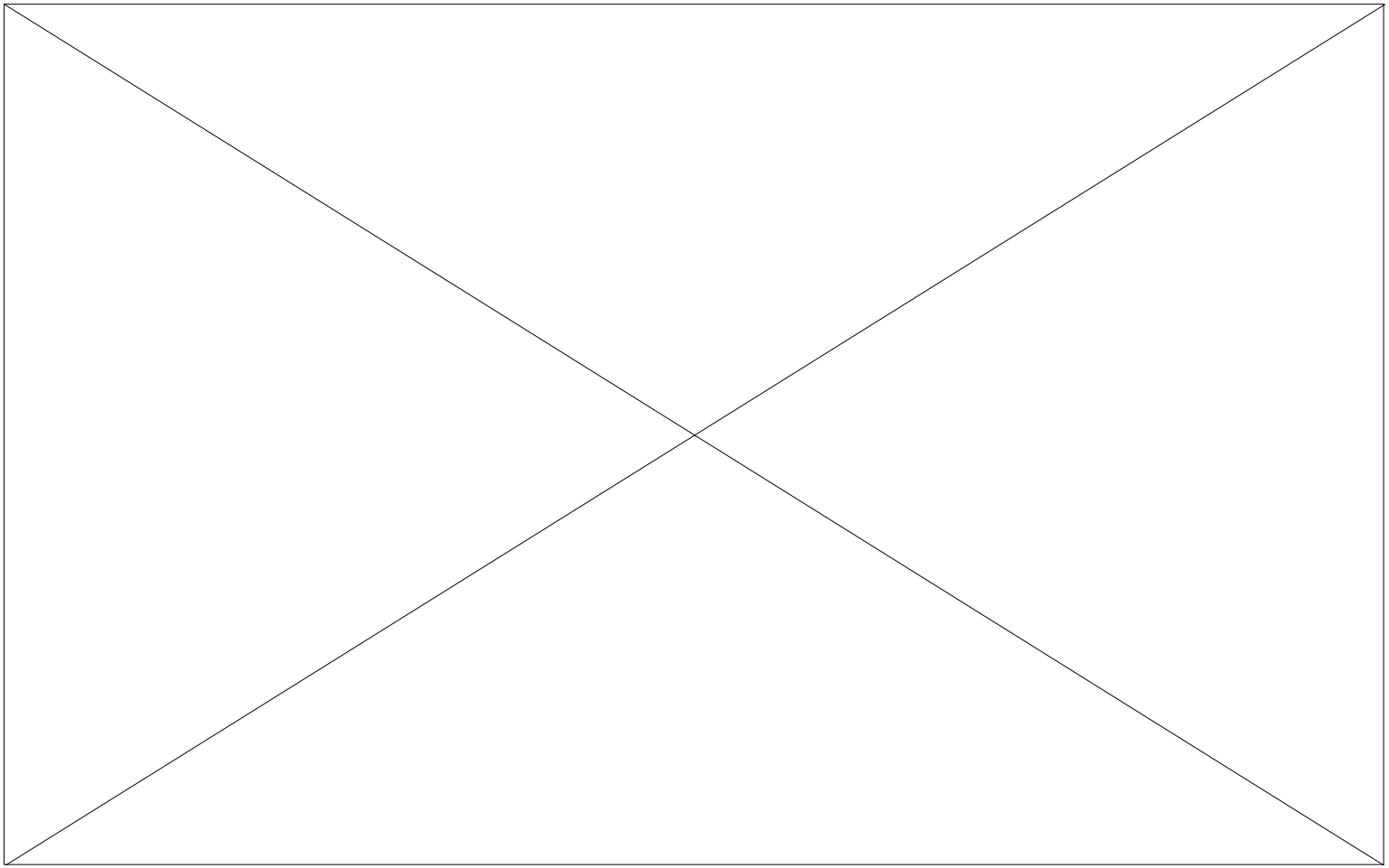
Fáilte Ireland
National Tourism Development Authority

