

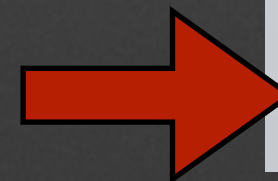
Stand out on the Web: Essentials for a Great Site

Dustin Hartzler

Twitter Hashtag: #YWE





If you can't hear me,
click the 'Listen' Button



▼ INFORMATION

TITLE:
Meet Now Meeting

DIAL IN:
949-202-4265, 3615# 

Listen 

About Me

- ✓ My Name is Dustin Hartzler
- ✓ Full-time WordPress developer and podcaster
- ✓ I study the website industry



Assumptions as we begin

- ✓ I'm going to assume that you already have a website
- ✓ I'm going to assume that you know how to make changes
- ✓ Some things you might need a developer to help you with
- ✓ Tons of great actionable information is coming up NOW!



ARE YOU READY?



Overview

- ✓ #1 Priority for Every Website Owner
- ✓ Website Structure
- ✓ Necessary Pages
- ✓ Immediately Remove Items



#1 Priority

What Do You Want Visitors to Do?

- ✓ This should be the Number #1 priority to think about when developing / redesigning your website



Pick One Thing



Hick's Law

$$T = b * \log_2(n + 1)$$

- ✓ The time it takes for a person to make a decision as a result of the number of possible choices.



What would you do here?



The screenshot shows the Merchant Payment Services website. At the top, there is a navigation menu with links for Home, About, Customer Service, Data Form, Contact, and Blog. On the right, contact information is provided: For Sales: 866.758.8646 and For Service: 800.454.3158. Below the navigation, there are links for Industries, Services, Equipment, The MPS Difference, Videos, In The News, and Core Values, along with a prominent green 'Get Started Now' button. The main content area features a large banner with the text 'MERCHANT PAYMENT SERVICES' and 'Accept Credit Cards Online'. The banner includes a sub-headline and a paragraph of text, followed by a 'Read More' button. Below the banner, there are four columns of content, each with a colored header and a 'Read More' button: 'Mobilize Your Sales Opportunities!' (yellow), 'Cash On Demand for Small Business' (green), 'The Right Equipment Makes the Difference' (blue), and 'Get Started Today with Solutions from MPS' (dark blue). At the bottom, there is a section titled 'Helping Merchants Make the Right Choices' with a featured article 'Tom's Tips: Integrity in the Merchant Services Account Industry' and a 'Read More' button. To the right of this section is a 'Free Equipment' promotion featuring an image of a payment terminal and a mouse, with the text 'Get up and running Quickly with a FREE terminal!!!'.

Focus - Examples



Sign up right now for email updates and get two free ebooks:

Email Address

Sign Up!

chrisg.com

Build your business by sharing what you know

CHRIS GARRETT
on New Media



ABOUT BLOG CONSULTING AND SERVICES NEWSLETTER CONTACT

CONNECT WITH CHRIS: [Twitter] [Facebook] [LinkedIn] [More]

RECENT ARTICLES

The Simple Route to Generating Sales Leads with Your Business Website

One thing all businesses have in common, large or small, is they all have to generate sales leads. If you are not generating sales, well, ...

[Read More >](#)

How to Use Your Website to Get Clients Offline and Into Your Office

How do you use the web to gain face to face clients? It's a question I get asked a lot, and it is a growing part of the world of ...

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How to Make Your Site the Destination for Your Market

Why do you blog? Is it for traffic and attention? If you blog to get more visibility, then you have a lot of company. One of the major ...

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How to Improve Your Website Trust Factor

Is your website harming the trust and credibility of your business? Are people worried or put off when they visit you online? Could your ...

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SIGN UP RIGHT NOW FOR EMAIL UPDATES

and get these

TWO FREE EBOOKS



CREATING KILLER FLAGSHIP CONTENT

How to write stand-out, valuable material that gets you noticed, builds positive word of mouth, and grows your audience.



AUTHORITY ALLIANCES

A guide to arranging enjoyable and profitable joint ventures, how we all need the help of other people, and everyone has something to offer.

Just enter your primary email address in the form below and hit the button!

Enter Your Email Address

SIGN UP!

