

The background of the slide features a composite image. At the top, a hand is shown holding a pen, poised to write on a document. Below this, several stacks of coins are visible, suggesting a financial or business context. The entire image is overlaid with a teal-to-blue gradient and large, organic, wavy shapes that create a modern, abstract feel.

# Goals of Good Website Design

## **TransCanada FoundLocally inc**

By Mark Ruthenberg

# Four Major Goals With Every Website

- BRING customers to you
- Be viewable on EVERY device
- You should look LARGER THAN LIFE
- ENGAGE your Audience





# Bring Customers to You

- **Content that can be found** on search engines and business directories
- Engage them to either **shop online, visit your business, or call** and actually spend money
- **Make the sales process more efficient:** (move visitors from “hello” to “go” or from “hi” to “buy”)



# Be Viewable on **EVERY Device**

- **On desktop & laptops** (clients at the office), and on **tablets & smartphones** (on the go)
- 80% of e-mails are opened on smartphones
- Half of internet searches are on mobile devices



A photograph of a chipmunk with brown and white stripes, perched on a grey rock. A large, semi-transparent number '5' is overlaid on the right side of the image. The background is a blurred blue sky.

# Look **LARGER** than Life

Look like the business you WANT TO BE, so clients see themselves in your growth path

- Professional, Experienced web designer
- Incorporate good design principles, great photography
- Features comparable to larger competition
- Well-written (SEO-friendly) content
- Include full Social Media integration



# Engage your Audience

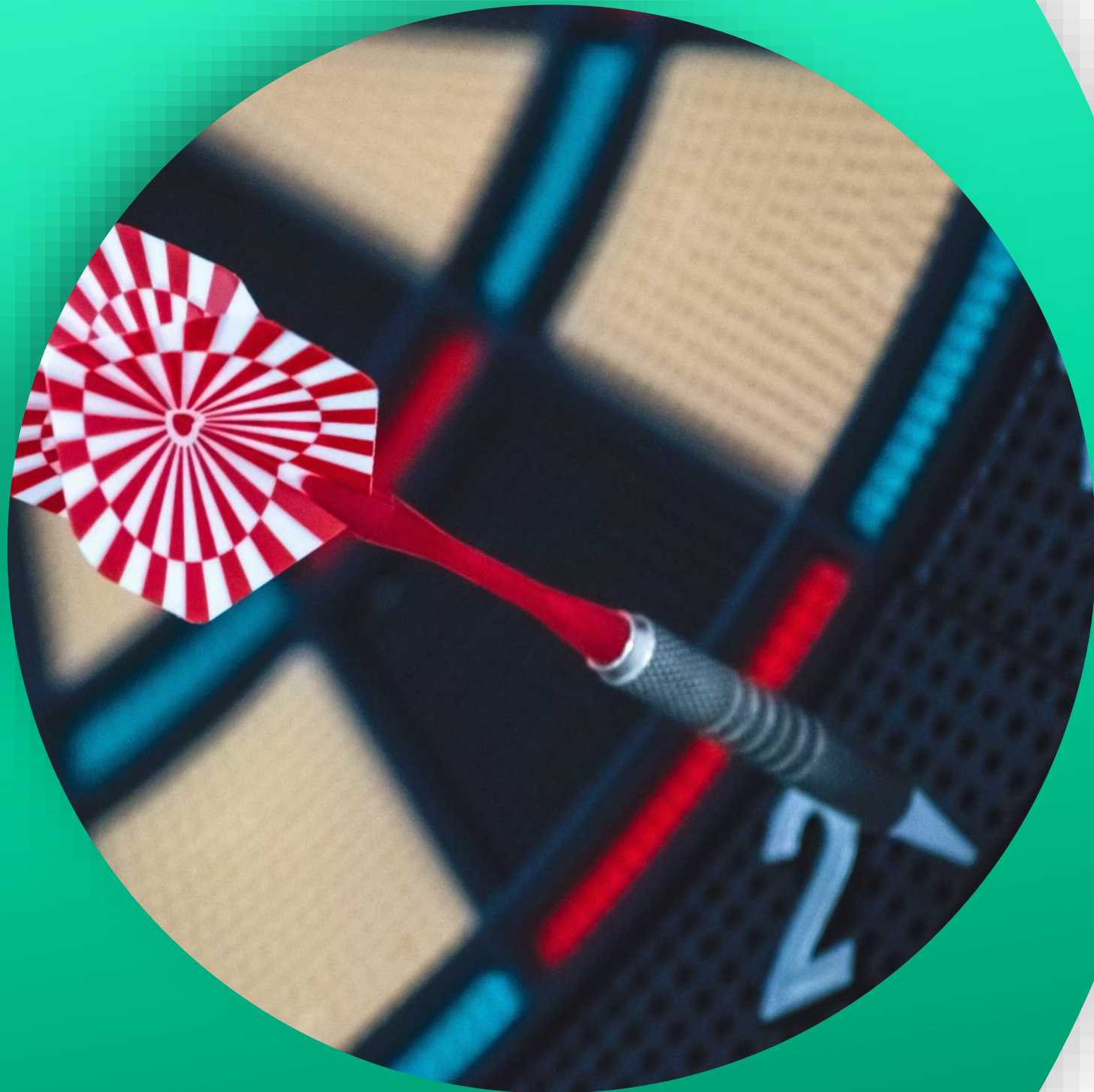
- Create excitement
- Make users want to explore
- Have them to find what they are seeking quickly
- Move them to a call to ACTION (online purchase, phone call, complete a web form, or visit your store or office)



