



Chapter 04

Web Development and Design

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Electronic Marketing

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Web Development and Design

Digital assets are at the **heart** of successful **digital marketing**.

Customers and **potential** customers
interact with them.

Lay **solid foundations** and create assets for the **best possible user experience.**

Consider:

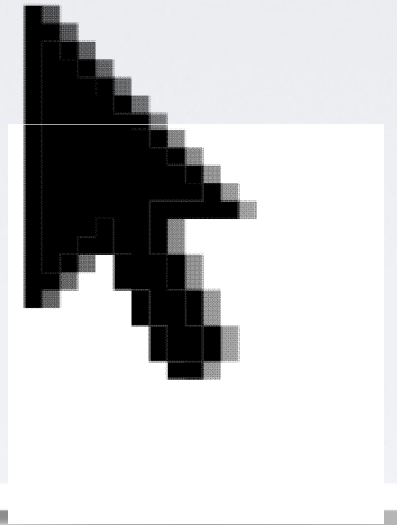
Accessibility – are there potential barriers?

Usability – is it easy to use?



Searchability – can it be found via search?

Discoverability –shareable and discoverable?



Technical barriers may be browser compatibility.

User's ability barriers could be language or sight problems.

To address usability use **standard conventions**:

- **Highlight** or make **bold** key phrases and words
- Use bulleted lists
- Use paragraphs to break up information
- Use descriptive and **distinct headings**

Never!

- Resize windows or launch the site in a pop-up
- Use splash pages



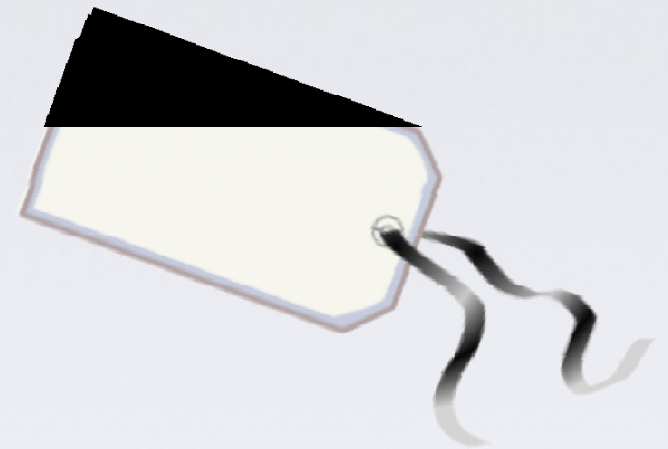
Never!

- Build a site entirely in Flash – most search engine spiders **cannot even crawl Flash sites**
- Distract users with “Christmas Trees” (blinking images, flashing lights, etc.)

Make sure your site is **visible to search engines:**

Traffic is **vital** to a website. **Index it fully** and consider it relevant for its chosen keywords.

Things must be **labelled correctly**:
URLs, Alt Tags, Title Tags and Meta Data.



URLs:

Brief and descriptive

<http://www.quirk.biz/emarketingtextbook/buydetails.q>

May require **server side rewriting** so as to cope with dynamic parameters in URLs.

Use **no more than two** dynamic parameters in a URL or it may not be spidered.

It can make **great anchor text!**

Alt tags:

