



Successful Online Strategies Explained – Part I

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February 2011 Study of Waterville Area Businesses

- Random Sample of Mid-Maine Chamber Members.
- Searched for Website.
- 7-Point Basic Usability Check
(Possible score of 105)
 - Header and Logo
 - Navigation
 - Scale
 - Fonts
 - Links
 - Consistency
 - Valid code

February 2011 Study of Waterville Area Businesses

- 32% of Businesses had no website
- Among the business websites the average score was 67.2
 - 35% were under 60
 - 27% were between 60 and 79
 - 15% were between 80 and 89
 - 22% were between 90 and 100
 - 0% scored 105

New Environment Technologies

- Smart Phones / Mobile Web
- Social Media
- Facial Recognition
- HTML5
- CSS3
- Responsive Design (Mobile First RD)
- Internet of Things

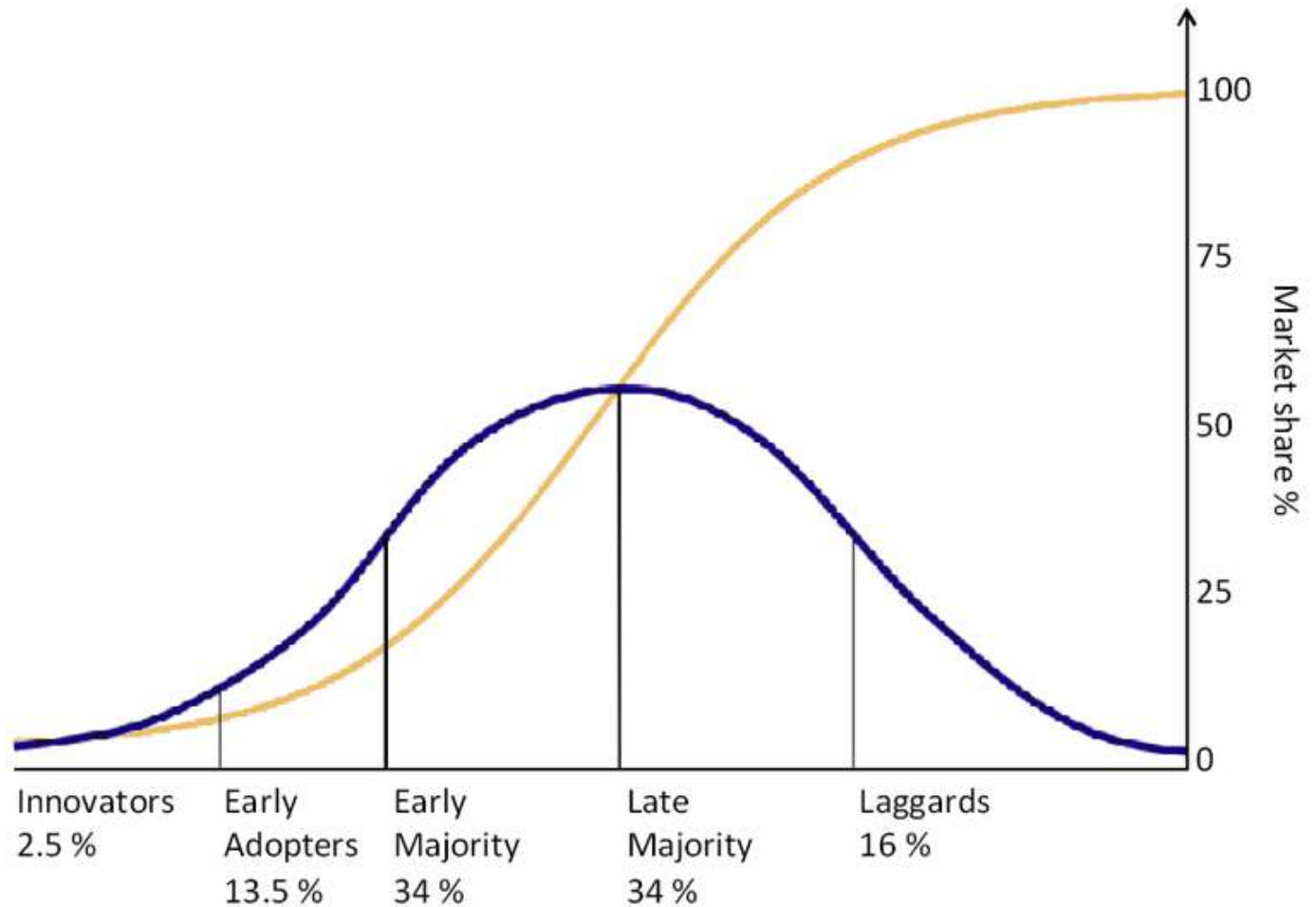
Outcomes

- Questions Answered
- Learn More About the New Environment
- Better Understand How to Build an Online Strategy
- Kick Start Your Project
- Know Your Next Steps
- Individual Consultation

Strategies and Techniques

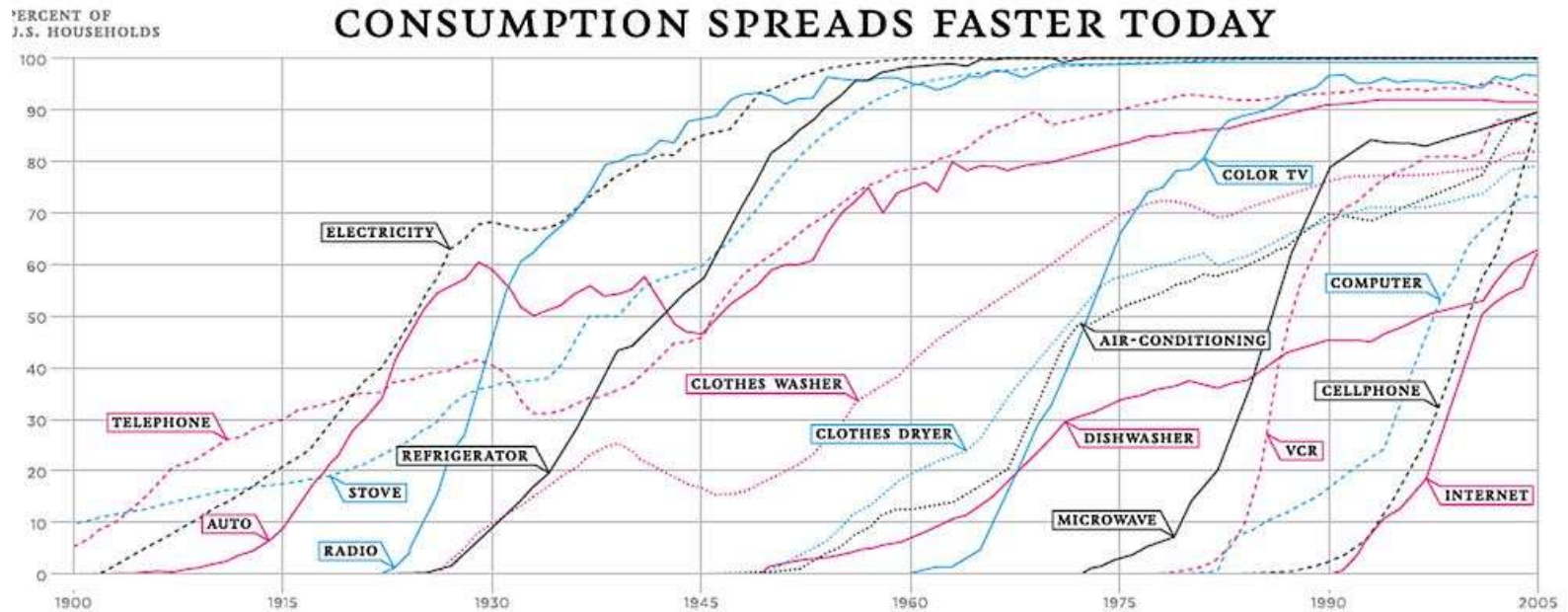
- Ecommerce Strategies
- Best Practices
- Selecting / Registering Domain
- SEO
- Branding
- Heat Maps
- Marketing in Social Media (FB, Twitter, LinkedIn, Pinterest, Google+)

