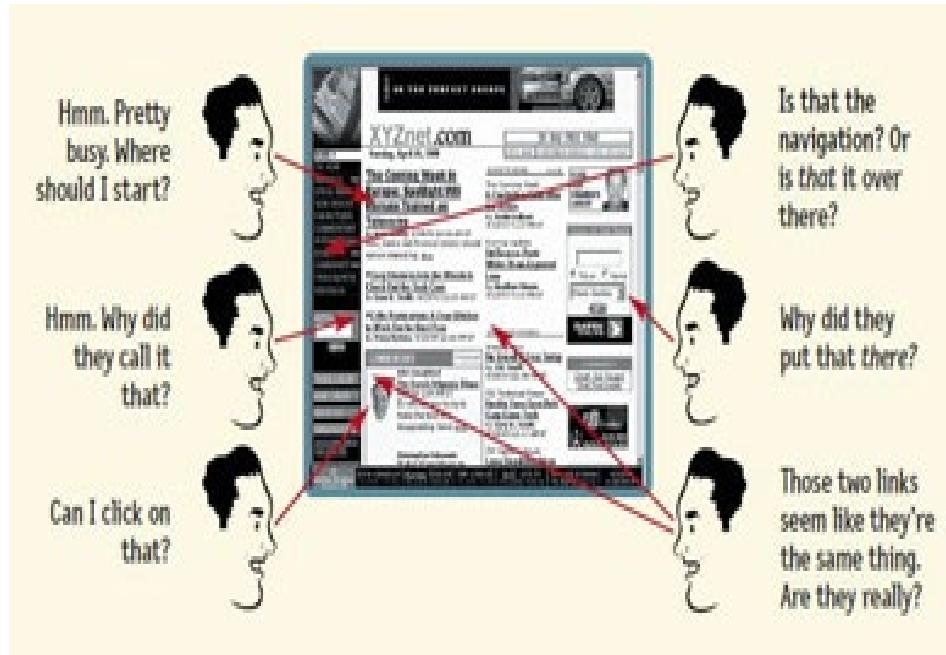
Accurate, real-time salaries for thousands of careers.



# User Testing: Human

Human testing –always needed but more so when a website is new, doing poorly or if scarce web analytics data

Don't make customers think when on your website (Steve Krug "Don't make me Think")