26183 readers
BY FEEDBURNER

ABOUT



Hi, I'm Chris Garrett. I work with business owners and entrepreneurs to help

them build lasting and profitable relationships with audiences who grow to know, like and trust them

[Read more >](#)

GROW YOUR AUTHORITY

Authority Blogger

Start growing your brand, audience trust and profit, right now!

POWERED BY GENESIS



Focus - Example

1SaleADay.com [Main](#) [Wireless](#) [Watch](#) [Family](#) [Jewelry](#) [FLASH](#) [My Account](#) [Cart](#) [RSS](#) [Facebook](#) [Twitter](#)

Altec Lansing Octiv Duo Speaker System for iPod & iPhone w/ 2x iPod/iPhone Charging Docks, Aux Input & Remote!

List Price \$99.99
Savings \$70.00 (71%)
Price: \$29.99
Buy It Now!

This deal ends in:
15:08:53

[Like](#) 368k
[+1](#) 3.1k

- Kodak 14MP Camera**
Save 61%
Wireless
- Ensemble Gift Set**
Save 97%
Watch
- KLINE Flat Iron**
Save 88%
Family
- Harvest a Pearl Kit**
Save 96%
Jewelry
- Acer Computer**
Save 77%
Flash

Never Miss Another Deal!
Click [here](#) to sign up for our Newsletter

Case Study - Old YourWebsiteEngineer.com

The screenshot shows the homepage of YourWebsiteEngineer.com. At the top left is the logo featuring a yellow hard hat with a white 'W' on it, followed by the text 'Your WEBSITE Engineer'. To the right is a navigation menu with links for 'Home', 'About', 'Resources', 'Products', and 'Contact'. Below the navigation is a search bar with the placeholder text 'Search'. The main content area is divided into two columns. The left column features a date header '20 Jun' and a category 'Themes, WordPress | one response'. Below this is a post titled '081 - Change the Background of Your WordPress Site'. The post includes a yellow square image with the text 'Background Gradients', a play button icon, and a podcast player with the text 'Podcast: Play in new window Download (Length: 20:28 - 19.0MB)'. Below the image is the text 'Announcements' and a list of updates: 'WordPress 3.4 is out', '- Integrated with Twitter to embed tweets', and '- You can preview changes before they go...'. A 'Read more...' link is also present. The right column features a promotional banner for a 'FREE eBook' titled 'TOP 10 WORDPRESS PLUGINS'. The banner includes a red arrow pointing down with the text 'Enter Your Email Address & Instantly Receive...'. Below the banner is a form with fields for 'Email', 'First Name', and 'Last Name', and a 'Send My eBook!' button. A disclaimer at the bottom of the banner reads 'No Spam. Not Ever. We hate it too.' Below the main content area is a date header '13 Jun' and a category 'Custom, WordPress | 2 responses'.



Case Study - New YourWebsiteEngineer.com

The screenshot shows the homepage of YourWebsiteEngineer.com. At the top left is the logo, which consists of a yellow hard hat with a white 'W' inside a circle, followed by the text 'Your WEBSITE Engineer'. To the right of the logo is a navigation menu with links for 'Home', 'About', 'Resources', 'Products', and 'Contact'. Below the navigation is a search bar with the placeholder text 'Search'. A prominent dark grey banner in the center contains the text 'Become an insider and get exclusive deals + free eBook!'. Below this banner are three input fields: 'First name', 'Last name', and 'You@Domain.com', followed by an orange button labeled 'Free Instant Access!'. Below the input fields is the text 'No Spam. Not Ever. We Hate it Too!'. To the left of the banner is a small image of an eBook titled 'Top 10 WordPress Plugins'. Below the banner is a dark grey bar with the date '04 Jul' on the left and 'Plugins, WordPress | 0 responses' on the right. The main content area features a post titled '083 - Introducing the WordPress WP App Store'. The post includes a thumbnail image of the WP App Store, a play button icon, and the text 'Podcast: Play in new window | Download (Duration: 27:24 - 25.3MB)'. Below the post is an 'Announcements' section with the text 'WordPress Webinar on Friday, July 6th at 10am EST. I'm going to be speaking at WordCamp Columbus on Sunday July 15th. On July 5th, I'm...'. A 'Read more...' link is located below the announcement. To the right of the main content is a sidebar with a 'Free WordPress Webinar' section. The sidebar text reads 'Stand out on the Web: Essentials for a Great Site', 'July 6th 2012, 10AM EST', and 'You will learn: - How to create a clean looking site - To build a focused site - Learn which pages are essential'. Below this text is a blue button labeled 'Sign Up Today!' and the text 'Limited Seating Available. Don't Delay'. A small version of the website logo is also present in the sidebar.



