

The background is a blue gradient. In the corners, there are white line-art illustrations of circuit boards or neural networks, with lines connecting to small circles.

3. MARKETING USING WEB SITES



INTRODUCTION: WEBSITES IS THE MOST IMPORTANT AND POWERFUL MARKETING TOOL. IT CAN BECOME THE BIGGEST SOURCE OF BUSINESS GROWTH.

- **WHAT IS WEB MARKETING:** WEB MARKETING REFERS TO A BROAD CATEGORY OF ADVERTISING THAT TAKES MANY DIFFERENT FORMS, BUT GENERALLY INVOLVES ANY MARKETING ACTIVITY CONDUCTED ONLINE.
- MARKETERS HAVE SHIFTED THEIR EFFORTS ONLINE BECAUSE IT TENDS TO BE SIGNIFICANTLY LESS EXPENSIVE. MANY ONLINE ADVERTISING SPACES ARE FREE TO USE. COMPANIES CAN UPLOAD VIDEOS TO YOUTUBE OR START A BLOG FOR NO COST AT ALL. OTHER OUTLETS LIKE OFFICIAL WEBSITES OR PAID SEARCH MARKETING COST
- THE WEB ALSO PRESENTS EXCITING NEW OPPORTUNITIES FOR COMPANIES TO PROFILE THEIR CUSTOMERS. THE INTERACTIVE SPACE OF THE INTERNET SIMPLIFIES A COMPANY'S ABILITY TO TRACK, STORE, AND ANALYSE DATA ABOUT A CUSTOMER'S DEMOGRAPHICS, PERSONAL PREFERENCES, AND ONLINE BEHAVIOUR. THIS DATA ALLOWS THE ADVERTISER TO PROVIDE A MORE PERSONALIZED AND RELEVANT AD EXPERIENCE FOR THE CUSTOMER.



• TYPES OF WEB MARKETING

DISPLAY ADVERTISING – THE USE OF BANNER ADS AND OTHER GRAPHICAL ADVERTISEMENTS TO MARKET PRODUCTS ONLINE.

SEARCH ENGINE MARKETING – USING SEARCH ENGINES TO HELP CONNECT USERS WITH THE PRODUCTS AND SERVICES THEY ARE MOST INTERESTED IN. COMPANIES CAN PAY TO RECEIVE PREFERENTIAL RANKING IN A LIST OF SEARCH RESULTS.

SEARCH ENGINE OPTIMIZATION – A FREE AND ORGANIC WAY FOR COMPANIES TO IMPROVE THEIR VISIBILITY ON SEARCH ENGINES.

SOCIAL MEDIA MARKETING – USING SITES LIKE FACEBOOK AND TWITTER TO CONNECT WITH CUSTOMERS.

EMAIL MARKETING – COMMUNICATING WITH CUSTOMERS THROUGH THE USE OF CAREFULLY DESIGNED EMAILS.

REFERRAL MARKETING – USING INTERNET CHANNELS TO ENCOURAGE CONSUMERS TO RECOMMEND PRODUCTS TO THEIR FRIENDS AND FAMILIES.

AFFILIATE MARKETING – WORKING WITH OTHER BUSINESSES TO MAKE IT EASIER FOR CONSUMERS TO SHOP FOR PRODUCTS ONLINE.

VIDEO MARKETING – USING WEB VIDEOS FOR PROMOTIONAL PURPOSES.

An abstract graphic on the left side of the slide, consisting of a network of light blue lines and small circles, resembling a circuit board or a digital data flow. The lines are vertical and horizontal, with some diagonal connections, and the circles are placed at various points along these lines.

WEB DESIGN

WEB DESIGNING

Design is the process of collecting ideas, and aesthetically arranging and implementing them, guided by certain principles for a specific purpose. Web design is a similar process of creation, with the intention of presenting the content on electronic web pages, which the end-users can access through the internet with the help of a web browser.

Introduction

Web development is a broad term for the work involved in developing a web site for the Internet.

Web design encompasses many different skills and disciplines in the production and maintenance of websites.