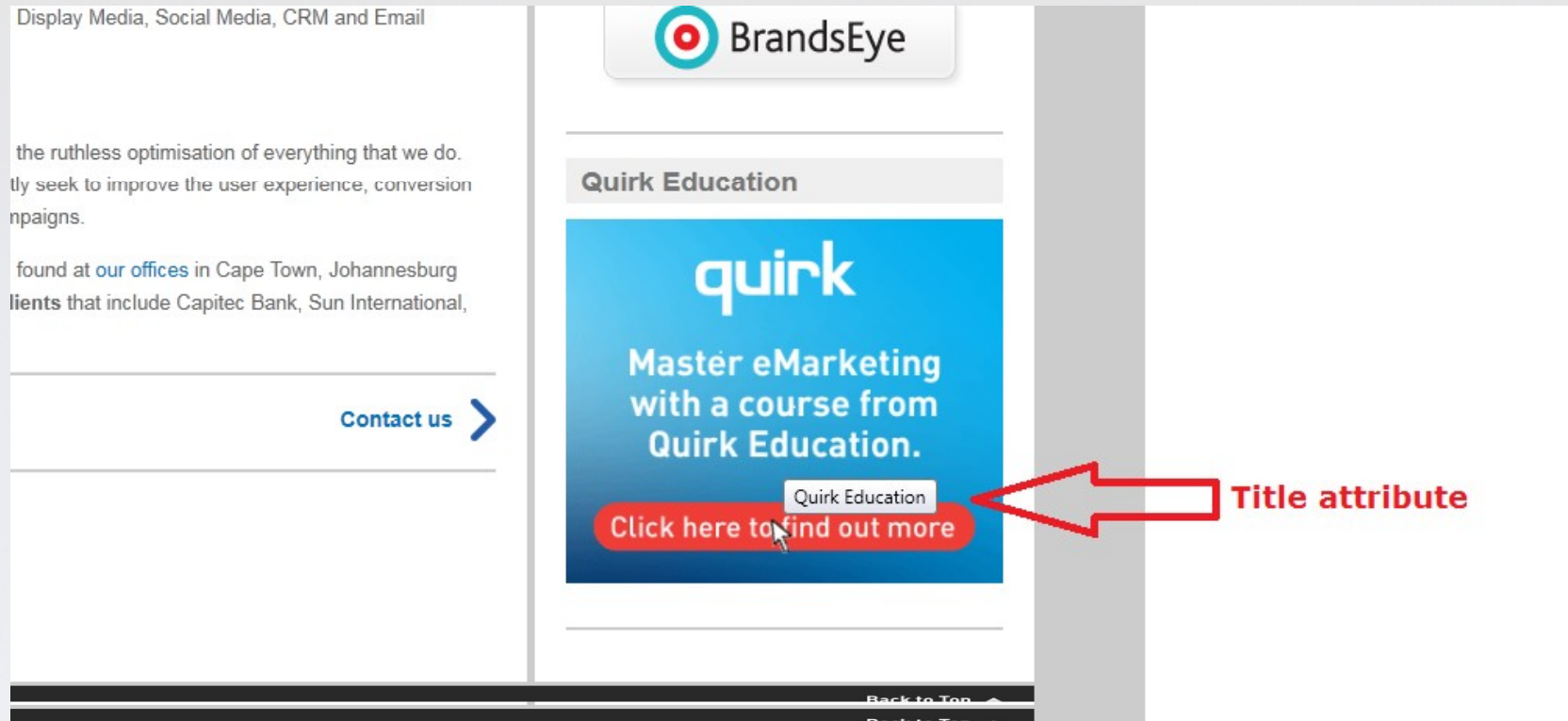
Users need **text descriptions** of images while they wait for them to load.

And search engines **need to know** what the images are.

