

CAS 483

Connections of the Web

What do others say?

- **“The Web is a selfish place. People don't have time. They scan pages looking for something specific. Most people have absolutely no interest in links such as "What We Do" and "Who We Are". They only care about what you can do for them.”**

Gerry McGovern

Bottom line

- Web sites are built for visitors—plain and simple
- The world is full of content. In fact, it is overflowing to the point of information overload. The core question is not how do we create more content, but rather how do we create content that can be turned into knowledge by the people who read it.

Web Principle #1

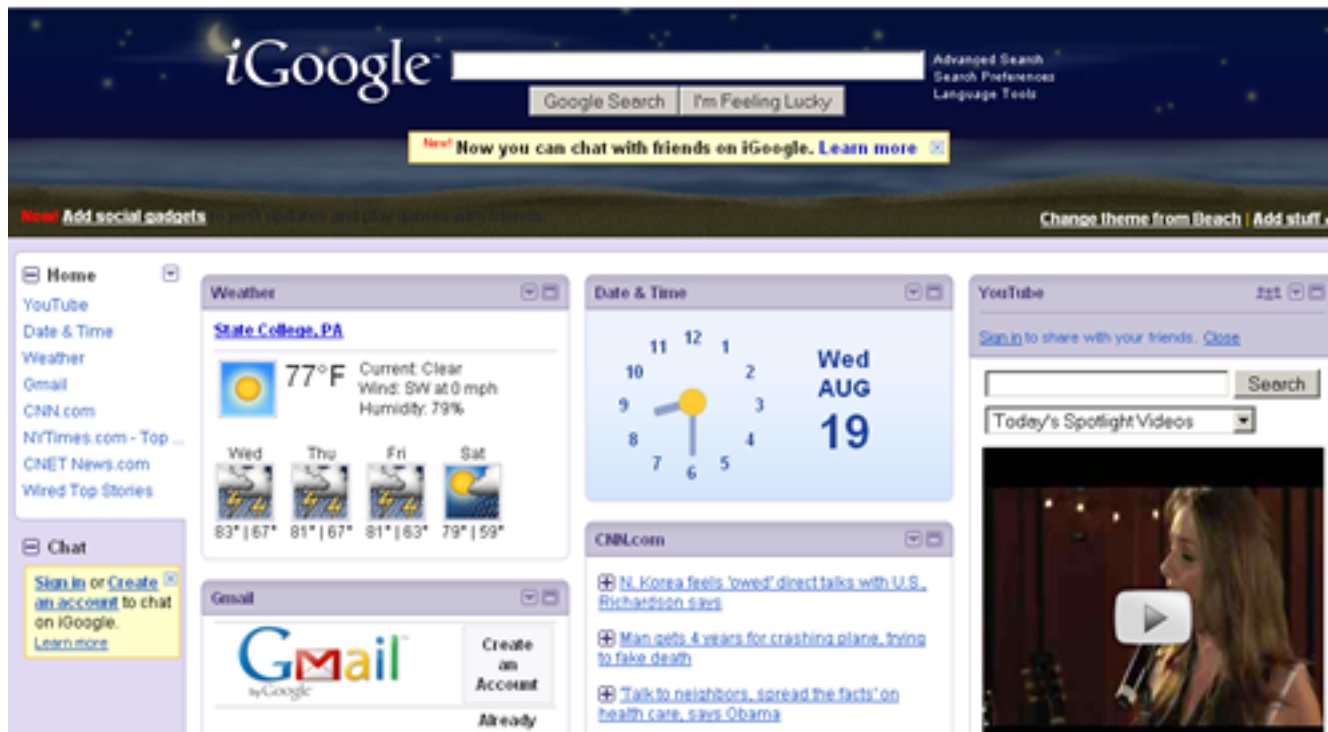
- A Web site must serve a purpose.

The screenshot shows the Volkswagen website's navigation bar with categories like SEDANS, COMPACTS, WAGONS/MINIVANS/SUVS, CONVERTIBLES, and SPECIAL EDITIONS. Below the navigation, three car models are featured: Jetta TDI, Jetta SportWagen TDI, and Touareg 2 TDI. Each model has a starting price and a list of links for Photo Gallery, Highlights, Build, and Special Offers. At the bottom, a lease offer is displayed: "\$99/month, 60 months, \$2,999 due at signing. (exclusions below) Special CARF 2009 Jetta S Lease".

The screenshot shows the ESPN website's header with the ESPN logo and navigation links for TV, RADIO, ANALYSIS, PROGRAMS, SHOP, and EMPLOY. Below the header, there are sections for ALL SPORTS, COLUMNISTS, PAGE 2, FANTASY & GAMES, VIDEO, SPORTSATION, and THE LIFE. A main article titled "What's The Big Deal?" features a photo of a man in a baseball cap. To the right, there is a "HEADLINES" section with several news items. At the bottom right, there is a Visa Signature card advertisement.

Web Principle #2

- Stay focused



Web Principle #3

- **Two-Way Communication**
 - Their goal is to find information
 - Your goal is to move the relationship forward

Content Categories

- Messaging – top level influence
- Releases – relevance from many sources
- Actions – most common purpose
- Personality – key selling points

Determine Focus

- Things to look for on a page:
 - unique purpose
 - drive visitors to the next step
 - Invite them for more visits

Model of Site Development

- Site goals and role identification
- Central design/development
- Author content migration
- Site launch
- Site maintenance

Complete Tasks Quickly

- **“Your job is not to put content up on your Web site. Your job is to help your customers complete common tasks quickly and easily. That’s how you measure success.”**

Gerry McGovern

What makes a good site?

- Great web content is active.
- It lets you buy, subscribe, donate, apply, submit, contact, discuss, get help or support, or to get involved.
- A link is a call to action.
- Links are the essential difference between web content and print content.

This course

- **The process**
 - **Planning, organizing, evaluating**
- **The code**
 - **HTML, XHTML, CSS**
- **The tools**
 - **Web editors, graphics, uploading**
- **The product**
 - **The web page**