Diffusion of Technology



Source: based on Rogers, E. (1962) *Diffusion of innovations*

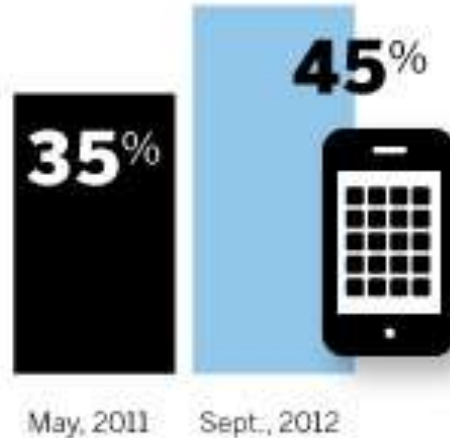
The New Environment



Source: Charlie Catlett, Argonne Nat'l Laboratory

Smartphone Ownership

Percent of U.S. adults who own a smartphone



Nearly half of smartphone owners said they have used their phone in the past 30 days to:



Look up something to settle an argument.



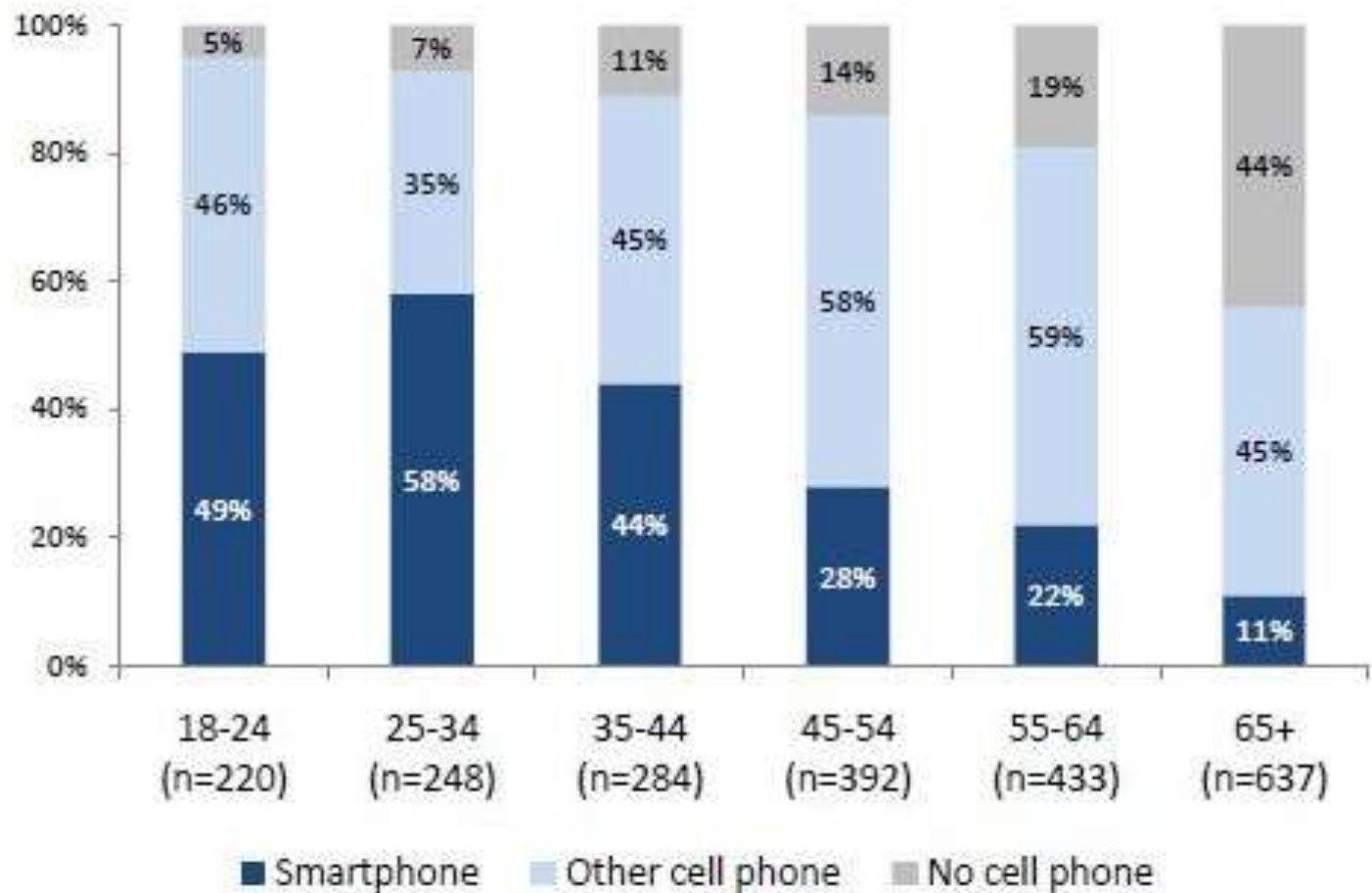
Decide whether to visit a business, such as a restaurant.



