e-Business Support Initiative

WEB-SKILLS: Web Design and Web Development Principles

Lisa Coffey
Web Design – Focus on the End User!
Why Good Web Design Is Important

The Principles of Good Web Design

Web Design Considerations for the Tourism/Leisure Sector

The Basic Elements of Website Development - Domain Names, Hosting...

Questions to Ask Your Web Developer

“Packages”, and What They Really Mean
Mobiles off or silent

Rule 7 is in operation

Exercise

Actions

Discussion
My Objectives:

• To help you understand the importance of good web design, and web development

• To get you to identify the actions that you need to take to improve your website design

• To empower you to make changes or to know what to ask for when talking about web development
Why Good Web Design Is Important

The Principles of Good Web Design

Web Design Considerations for the Tourism/Leisure Sector

The Basic Elements of Website Development - Domain Names, Hosting...

Questions to Ask Your Web Developer

"Packages", and What They Really Mean
How Do People Read on the Web?
Web users scan, they don’t read
Web users expect content instantly
Web users choose the logical option.
Take these into consideration for YOUR website!

Solve your visitors problem.
Why Good Web Design Is Important

The Principles of Good Web Design

Web Design Considerations for the Tourism/Leisure Sector

The Basic Elements of Website Development - Domain Names, Hosting...

Questions to Ask Your Web Developer

“Packages”, and What They Really Mean
What is “good” website design to YOU?

What websites do you like to use?
Navigation

• Keep it consistent

• Use standard language (e.g. “Home Page”)

• Label where the user is on the website
Navigation
Standard and Readable Fonts

Yes, they may look nice but please please please don’t use them!

Stick to standard, readable fonts – your users will thank you for it.
Colours

Did you know, you’ll read this 30% slower than if it was black text on a white background?

• People are used to dark on light

• Red and green don’t go together!

• Don’t overuse colours – 1 or 2 main ones, with a few highlight colours
Situated on its own private island, Waterford Castle Hotel & Golf Resort offers a luxurious accommodation in the South East of Ireland. Along with the superb hotel facilities, you can enjoy the 18 hole Championship Golf Course, or choose to stay in one of the Castle Gardens holiday homes.

The 800 year old Castle comprises 10 spacious guest rooms, which offer luxurious accommodation & stunning views of the surrounding estate. The award winning Munster Dining Room in the Castle Hotel offers the perfect setting for a wonderful dining experience.

Adjoining to the Castle Hotel sits the 18 hole Championship Golf Course, which offers a unique experience as Ireland’s only true Island Golf Course.

If you feel you can never leave this island haven, then you can choose to invest in one of the Waterford Castle Lodges, so you always have your own luxury retreat.

So, whether you are looking for an exclusive location for your wedding, a weekend of relaxation or simply a short break, Waterford Castle Hotel & Golf resort is sure to seduce you!

Mid Week Bed & Breakfast Special £75 per person sharing (per night Bed & Breakfast)

Mid Week Dinner Bed & Breakfast Special £130 per person sharing (per night Dinner Bed & Breakfast). Call direct to avail of these special offers 051 878203 or book online now.

Stay and play for free... enjoy a nights accommodation at Waterford Castle and enjoy a round of Golf for 2 with our compliments.

Check out our Special Offers on accommodation at the Hotel.

Download Our Brochure (PDF)
Island Bed & Breakfast (1.3 MB)
Castle Gardens Brochure (2.2 MB)
Email to request a printed brochure

The Island, Waterford, Ireland
Tel: +353 51 879 203 Fax: +353 51 879 516
Email: info@waterfordcastle.com

Island Development Plan
Join our Hotel mailing list
developed by TourWeb
Graphics and Images

• Don’t overuse

• Relevant to your user

• Avoid large image file sizes

• And, please, never, never, never do this...
Content – Placement and Length

- Place content in a prominent position
- Large enough font size to be read easily
- People prefer to click, rather than scroll
- Keep pages to two screens or less
- Break content into subsections, and link
Restaurants Kinsale

Restaurants - Hotels

ACTON'S HOTEL
Address: Pier Road, Kinsale, Co. Cork Tel: 021 477 9900 Fax: 021 477 2231
Click to Email Web: www.actonshotelkinsale.com
Closed January 2009.

CAPTAIN'S TABLE RESTAURANT* €€€ @
Extensive dinner menu with an emphasis on Irish and European seafood specialties. Locally-sourced produce served in contemporary surroundings. AA Rosette, RAC Dining Award, Fuchsia brand. Table d'Hôte menu Sundays 7 pm to 10 pm for dinner. Also open Sunday for lunchtime carvery.

WATERFRONT BAR €€ €@
Full bistro menu from soup and sandwiches, to seafood and steaks. Open 12 noon to 10 pm daily. Lounge menu offering desserts and pastries also available 10 am to 10 pm.