~~image001.jpg~~

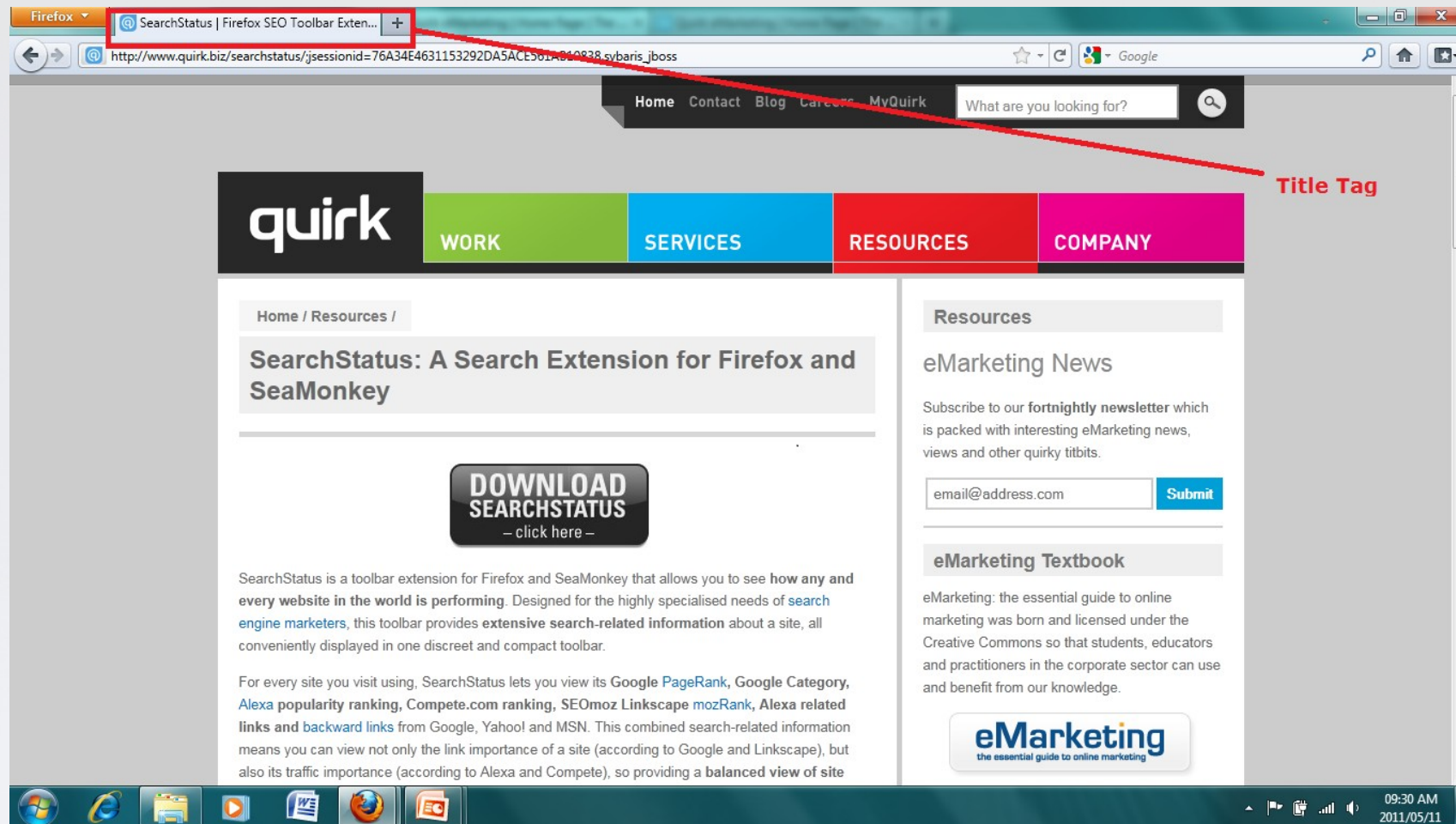
✓ sunset.jpg

Title attribute: Read by search engine spiders.



Seen when a user **hovers** over the element with their mouse pointer.

Title tags: Appear on the **top bar** of your browser.



Meta Tags:

Information about a web page, seen by browsers.

```
<meta name="description" content="Download SearchStatus, a fantastic new tool developed sp  
<meta name="keywords" content="searchstatus mozilla firefox information toolbar extension
```

Search engine optimised copy

If the search engine **cannot see** the text on the page, they **cannot spider** and index that page.

Search engines **cannot** index text:

- **Embedded in a Java Application** or a Macromedia Flash File
- **In an image file** – use descriptive alt tags and title attributes
- Only **accessible after submitting a form**, logging in, etc.

Ensure content is **shareable**:

Have static, **friendly URLs** (i.e. don't make all new visitors go to the home page).

Make sure your metadata is **compelling**
when added to **links on social**
networking sites.