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

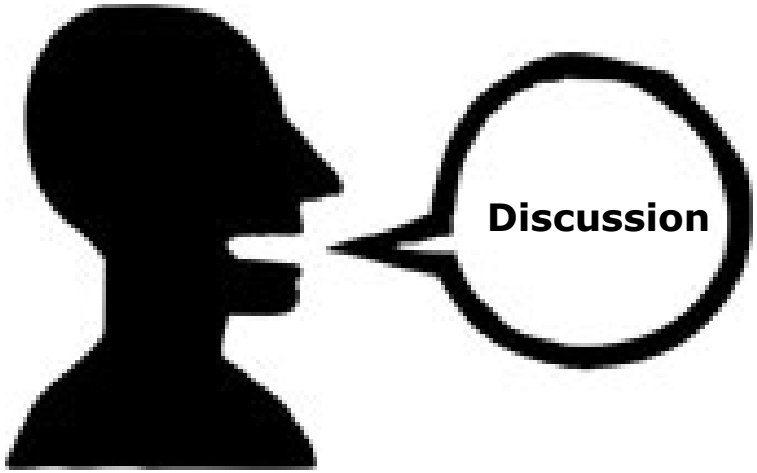
Mobiles off or silent

7

Rule 7 is in operation

Exercise

Actions



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

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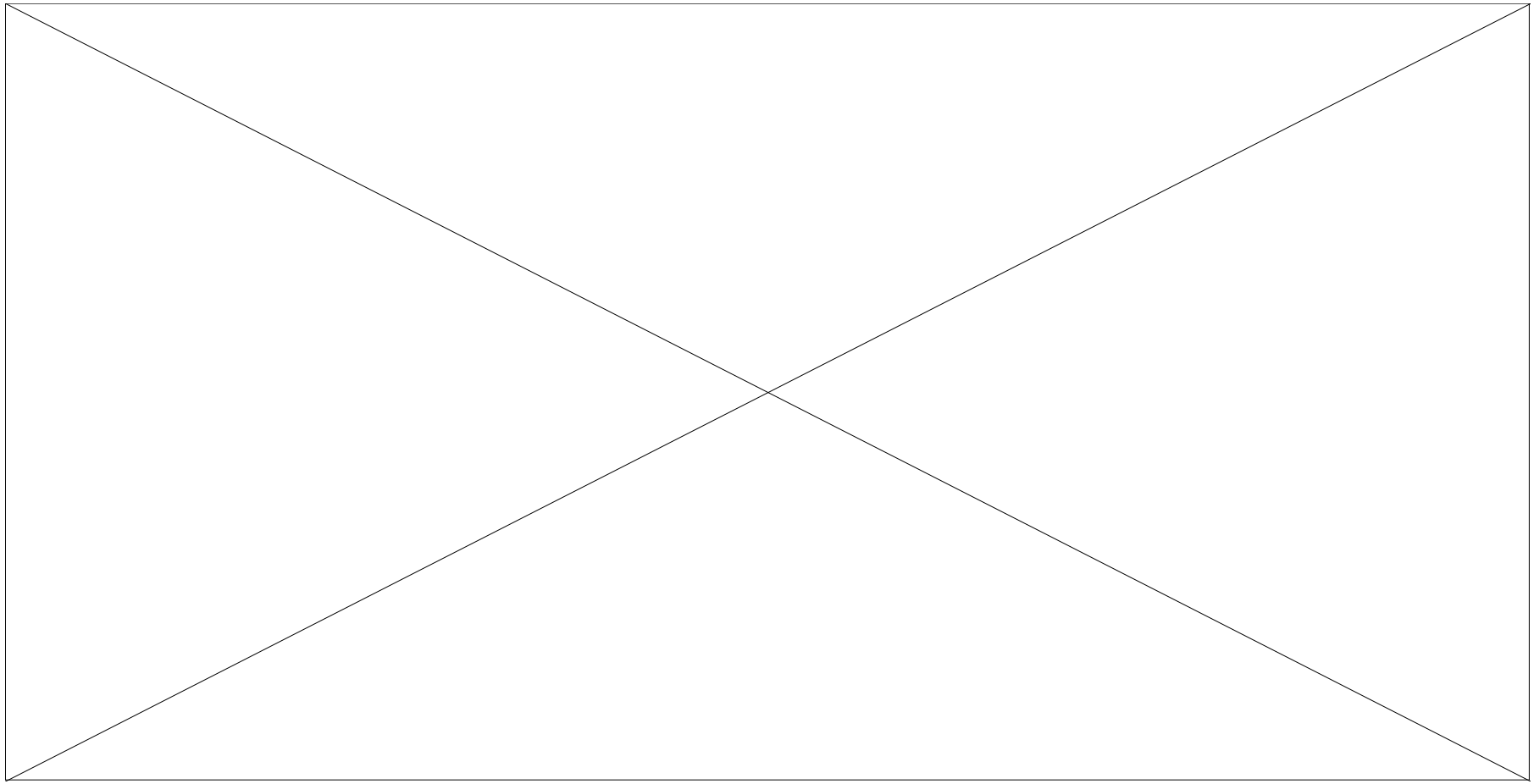
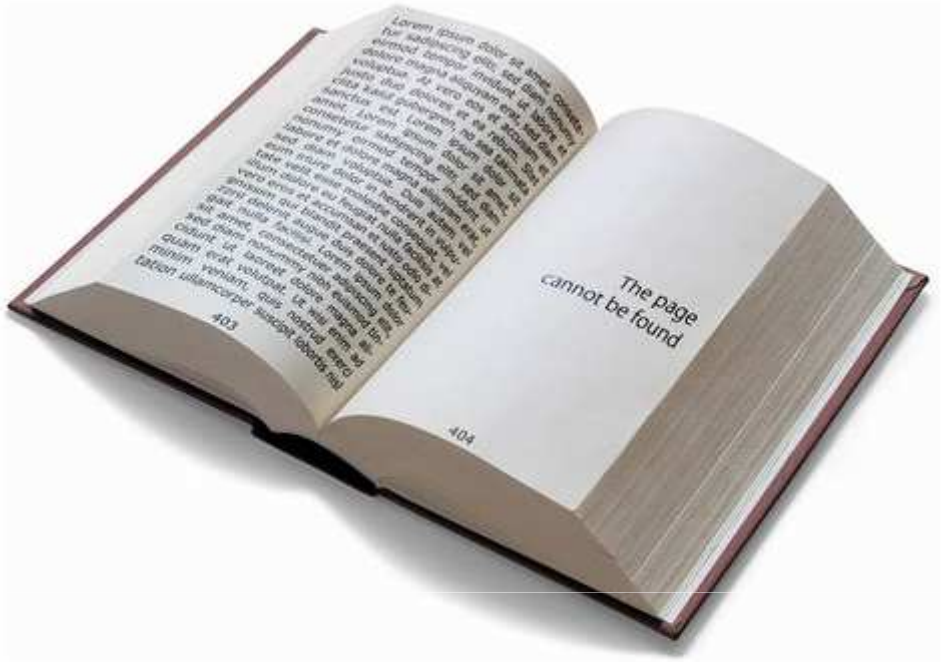
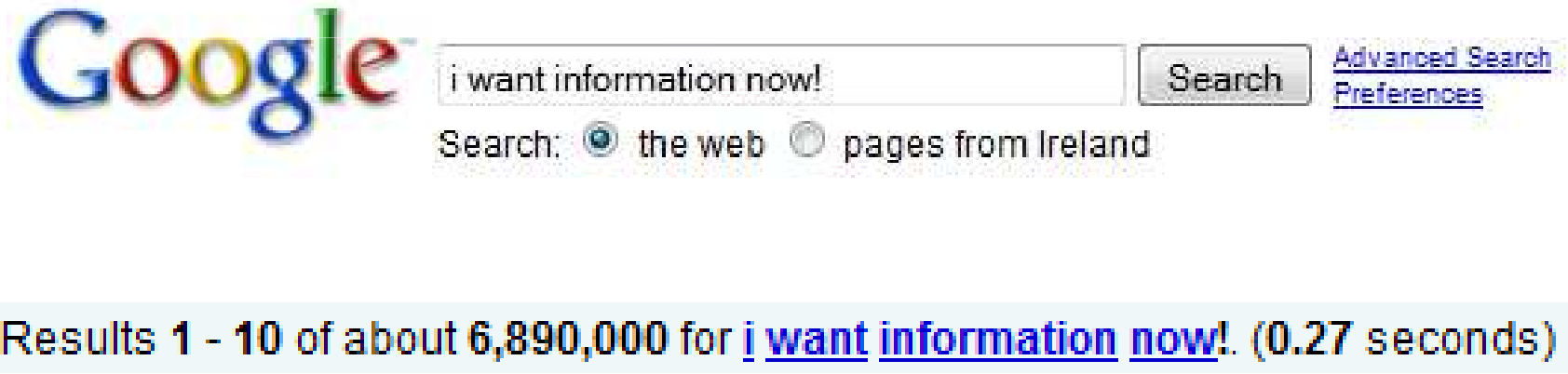
How Do People Read on the Web?