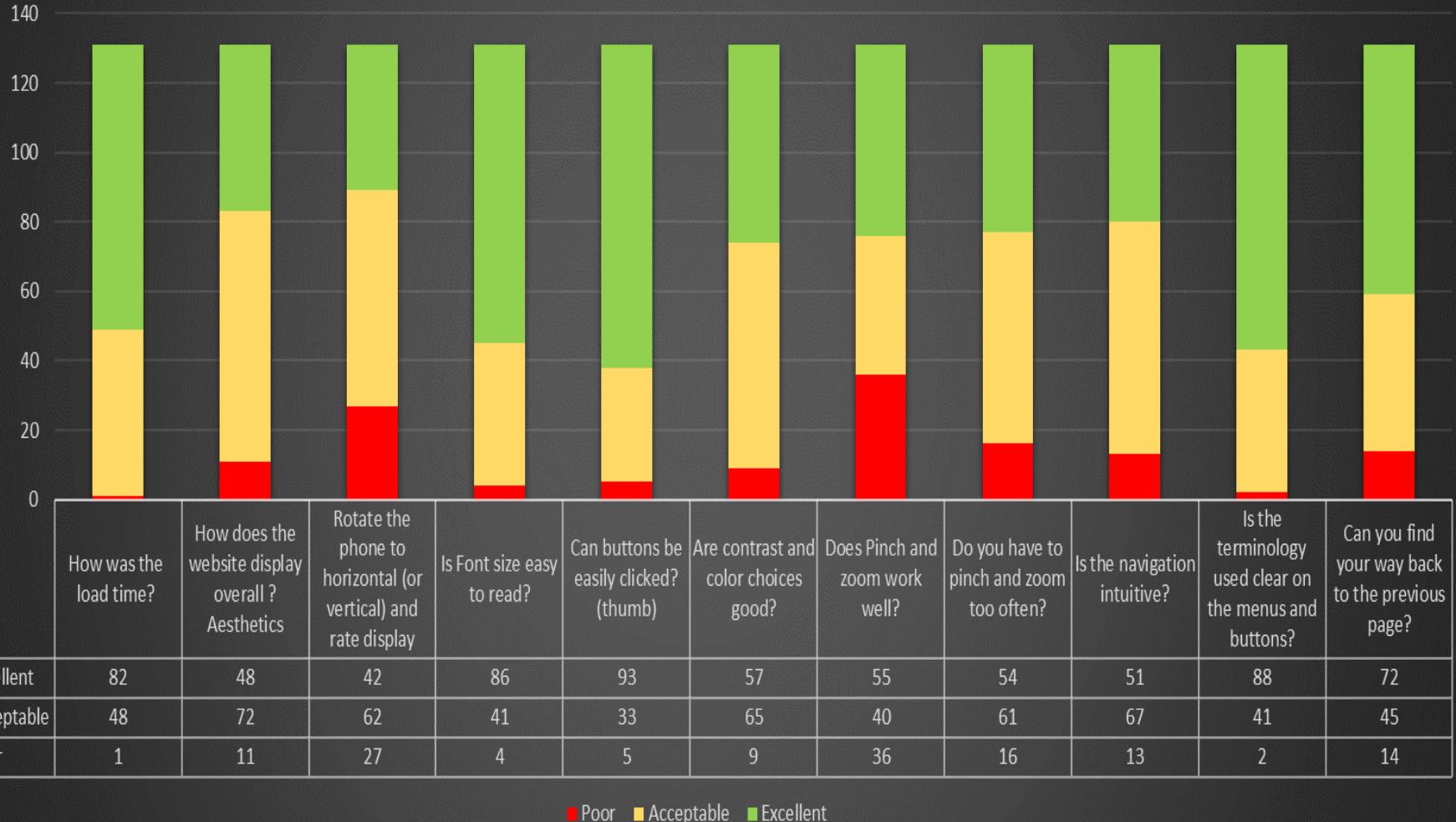
1. Users in the test must match your target market
2. Use checklists-rehearse/proof
3. Give them a task list w/key actions
4. Observe-don't help them while doing a task- take notes
5. Ask why, when the task is completed

# Example of how to present results

FYI

For Your Information

## UX Results



# Wire framing



Figure 10. Low-fidelity and high-fidelity wireframes.

Image source: redandyellow.co.za

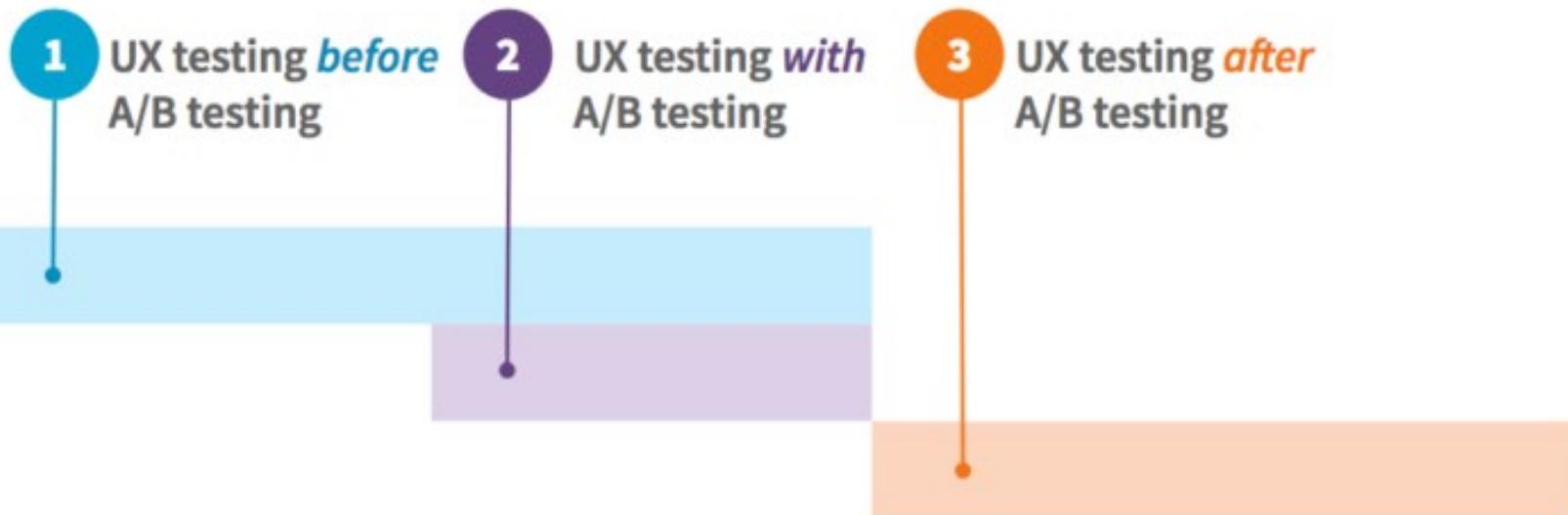
A screenshot of the Mockingbird wireframing tool. It shows a wireframe of a slide with a 'Welcome to Mockingbird!' message, a 'Double-click to edit.' callout, and a 'FYI For Your Information' sticky note. Below the wireframe is a video player interface. The interface includes sections for 'Start typing at any time to search for and add widgets' and 'Use our built-in widgets' or '...or upload your own images', each accompanied by a grid of placeholder icons.