Include icons (**chiclets**) of major social media platforms to **encourage sharing**.



Lay strong **foundations!**

Start with **research**:

- Your market
- Your users
- Your competitors
- Your business

This helps you to plan your website **strategically**, ensuring it is aligned with both **user needs** and **business objectives**.

Gather, analyse and map out what content is needed on the website.

Sitemaps reflect hierarchy of content and navigation.

Home /

Sitemap

- [Home](#)
- [About](#)
 - [more](#)
- [Services](#)
 - [eMarketing Strategy](#)
 - [Website Development](#)
 - [more](#)
- [Search Engine Marketing](#)
 - [more](#)
- [Pay Per Click](#)
 - [more](#)
- [Online Reputation Management](#)

Resou

eMark

Subscribe
is packed v
views and

email@

Search


SearchSta
and SeaM
and every

Create a **visual blueprint** of your website using **wireframes**.

Joe's Pet Store

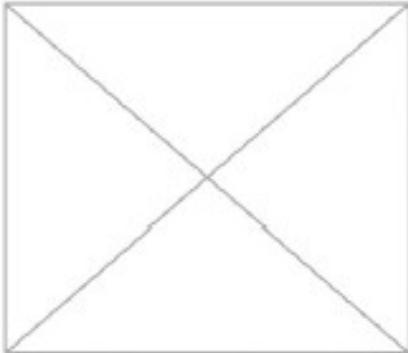
http://www.joespetstore.com

Google



Home Products Services Our Clients About Us Contact Us

You are here: [Home](#) > [Products](#) > Fish Bowl



The Fish Bowl

Completely impact multifunctional processes and wireless supply chains. Dynamically engage business meta-services for market-driven data. Collaboratively restore cross-platform users before client.

Add To Cart

- Lorem ipsum dolor sit amet consectetur nonummy lorenzino.
- Interdum volgus videt, est ubi peccat.
- Si veteres ita miratur laudatque poetas

Customer Reviews

★★★★☆

Completely impact multifunctional processes and wireless supply chains. Dynamically engage business meta-services for market-driven data. Collaboratively restore cross-platform users before client.


Jim Morrison, Mintridge

★★★★☆

Completely impact multifunctional processes and wireless supply chains. Dynamically engage business meta-services for market-driven data.

Debra Bilge, Bobbleton

Related Products



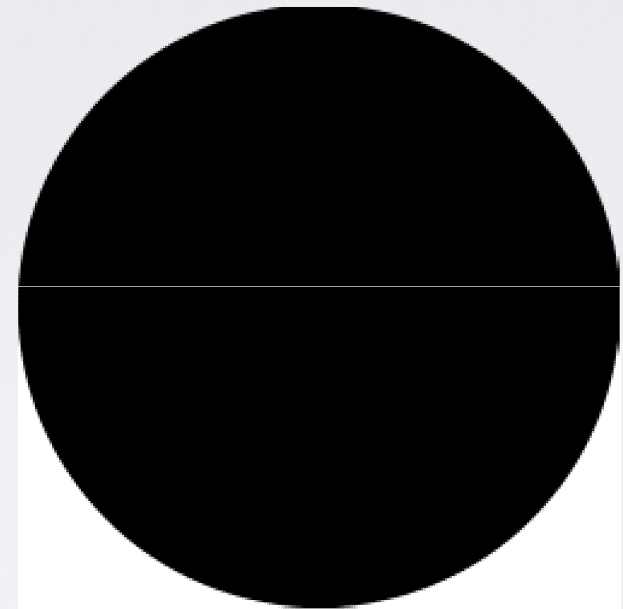
Terrarium
Completely impact multifunctional processes and wireless supply chains. [Find out more](#)

[Home](#) [Products](#) [Services](#) [Our Clients](#) [About Us](#) [Contact Us](#) [Privacy Policy](#)

Copyright 2011 Joe's Pet Store

A functional specification document
will result.

