

APEC Intellectual Property Rights PE&A SME Workshop

1 – 3 APRIL 2009, MELBOURNE, AUSTRALIA





Current, Practical
web thinking...

And how to build for it.



Before starting...

Assume **Practical** to be the operative word. And that it is not about **technology**.



Before starting...

The web is not an **art**, it's a
science.



Before starting...

Build as a user, not a business.

Build for the business, not in
parallel.



Before starting...

Believe in the Internet. It
benefits everyone and it's only
going in one direction.



1997

Broadband, Search and XML



- Websites too slow.
- Nothing can be found.
- Everything in isolation.

- The days of Yahoo and Excite.

The Unidirectional, no- gratification web



- It's all about us, not you.

The Internet...



- Just wasn't that important.



2009

The age of the user.



- It's about us, and not you.
- Users decide, business cannot.
- Users are highly sophisticated.
- Users sense and reward honesty and transparency.
- Users are writing their own Internet.
- To succeed, you *need* users. **This must be accepted and pragmatically.**

- AOL RIP.

The age of...

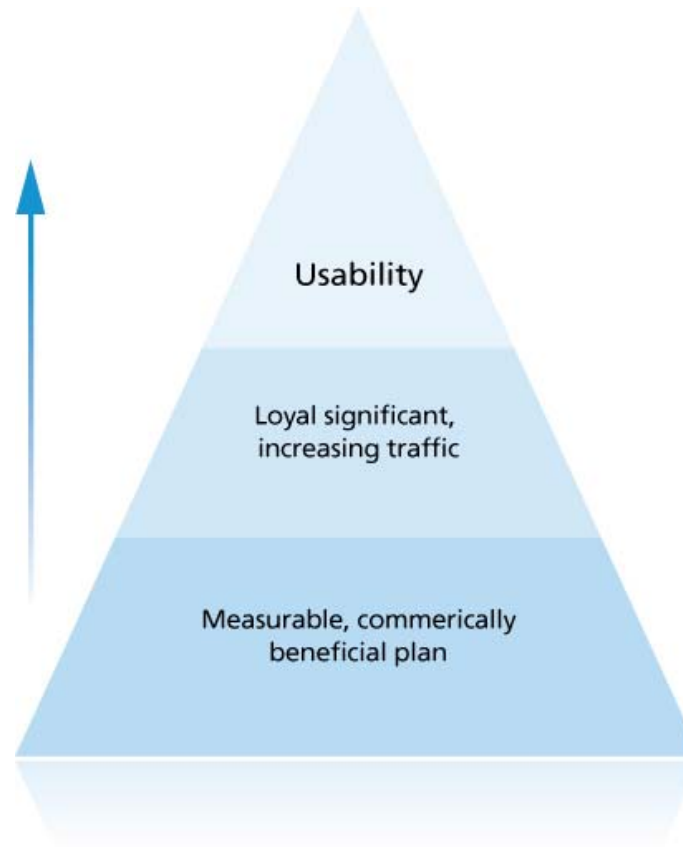


- Search = Google.
- Social Media is an ally, not a foe.
- Gratification must be immediate.
- Performance.
- With websites, less can be more.
- Behavioral targeting; making more from what we have.



Planning a performance website...

The keys to performance...



Define the Goal



- Do I have clear goals?
- Are they realistic?
- Will users understand the goals?
- Can they achieve the goals?

Traffic



- Is traffic my every motive?
- Is every decision being made with traffic in mind?
- Is it the right traffic?

What is usability?



- Getting people to their destination, wherever they are in the buying cycle.
- The best website is not necessarily the best looking.

The 'well lit' path



- Identifying the key user journeys and destinations.
- Lighting a path to their destination, calling them to make an action.

Removing roadblocks



- Real.
- Emotional.
- Making it readable.
- Helping them move forward; they don't know you, your website or where to go next. Preempt this.

