

Creating A User-Friendly Website

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.



THE
UNIVERSITY
OF RHODE ISLAND
DIVISION OF RESEARCH
AND ECONOMIC
DEVELOPMENT

RHODE
ISLAND
COMMERCE

Top Website Frustrations

Source: SOASTA

Annoyance (75%)

Frustration (69%)

Distrust (19%)

Anger (13%)

Disrespect (12%)

Non-User Friendly Website

Sixmouth View Hotel, St Albans Road, E

A Traditional Family Run Hotel Offering Affordable Accommodation

With Excellent Quality Home Cooked Food

[Picture Page](#)

[Tariff 2016 & Special Offers](#)

[Christmas Break Details](#)

[Daily Menu](#)

[Torquay](#)

[Local Attractions](#)

[Sporting Attractions](#)

[Map Page](#)

[Live Travel Updates](#)



Non-User Friendly Website



[Click Here to go to Arrestling Home Page](#)



Non-User Friendly Website

The screenshot displays the Tag Team Signs website. The layout is divided into three main vertical sections. The left section is a dark red sidebar with a repeating pattern of the company logo, containing five rounded rectangular buttons: "about tag team", "our services", "portfolio", "testimonials", and "client list". The top of the central white section features the company logo "Tag Team Signs" in a bold, sans-serif font, with "Creative, Quality Sign Solutions" in a smaller, italicized font below it. The right section is another dark red sidebar with a repeating logo pattern, containing a small "STDP" logo, the "Tag Team Signs" logo, and a "WE HAVE MOVED!" announcement with the address "10032 W. Bell Rd. #100, Sun City, AZ 85351" and the email "tagteamgfx@netzero.com". The bottom of the central white section contains a paragraph of text and a "Contact us today for you free consultation." link.

Tag Team Signs
Creative, Quality Sign Solutions

about tag team
our services
portfolio
testimonials
client list
contact us

STDP

Tag Team Signs

WE HAVE MOVED!
10032 W. Bell Rd. #100
Sun City, AZ 85351
tagteamgfx@netzero.com

Discover how Tag Team Signs is your best resource for creative, quality sign solutions. Our highly trained staff is committed to give you exceptional customer service. From Start to Finish. You'll see how we make the most of the latest technologies to design, create and install virtually any type of sign. We streamline the sign buying process for you From Concept to Completion.

Contact us today for you free consultation.

Ask: Why Are They Here?



Find Address

Find Phone Number

Find Menu

See What Products You Sell

Get More Information

Answer Questions

Get A Quote

What Do You Want Them To Do?



User Friendly Website



[COVID-19 FAQ](#) [START MY BUSINESS](#) [GROW MY BUSINESS](#) [RELOCATE MY BUSINESS](#) [401-278-9100](#)

[ADVANTAGES](#) [BUSINESS SUPPORT](#) [INCENTIVES](#) [INDUSTRIES](#) [FINANCING](#) [SITE SELECTION](#) [CONTACT US](#)



SMALL BUSINESS LOANS
SBA LOANS, PPP, AND MORE



COVID-19 BUSINESS
RESOURCES & SUPPORT
PPE / SUPPLIES, FACE
COVERINGS AND MORE...



REOPENING RI BUSINESS
GUIDELINES
AND TAKE IT OUTSIDE
PROGRAM



CONNECT TODAY
WITH A COMMERCE
BUSINESS ADVISOR



THE LIVELY
EXPERIMENT

Resourcefulness, commitment, creativity – these are the characteristics that drive Rhode Island's culture. We work

WE'RE HERE
FOR YOU

At Rhode Island
development m

GET BUSINESS ASSISTANCE
DURING THE COVID-19 EMERGENCY



Website Building Checklist

Before You Build:

P. 3-15

- | | |
|--|---|
| <input type="checkbox"/> Find your purpose | <input type="checkbox"/> Test it out |
| <input type="checkbox"/> Decide how to build | <input type="checkbox"/> Choose a price plan |
| <input type="checkbox"/> Pick your platform | <input type="checkbox"/> Pick a website address |

Build Your Site:

P. 16-35

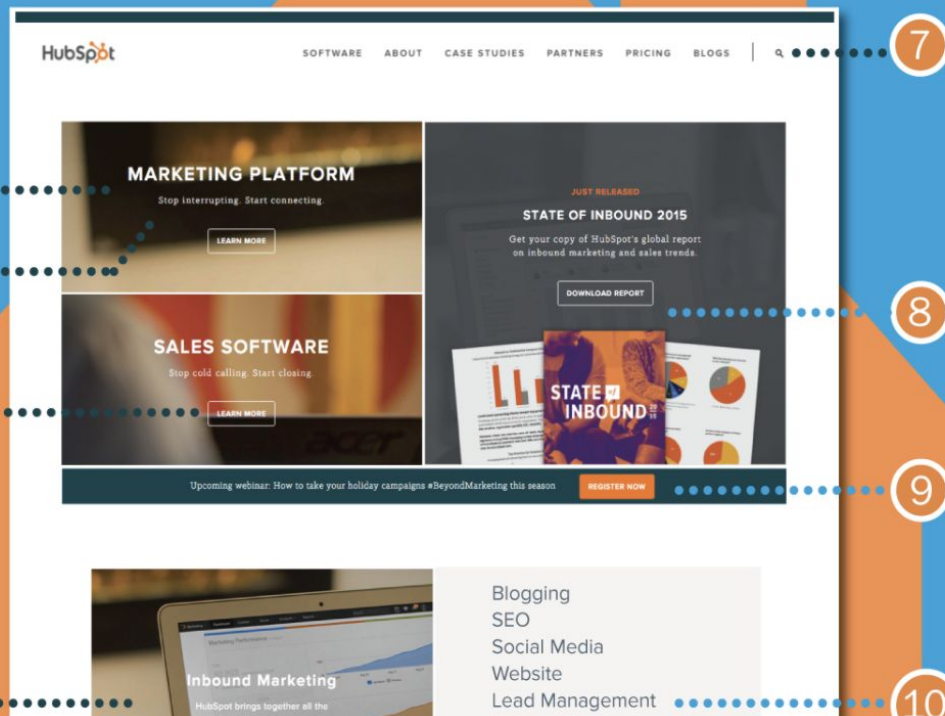
- | | |
|---|--|
| <input type="checkbox"/> Choose a template | <input type="checkbox"/> Don't forget images |
| <input type="checkbox"/> Choose your color scheme | <input type="checkbox"/> Set up a professional email address |
| <input type="checkbox"/> Design a logo | <input type="checkbox"/> Want to sell online? Add a store to your site |
| <input type="checkbox"/> Edit your page layout | <input type="checkbox"/> Make it mobile friendly |
| <input type="checkbox"/> Add pages | <input type="checkbox"/> Link to social media |
| <input type="checkbox"/> Write your content | <input type="checkbox"/> Preview your website |
| <input type="checkbox"/> Say hello to SEO | <input type="checkbox"/> Publish your website |

After Publishing:

P. 36-40

- | | |
|---|---|
| <input type="checkbox"/> Set up Google Analytics | <input type="checkbox"/> Add Hotjar to check your site's UX |
| <input type="checkbox"/> Run a site speed check | <input type="checkbox"/> Keep going! |
| <input type="checkbox"/> Analyze Google Analytics results | |

1: Sketch Your Dream Website



2. Create Your Brand Guidelines (brand.duke.edu)

Duke | Brand Guide

[LOGOS](#) | [BRANDING](#) | [COLORS](#) | [TYPOGRAPHY](#) | [IMAGERY](#)



Composition, Proportions and Spacing



x must be $\geq 3/8$ " when reproducing wordmark in print

Co-Branding: Placement & Consistency

When the Duke wordmark is used with other Duke entity logos and marks in the same design (such as on an event flyer), please follow these guidelines:

- The Duke wordmark should always appear on the same plane as the other mark(s)
- The Duke wordmark may not be locked up with any other mark(s)
- The Duke wordmark must follow official size, color, and placement standards
- The Duke wordmark should never be larger than the other mark(s)



* For more history about Duke Blue, check out [the Duke Magazine feature article, "True Blue."](#)

Sample Pairings and Styles

EB Garamond + Open Sans

Playfair + Roboto

Merriweather + Open Sans

Open Sans + Georgia

EB Garamond + Open Sans

The spectacle before us was indeed sublime.

Apparently, we had reached a great height in the atmosphere, for the sky was a dead black, and th had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spe a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I cou ruddy light streaming through a rift in the clouds.

Portraits

Portraits should be forward-facing with the following attributes:

Intimate & authentic

Clean and simple composition

Soft background

Looking toward camera

Relevant props & environments





Home

Templates ▾

Features ▾

Learn ▾

🔍 website



Website

Templates

Your Designs



Color ▾



Create a blank Website



3. Map It Out, Set The Foundation

Homepage

Headline

Subheadline

Call To Action

Imagery

Logo

Color

Menu

Matthew Foley, PLC
Tucson Bankruptcy Attorney

Schedule Free Consultation (520) 441-1937

\$0.00
down to file your case.
Simple monthly payment plan after filing.