## Vendors for wireframes-some free

- Pencil project
- Mockingbird
- Lovely Charts
- Cacoo
- Gliffy
- Lumzy
- Mockflow
- SimpleDiagrams
- Fluid
- Website Wireframe

# Conduct split testing before making new design official

## Combining UX & A/B Testing to Evaluate a Design





**Control**

openmile

Truckload Freight Rates

Get your free freight quote & marketplace powered by Open Mile.

Get a Truckload Quote Take to Lite

Get a Truckload Quote Take to Lite

Finding the best freight rates has never been easier.

Serving shippers large and small.

Whether you ship fifty loads a month or one load per month, if you have a full truck load of freight Open Mile can offer a competitive quote for your dry van, reefer and flatbed loads. Our truck freight rates are based on the capacity of our network of 9,000+ pre-qualified carriers, including national, regional, and local moving companies.

Get a Truckload Quote Take to Lite

Find the best freight rates from qualified trucking companies.

**Variation**

openmile

# Free Freight Shipping Rates

Get free shipping rates from qualified trucking companies.

Get a Quote

Get a Quote

Find the best freight rates from qualified trucking companies.

Serving shippers large and small.

Whether you ship fifty loads a week or one load per month, if you have a full truck load of freight Open Mile can offer a competitive quote for your dry van, reefer and flatbed loads. Our truck freight rates are based on the capacity of our network of 9,000+ pre-qualified carriers, including national, regional, and local moving companies.

Get a Truckload Quote Take to Lite

**Control (original) version of masthead**

- Too many distractions around primary Call to Action (CTA) button
- Hero shot of truck not well contrasted from background
- No focus on headline and diluted value proposition
- More than one CTA buttons
- Sub headline almost hidden

**Variation design**

- Cleared masthead to remove all distractions
- Focused the masthead on one CTA
- Value proposition made very clear
- Well contrasted colors
- Removed the very thin "social proof"

**RESULT**

**252% increase in lead generation from the new design**

Conversion rate of old design - 3.95%

Conversion rate of new design - 15.11%

(97% chance to beat original)

<https://vwo.com/>

# Do you want pretty... or do you want conversions?

Enter your email here.

SUBSCRIBE

Free call analytics tools research report. Learn about the latest trends and capabilities. Compare vendors.

DIGITAL MARKETING

DOWNLOAD NOW

## Homepage Sliders: Bad For SEO, Bad For Usability

Harrison Jones

yoast SEO for everyone

MyYoast

Cart

USD (\$)

Search...

One of the most prevalent design flaws in B2B websites is homepage carousels. Carousels are an ineffective way to damage a site's SEO and usability.

In fact, at the recent Conversion Conference in Chicago, carousels — of those, 100% condemned them. Of course, there is no extensive research to suggest that carousels are bad.

### Research Methodology

I looked at 30 different B2B websites across various industries. The majority of them — 18, to be precise — contained homepage carousels.