What's my Focus Now?



Overview

- ✓ #1 Priority for Every Website Owner
- ✓ Website Structure

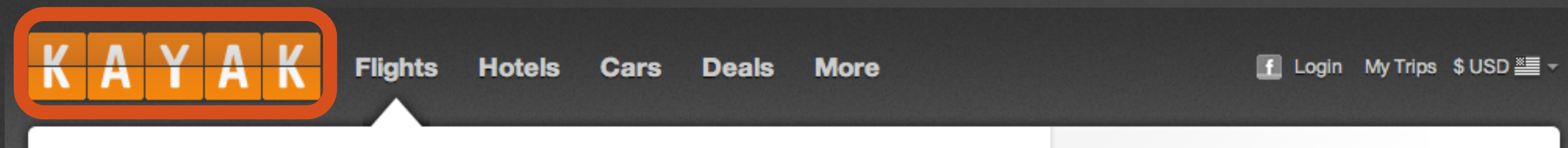
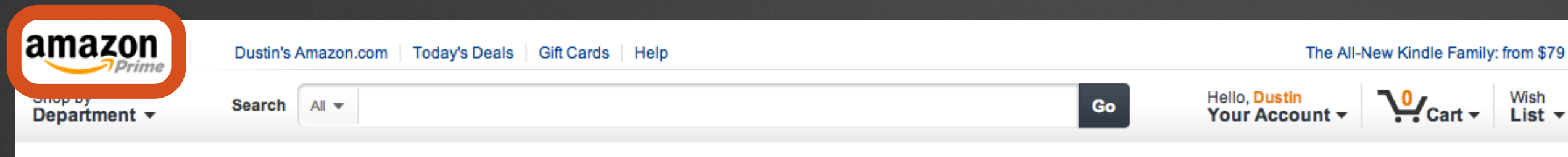


Don't Make Me Think

- ✓ When designing your website, your job is to get rid of the question marks



Link Your Logo to Homepage



Make buttons look like buttons



Grab your free report
Start building your marketing system today!

Sign-up!

We Don't Read, We Scan

Jeep

FIND A DEALER

It's easy to locate a dealer. 1. Click and hold box number 1 to select your search by Zip Code, City, Dealership Name or State. 2. Enter the Zip Code, City, or Dealership Name in the box marked number 2. 3. If searching by State only, select the state from the pull-down menu in box number 3. **If choosing to search by city or state, type the city in box 2 then select a state in the box marked number 3 to make your search complete. 4. Once finished, simply click the "Search" button.

Search by: Enter Zip Code, City, or Dealership name:

1 2

3 4

If you are a member of the U.S. Military, an executive, or a diplomat living outside the U.S., [click here](#) for special options.



Jeep
VEHICLES
SHOPPING TOOLS
CAPABILITY
JEEP LIFE
OWNERS
FIND A DEALER
ESPAÑOL
SEARCH
BUILD & PRICE

FUN & FREEDOM SINCE 1941 [EXPLORE OUR HISTORY >](#)

[SHOPPING TOOLS](#)
[FIND A DEALER](#)

[COMMERCIALS](#)
[NEW INVENTORY](#)