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.

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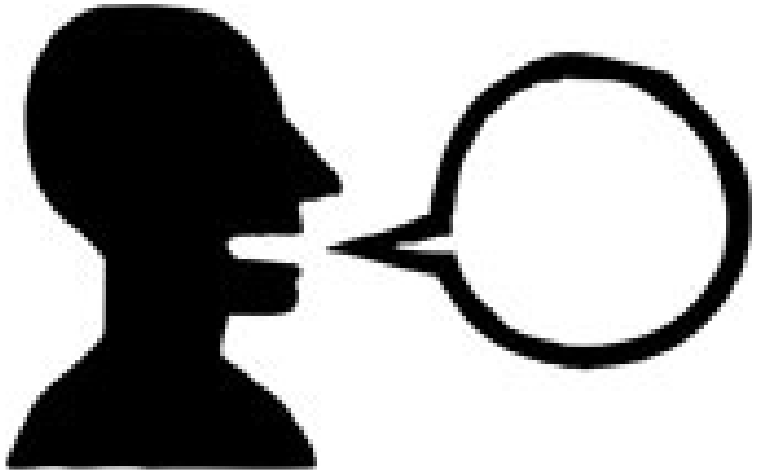
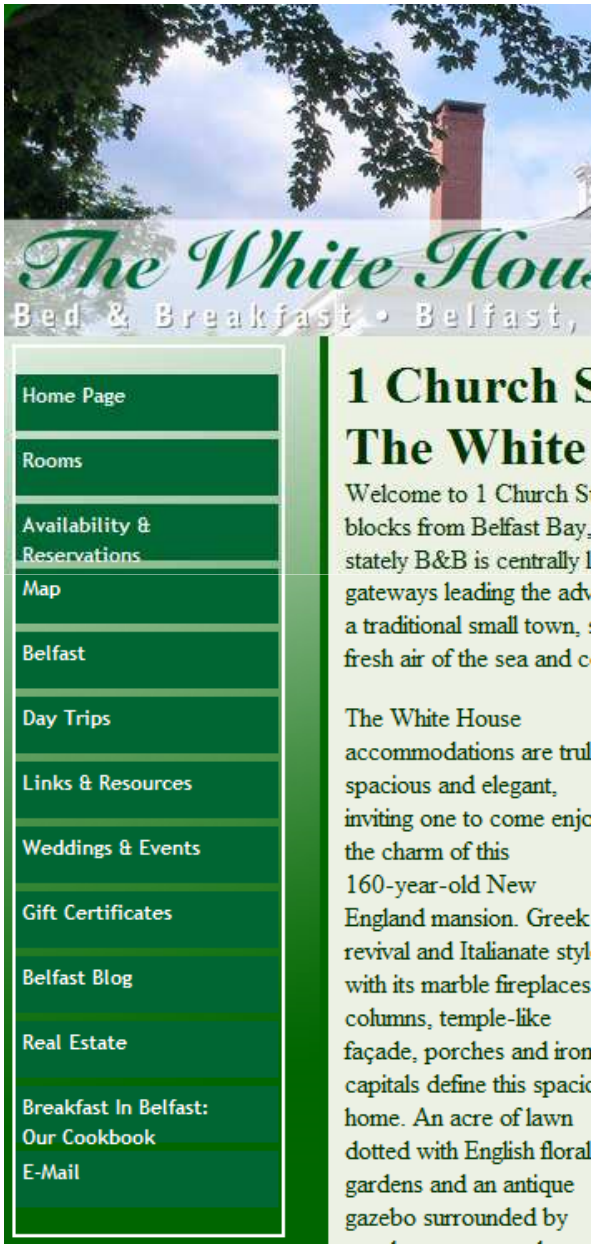
What is “good” website design to YOU?

What websites do you like to use?