# How to Implement these Goals

- Competitive Intelligence
- Plan for the next 10 years, not 10 months!
- Design & code for SEO
- Use Images for effect
- Be a fast-moving target
- Effectively use Social Media





# Competitive Intelligence

Understand what customers and competitors (both bigger and smaller) are up to

- Set the competitive bar correctly
- We use state-of-the-art tools investigate their code, keywords, meta-tags, and more...
- Know what your clients (potential clients) are doing & thinking.

Design for the clients YOU WANT, not your current ones

- Do a feature comparison, seek less expensive ways to create a competitive website (use the 80 /20 rule!)
- Because technology evolves rapidly, competitors' "custom" programming may be off-the-shelf tech now



# Plan for the next 10 years, not 10 months

- Set it up right ONCE, instead of rebuilding often
- There are a lot of "fads" on the internet (lot of looks-like-a-good-idea just disappear in a few months.
- How do you pick the ones that both matter and last? Let OUR experience guide you!





# Design & Code for SEO

Take advantage of ORGANIC search ranking features

- Keyword research, and competitive intelligence
- Well-written (SEO-friendly) content
- META tagging of pages, images, content to enhance findability
- Maximize inbound links to improve ranking

Take advantage of everything FREE in big search tool features







# Use Images for Effect

A PICTURE is worth a thousand words

- Today's Websites are highly visual
- Today's consumers used to full-screen photos and videos
- Thumbnail-sized images of products not okay
- They want to SEE IT as if it's in front of them
- We've been doing digital photography over 20 years!



# Be a Fast-Moving Target

- Develop quickly and evolve
- Your competitors will follow
- Consider "Minimum Viable Product"
- Delay lower priority features.
- Post "news" articles as business grows
- Expand "product" pages. (keyword rich!)
- Expect client feedback--they want you to succeed!





