Developing a GOOD website
With Bryan Robinson
Our topics today

• Do I need a website?
• What makes a good website?
• Working with a designer, developer or agency
• Questions
• Critique some submitted sites
Do I need a website?
OK, so what is a GOOD website?
Today’s FOUR pillars
1. Fast
46% of people say waiting for pages to load is what they dislike most about browsing the web on mobile.

Sites that load in five seconds (compared to those that load in 19) see 70% longer average sessions.

Pages that load within two seconds have an average bounce rate of 9%, while pages that take five seconds to load have a bounce rate of 38%.

A 100-millisecond delay in load time can cause conversion rates to drop by 7%.

[https://unbounce.com/landing-pages/7-page-speed-stats-for-marketers/](https://unbounce.com/landing-pages/7-page-speed-stats-for-marketers/)
2. Navigable
Navigable

• A user should **NOT** have to guess which navigation item to click for the content they want

• Navigation items should have **boring** names.

• If you have a **secondary layer** of navigation, it should be accessible on **hover or click**

• Don’t hide your **main navigation** on Desktop (or if you can manage it, any other device)
3. Clear
Clear

- A user should know **where to look**

- A user should know **what’s important**

- Have distinct **visual weights** to tell the user what’s important

- Avoid visual clutter, by having plenty of **negative space** (MORE AIR!)

- A user should not have to guess at the **meaning of a phrase** Use **boring language** instead of clever language
4. Actionable
Concentrate on how the user will **flow** through your site.

Provide the user with a **clear next step**
How do we follow the pillars?

Tips, tricks and examples
How do we make a site fast?
Introducing Beagle

A tool for creating better proposals
Introducing Better: A tool for creating better proposals.
Fast - Dos

• Use **some** images, but make them count

• Edit your images **before** you upload them to your site

• **Lazy load** your images

• Know about the **servers** your site uses
Fast - Don’ts

• Use a **lot** of third-party scripts (Multiple analytics services, social sharing services, live chat services, email marketing services)

• Use a **loading graphic** (if you need one on a marketing site, you’ve probably failed)

• Use **PNGs** for photos

• **Animate** every item on your page
How do we make a site navigable?
Don’t hide your navigation
Don’t overwhelm
EVENTS
EVERYTHING YOU CAN DO AT MEMPHIS IN MAY

2020 SALUTE
HONORING THE GOLD COUNTRY OF AFRICA, GHANA

ABOUT
DISCOVER OUR MISSION, MEET OUR TEAM, DONATE

ENGAGE
JOIN THE ADVENTURE & VOLUNTEER WITH US

BEALE STREET MUSIC FESTIVAL
MAY 1-3, 2020

WORLD CHAMPIONSHIP BARBECUE COOKING CONTEST
MAY 13-16, 2020

GREAT AMERICAN RIVER RUN
MAY 23, 2020
MEMPHIS IN MAY INTERNATIONAL FESTIVAL

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MAY 1-3, 2020
BEALE STREET MUSIC FESTIVAL
- TICKETS
- PHOTOS
- HISTORY
- FAQ
- STAGE MAP
- SPONSORS

MAY 13-16, 2020
WORLD CHAMPIONSHIP BARBECUE COOKING CONTEST
- 2019 WINNERS
- JUDGES
- TEAMS
- FAQ
- EVENT DETAILS
- SCHEDULE
- TICKETS
- SPONSORS

MAY 23, 2020
GREAT AMERICAN RIVER RUN
- HALF MARATHON
- 10K
- 5K
- EXPO
- RUN INFO
- PHOTOS
- SPONSORS

NOVEMBER 24, 2019
CELEBRATE SHELBY
- LINE UP
- FOOD
- CRAFTSMEN
- SPONSORS

MAY 1-31, 2020
INTERNATIONAL SALUTE TO GHANA
- PERFORMANCES
- EXHIBITS
- INTERNATIONAL TOUR
- SPEAKERS & LECTURES
- CINEMA
- INT'L GALA
- CUISINE
- EDUCATION
- SPONSORS

BUY YOUR PASS
RELIVE THE FUN
STAY MOTIVATED
LEARN MORE
LEARN MORE
Keep it simple and boring

Your partner in freshness.

M. Palazola Produce Company is a leading wholesaler and distributor of fresh fruits and vegetables to retail and food service establishments throughout the greater Memphis area.

LEARN MORE
How do we make a site clear?
Cedar Hall

Tucked away in Memphis, Tennessee resides Cedar Hall, an estate surrounded by 3 acres of magnificent trees, English gardens, and natural charm. The formal home, the stables, and gardens at Cedar Hall create the perfect backdrop for intimate wedding ceremonies, elegantly charming receptions, and corporate celebrations.

At Cedar Hall, our greatest joy is found in helping you create the celebration of your dreams, serving to save you from the stresses of planning. Our award-winning staff will guide you through every detail of wedding planning, culminating in an event that is elegantly unique.

Make it scannable
INVESTMENT POOLS & RETURNS

INVESTMENT PHILOSOPHY & PERFORMANCE

Your clients are able to select the investment pool in which the funds they give us are invested. They can recommend that we invest their funds in any of these pools, or any combination of the pools. We will work with you and your clients to make sure they are happy that their investment recommendations are providing them the return that they expect.

Click here for the most recent quarterly investment returns.
How do we make a site actionable?
Not TOO actionable!
Our Color Promise

Welcome the new year with a new wall color.

Better
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Working with a Contractor

Agency, freelancer, friend…
Work with a team
It’s your site, but they’re the experts on the web

Corollary: If they’re NOT the experts, hire someone else
Be the expert on your customers
Bonus Pillar!

Empathy and Advanced Common Sense
Own your own domain name
Make sure you can easily get your content back
Make sure you can easily edit your site
Questions?
Twitter: @brob, Website: https://bryanlrobinson.com