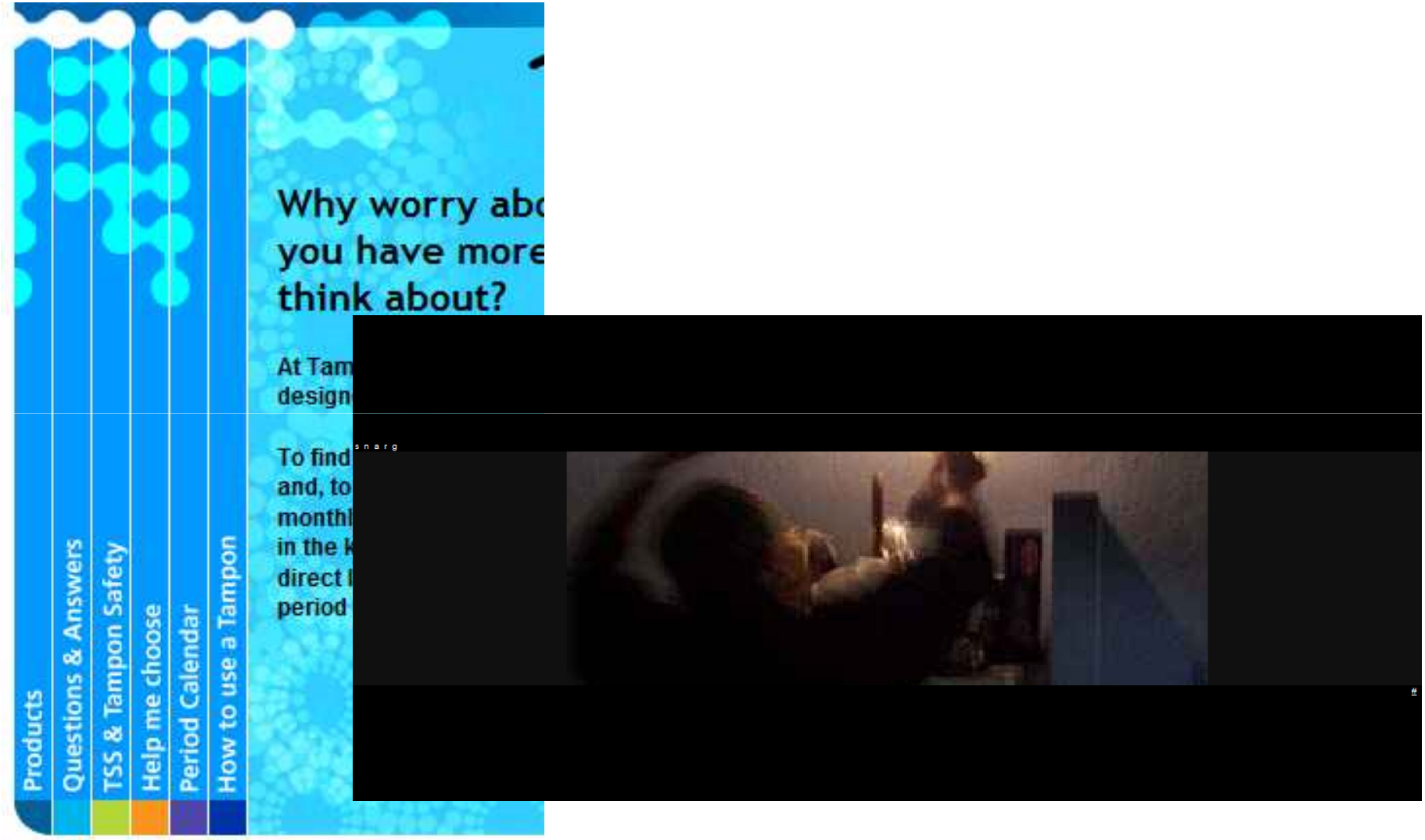


Navigation

- Keep it consistent
- Use standard language (e.g. “Home Page”)
- Label where the user is on the website



Navigation


Products
Questions & Answers
TSS & Tampon Safety
Help me choose
Period Calendar
How to use a Tampon
Why worry abo
you have more
think about?
At Tam
design
To find
and, to
monthl
in the k
direct l
period

Standard and Readable Fonts

YES, THEY MAY LOOK NICE

BUT 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 19 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.

Adjacent to the Castle Hotel sits the 18 hole Championship Golf Course, which offers a unique experience as Irelands 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 €139 per person sharing, (per night Dinner Bed & Breakfast). Call direct to avail of these special offers 051 878203 or book on line 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.

Book Online

Arrival day: 5

Arrival month: Dec 08

No. of nights: 1

Book Now

News

- Golf 3 Club Pass
- Online Vouchers
- Hotel Special Offers
- Property Rental
- Terra Madre Festival in Waterford
- Crystal County Golf Circut

Download Our Brochures (PDF)
Island Brochure (3.1Mb)
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The Island, Waterford, Ireland
Tel: +353 51 878 203 Fax: +353 51 879 316
Email: info@waterfordcastle.com

Island Development Plan

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USA SUPER SAVINGS! NEW Photoshop CS3 Only $74.95! Photoshop CS2 Only $49.95! Creative Suite CS3 Design Only $114.00! SEE MORE BELOW! Add this page to your favorites

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Photoshop CS3 Extended	$74.95	Dreamweaver CS3	$64.95
Illustrator CS3	$58.95	InDesign CS3	$68.95
Creative Suite CS3 Design	$114.00	Acrobat 8 Professional	$65.00

Click Here To See How Photoshop CS3 Extended Was Used To Make Celebrities Look Their Best

It's no secret that Magazines and other Media Outlets use Photoshop CS3 Extended to make their Cover Models look "Just So."

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Exclusive Offer. Make Your Photos Look Their Best With Top Of The Line Photoshop CS3

Graphics and Images

- Don’t overuse
- Relevant to your user
- Avoid large image file sizes
- And, please, never, never, never do this...

click on Curves !! Yay !! Judy !!

Curves !!

Point'n'Click here to see Yvette's SIGNS being installed by Signs Unlimited of Bay County!!

CLICK HERE!! Adam L. Hood Attorney @ Law a good friend we're proud to have right next door to us !!

Welcome to **Yvette's** !!!

Yvette's is OPEN SUNDAYS too!!!!! Yvette's is also open on Sundays 10:00 a.m. till 6:00 p.m. !!!!!!!!!!!!!!!!!!!

