

Websites – what to consider in 2015

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**Websites promote your business 24/7: No employee
will do that!**

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ADAMiDESIGN

Today's Discussion

- Why
- Team
- Design
- Development
- Content
- SEO
- Trends
- Planning

Why a Website



RAISES VISIBILITY & BRAND AWARENESS

EDUCATES AND ADDS VALUE

BUILDS CREDIBILITY AND PROFESSIONALISM

ENHANCES CUSTOMER SERVICE

DRIVES CUSTOMERS TO PURCHASE

IT'S YOUR ONLINE POT OF GOLD.

INVESTMENT!!



Meet the Team

DESIGNER

DEVELOPER

SEO PRACTITIONER

PROJECT MANAGER

Plus

COPYWRITER

GRAPHIC DESIGNER

PHOTOGRAPHER/VIDEOGRAPHER

Design

“What separates design from art is that design *is meant to be... functional.*”

— Cameron Moll

Design Covers

- The Look
- The Feel
- The Navigation
- Usability
- Responsive
- Graphics & Imagery



The Look

WHAT YOU NEED TO THINK ABOUT

LAYOUT

COLOUR

TYPOGRAPHY

The Feel

WHAT YOU NEED TO THINK ABOUT

HOW IT TRANSITIONS

HOW IT INTERACTS

HOW IT MOVES

Navigation

NEEDS TO:

MAKE SENSE

BE FORWARD THINKING

LEAD PEOPLE WHERE YOU WANT TO TAKE THEM

Usability

QUESTIONS TO CONSIDER

1. What is the purpose of my website?
2. What features do I need to accomplish this purpose?
3. How do these features engage the customer?

Responsive Design

WHAT IS IT?

A website that “responds” or adapts to the screen size it is being viewed on.

Graphics & Imagery

Balance between quality, quantity and speed

Tell your story through imagery

Icons are HOT!

Development Covers

Content Management System

WORDPRESS

Features/Systems

BOOKING SYSTEMS

ECOMMERCE

SOCIAL PLUGINS

EMAIL MARKETING PLUGINS

FORMS

SEO Covers

- Media
 - ✓ Photography
 - ✓ Videos
 - ✓ Graphic Images
- Copy – the words!



Investment (not cost!)

Out of the box packages

Tailored to individual business
needs

Ongoing

- Domain Name Registration and Hosting
- Ongoing App or Plugin subscriptions
- Website Marketing – PPC, SEO, Social Media
- Website Support and Maintenance

2015 - Trends

1 PAGE – SCROLLING

BIGGER IS BETTER

LESS IS MORE

INDUSTRY SPECIFIC TRENDS

Plan ahead!

If you don't know where you're going, all roads lead there!

Need Help?

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Thank you!

Any Questions?