<http://www.appsys.in>

Website Design

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ELEMENTS OF WEB DESIGN

Web design uses many of the same key visual elements as all types of design such as: -

Layout: This is the way the graphics, ads and text are arranged. In the web world, a key goal is to help the view find the information they seek at a glance. This includes maintaining the balance, consistency, and integrity of the design.

Colour: The choice of colours depends on the purpose and clientele; it could be simple black-and-white to multi-coloured design, conveying the personality of a person or the brand of an organization, using web-safe colours.

Graphics: Graphics can include logos, photos, clipart or icons, all of which enhance the web design. For user friendliness, these need to be placed appropriately, working with the colour and content of the web page, while not making it too congested or slow to load.

Fonts: The use of various fonts can enhance a website design. Most web browsers can only read a select number of fonts, known as "web-safe fonts", so your designer will generally work within this widely accepted group.

Five step process for effective website design

1. **Analyse**
 - Info / content
 - Target Audience
 - Top 10 Checklist
2. **Organise**
 - Navigation
 - Content
 - Page layout
 - Page design
3. **Develop**
 - Web page layout
 - Site layout
 - Web page construction
 - Graphics techniques
4. **Implement**
 - User Interaction
 - Final Checklist
 - FTP
 - Fine Tune
5. **Maintain**
 - Marketing
 - Optimisation
 - Traffic analysis

CREATING USER FRIENDLY WEB DESIGN

Besides the basic elements of web design that make a site beautiful and visually compelling, a website must also always consider the end user. User-friendliness can be achieved by paying attention to the following factors.

Navigation: Site architecture, menus and other navigation tools in the web design must be created with consideration of how users browse and search. The goal is to help the user to move around the site with ease, efficiently finding the information they require.

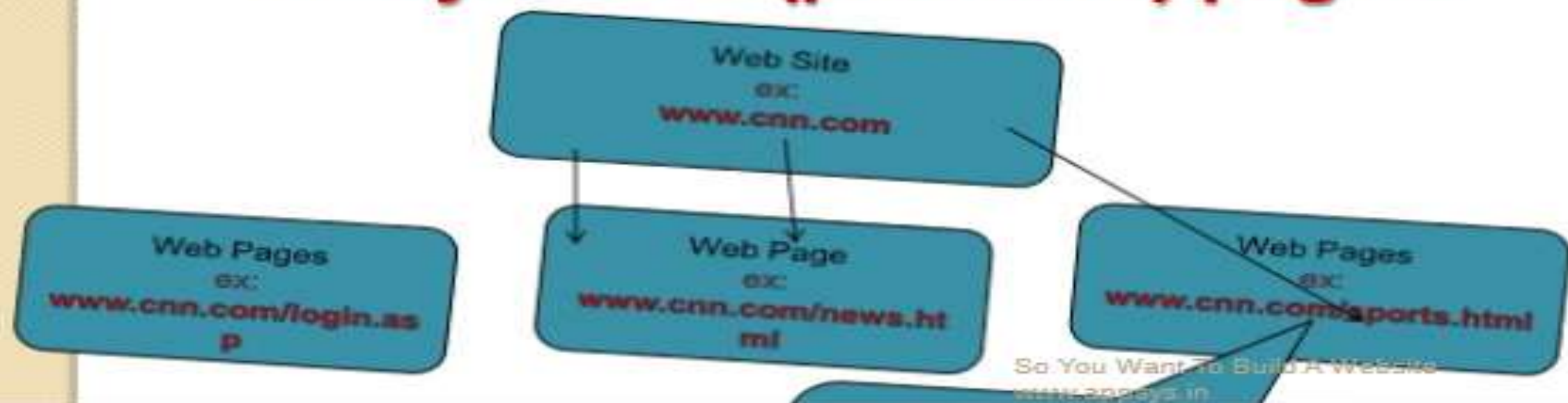
Multimedia: Relevant video and audio stimuli in the design can help users to grasp the information, developing understanding in an easy and quick manner. This can encourage visitors to spend more time on the webpage.

Compatibility: Design the webpage, to perform equally well on different browsers and operating systems, to increase its viewing.

Technology: Advancements in technology give designers the freedom to add movement and innovation, allowing for web design that is always fresh, dynamic and professional.