Yvette's is open **EVERY DAY** !!!

Yvette's will be open Christmas Eve, Christmas Day and all other holidays !!

***Yvette's* RENTS TUXEDOS !!!**

***Yvette's* HOURS:**

Monday thru Sunday 10:00 a.m. ~ 6:00 p.m.

ENTER YVETTE'S

SITE LINKS

visit our friend Michael @ **ASYNCRITUS PHOTOGRAPHY**

yvettes

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HavenWorks.com
Wednesday, 3 December 2008
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FRONTLINE: NewsWar
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TV Blog
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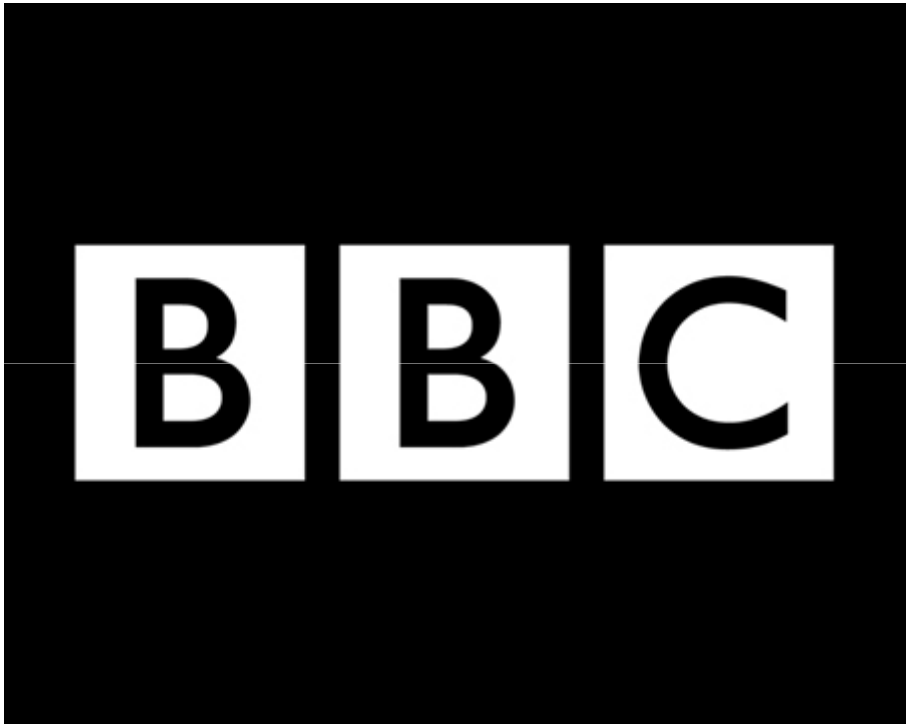
Obama - 2008 Election - "Barack Obama Wins Presidency." -CBSNews - US - AK - AL - AR - AZ - CA - CO - CT - DE - FL - GA - HI - IA - ID - IL - IN - KS - KY - LA - MA - MD - ME - MI - MN - MO - MS - MT - NC - ND - NE - NH - NJ - NM - NV - NY - OH - OK - OR - PA - RI - SC - SD - TN - TX - UT - VA - VT - WA - WI - WV - WY
Republican News:
Atwater Politics
HavenWorks.com+A-Z
News Topics
Hartmann/MP3s/Vid
Greenwald/+/Radio
Blogs!-; TV Blog
Weblog
OPINION
Economics - History - Politics
"Amity Shlaes strikes again." ... "When you hear claims that the New Deal made the depression worse, they often come directly or indirectly from the work of Amity Shlaes, whose misleading statistics have been widely
Change.gov
ChangeDotGov TV
Democratic
Obama TV
BarackObama.com
Begich
Hagan
Merkley
U. S. A.
2008 Election
20081119
Money
Georgia - Nevada - 2008 Election - Politics
"RNC gives NRSC $2 million for GA runoff." ... "[Nevada Republican Senator] Sen. John Ensign said Wednesday that the Republican National Committee (RNC) has transferred $2 million earmarked for the Senate runoff in Georgia to the National Republican Senatorial Committee (NRSC), which was $4 million in debt after [2008] Election Day." ... "The committee has already launched a $700,000 ad buy in the Georgia race, which pits [Georgia Republican
TV
WORLD
20081119
Noteworthy
Jeff Sessions - Auto - Makers - Workers - Health Care - 55+ Pension - Politics - Federal - Economy - 2010 Election - Michigan - Ohio - US - Foreign - Alabama - Georgia - Kentucky - Japan - South Korea
"It's North vs. South in Big Three bailout fight." ... "Should taxpayers in Alabama be required to bail out [American] automakers whose
INTELLIGENCE
IRAQ NEWS
Noteworthy
Dick Cheney - Secret - Osama bin Laden
"Senate committee: Bush knew Iraq claims weren't true." -By Warren P. Strobel -McClatchyDC.com
Article of Impeachment
DECEIVING CONGRESS

Speed



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

Where to Stay

Where to Eat

What to Do

Historical Kinsale

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 specialities. 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 €-€€ @

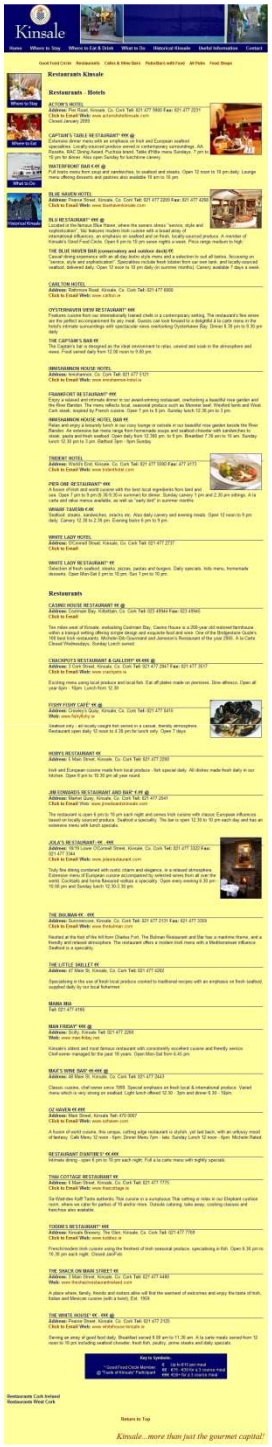
Full bistro menu from soup and sandwiches, to seafood and steaks. Open 12 noon to 10 pm daily. Lounge menu offering desserts and pastries also available 10 am to 10 pm.