\$0

FOR A LIMITED TIME
SIGN & DRIVE

Jeep

EMBRACE THE
POWER WITHIN YOU

Jeep

SUMMER CLEARANCE EVENT
NO MONTHLY PAYMENTS FOR 90 DAYS*

<p>VEHICLES</p> <ul style="list-style-type: none"> Compass Grand Cherokee Liberty Patriot Wrangler Wrangler Unlimited <p> Shop Parts</p> <p>SPECIALTY MODELS</p> <ul style="list-style-type: none"> Compass Altitude Grand Cherokee Altitude Grand Cherokee SRT8 Patriot Altitude Wrangler Call of Duty MW3 Edition Wrangler Unlimited Altitude Wrangler Unlimited Call of Duty MW3 Edition Wrangler Unlimited Freedom Edition <p>Chrysler Commercial Vehicles</p>	<p>RESEARCH</p> <ul style="list-style-type: none"> Build & Price a Vehicle Competitive Compare Get a Brochure Sign Up For Updates <p>LOCATE</p> <ul style="list-style-type: none"> Find A Dealer Search New Inventory Search Pre-Owned Schedule a Test Drive <p>COST</p> <ul style="list-style-type: none"> View Incentives & Offers Payment Calculator Get a Quote Apply For Credit Trade-in Value 	<p>CAPABILITY</p> <ul style="list-style-type: none"> Trail Rated® Capabilities Comparison 4x4 Systems Towing Off-Road Guide FAQ & Glossary Fuel Efficiency 	<p>JEEP ENTHUSIASTS</p> <ul style="list-style-type: none"> Jeep® History Jeep® Blog Jeep® Merchandise Commercials Download Mobile Apps <p>SRT</p> <ul style="list-style-type: none"> Drive SRT8 SRT8 Track Experience <p>FOLLOW US</p> <ul style="list-style-type: none"> Facebook Twitter Google+ YouTube Flickr 	<p>OWNERS</p> <ul style="list-style-type: none"> Owners Site Log-in Register My Vehicle Owner & Service Manuals Jeep® Warranty Service Contracts Towing Assistance <p>SUPPORT</p> <ul style="list-style-type: none"> Uconnect SiriusXM Bluetooth
--	---	--	---	--

White Space

- ✓ Don't try to jam everything down a customer's throat
- ✓ White Space is Good
- ✓ What is the Number #1 website used in the World?





Google

Google Search

I'm Feeling Lucky



Your **WEBSITE**
Engineer[™].com

Do You Need a Mobile Site?

- ✓ Look at the design of your site through the eyes of your viewers



✓ Are you learning anything yet? Say yes in the chat box!



Overview

- ✓ #1 Priority for Every Website Owner
- ✓ Website Structure
- ✓ Necessary Pages



What Pages to Have

- ✓ Home (that should be obvious)
- ✓ About
- ✓ Contact
- ✓ Archived Blog Posts



Order of Pages

Home

About

Services

Blog

Contact

Add More if Necessary Here



Your **WEBSITE**
Engineer^{.com}

Home Page

- ✓ Purpose of the page:
 - ✓ Get email sign ups, Facebook Likes, + I's
 - ✓ Second goal - easy navigation



About Page

- ✓ Second most visited page
- ✓ If you are running a business, also create a “Meet the Team” page
- ✓ Have fun with this page, show people your personality



About Page

- ✓ Picture of You
- ✓ Show how your site / blog will help them
- ✓ Tell how often you show up on your blog
- ✓ Have a subscribe button
- ✓ List top posts
- ✓ Biography Information
- ✓ Contact Information



About - Examples



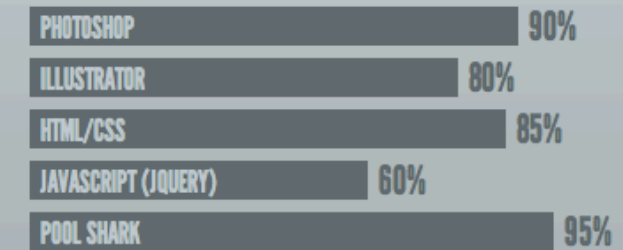
HI, MY NAME IS ANDREW REIFMAN

I'm a graphic designer living in Washington, D.C. I like to make cool and creative designs, regardless of what medium I'm working in.

FACTS ABOUT ME

- I am a dual citizen of the USA and Brazil (don't let the pale skin fool you).
- Aside from design, my other job is shooting pool.
- The amount of random movie knowledge I have would scare you.
- To this day, I still buy music on CDs and have never bought an mp3.
- I have been told that I have a sweet tooth for chocolate similar to a girl's.
- My love for steak will never allow me to become a vegetarian.

