

# GAME PROMOTION & MARKETING

## COURSE 4 – COMPANY SITE

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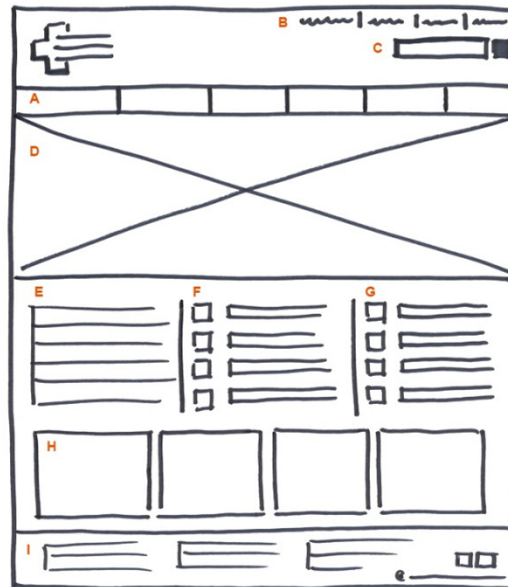
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# Why is a website important?

A website is the most fundamental promotion tool that you need on the internet. It is the place where your customers and the press can **obtain comprehensive information about your games**.

Your website is also **the destination where your audience can purchase your game**.



# Starting your website

You can start working on your site **after your prototype** gave you proof that your game has potential; so during **Pre-production**.

This is the first step in building a community!

At this stage, the people that are interested in your game should mostly be **fellow developers and hobbyist**, hence the importance of your **dev blog**.\*



\* Article: [The 3 Fans that Make or Break your Indie Game Community](#)

# The Internet

# The Internet today

“The Internet is a global **system of interconnected computer networks** that use the standard Internet protocol suite (TCP/IP) to link several billion devices worldwide.

The modern Internet came into being in the early to mid-1980s and from that point, the network experienced decades of sustained exponential growth as generations of institutional, personal, and mobile computers were connected to it.”\*

Some terms to understand the internet today:

- **Web 2.0**
- **Semantic Web**

\* Wikipedia

# Web 2.0

Coined in 1999, Web 2.0 is using technology on the internet that goes beyond the static pages of earlier websites.

Those technologies are often based on the concept of using **user-generated content** to enrich the site's value. This dramatically reduce the work of content creators for the website.

Some of site based on Web 2.0:

- Facebook
- Amazon
- Wikipedia

Old Sites:

- <http://www.pmichaud.com/toast/>
- <http://www2.warnerbros.com/spacejam/movie/jam.htm>

# Web 2.0

So why is understanding web 2.0 important?

Because understanding the flow of information gives you a clue on how your audience will reach your website and ultimately your game.

In the past, people could find out about your game by searching Google or hearing it from a friends.

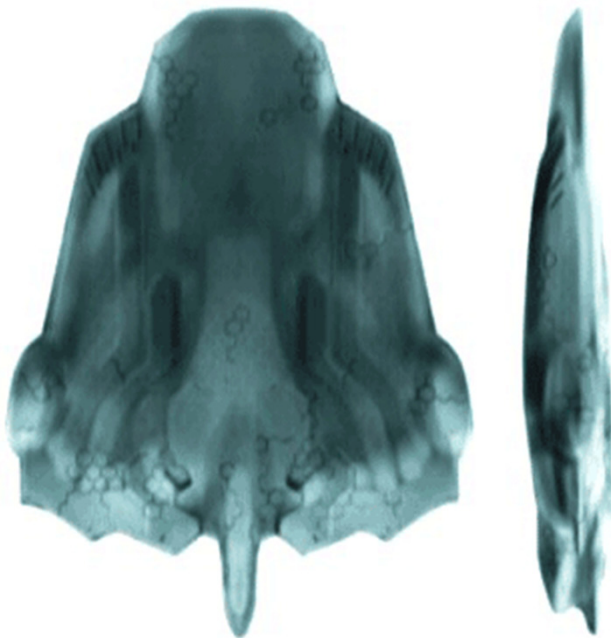
But today, people will most likely learn about your game thorough **social medias** and **press articles** by the power of **links**.



# Semantic Web (Web 3.0?)

Semantic web is a concept that aims at allowing a wide range of applications to **search and interpret meaning in the content of a website**.

This can allow artificial intelligence to be able to filter out information that is considered “irrelevant”.





## Making your game company website

# What in your site?

The basic things your site should have:

- **Landing pages** for your games
- **Dev Blog** (or News page)
- **About** section
- Links to **social medias**
- **Press Kit**

It can also include:

- **A forum**
- **Item shop** (for t-shirt, posters, etc.)
- **Links** to friends and resources

# Landing Page

In online marketing, a landing page is a single web page where a visitor can get **information about a product and buy it**.

In other words, the goal of a landing page is to **convert visitors into sales**.