BLUE HAVEN HOTEL

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

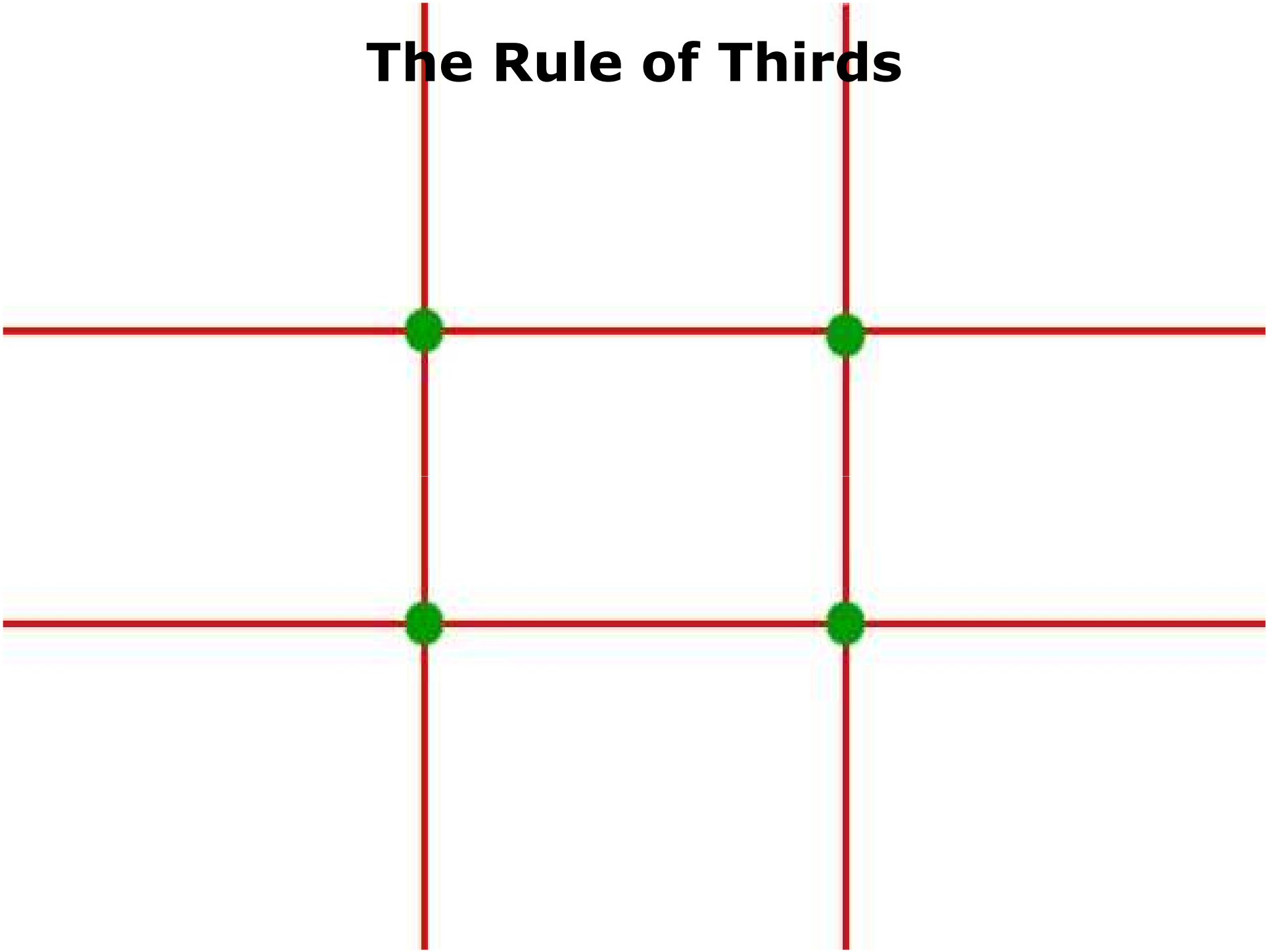
BLU RESTAURANT* €€€ @

Located in the famous Blue Haven, where the owners stress "service, style and sophistication", 'blu' features modern Irish cuisine with a broad array of



6.5 pages of scrolling...

The Rule of Thirds



WATERFORD CASTLE
The Island Haven

Home | Castle Hotel Accommodation | Dining | Golf | Activities | Weddings | Meetings | Lodges | Location | Contact

Home | The Island | Accolades | Online Vouchers | Special Offers | Island Lodges | Photo Gallery

Book Online

Arrival day: 5

Arrival month: Dec 08

No. of nights: 1

Book Now

Perfect Present? Try an Online Voucher

RTE Television: watch the recent feature on Nationwide

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 beech-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

WALKING TOURS

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.