SKILL SET



LEVEL OF SKILL (MEASURED IN AWESOME)

BECOME MY BFF



DOWNLOAD MY CV



About - Examples



ngen works



APPROACH WORK **TEAM** CONTACT BLOG

INFO@NGENWORKS.COM

hello



ALEX RUBIN
NIGHT OWL

Who needs sleep when you're creating greatness?

My Story

I backed into my web career following the footsteps of my older brother Dan. Over the past 10 years I've had wonderful opportunities to work with major companies developing web applications and processes. I'm still searching for my place but problem solving, refining and communicating with clients are my strengths.

Odd Job

Sweeping the floors once a week at a local mom & pop hardware store at age eight.

On The Nightstand

The dreaded alarm clock, an iPad and, when there's time, my iPhone charging.

Craziest Hobby

I'm an a cappella singer! More specifically, a singer of four-part barbershop harmony. I've sung barbershop for the past 22 years, winning state championships and conducting a state championship chorus. I'm currently singing in a quartet that travels the United States and direct the highest nationally ranked youth barbershop chorus based in South Florida.

Greatest Accomplishment

Earning Eagle Scout

Greatest Fear

Failure

THE TEAM

ALEX RUBIN // NIGHT OWL

ANDREW MAIER // USER FRIENDLIEST

CARL SMITH // CHIEF KEEPER UPPER

FRED BOYLE // DIGITAL CHEF

GREG AKER // CHIEF CODE THRASHER

JEFF CROFT // CHIEF DESIGNERD

KATY GARRISON // THE SMARTIST

LORI AVERITT // SUPER GLUE

MARY McDONALD // MISSION CONTROL

RACHEL GERTZ // DECENT EXPOSURE

RUSSEL QUADROS // CONCEPT & EXECUTIONER

TRAVIS GERTZ // DOUBLE THREAT

Contact Page

- ✓ Give your readers and opportunity to contact you
- ✓ Put every type of account you know how to use
- ✓ Contact Page Items:
 - ✓ Email
 - ✓ Phone
 - ✓ Address
 - ✓ Hours of Operation
 - ✓ Web Contact Form
 - ✓ Live Chat
 - ✓ Interactive Map
 - ✓ Social Media



Contact Page - Examples

NOSOTROS

HOME ABOUT WORK BLOG CONTACT ESPAÑOL

Let's work together!

We're a friendly bunch and we'd love to help you with your project. Simply fill out the form below and we'll get in touch.

WANT TO SAY HELLO?

If you have a comment or questions or if you just want to say Hello, you can write us at hello@nosotroshq.com

REQUEST FOR PROPOSAL

In order for us to accurately quote your project, we need as much information and details as possible.

Once we received your Request for Proposal we'll evaluate your project needs and we'll get back to you within 2-3 business days with the appraisal.

Full Name: *required

E-mail Address: *required but not shared

Company:

Phone:

Web Address:

Type of Project?: *required

Message:

SEND

DEAR TWITTER

Finally! Our copy of @smashingmag #3 is here! :D <http://t.co/3kG28vx2>
- Mon Jun 11 14:57:06 +0000 2012

OFFICE HOURS

Monday through Friday
8:30am — 5:30pm

Right now the time is 16:47:37
UTC/GMT -3 hours

MAILING ADDRESS

13430 SW 131st Street
ATN: Suite 122480
Miami, FL
33186
+1 786 245 8124



Contact Page - Examples

Digiti
INTERACTIVE MEDIA

HOME *Welcome aboard!* | **ABOUT** *Behind the scenes* | **SERVICES** *What we do best* | **PORTFOLIO** *Proud to show you* | **BLOG** *Our digital journal* | **CONTACT** *We'd love to talk!*

CONTACT

TELEPHONE +32 (0)3 345 46 47
EMAIL info@digiti.be
TWITTER @Digiti
ADDRESS Digiti bvba
Rodendijk 60
B-2980 Zoersel
Antwerp - Belgium

Map | **Satellite** | **Terrain**

The local time is 20:46
We are chilling...