# Landing Page

When making a landing page for a game it should:

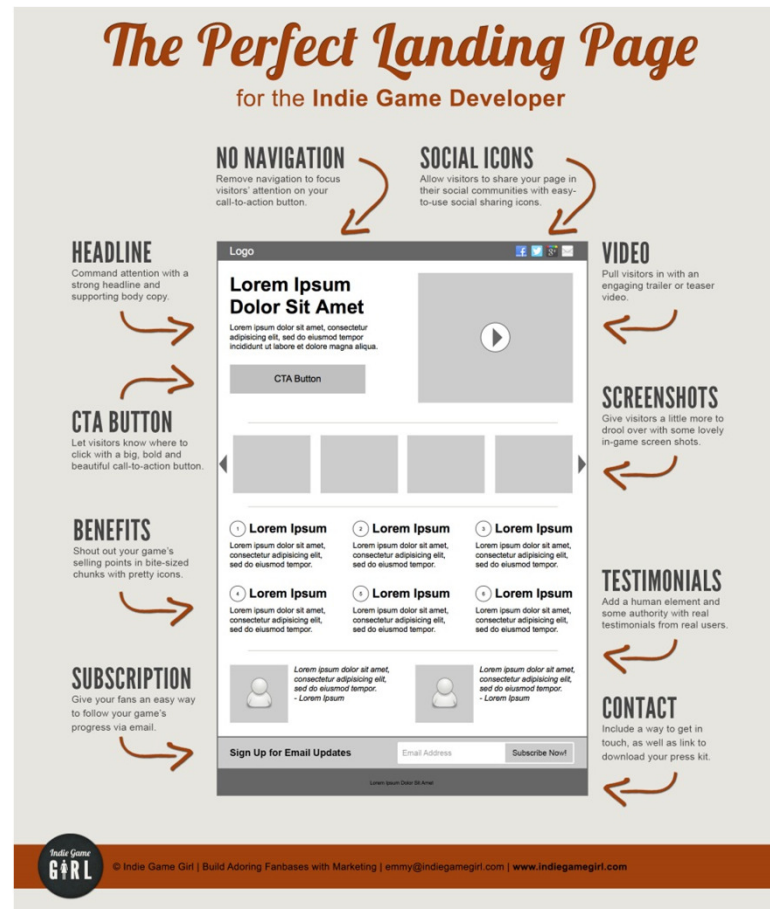
- Be very **accessible** (0 or 1 click away from the home page)
- Be **simple** and only have the most relevant information
  - Title of the game in clear sight
  - Short description and bullet points that highlights the unique gameplay and setting
  - No or little navigation (links)
  - Only the most recent trailer
  - Testimonials
- Have an **appealing set of media** (video, screenshots, etc.)
- Have the **buying option in clear sight!**

Note:

Use your dev blog to talk a more about the small little details of your game!

# Landing Page

A good template by the Indie Game Girl.



# Landing Page

Some case study example:

- [Capy Games](#)
- [Distraction Ware](#)
- [Magical Time Bean](#)
- [Discord Games](#)
- [Yacht Club Games](#)



# Developer's blog

A Dev blogs allow you to **share the story of your game making process** and also make relevant **news announcements** to your followers.

A Dev blog's is also useful because it:

- Help with SEO and Google ranking
- Create a digital paper trail in case of IP disputes
- Document your progress to stay motivated

Example:

- Flying Carpets Games
- Tribute

# Developer's blog

Some example of blog posts:

- First look at a **new character or level** (concept art and screenshots)
- News **announcement** (release on a new platform, gaming event, etc)
- New **work method** discovered

Other Ideas on Mariko's Blog.





# Writing a blog post

When writing a post:

- Keep it as **short** as possible so that your audience don't lose interest (1 to 3 short paragraphs)
- Use **pictures** as much as possible
- Make sure the **topic is interesting** to the audience
- Stay **humble**
- Don't forget to **share** your blog posts on social medias

# About Section

The About section is very important since it includes all the important information about your team or studio.

The about section should have:

- Contact information
- Studio Description
- Press Kit
- Mailing list
- Links to social medias
- Job openings
- FAQs

# Interface Design

Some good practice when making a web page (or any interface):

- **Don't overload** the user's short term memory (7 items rule)
- Don't use too much **font** variation (3 maximum)
- Choose your **colors** wisely
  - No dark font on dark background
  - Avoid strong contrast (light grey instead of white)
  - Avoid combination of saturated colors (red on blue, blue on green)

Link: [ColourLovers](#)

# Interface Design (cont.)

- **Group** similar objects together (ex. social media icons)
- Provide visual **feedback** after the user makes an action
- Design to **prevent errors** and allow user to **undo errors**
- Make the **main navigation bar always visible** (top or left)
- Use **standards**:
  - Commonly used term (“About” instead of “Information”)
  - Use red for errors, green for success
  - Navigation on top, not bottom

# Search Engine Optimization

If you want your audience to find your company and games easily on Google and other search, you will need to do SEO.

To increase your page ranking you should:

- Write posts with **topics that matter** to your audience
- **Update** your site often with new posts
- **Get genuine press coverage** linking back to you website
- Use a **title** for your post that **reflect the content**
- **Trade links** with fellows devs and friends
- **Avoid Flash-based** content

# Video

Indie Game Girl: Marketing Indie Games on a \$0 Budget  
(<http://youtu.be/SkEQtMP2CuA>)

# First Assignment

Create a fake website that includes:

- a fake **landing page** for a game that you did in the past
  - Include a fake video
  - Include screenshots
- **3 fake blog posts** about that game
  - One about the revelation of a new element in the game
  - One about a news announcement (gaming event, console port, etc.)
  - One about a development method used or challenge encountered

The website needs to respect the rules of good design cover during this course.

You will be graded on the **content** and **design** of your page and not the esthetic.

# First Assignment (cont.)

Other info:

- This is due in 2 weeks (September 25)
- - 10% per late days
- Send me the link of your website to my email (saru@salimnoatelier.com)
- You are free to use any means to create your website, including free options like:
  - Wordpress
  - Wix

GOOD LUCK!



# Bibliographies

## **Books:**

*Designing Interfaces* by Jenifer Tidwell

## **Links:**

Indie Game Girl

Mariko McDonald

## **Dropbox link to course presentations:**

<https://www.dropbox.com/sh/3zhrwn6nxrr5ywh/AACKUZSxAv30yzCH9qopVmlia>