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
Do I need a website?
OK, so what is a GOOD website?
Today’s FOUR pillars
1. Fast
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/
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
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
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

Keep it simple and boring
How do we make a site **clear**?
Make it scannable
INVESTMENT POOLS & RETURNS

ADVISORS

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.

Make it scannable
How do we make a site actionable?
Not TOO actionable!
Our Color Promise

Welcome the new year with a new wall color.

Into the Stratosphere

DISCOVER OUR COLOR

Better
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
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?

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