READY TO GET STARTED? WE ARE!

Name *

Email *

Subject *

Message *

* These fields are required

SEND MESSAGE

FINANCIAL INFO

B.T.W.-B.E.-0876.774.981
Dexia 778-5999639-50
IBAN BE86 7785 9996 3950
BIC GKCCBEBB

Contact Page - Examples

digital base
keep IT moving.

english | nederlands

home | about us | services | blog | portfolio | **contact us**

contact us

REACH US

Please use the contact form on the right side if you have any questions or requests, concerning our services.

We will respond to your message within 24 hours.

Below you can find a quick roadmap to get to our office.

GENERAL

Digital Base BVBA

Broekstraat 36
3001 Leuven
Belgium

Tel +32 (0)16 36 00 36
Fax +32 (0)16 36 00 39
Email info@digitalbase.eu

TVA BE-0866.257.609
BANK 001-4305561-01 (Fortis)
IBAN BE43 0014 3055 6101
BIC GEBABEBB

MAIL US

Name

Email

Message

ROADMAP



Your **WEBSITE**
Engineer.com

Archived Blog Posts

✓ Make it easy for people to find your old writing.



Popular Posts

Here a few of the most viewed posts



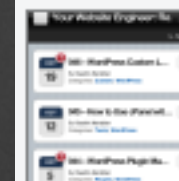
072 - What is HTML5?

Thank you for tuning in to another episode of Your Website Engineer...



043 - WordPress eCommerce Solu

Today's discussion is about two different eCommerce plugins for WordPress. The...



047 - Mobile WordPress Sites

WP Touch - WordPress plugin that makes your site automatically mobile - Works best...

Archived Blog Posts - Examples

Astheria+ ARCHIVES ABOUT CONTACT

Timelined Archives

2011

- October 19th Moving on to Tumblr



2010


- December 16th Rethinking the Address Bar UX with Chrome
- September 22nd Hello, Indie Labs
- August 31st Design is a Drug
- June 23rd Why Good Type Matters, FontConf 2010 Presentation
- June 16th Trial by Fire





Archived Blog Posts - Examples


WRITINGS


1 - 10 OF 355 IN ALL WRITINGS 10 Writings | View By  

 **Meet the 10K Apart Winners** ⁰ OPINION
by *Nishant Kothary* on Oct 13, 2011 in *News*



 **10K Apart: The Responsive Edition** ⁹ OPINION
by *Nishant Kothary* on Aug 2, 2011 in *News*


 **Down With O.P.C.** ³ OPINION
by *Karsten Januszewski* on Jul 22, 2011 in *Development*

 **Content Strategy in the Fortune 500** ¹⁰ ARTICLE
by *Nicole Jones* on Jul 6, 2011


 **That's How Our Love Must Be, IE6** ⁸ OPINION
by *Nishant Kothary* on Jun 23, 2011 in *Web Culture*


WRITINGS

1 - 10 OF 355 IN ALL WRITINGS 10 Writings | View By  


 **Meet the 10K Apart Winners** ⁰ OPINION
by *Nishant Kothary* on Oct 13, 2011 in *News*

Two months ago, we announced the second 10K Apart contest — The Responsive Edition — in partnership with our friends at An Event Apart. Today, after much deliberating, we are proud to announce the very deserving, incredibly inspiring, and mind-numbingly clever winners. Check them out on the 10K site. To give you a little background, [Read More...](#)



 **10K Apart: The Responsive Edition** ⁹ OPINION
by *Nishant Kothary* on Aug 2, 2011 in *News*

Last year, in partnership with An Event Apart, we debuted the 10K Apart Contest. The challenge was simple: build the best application you can with no more than 10K of code. If our analytics are telling the truth, the 10K was a smash hit. The contest reaped 367 entries in less than a month. And [Read More...](#)



Overview

- ✓ #1 Priority for Every Website Owner
- ✓ Website Structure
- ✓ Necessary Pages
- ✓ Immediately Remove Items



