



# WEBSITE CREATION

**How to make an effective, low-cost website!**

*Pepper Richardson, Pepper's Web Creations*

## 3 BASIC WAYS TO DEVELOP A SITE

- 1. Do it yourself with software
- 2. Hire a Web designer
- 3. Use an online service
  - Doing it yourself is possible, but while inexpensive, it is also time-consuming.
  - Hiring a Web designer is a fine option if your business is Web-driven and you can afford it.
  - Using an online service (such as OfficeLive or Network Solutions) offers easy-to-use Web design tools, but you will also get plenty of e-mail addresses, access to e-mail and a calendar, a host for your site, site traffic reports, and search advertising assistance.



# THE BASICS - DOMAIN NAME

- Get a short website name. Two words maximum, preferably one.
- Use real or made up words that are easy to pronounce and remember. Avoid words that are awkward to pronounce.
- Aim for 1-2 syllable words that even a 10 year old can say and remember.
- Find a website name that rolls in your mouth. Test this by asking your friends to pronounce and spell it.
- Pick words that also have an emotional charge to match the subject of your website



# THE BASICS - DOMAIN HOSTING

Inmotion Space: Unlimited, Free Domain  
Name, Traffic: Unlimited, Price: \$6.95 Top  
Technical Support

JustHost Space: Unlimited, Free Domain  
Forever, Traffic: Unlimited, Host Unlimited  
Domains, Price: \$3.45/mo, \$100 Marketing Bonus

WebHostingPad Space: Unlimited Free Domain  
Forever, Traffic: Unlimited Host Unlimited  
Domains, Price: \$1.99/mo, \$100 Marketing Bonus

FatCow Space: Unlimited Free Domain  
Forever, Traffic: Unlimited Host Unlimited  
Domains, Price: \$3.67/mo, \$75 Marketing Bonus

iPage Space: Unlimited Host Unlimited  
Domains, Traffic: Unlimited Anytime  
Moneyback, Price: \$3.50/mo, \$400 of FREE Extras



# WHAT TO ASK?

- Do you have toll-free, 24-hour tech support?
- Can I register my own domain name?
- Can I take my domain name with me when I move on?
- Will you register my site with multiple search engines?
- Will you put banner ads on my site? If yes, will I have any control over the banner ads?
- How many templates do you have?
- How often can I make changes to my site?
- Is there a limit to how big the site can be?



# FRONT PAGE

- Keep it clean
- No Scrolling
- A common mistake is to try to attract visitors' attention with everything you've got: graphics, animations, banners and advertisements. You're trying to keep them at your web site by confusing them and making it difficult for them to decide where to go next.
- Make it simple for them to find what you came for. This is the realistic and effective approach to building a website.



# ALL OTHER PAGES

- Breaking up the information in smaller paragraphs can greatly cut the time people need to scan the content.
- Emphasis and briefness make content on the web attractive to read. A web page should have a primary heading describing very briefly what the page is about. It should also have secondary headings for each important section.



## ALL OTHER PAGES – CON'T

- Break the text in short paragraphs (3-5 lines), use short phrases that read quickly and use as few stop words as possible (e.g. and, to, when, etc). Try to use words with few syllables for ease of understanding. A thesaurus is a wonderful tool!
- Dashes and bullets are excellent tools to increasing readability while bold and italics can make key points stand out. One and a half or double paragraph line height can be used but never use single line height or the text will look too crammed.





## ALL OTHER PAGES – CON'T

- Building your website for the widest possible reach means **your website has to be blazing fast**. Pages have to load nearly instantaneous even on slow modems.
- Cut load times to a minimum by doing the following:
  - Take out any graphic that doesn't add to the user experience. A useful graphic is one that present the information in a way that is not possible using words alone. Anything else is just one extra delay between your website and your visitors.



# GET *STICKY*!

- It is important to make your Web site as “sticky” as possible. In the early days of the Internet, many business Web sites seemed like online Yellow Pages-type ad. Today, people expect more. They want a reason to stick around. This takes many forms:
  - Have an easy way to communicate with you
  - Have interesting articles or blogs updated weekly
  - Offer an e-newsletter
  - Create message boards
  - Pictures of people and events



# WEBSITE IS CREATED... NOW WHAT?

- One of the best ways to get your website name out there is reciprocating links. Make sure that your website looks great and then offer reciprocating links.
- Do searches for community websites:
  - Chamber of Commerce
  - Media Outlets
  - Clubs and Organizations
  - Local Travel and Tourism sites
  - City and County Websites



- Columbia Station, OH
- Chamber of Commerce
- Board of Directors
- Member Spotlight!
- Neighborhood Services
- VFW
- Jr Ambassador Club
- Community Guide
- Event Calendar
- Job Postings
- Business Directory
- 2009 Festival of Trees
- Homecoming Festival
- Homecoming Contests
- Engine Show
- Contact Us

# Columbia Area Chamber of Commerce

*Columbia Station, Ohio*

## Columbia Station Community Links:

### Business Resources:

- [One Stop Business Connection](#)
- [US Small Business Administration](#)
- [Procurement Technical Assistance](#)
- [State of Ohio Home Page](#)
- [Ohio Revised Code](#)
- [Ohio Administrative Code](#)
- [ODOD Ohio E-corridor](#)
- [Uniform Code Council](#)
- [IRS Tax Information for Businesses](#)
- [Ohio Business Gateway](#)
- [Ohio Department of Development](#)

### Media Links:

- [Lake Erie Living](#)
- [Rural-Urban Record](#)
- [Mimi Vanderhaven](#)