Create **visual identity** and design for **persuasion.**



Design is **not just about aesthetics**,
although looks are very important.



Global One Money Management



transactions

Ideal for daily transactions: Swipe your Global One card or the easiest, lowest-cost transactions available.

[Start Banking](#)



savings

Choose how you save: Earn the highest interest on daily savings and create up to 4 tailored Savings Plans.

[Save More](#)



credit

Get credit in minutes: Up to R120 000 in cash available immediately, repayable over a 1 - 60 month period.

[Get Credit](#)

one solution to your daily money management

Money Management

Resources to help you take control of daily money management.

[Use Tools](#)

Online Calculators

We've made number-crunching easy with these user-friendly online calculators.

[Start Calculating](#)

Careers at Capitec Bank

Browse our Support and Operations vacancies.

[Apply Now](#)

What's New at Capitec Bank?

New Financials Out!

Find our Latest Financial Results!

30th March: SENS announcement & Financial director's report

31st March: Press adverts & Financial results presentation

[View Now](#)

[Branch Locator](#)

Know What You Get, Know What You Pay

Traditional banking services are packaged in complicated transaction bundles with terms and conditions. Consumers feel that they pay too much and struggle to understand the fees, which leaves them feeling like they have no control. Our **simplified services** and pricing structure, however, gives you **control** over what you use and what you pay.

Visual identity = how users know it's you.

Use logo and corporate identity to inform the colour palette, fonts, menu buttons etc.

Navigation – show users:

- Where they are
- How they got there
- Where they can go next
- How they get home



WORK

SERVICES

RESOURCES

COMPANY

Google Certified.

We provide practical insight based on a real understanding of analytical data.

> Find out more



Hello!
Quirk is a marketing agency. Born digital, driven by creativity and disciplined by results.

Resources
eMarketing News

Layout = how content is **structured** and **displayed**.

- Apply the fundamentals of good design
- Balance is important
- They should be **easy** to read

Headers = the usually consistent **top** part of a web page. Must be **prominent but simple.**

Gotta **quirk**

A blog on the convergence of marketing and technology from the minds of Quirk

Search

+ 2 comments



Cross-browser Support - Be Gone With Pixel Perfection

by Jean du Plessis

For many years **cross-browser support** has made Web developers cringe. The very mention of it brings back memories of endless hours spent **staring dumb-founded** at a browser (IE6 – I'm looking at you!) and letting slip the occasional swear word. All of this to achieve the impossible goal of creating a website that **looked and worked perfectly** across a the complete range of browsers.

With the **recent technological advancements** on the Web, such as the arrival of [HTML5](#) and [CSS3](#), and fuelled by the **early adoption** of these technologies by the major browser manufacturers, developers have to reevaluate their need to try to achieve pixel perfect support in older browsers that don't support these technologies.

Recent trends

Until a few years ago the general perception was that a website had to look exactly the same in all browsers. However more recently we have seen people move away from this notion for **three main reasons**:

The Latest News

Subscribe to our fortnightly newsletter which is packed with interviews, views and other quirky content.