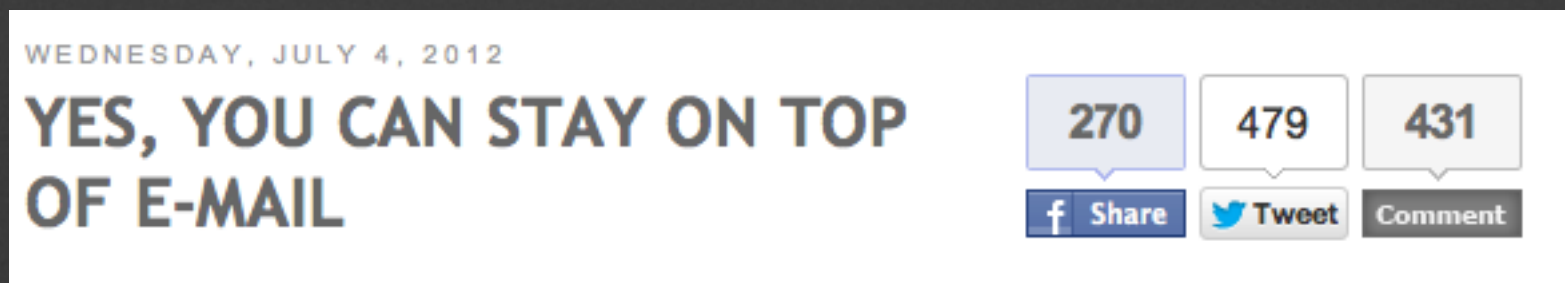
Immediately Remove Items

- ✓ Items that should be removed on most sites



Negative Social Proof

- ✓ Everyone love the share buttons, but don't display the information until you start getting a lot of shares



Social Profile Buttons

- ✓ Remove buttons from above the fold content
- ✓ I like them in the footer
- ✓ Also, when people sign up for my newsletter, I include the images there



Floating Buttons

- ✓ Get rid of the buttons that cover up part of your mobile site



Clutter

✓ We talked about white space before



Sidebar Content

- ✓ Do not take people to different website
- ✓ If you must, open up a new tab



Sidebar

- ✓ Get rid of the bazillion widgets you are using
- ✓ Don't let the widgets go longer than your content (on average)



A screenshot of a WordPress blog sidebar. The main content area on the left shows a list of posts with dates (29 Feb, 22 Feb, 15 Feb, 08 Feb) and titles like '065 - 6 Ways to Improve SEO Page Ranking', '064 - WordPress Redirects for Affiliates and MultiSite', '063 - Scalability of WordPress Sites', and '062 - 5 Online Tools for WordPress Developers'. The sidebar on the right contains several widgets: 'Claim Your FREE eBook Now!', 'TOP 10 WORDPRESS PLUGINS', 'Popular Posts', 'Support' (with a 'Donate' button), 'Archives' (listing months from February 2012 to December 2010), 'Categories' (listing Custom, Database, Domains, etc.), 'Latest Tweets' (showing recent tweets), and 'Testimonials' (with a quote from Dustin Wickersham).

Pop Up Overlays

✓ The
that
site
are
read

Marketing is a system - 7 Steps to Marketing Success

Grab this free eBook and start viewing your marketing in an entirely different light. Get more sales, more leads and more control over your marketing. Thousands of small business owners are taking their businesses to new heights due to this simple shift in thinking.

Grab your free report
Start building your marketing system today!

Sign-up!

x

up box
this
en, you
able to



Your **WEBSITE**
Engineer^{LLC}

Pop Up Overlays

Marketing is a system - 7 Steps to Marketing Success

Grab this free eBook and start viewing your marketing in an entirely different light. Get more sales, more leads and more control over your marketing. Thousands of small business owners are taking their businesses to new heights due to this simple shift in thinking.

Grab your free report
Start building your marketing system today!

Sign-up!

Action Items

- ✓ Determine Focus of Your Website
- ✓ Revise your website structure
- ✓ Update / Add Necessary Pages
- ✓ Remove the “Immediately Remove” items



Any Questions?



Your **WEBSITE**
EngineerSM.com

See You Next Time!

✓ Upcoming Webinar Ideas:

✓ How to Properly Secure your WordPress site

✓ Insider's Guide to a Responsive Website

✓ What do you want to learn?

Email: Dustin@YourWebsiteEngineer.com