Solve an unexpected problem.

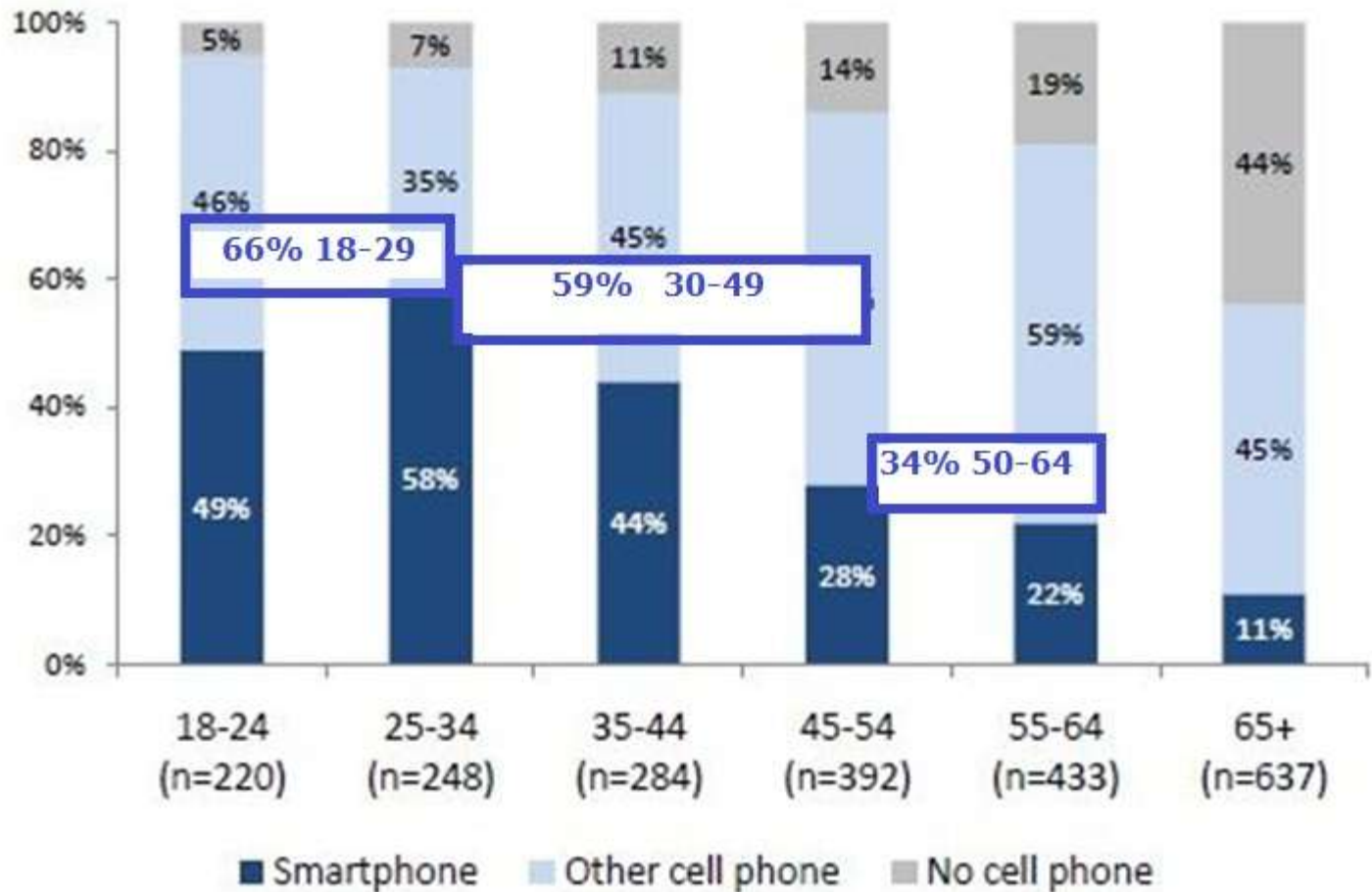
Source: Pew Research Smartphone Ownership Update 9/11/12