BLUE HAVEN HOTEL
Address: Pearse Street, Kinsale, Co. Cork Tel: 021 477 2209 Fax: 021 477 4268
Click to Email Web: www.bluehavenkinsale.com

BLU RESTAURANT* €€€ @
Located in the famous Blue Haven, where the owners stress “service, style and sophistication”. ‘blu’ features modern Irish cuisine with a broad array of
The Rule of Thirds
Accommodation

One of Ireland's most acclaimed hotels, Waterford Castle has welcomed and charmed the most discerning travellers for decades. The castle is a legendary luxurious retreat of world class standing, offering superb accommodation.

Experience a wonderful sense of anticipation as you make the short crossing by ferry to the island and travel the beach-lined drive to the Castle. As you enter the massive studded oak doors you will be embraced by the Castle's 800 year history, the carved stone and wood panelled Hall, with its Jacobean style antiques and intricate original tapestries.

The traditions of the Castle are honoured in the décor of the 19 elegant bedrooms; each one offering gracious style combined with all the modern comforts you might expect of a world class hotel establishment. Each of the 5 suites has a private sitting room and 14 deluxe bedrooms are en-suite twins and double/kings.

Rather than stay in the Castle Hotel, you may enjoy the privacy and freedom of staying in an Island holiday home. These 3 bed, self catering holiday homes sleep 6 people and have been fitted out to the highest standards. The homes are available to rent now. Please contact us for the latest rates.

Waterford Castle Hotel prides itself in the immaculate and personal style of service it extends to its
Wonderful Ireland allows you to enjoy the best walking holidays in Ireland. We organise self-guided walking holidays along the Wicklow Way, Dingle Way and Kerry Way. Our walking holidays give you the freedom to set your own pace during the day, while looking forward to a special place to stay each evening. Our guesthouses are carefully chosen so you can enjoy friendly and knowledgeable hosts, scenic locations, good food and a great night’s sleep.

Our Wicklow Way Walking Holidays offer fantastic treks through forests, down valleys and along lakes in Ireland’s largest mountainous region. While our Kerry Way and Dingle Way Walking Holidays offer some of the finest scenery in the west of Ireland. With our extensive local knowledge we are on hand to help answer any questions you may have. Each evening your luggage will be waiting for you at your next night’s stop. We look forward to welcoming you to Ireland soon.

ALL OF OUR WALKING HOLIDAYS IN IRELAND INCLUDE

* Airport pickup, and transfer to your first nights guesthouse.
* Accommodation in delightful family run guesthouses.
Consistent Style

Keep a consistent style across your website

- Page layout
- Images
- Navigation
- Content
CUSTOM CALENDARS FOR YOUR BUSINESS MARKETING

WEB HOSTING & DOMAIN REGISTRATION - BASIC PLANS STARTING AT $75/YEAR
SherwoodHosting.com

New Food Photography site

NEW CDs RELEASED
Books & Book Cover Designs

- 280-page book on legal issues, marketing, graphic design
- 70-page convention program book, coil-bound, 4- & 2-color, with fold-out daily dividers/position maps
- Photography & Cover Design

Brochures/Booklets

- Book Cover Design
custom calendars for your business marketing

web hosting & domain registration - basic plans starting at $75/year

sherwoodhosting.com

new food photography site

new CDs released
South Mountain Kitchen Designs

Photoshop Imaging along with custom web technology reveal the refined look of these elegant living space designs.

Let us know how we can create a design to meet your needs.
978 286 1083
“3 Clicks”

It should take a user a maximum of 3 clicks to find what they want.
The Clonakilty Townhouse

Bed & Breakfast Accommodation in Clonakilty

Welcome to The Clonakilty Townhouse

The Clonakilty Townhouse B&B Guesthouse offers bed and breakfast with elegant, comfortable accommodation in the picturesque heart of Ireland's Tidiest Town.

Enclosed Car Park to rear of building, Free Wi-Fi Internet. Cable T.V., All rooms are En-Suite and there is a Lift to all floors.

There are Single, double/twin and 3-beds rooms in the Townhouse, All fourteen spacious rooms offer: En-suite bathrooms; Direct Dial telephone; Tea and coffee making facilities; Multi channel TV; Modern elegant furniture; Under floor heating; Free wi-fi Internet Connection.

You may also be interested in staying in our adjoining hotel in Clonakilty - for more information please visit the hotel website - www.theclonakiltyhotel.com

A Quick Tour

Testimonials

We let our customers do our talking for us. Take a visit to Trip Advisor and see why our customers are voting us No. 1: details here...
go left!

go right!
1. Break into groups

2. Prepare a website design critique of each of the following websites

Time: 9 minutes per site
Why Good Web Design Is Important

The Principles of Good Web Design

Web Design Considerations for the Tourism/Leisure Sector

The Basic Elements of Website Development - Domain Names, Hosting...

Questions to Ask Your Web Developer

“Packages”, and What They Really Mean
What experience do you offer?

How does this come across on your website?
Information on the locale

“Word of Mouth” – testimonials, links to sites with reviews

Supporting media (images, video)

Your Unique Selling Proposition and the Experience

Online Booking and/or Reservations

Contact Us and Mapping
What is your reaction to the following websites?
Why Good Web Design Is Important

The Principles of Good Web Design

Web Design Considerations for the Tourism/Leisure Sector

The Basic Elements of Website Development - Domain Names, Hosting...