CHECK AVAILABILITY BY EMAIL

Italiano Deutsch Français Español

GUINNESS STOREHOUSE

ESTD 1759

Home of Guinness, Dublin

HOME | TICKETS | INSIDE | DIRECTIONS | GROUP TOURS | PHOTO COMPETITION | MEETINGS & EVENTS | PRESS AREA | CONTACT US | FAQ'S

Welcome to the Home of GUINNESS®

Located in the heart of the St James's Gate Brewery, GUINNESS STOREHOUSE® is Ireland's No. 1 international visitor attraction. Our staff will be pleased to welcome you and bring alive a real segment of Irish history.

SKIP THE QUEUE AND RECEIVE A 10% DISCOUNT — BOOK ONLINE

GUINNESS STOREHOUSE® 360° VIRTUAL TOUR

Take a virtual look inside our famous

INSIDE GUINNESS STOREHOUSE®.

An incredible journey through the history and making of GUINNESS®

OPENING TIMES & DIRECTIONS

Just a short walk from Dublin City Centre - find out how best to visit.

GUINNESS® HISTORY

Immerse yourself in the illustrious history of GUINNESS® and its Irish heritage.

iWalk Dublin

GUINNESS STOREHOUSE® PODCAST

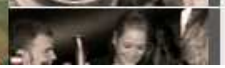
Take an audio tour from Trinity College to the Gravity Bar itself.

FESTIVALS & MUSIC

Find out about the annual GUINNESS STOREHOUSE® Festival, St Patrick's Weekend.

GUINNESS® & FOOD

Why not learn to cook with GUINNESS® and try out some of our fantastic recipies?



GROUP TOURS

Group Organisers, Tour Operators and

Consistent Style

Keep a consistent style across your website

- Page layout
- Images
- Navigation
- Content

will sherwood
photography & graphic design

PHOTOGRAPHY | GRAPHIC DESIGN | WEB DESIGN | NEON ART SCULPTURES | MUSIC | CLIENT LOGIN

CUSTOM CALENDARS **FOR YOUR BUSINESS MARKETING**

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

New Food Photography site

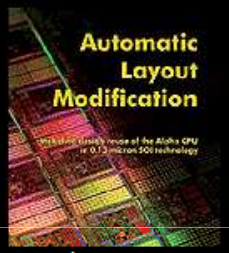
NEW CDs RELEASED

SHERWOOD GRAPHICS
GRAPHIC DESIGN

Books & Book Cover Designs

280-page book:
editing,
marketing,
graphic design

70-page convention program book,
coil-bound, 4- & 2-color,
with fold-out daily dividers/location maps



Photography & Cover Design

Book Cover Design

Brochures/Booklets

will sherwood
photography & graphic design

PHOTOGRAPHY | GRAPHIC DESIGN | WEB DESIGN | NEON ART SCULPTURES | MUSIC | CLIENT LOGIN

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

sherwood web design portfolio

architecture music food commercial artists non-profits

South Mountain Kitchen Designs

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

– 01 02 03 04 05 06 07 + ⏸

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

- HOME
- ROOMS & RATES
- RESERVATIONS
- GALLERY
- LOCAL ATTRACTIONS
- UPCOMING EVENTS
- CONTACT US

Fáilte Ireland
National Tourism Development Authority

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...

A Quick Tour

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 room 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 informayion please visit the hotel website - www.theclonakiltyhotel.com