Smartphone Ownership by Age



Source: Pew Research Smartphone Adoption and Usage 7/11/11

Smartphone Ownership by Age



Source: Pew Research Smartphone Ownership Update 9/11/12

Smartphone Ownership by Income



Source: Pew Research Smartphone Adoption and Usage 7/11/11

Smartphone Usage by Age

	18-29 (n=321)	30-49 (n=535)	50-64 (n=572)	65+ (n=430)
Send or receive text messages	95%	85%	58%	24%
Take a picture	91	81	60	37
Access the internet	64	54	26	10
Send a photo or video to someone	72	65	40	16
Send or receive email	51	46	26	10
Download an app	49	37	17	7
Play a game	53	44	18	7
Play music	58	39	16	4
Record a video	53	42	19	3
Access a social networking site	50	36	13	2
Watch a video	44	32	10	3
Post a photo or video online	37	26	9	5
Check your bank balance or do any online banking	29	22	10	6
Participate in a video call or video chat	14	5	2	2

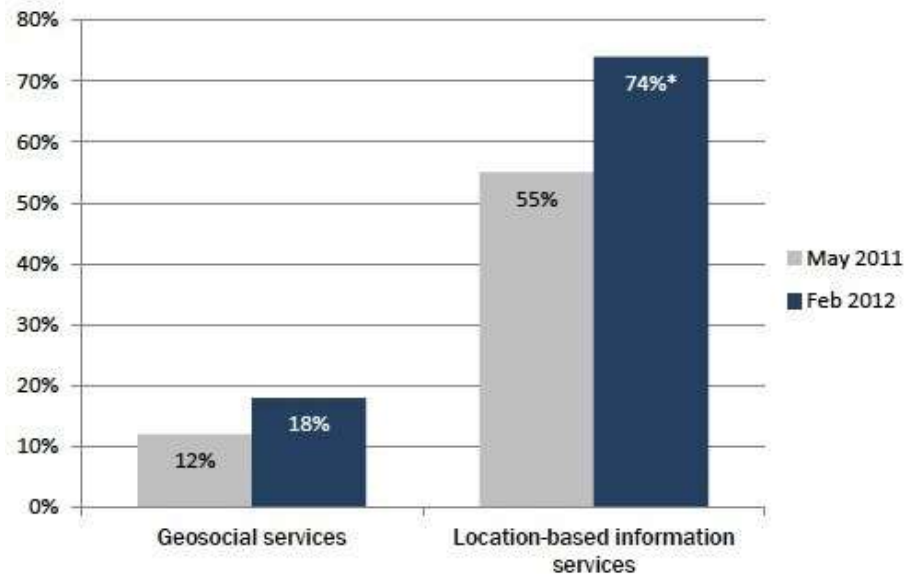
Source: Pew Research State of Social Media: 2011 12/14/11

Smartphone Location Services

Use of location-based information and geosocial services among smartphone owners, over time

For location services: % of smartphone owners who use their phone to get directions, recommendations, or other information related to their present location.