Websites are Journeys not Books

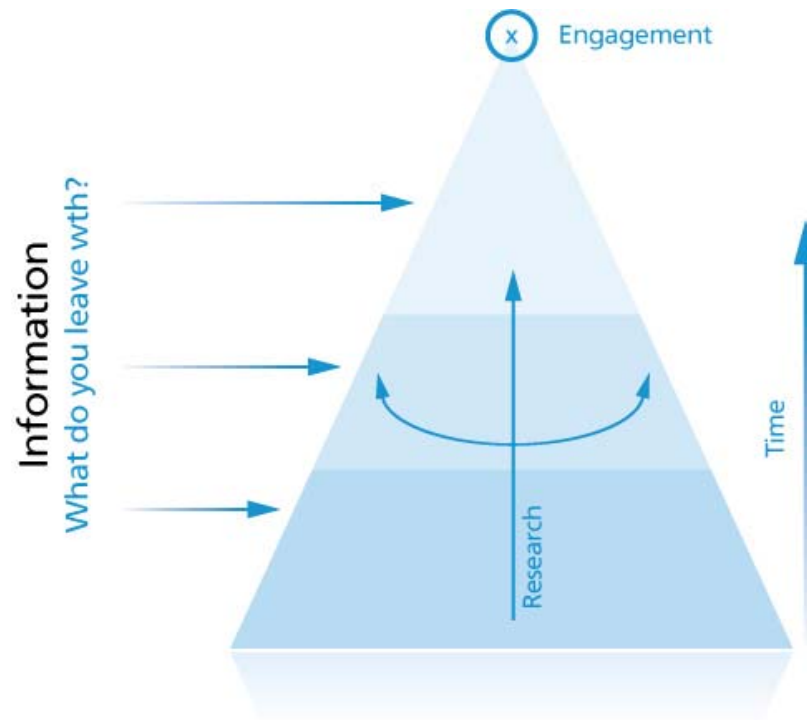


- Make them conversational.
- Don't make users flip forwards and back.

How is it done?



1. Know where in the buying cycle the user is.





Building a performance website... Key Considerations.

Buying a web designer



- Have the web designer demonstrate their process and see more than their top 3 sites.
- Work out how many man-hours they need and make sure it is realistic.
- What costs are forgotten? Writing content, images, hosting.
- Only go with a web designer that insists on a Specification.

The Process



- Understand the process:
 - Design
 - Slicing (HTML)
 - Programming
 - Database Content Management
 - Content Population
 - Launch

Languages and Support



- What is a language?
- Don't get bogged down by languages: PHP, ASP, Java etc.
- Build to standards.
- Support key browsers and iPhone/mobile.

Accessibility



- Comply with Accessibility Standards: it's good practice and it is probably the law.

Static or Dynamic



- Determine the size of your website.
- Determine how frequently it will (realistically) be updated.
- It's about economies of scale.

Content Management



- Find out the Content Management Systems behind websites you liked... And who built them!
- Treat Content Management as a separate project. Internal users are users too.
- Never allow the Content Management System to dictate the website.
- Be wary of fees.

Install a Search Engine



- Users prefer search.

Content



- Produce great, readable content.
- Consider video and other rich content.

Tools and Interactivity



- Develop relevant, beneficial tools.
- Not interactivity for interactivities sake; people don't like having to find things.
- Provide forms and 'offline' calls to action in parallel.

Get users back...



- A blog?
- A newsletter?

Hosting



- Ask an expert; you get what you pay for.

Statistics



- Have good statistical software installed.
- Gauge your success: users, pages and time.
- Use your Statistics to improve. Try to understand what users are doing and why.

Look further afield...



- Facebook and Twitter.
- Competitions and microsites.
- Youtube.
- Blogging.

Keep at it.



- It's your business. You need to understand it and support it.
- Learn about technologies; they do work, they are not fads.
- Be patient.

The end.



- Thank you...