Questions to Ask Your Web Developer

“Packages”, and What They Really Mean
Domain Name

Website

Promotion and driving traffic

Hosting
Hosting

The “space” where all your website files will live

Some of the technology to allow your website to run (e.g. Databases)

You need to pay for this annually
Questions to ask...

• Are you using the most cost-effective hosting solution for me?

• Are there other cheaper hosting solutions available?

• Why this hosting solution versus some of the others available?

• What percentage of what I’m paying you is for hosting?
Website

All the elements of your website – the design and creation of the pages; content – images, text

Mainly a once-off cost, with some update costs for changing content, etc
Questions to ask...

• How many website pages will you create for what I’m paying you?

• What sort of website pages will they be – static? Forms? A blog? Image galleries?

• Who owns the rights to the website content – you, me, someone else?

• How many changes can I submit for you to make to the website?

• How quickly do you commit to making changes I ask of you?

• Can you give me control of the website content to make changes myself?

• What sort of analytics reporting will you provide, will I have access, and what sort of recommendations will you provide?
Domain Name

The name of your website

Vary in price - .com versus .ie

You need to pay annually
Questions to ask...

• Who did you use to purchase the domain name?

• Do I own the copyright to my domain name, in case I want to move to another website developer in the future?
Promotion of your Website

Drive people (traffic) to your website

Composed of a number of elements – main ones are:

• Search Engine Optimisation to get ranked naturally on search engines
• Pay-per-click advertising such as Google AdWords
Why Good Web Design Is Important

The Principles of Good Web Design

Web Design Considerations for the Tourism/Leisure Sector

The Basic Elements of Website Development - Domain Names, Hosting...

Questions to Ask Your Web Developer

“Packages”, and What They Really Mean
Platinum Package

Includes:
- Basic web site optimisation
- Inclusion of title, description and keyword meta tags
- Submission to top search engines and directories, e.g. Google and DMOZ
- Link from our website to YOUR website
- Content writing - we will suggest keyword rich content for your website
- Integration of Google Analytics so that you can keep check on visitor numbers
- Submission to the top 10 search engines
- Submission to over 100 web directories
- Set up and run Google AdWords
Let’s Break This Down...

- Basic web site optimisation

- Inclusion of title, description and keyword meta tags

- Submission to top search engines and directories, e.g. Google and Dmoz

- Link from our website to YOUR website

- Okay – sounds good. What will you actually do?

- How will you figure out those tags? How will you review them regularly? How often will you change them, as SEO should be done regularly?

- But Google will automatically find my site (and if I want to submit it, it’s a single line to enter), and DMOZ very rarely accept submissions. This will take about 20 minutes. What other search engines and directories do you submit to? Why?

- Since you’re not in the same business as me, why is that useful? How much traffic does your website get? Why would they be interested in my business?
Let’s Break This Down...

- Content writing - we will suggest keyword rich content for your website
- Okay – sounds good.
- Integration of Google Analytics so that you can keep check on visitor numbers
- Will you sign up for the account in my name? Will I have complete access to the account? If not, why not?
- Submission to the top 10 search engines
- But Google and Yahoo! account for 90% of most searches in the world. Why submit me to 10? What’s the submission process?
- Submission to over 100 web directories
- What are these directories? Are these directories relevant to my business? Again, since Google and Yahoo! provide most of the traffic, what’s the benefit here to me?
- Set up and run Google AdWords
- Okay – sounds good. Will I have access to the account? What sort of extra cost will you add for campaign management?
Watch out for...

- Offers to submit you to a lot of search engines
- Promises to get you #1 rankings on Google
- Secrecy over what they’re doing, and not willing to discuss packages
- Phrases such as “The SEO process includes but is not limited to the usage of automated ranking and submission tools and software”

Don’t be afraid to ask questions and shop around.
1. Break into your groups

2. Prepare an analysis of our “Platinum Package”

3. Interview me!

Time: 17 minutes
Platinum

€1599.00
+
€199.00 per month

Includes:
• Hosting of your website
• Purchasing a domain name that makes sense for your business!
• Logo and brand design
• Design and development of a website for you with 20 pages, including 2 Contact Forms
• Basic website optimisation
• Inclusion of title, description and keyword meta tags
• Link from my website to YOUR website
• Integration of Google Analytics
• Submission to the top 10 search engines
• Submission to over 100 web directories
• Set up and run Google AdWords to drive business to you
• Ongoing SEO of your website!
• Submission to 30 Social Bookmarking Web Sites
• One Article written and distributed to 50 article directories
• Site map generation and submission to Google and Yahoo
• Setup Sitemap on Google Webmaster Tools
• Top 20 guarantee rankings in Google, Yahoo and MSN!
Why Good Web Design Is Important

The Principles of Good Web Design

Web Design Considerations for the Tourism/Leisure Sector

The Basic Elements of Website Development - Domain Names, Hosting...

Questions to Ask Your Web Developer

“Packages”, and What They Really Mean
Thank you!