Email Address

Subscribe

RSS

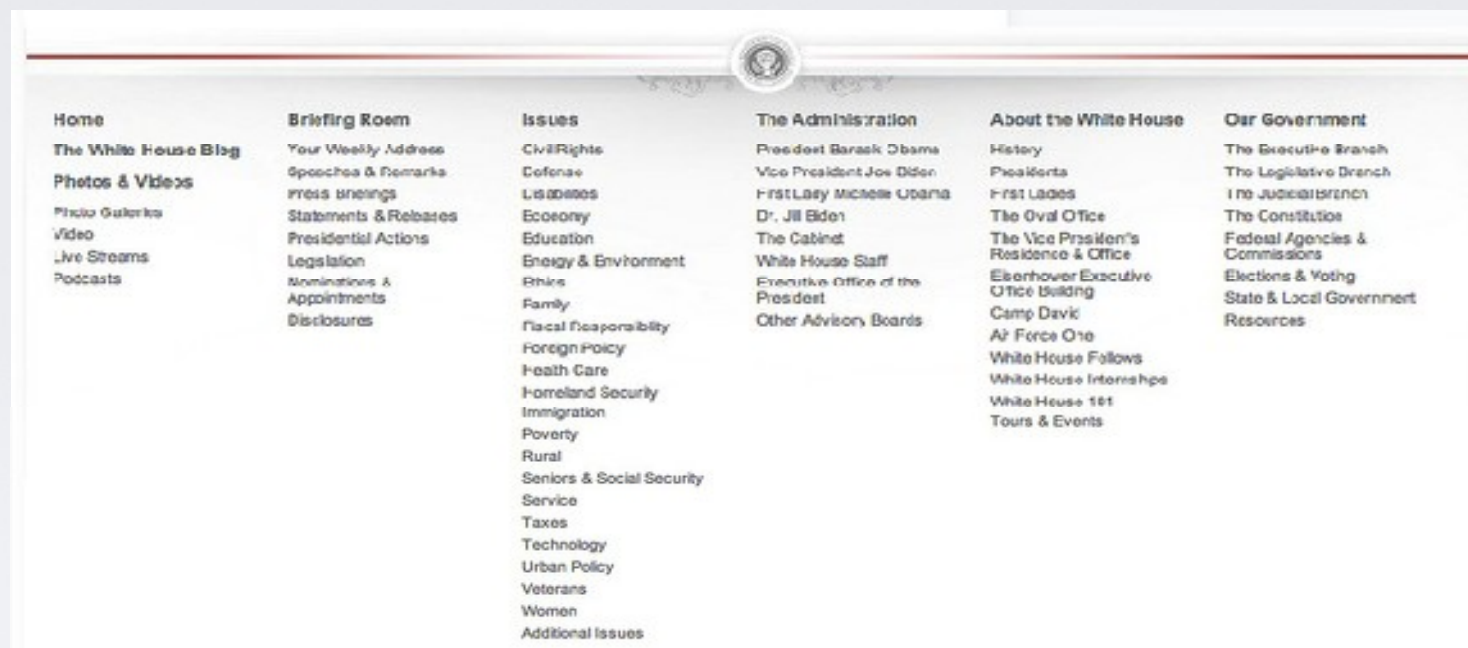
 [Post Feed](#)

 [Comment Feed](#)

RSS to Email

Get our latest blog posts straight to your inbox.

Footers = the usually consistent **bottom** part of the page. A place for important info but also use this space to include links to major parts of a website.



Credibility = telling users that **you are who you say you are.**

Make sure your site:

Looks **good**; is **informative**; displays **testimonials, logos and awards**; links to **credible** third-party **references**; is fresh and **updated**; is **error free**.

Technology gives it **life**



When building a site **consider:**

- **Content management**
- **Interactive interfaces**
- **Search and usability**

Manage content using a **Content Management System (CMS)**.

You are here: Common > Branches

Branches

[New branch](#) [Download Branch DSM \(all branches\)](#)

City: Province: Status:
 Sort by: Sort order: Records per page: [Reset](#) [Apply filter](#)

Code	Branch Name	City	Post code	Province	Hours	Status	Actions
2002	Goodwood Mall	Goodwood	7460	Western Cape		Active	P E D
2003	Paarl	Paarl	7646	Western Cape		Active	P E D
2004	Parow Voortrekker	Parow	7601	Western Cape		Active	P E D
2005	Wynberg	Wynberg	7800	Western Cape		Active	P E D
2006	Germiston Golden Walk Shop 77	Germiston	1400	Gauteng		Active	P E D
2007	Kwaggafontein Plaza	Kwaggafontein	1033	Mpumalanga		Active	P E D
2008	Ga-Rankuwa	Ga-Rankuwa	208	North West		Active	P E D
2009	Tzaneen Mall	Tzaneen	850	Limpopo		Active	P E D
2010	Cape Town Golden Acre	Cape Town	8001	Western Cape		Active	P E D
2011	Nelspruit Plaza	Nelspruit	1200	Mpumalanga		Active	P E D

