

Managing your web site and optimisation

FSB Managing Workshops

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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

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

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!

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

Download this presentation:

<https://www.openstrike.co.uk/downloads/workshop2.pdf>