After thoroughly evaluating those 18 websites, I was able to identify several usability issues. I also looked at analytics data from 100 B2B websites, carousels seem to only be used for leadership or product/service promotion. The same goes for carousel uses.

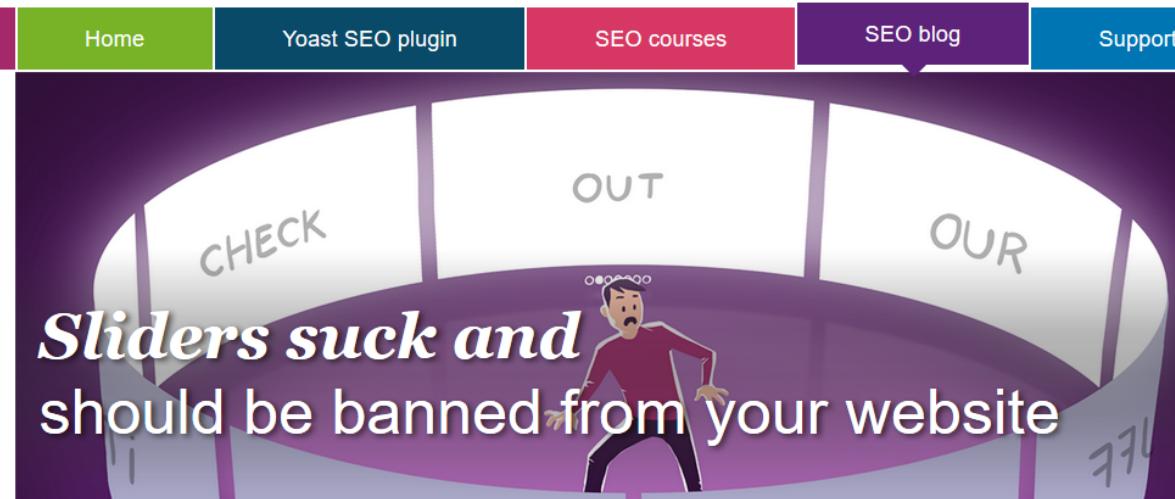
### SEO Issues

In my research, I found the following SEO problems:

- Flash usage, slow page load speed and shallow content.

### Alternating Headings

Many of the carousels I looked at were built with jQuery, AJAX or HTML5. In most cases, the



Two years ago, we wrote about why we really don't like sliders. We still don't like sliders. If your theme forces you to include a slider (also named carousels) on your homepage, please realize that it's making you use a feature that has no value for SEO. A feature that is probably slowing down your site by loading extra JavaScript. And prevents your user from reading the good stuff (your content).

# Sliders & Carousels and large static images just do not have good conversion rates

Advising Careers Scholarships Faculty & Research Staff Alumni FAQ

Blog Social Media Directory Map eLearning Galaxy



NAVEEN JINDAL  
SCHOOL OF MANAGEMENT

Undergraduate

MS

MBA

PhD

Executive Education

Centers & Institutes

Resources

Application Process



Hasan Pirkul

Top 100

The UTD Top 100 Business School  
Research Rankings™

JSOM Rankings

Our national and international  
recognitions

Academic Areas

Our six main fields of study

Certificate Programs

These programs provide focused  
knowledge in specific interest areas

External Affairs

Corporate, Media and Public  
Relations, Development, Marketing

Discover Jindal Connect

READ MORE



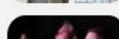
University to Celebrate Champions of Diversity UTD

Apr 12, 2018 — Student, faculty, staff and community leaders will be honored for their commitment to diversity and inclusion at the ninth annual ... [read more](#)



Study Suggests Ways to Close CEO Pay Gap UTD

Apr 12, 2018 — Researchers from the Naveen Jindal School of Management found that female CEOs in China are less likely than their male counterparts to receive compensation increases, which may affect the compensation of female CEOs in China, ... [read more](#)



Jindal School Sales Program Shines in New Documentary JSO

# JindalConnect

Seek Guidance. Share Wisdom. Build Careers.