Types of Web Pages

- Any web site composed from a set of web pages:
- Some of those pages are **static (abstract) pages** while other pages are **dynamics (proactive) pages**.



Web Development Languages & Tools

1. **HTML**/DHTML/XHTML
2. Java
3. Web Design Tools e.g. **Frontpage**, Dreamweaver.
3. Scripting Languages e.g. VBScript, Javascript
4. Cascading Style Sheets
5. XML
6. ...more!!!



CONSISTENCY IN DESIGN

- Use the same font throughout!
- Use consistent graphics in website – do not use ultra modern on one page and calligraphy on another
- Use color scheme that is consistent

WEBSITE DESIGN

- From your existing web pages, build a website.
 - Add more pages to site – whatever you want
 - Some suggestions: Resume, friends page, hobbies page
 - Minimum 6 pages (splash page + 5)
 - Use common design theme
 - Make custom graphics in PhotoShop
- Prepare **graphical site map** in PowerPoint to turn in when finished

THE MAKING OF DESIGN

Good Design is:

- Understandable
- Interesting
- Easy to use
- Uniform in look and feel
- Done from a visitor's point of view:
WYSIWYW (What You See Is What You WANT)



OPTIMIZATION OF WEBSITE

- Website optimization is the process of using controlled experimentation to improve a website's ability to drive business goals. To improve the performance of their website.
- One of the most critical aspects of website optimization is search engine optimization (SEO). The technique not only focuses on getting various pages of your website to rank high in the SERPs for specific keywords but enables prospects to find your brand in the easiest possible manner. The other critical aspect here is on-page optimization. This technique ensures that prospects that land on your website has the best user experience compelling them to take the desired action and convert into a lead.
- So, by optimizing your website, you can not only tap into an untapped market in the most effective and efficient manner (without paying for advertising) but open doors to more conversions and revenue gains.

Why Is Website Optimization Is Important?

- Serving websites faster and uptime of the site.
- Usability
- Lesser amount of data transfer
- Less load on server
- User satisfaction



- In the past decade, the internet has become a place where consumers make their buying decisions and purchase products.
- The internet is taking over the role of “asking a friend” in all industries. So by positioning your business correctly, you can consistently win turn people who had previously never heard of your company into customers.
- If you don’t optimize your website and your content, it doesn’t matter how many people search for terms relevant to your business. Your site won’t show up in the results. Your website and your business won’t get noticed by anyone.
- But when you do optimize for search, you put yourself on the map. Consumers will search for relevant terms, and your website and business will always show up.
- **By mastering Search Engine Optimization (SEO), you will generate targeted traffic from interested buyers.**

• **How Does Website Optimization Work?**

- The goal of website optimization is to make your site as appealing to search engines and real people as possible. But how do you do that?
- The first step to making anything better is to identify issues. You need to find out what's wrong with your current site before you can improve it.
- That's the foundation of any great optimization process.
- It's not enough to just brainstorm potential issues with your team. You don't have the bandwidth or experience to cover all areas. Instead, you should use available software tools to search for potential issues with SEO, page speed, mobile usability, and more.
- Below we've created a table overview of all major optimization areas, relevant tools, and benchmarks you should meet or exceed to get results.

How Do We Optimize Our Website?



Fig. Website optimization process model

- **1. Establish ideas:** Review your analytics and look for parts that are performing poorly, such as pages with high bounce or exit rates. Collect qualitative feedback from visitors as to why they are not converting.
- **2. Prioritize :** After building list of possible optimizations, you need to put them in priority order. Put them in a spreadsheet and rank them in order of their expected effect.
- **3. Test your optimization:** A/B testing your website optimization is the next step. **A/B testing** (also known as **split testing** or **bucket testing**) is a method of comparing two versions of a webpage or app against each other to determine which one performs better.
- **4. Analyze tests:** Review the testing data to determine which theoris were true and which weren't. By implementing the winning tests you will optimize your website for higher conversions with each winning variations.
- **5. Optimize your website:** Put your winning tests into play and learn from tests that didn't win. Use both outcomes as inspiration for successive tests to run.

