

BUILDING WEBSITES...
that visitors want to use.

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HI! I'M KEN GRANGER

- Extensive background in branding and business development at Walt



FRIEND ME ON FACEBOOK
There's a give-away at
the end of the workshop



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How?

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Why?

+

What?

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Why?
+
Who?
+
What?

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This is not a how-to workshop...

**It's a
who for**

What?

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This is not a how-to workshop...

**It's a
who-for
what-for
why-for
workshop!**

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TODAY'S MISSION

- Define WHY you have a website and set goals
- Identify WHO your website visitors are and

why-101 workshop!

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TODAY'S MISSION

- Define WHY you have a website and set goals
- Identify WHO your website visitors are and what they want
- Study WHAT your visitors are doing on your website and adjust that behavior to match your goals

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WHY DO YOU HAVE A WEBSITE?

- Because you want to sell something (ecommerce)

website and adjust that behavior to match your goals

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WHY DO YOU HAVE A WEBSITE?

- Because you want to sell something (ecommerce)
- Because you want to capture information
- Because you want to share something with the world
- Because you want to build brand loyalty

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WHO ARE YOUR VISITORS [PERSONA]

- Describe real people (background, demographics, goals and values)

the world

- Because you want to build brand loyalty

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WHO ARE YOUR VISITORS [PERSONA]

- Describe real people (background, demographics, goals and values)
- What is the user motivated by
- What is the users goal or expectation
- Go Really Deep – usability.org

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WHAT DO YOU WANT YOUR VISITORS TO DO?

- Enter their Credit Card and you make \$\$\$
- Enter personal contact information (Lead

- Go Really Deep – usability.org

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WHAT DO YOU WANT YOUR VISITORS TO DO?

- Enter their Credit Card and you make \$\$\$
- Enter personal contact information (Lead Capture)
- Share your content socially – viral marketing
- Contribute content/Comment/Participate

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- Contribute content/Comment/Participate

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CALL TO ACTION



CALL TO ACTION

Tell your visitors what you want them to do!

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Google





28,92



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28,92

1

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VOTE EDWARDS on the ISSUES: Health Care, Working Families, Rural America, Liberty, Veterans, Women, Energy, Food Safety, Trade

CONTRIBUTEEdwards SUPPORT/Events. South Carolina: Volunteer, SC Offices. NY.



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TV Online Television
 - FRONTLINE
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JOHN Edwards.com 08* Dem: TV: **It will take a fight.** **Fighting powerful**

VOTE EDWARDS on the **ISSUES:** Health Care, Working Families, Rural America, Liberty, Veterans, Women, Energy, Food Safety, Trade

CONTRIBUTE Edwards SUPPORT/Events. South Carolina: Volunteer, SC Offices. NV.

TV

2008 TV: **Democratic Debate: New Hampshire**

Blog: TV BLOG - BIG - Brava - C&L - Carolina - Cude - Courage - CSPAN-J - Duck - Fala - FreePress - Health- Hot - Iraq-Summer - MG - MM - Nation - Newsstand - NC - Palast - Patriot - PBS - Pelosi - Progress - PTV - RackJite - Researchis - See - TPMtv - Truth - TYT - Veracity - VLOGZ! - Radio Blog - America - EdSchultz - Plandem - Hartmann/MPH - Madden - Madog - Randi - Sabre - Stephenie - Turks

Republican News: Giuliani Huckabee Hunter McCain Paul Romney Thompson **CENSO**

US - AK - AL - AR - AZ - CA - CO - CT - DE - FL - GA - HI - IA - IL - IN - KS - KY - LA - MA - MD - ME - MI - MN - MO - MS - MT - NC - ND - NE - NH - NJ - NM - NY - OH - OK - OR - PA - RI - SC - SD - TN - TX - UT - VT - WV - WY - WY

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Editorial
 Endorsing **JOHN EDWARDS**
 for **PRESIDENT** of the
 United States of America on
 the **ISSUES**. While we're
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**Democratic
 Edwards Videos:**
John Edwards
 January 06, 2008
 "New Hampshire Primary:
 John Edwards speech."

U. S. A.
 2008 Election
 Noteworthy
 John Ashcroft -
 Michael B Mukasey -
 Alberto R Gonzales
 Debra Ware Vane

TV
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 LANGUAGE
 U.S. - Iran - Military -
 Radio - Intelligence - TV
 Video
 "U.S.: Voices on Recording
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Democratic

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TV

WORLD

LANGUAGE

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Video

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Back



Back

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“ARE YOU STILL ALIVE?”

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“ARE YOU STILL ALIVE?”

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“GOOD! LET’S GET REAL!”