The online networking platform for the  
Jindal School community

## Why do they hurt Usability?

- low CTR images push good content below the fold-have to scroll down
- Increases the website load times-large images-some 750KB+
- People don't click on big sliders because they are seen as banner type ads-intrusive, probably not what they are looking for

# Example of using web analytics in website design and UX considerations

X Google Analytics | View in Google Analytics Naveen Jindal School of Management - Jindal -

Segments	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	Real-time
All Users	16,750 % of Total: 3.38% (495,577)	13,544 % of Total: 3.55% (381,365)	0:01:15 Site Avg: 0:01:29 (-15.72%)	35.54% Site Avg: 41.08% (-13.47%)	36.14% Site Avg: 28.35% (27.49%)	30 Visitors right now

Show only Clicks with more than: 0.10% Send Feedback

Request Information

Dean's Message  
Welcome Message from Dean Hasan Pirkul 1.4%

Top 100  
The UTD Top 100 Business School Research Rankings™ 0.2%

JSOM Rankings 2.0%

Academic Areas 9%

Certificate Programs 1.1%

External Affairs 0.3%

low CTRs for such a large use of prime screen space

0.4%

JindalConnect Seek Guidance. Share Wisdom. Build Careers.

The online networking platform for the Jindal School community of students, alumni and friends

Stay connected | Share wisdom | Build your career | Gain advice

Discover Jindal Connect READ MORE

University to Celebrate Champions of Diversity IITD

Page 5 of 5

# Total number of Unique Pageviews on Homepage: 226,231

Note: Unique Pageviews shown next to each link, are not necessarily those coming from the HomePage but rather total traffic those pages received from all paths



FYI

For Your Information

NOTE: once they start navigating only JSOM logo (with link to JSOM home page not UTD). In top right have this link UT Dallas Homepage

NOTE: top header needs to be approx. 24% shorter in height

Blog UPV: 61,000 UPV: 1,519

UPV: 388,811 UPV: 262,588

UPV: 205,938 UPV: 1,346,808

Apply Map eLearning Galaxy

FAQ A-Z Index Search UPV: 48,494

NOTE: need A-Z index just for JSOM pages like UTD has

See menu suggestions on page 2

**FUTURE STUDENTS**  
Undergraduate Graduate PHD Executive Education

**CURRENT STUDENTS**  
(student resources pages needs to be re-done to include: download app, elearning email, advising, course lookup etc in landing page)

**TOTAL UPV: 1,836,984**  
Student Resources: 217,961  
Advising: 66,277  
CMC: 169,368  
Galaxy: 1,346,808  
eLearning: 205,938

**Employers and Recruiters UPV: 1,752**

**COMPANIES**  
Career Fair Internships Jobs Class Projects

**TOTAL UPV: 216,596**  
Career Fair: 169,368  
Internships: 7,070  
Jobs (hirejsom): 38,406  
Class Projects

**A Message**  
from the Dean AACSB ACCREDITED BEST BUS SCHOOLS US NEWS BUSINESS WEEK

Calender UPV: 25,729

**FACULTY**  
<http://www.utdallas.edu/faculty/>

**STAFF**  
<http://www.utdallas.edu/directory/>

**ALUMNI**  
UPV: 12,006

**CAMPUS LIFE AND TOURS**  
**TOTAL UPV: 43,382**  
Campus life: 13,423  
Campus tours: 29,959

Contact us form UPV: 4,297

News: 11,334  
(news feed stories-larger fewer)  
(news feed stories-larger fewer)  
(news feed stories-larger fewer) slide to see older ones

NOTE: above the fold in devices 768x1024 and above

# Exceptions: if you have a major sale/call to action on the slider—however still not good for SEO

Expert Service. Unbeatable Price.

Weekly Ad Deal of the Day Credit Cards Gift Cards Gift Ideas & Registry

 Search Best Buy  Plano TX Open till 10 pm  Cart

PRODUCTS BRANDS DEALS SERVICES Account Shopping History Order Status Saved Items

# 2 DAY SALE

SAVE ON HDTVs, LAPTOPS AND MORE

Sale ends Saturday.

[Shop Now](#)



A play button icon with three dots indicates a video slider.

## Shopping History

See your full history

Your shopping history is empty. Let's fix that.

[See our recommendations](#)



Today



Yesterday

End of Module 2  
Part A & B