OUR LOCATION

Clonakilty Townhouse
Clonakilty
Strand Road,Clonakilty

PHONE: (00353) 23 35533

e-mail: click to e-mail

LATEST PHOTOS

go left!
go right!
GALLERY
DirectgovKids

1. **Break into groups**

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

Time: 9 minutes per site

TAILOR-MADE TOURS

GALWAY
TOURS

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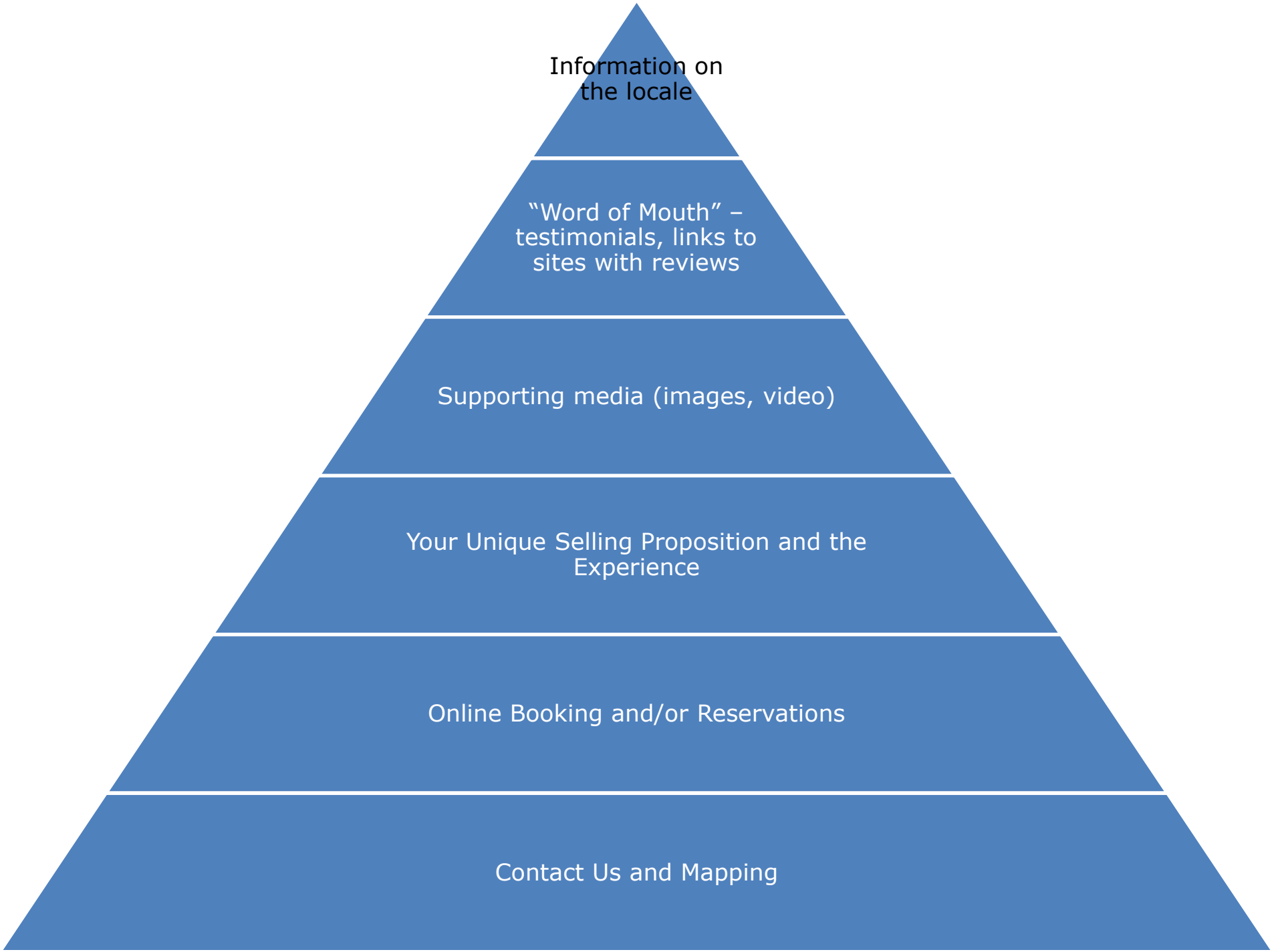
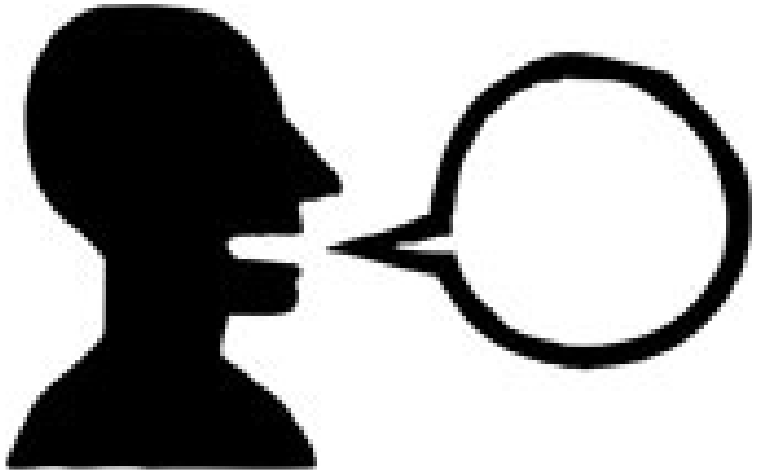
What experience do you offer?
How does this come across on your website?


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

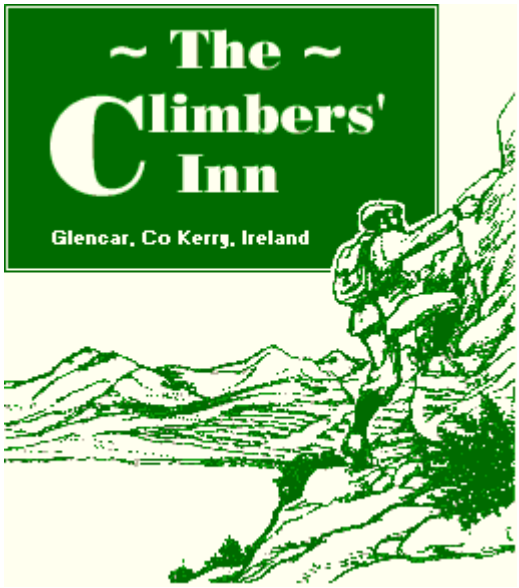
Dr. Smith E.MD

What is your reaction to the following websites?



Flower Hill Equestrian Center

Árainn: WHERE ONE DAY IS NEVER ENOUGH



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Google™

Promotion and driving traffic

Domain Name

Website

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

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The Principles of Good Web Design

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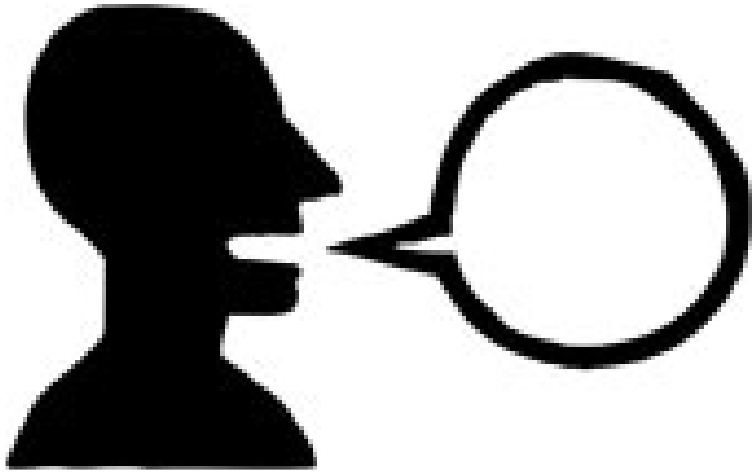
Questions to Ask Your Web Developer

"Packages", and What They Really Mean

How Often Have You Seen....?



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**
  - Okay – sounds good. What will you **actually** do?
- **Inclusion of title, description and keyword meta tags**
  - 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?
- **Submission to top search engines and directories, e.g Google and Dmoz**
  - 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?
- **Link from our website to YOUR website**
  - 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.

Role Play

1. **Break into your groups**
2. **Prepare an analysis of our "Platinum Package"**
3. **Interview me!**

Time: 17 minutes

€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 web site 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!**

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Thank you!

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Appendix 1: Sources

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