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Some **widely used CMS:**

- Wordpress (www.wordpress.com)
- Joomla (www.joomla.org)
- Drupal (www.drupal.com)
- Expression Engine
(www.expressionengine.com)

When choosing a CMS look at...

meta and title tag customisation

HTML tag customisation

URLs – CMS must allow for **static**, **rewritable** and **keyword rich** URLs

customisable navigation

301 redirect functionality – to avoid duplicate websites

Customisable image naming and alt tags for images

robots.txt management – to give instructions to search engine spiders

```
User-agent: *  
Disallow: *.mp3 , *.wmv , *.swf , *.rm ,  
Request-rate: 1/5  
Crawl-delay: 5  
Visit-time: 0001-1300
```

A range of technologies are available for **interactive interfaces**:

- Adobe Flash
- Microsoft Silverlight
- HTML5, with CSS3 and JavaScript

HTML 5 is the latest evolution of Hyper Text Markup Language (HTML 5)

HTML



But remember **technology is an enabler**, not a site's main focus. Consider **SEO** and **usability**.

Technical considerations for a good website:

•URL rewriting

 `http://www.wickedunde.com?cat=1/var=2/ProdID=3|`

 `http://www.wickedunde.com/presents/girls/aged-3/barbie 1|`

•GZIP compression

•Server-side form validation

•International character support

•Search-friendly sessions

**•Auto-generated human readable
and XML sitemaps**

•RSS feed generation

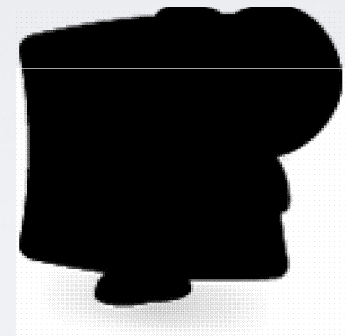
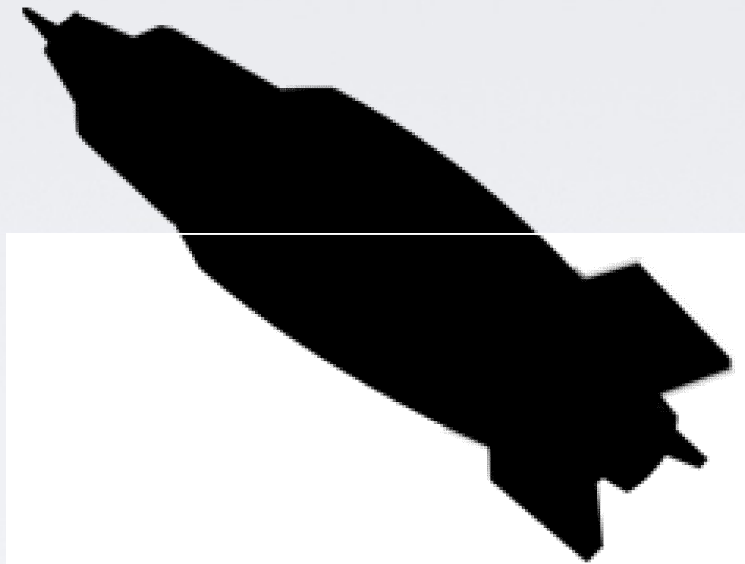


Image Credit: Creative Commons, Maja Bencic

Test it fully then **take it live!**



Testing should take place **throughout the entire process** of planning, designing and building.

Test on **all common browsers** – ensure it works and looks as it should.

Tools like **W3C's HTML validator** (validator.w3.org) should be used to validate your HTML.

Web development and design can be seen as the **thread** that **holds digital marketing together.**

Remember - Lay **strong foundations**
and understand your **users needs!**

Further Reading?

www.quirk.biz/emarketingtextbook