

Managing your web site and optimisation

FSB Managing Workshops

28th May 2008

Dr. Peter Houston
Openstrike

Sponsored by NatWest

Workshop Outline

- Web Site Strategy
- Control
- Monitoring
- Optimisation
 - Accessibility
 - Publicity

- Categories of web sites
 - No web presence
 - Blog / shared site
 - Brochureware
 - Dynamic web site
 - Transactional / E-commerce site
 - Portal
- What do you have?
- What do you want?
- Multiple sites?

- Managing design
- Managing content
 - Hand coding / DIY applications
 - CMS (Content Management System)
 - Bespoke systems
 - Outsourcing
- Managing data
 - Import and export
 - Backup
 - Security
- Managing domains

- Why is it so important?
 - Keeping the information up to date
 - Ability to react quickly to changing circumstances
 - Disaster recovery
- Which is the best method?
 - Cost (initial and ongoing)
 - Time
 - Ease of use
 - Vendor lock-in
 - “Horses for courses”

- Web site effectiveness
 - Sales
 - Footfall
 - Freeing other resources
- How to monitor
 - Traffic
 - Visitors, visits, page views and hits
 - Trends
 - Conversion rates
 - Third-party systems
 - Availability
 - Bandwidth

Optimising for Accessibility

- Why does accessibility matter?
 - Increased “footfall”
 - Make life easy for the robots
 - Disability Discrimination Act
- How can we optimise?
 - Use text instead of or in addition to pictures
 - Avoid specifying dimensions in pixels
 - Reduce page and image sizes for faster load times
- How can it be measured?
 - Online tools
 - Use a text-only browser

Optimising for Publicity

- How can we optimise?
 - Use valid code
 - Use semantic code
 - Have a relevant domain, path and file
- What should be the key phrase?
 - Generality vs. Niche
 - Length
 - Language, spelling, order
- How can it be measured?
 - Referrers in site logs
 - PageRank
 - Total traffic

Optimising – Dos and Don'ts

● Do

- Write for humans
- Use ALT and TITLE attributes
- Check your pages for validity, spelling and grammar
- Check your pages in “lite” mode
- Separate style and content
- Cultivate high-value inbound links

● Don't

- Bend the rules
- Believe the hype
- Use keywords which are not in your text
- Use Flash/Silverlight/Java to generate your only content

Exploding the Myths

- Viewing your site improves its ranking
- Cookies make your site slow/insecure
- Everyone uses Microsoft Internet Explorer
- Everyone uses Google
- Specifying a minimum screen size is a good idea
- Paying enough money guarantees top spot
- ... all of these are complete nonsense!

Final Thoughts

- If in doubt, seek advice
- Investigate any complaints
- Content is king

Download this presentation:

<http://www.openstrike.co.uk/downloads/workshop2.odp>