**Tucson's Nicest
Bankruptcy Law Firm**

Awarded Tucson's Top Filing Bankruptcy Firm 2012-2016

Meet Attorney
Matthew Foley

Simple 3-Step
Bankruptcy

Read Client
Testimonials

Request A Free
Consultation

2012-2016
AVVO
Consumer Choice Award

Nominated 2012
BBB Torch AWARD
Customer Excellence

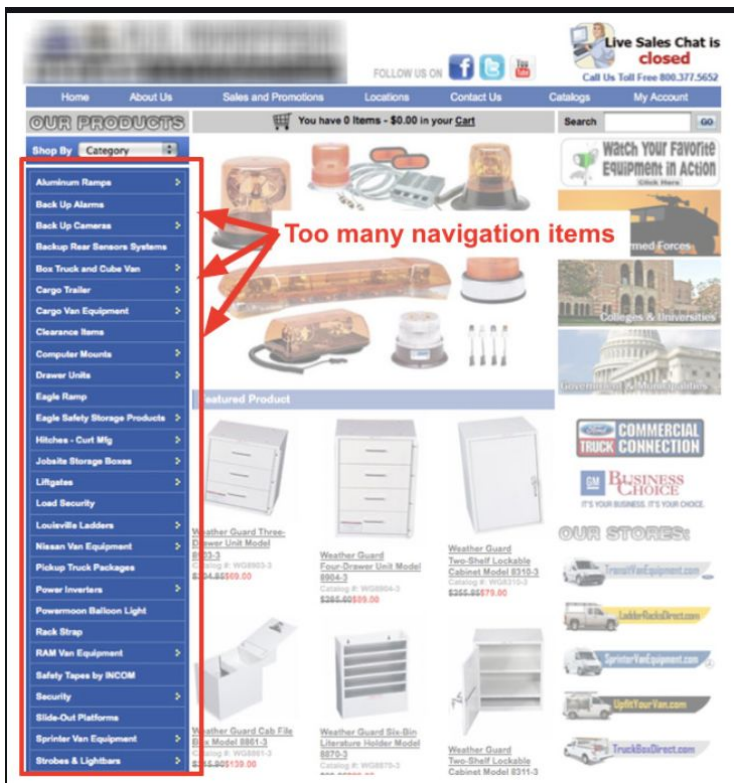
VOTED BY 2012, 2014 & 2015
SuperLawyers
Award for "Excellence in Practice"

2012-2016
Tucson's Top Filing Bankruptcy Attorney

4. Appeal To Your Target Audience



5. Simple Navigation, Mobile Friendly



NEILPATEL | EN ▾

Do you want more traffic?

Hey, I'm Neil Patel. I'm determined to make a business in Warwick successful. My only question is, will it be yours?

Your Website URL [ANALYZE WEBSITE](#)

6. Content & Images & Videos

What Images Would Your Customers Like To See?

Can You Answer Questions With Articles?

Are There How-To or Product Tutorials That Make Sense For Videos?

7. Call To Actions

Schedule A Consultation

Get On The Mailing List

Make A Dinner Reservation

Book An Appointment

Visit Our Store

8. Check SEO



rank google

neilpatel.com › blog › improve-google-rankings-witho... ⋮

The Step-by-Step Guide to Improving Google Rankings ...

Step #1: Get to know the **Google ranking** algorithm; Step #2: Assess your current
Step #3: Track and measure the right metrics; Step #4: Ensure ...

support.google.com › business › answer ⋮

Improve your local ranking on Google - Google My Busine

Improve your local **ranking** on **Google**. Manage your business. When someone se
business or place near their location, they'll find local results ...

backlinko.com › Blog ⋮

How to Rank Higher On Google In 2021 - Backlinko

9. Safe & Secure

Terms of Use

Privacy Policy

Cookie Policy

SSL

SSL (Secure Sockets Layer) and its successor, **TLS (Transport Layer Security)**, are protocols for establishing authenticated and encrypted links between networked computers. Although the SSL protocol was deprecated with the release of TLS 1.0 in 1999, it is still common to refer to these related technologies as “SSL” or “SSL/TLS.” The most current version is **TLS 1.3**, defined in [RFC 8446](#) (August 2018).



Who Can Help? Lawyers, IT Companies, Web Hosting Company (ex. Go Daddy)

10. Check Analytics & Keep Active & Promote

Google Analytics

Track Keywords

Promote Your Website

Integrate Social Media

Get Links On Other Websites

Build More Pages Based On Search

Keep Homepage Current

Questions?

Type your question to the chat box

Contact Us:

401-874-7232

<https://bit.ly/regRISBDC>

susandavis@uri.edu