# Effectively Use Social Media

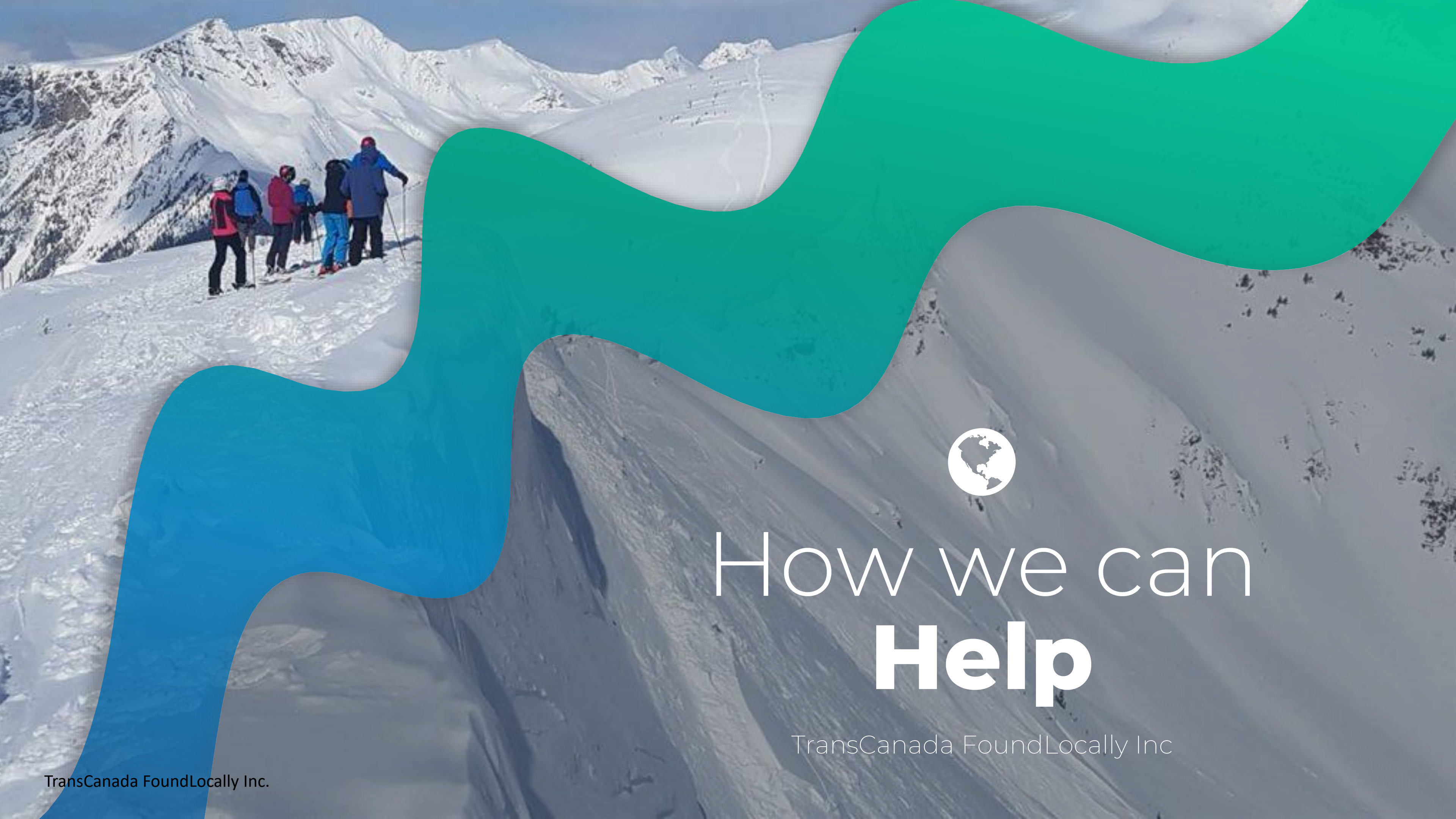
- Social Media fosters client relationships
- As in real world, relationships take effort
- Relationships are reciprocal, rarely "instant"
- Early growth appear slow
- Good posts are regular with text & photos / videos.
- Not every post should be a "selling post"
- Tell clients about all your Social Media presences





**This Year, Leapfrog Ahead  
of Your Competition**





# How we can **Help**

TransCanada FoundLocally Inc



# Helping Businesses On the Internet, since 1999

- Full-service Web Marketing solutions
- Designed websites for over 20 years, with ever-evolving tools
- Cost-effective & efficient design and updates
- We test tools on our own high-traffic websites before using on clients





# Wide Range Of Clients

We have worked with a broad range of clients and websites:

- **Business-to-Business**
- **Consumer Goods & Services**
- **Community Groups & Not-for-Profits**
- **Financial Services**
- **Public Companies**
- **Portals**
- **Mobile Websites**
- **Responsive Websites**
- **Social Media**



# Over the Phone

## No-obligation assessment

CALL US for a free--and no obligation--  
over-the-phone assessment of your website

Call us (403) 245-2194

<https://marketing.FoundLocally.com>







This has been:

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