### Schools:

- [Columbia Local School District](#)
- [Lorain County JVS](#)
- [Lorain County Community College](#)
- [Olmsted Falls City Schools](#)
- [Strongsville City Schools](#)

All external links are neither endorsed by

### Government Affairs:

- [Columbia Public Library](#)
- [Congresswoman Betty Sutton](#)
- [Electronic Sex Offender Registration and Notification](#)
- [Elyria Municipal Court](#)
- [Federal Toll-Free Numbers](#)
- [Lorain County Auditors Office](#)
- [Lorain County Commissioners & County Government](#)
- [Lorain County Courts](#)
- [Lorain County Board of Elections](#)
- [National Weather Service](#)
- [State Rep Matt Lundy](#)
- [Sue Morano 13th District State Senator](#)
- [US Senator Sherrod Brown](#)

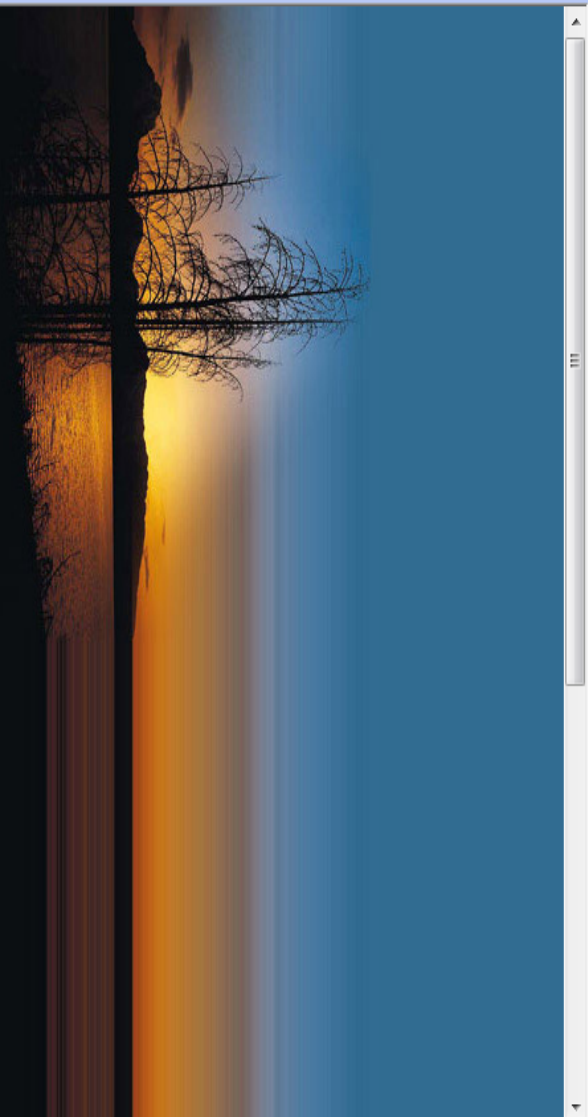
### Clubs and Organizations:

- [Ohio Festival & Event Association](#)
- [Visit Lorain County](#)
- [NOACC](#)

### Links of Interest:

- [Cleveland Plus+](#)
- [ERIC, Educational Resources Information Center](#)
- [LorainCounty.com](#)
- [Lorain County Fair](#)
- [Lorain County Metroparks](#)
- [MAGNET \(Manufacturing Advocacy & Growth Network\)](#)
- [Second Harvest Food Bank of North Central Ohio](#)
- [Team Lorain County](#)
- [Columbia Community Foundation](#)

*Grant Walter*



# PEPPER'S TOP TIPS

## Keep your pages short.

- If you minimize the scrolling, chances are, your readers will get your message.

## Use tables of contents.

- Only 10% of users will scroll beyond the first screen of text.

## Keep images small.

- Large images annoy people. If it takes too long to download, many people will never see it, as they will have browsed somewhere.

## Avoid lots of text.

- People don't read the Web, they skim it.



# PEPPER'S TOP TIPS – CON'T

## Check your spelling.

- Use a spell checker, either in your editor or on-line.

## Keep links current.

- Check your links often to make sure they are still valid.

## Annotate your links.

- If a page is good enough to link to, then it's good enough to explain why you like it.

## Put contact information on your pages.

- The Web is interactive and dynamic, and you should welcome comments on your pages.



- Member Spotlight!
- Neighborhood Services
- VFW
- Jr Ambassador Club
- Community Guide
- Event Calendar
- Job Postings
- Business Directory
- 2009 Festival of Trees
- Homecoming Festival
- Homecoming Contests
- Engine Show
- Contact Us

# Contact Us:

First Name

Last Name

City

Daytime Phone (  )  -

Evening Phone (  )  -

E-mail Address

Comments

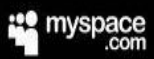
Send



Columbia Station Twitter Page



Battle of the Bands Twitter Page



Battle of the Band Myspace Page



Columbia Engine Show Myspace Page



Columbia Homecoming Festival Facebook Page- Google- Marnie Butler, Columbia Homecoming Festival (become a fan), Columbia Festival



Homecoming Festival Myspace Page

# CONCLUSION

- Users don't notice when a website works well for them because they're too busy taking in the information they came for. They do notice, however, when the pages take too long to load, the text is hard to read, that top right image is blinking all the time and they have no idea where to go next.
- This is not a step by step 'how to' to making a great website. Following this advice, however, will help you make your own websites as well as those of others easier to use. If you use a website builder you can concentrate on improving and adding content to your site rather than getting stuck learning all the tech behind it.





# QUESTIONS



- Feel free to contact me if you have any questions that were not covered today.