For geosocial services: % of smartphone owners who use a service such as Foursquare or Gowalla to "check in" to certain locations or share their location with friends.



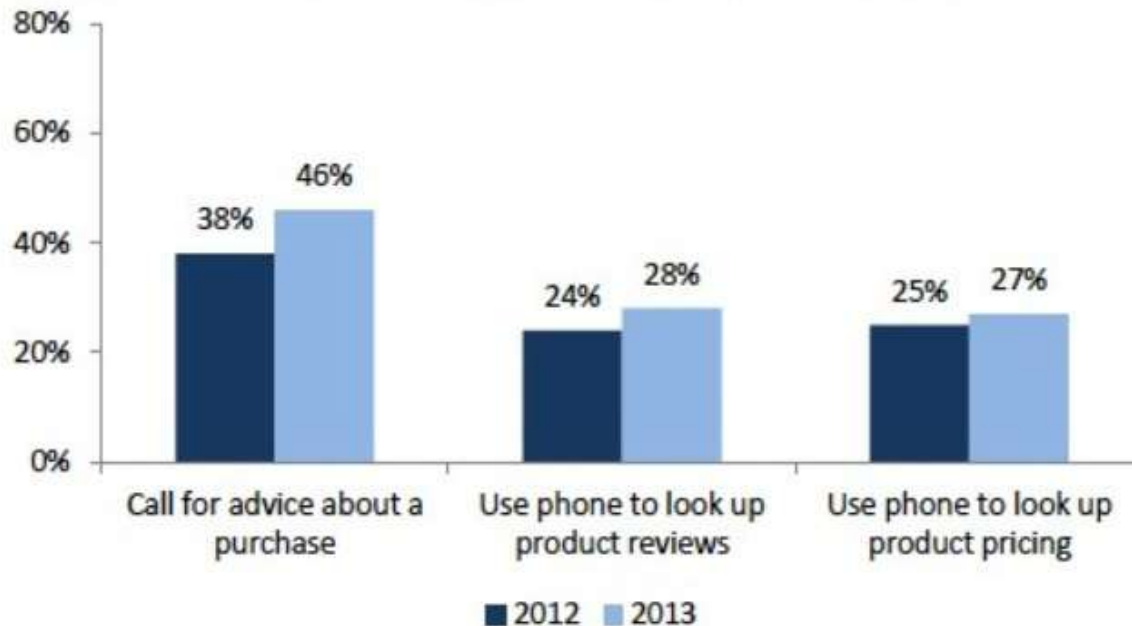
* Slight wording change since May 2011.

Source: Pew Research Center's Internet & American Life Project April 26–May 22, 2011 and January 20–February 19, 2012 tracking surveys. For 2011 data, n=2,277 adults ages 18 and older, including 755 interviews conducted on respondent's cell phone. For 2012 data, n=2,253 adults and survey includes 901 cell phone interviews. Both 2011 and 2012 data include Spanish-language interviews.

Smartphones and Retail

In-store mobile shopping experiences

% of adult cell owners who used their phone during the past 30 days inside a store to...



Source: Pew Research Center's Internet & American Life Project, Omnibus Survey, January 3-6, 2013. N=1,003 adults ages 18 and older, including 502 interviews conducted on respondent's cell phone. The survey was conducted in English. Margin of error is +/-3.8 percentage points for cell phone owners (n=908).

“Cell Mostly” Internet Users

Who are the “cell mostly” smartphone internet users?

% of smartphone owners within each group who go online mostly using their cell phone

All smartphone owners (n=688)	25%
Gender	
Men (n=349)	24
Women (n=339)	26
Age	
18-29 (n=177)	42
30-49 (n=256)	21
50+ (n=240)	10
Race/Ethnicity	
White, non-Hispanic (n=417)	17
Black/Latino (n=206)	38
Household Income	
Less than \$30,000 (n=131)	40
\$30,000-\$49,999 (n=118)	29
\$50,000+ (n=334)	17
Education level	
High school grad (n=169)	33
Some college (n=171)	27
College grad (n=308)	13

Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish.

“Cell Mostly” Internet Users

Who are the “cell mostly” smartphone internet users?

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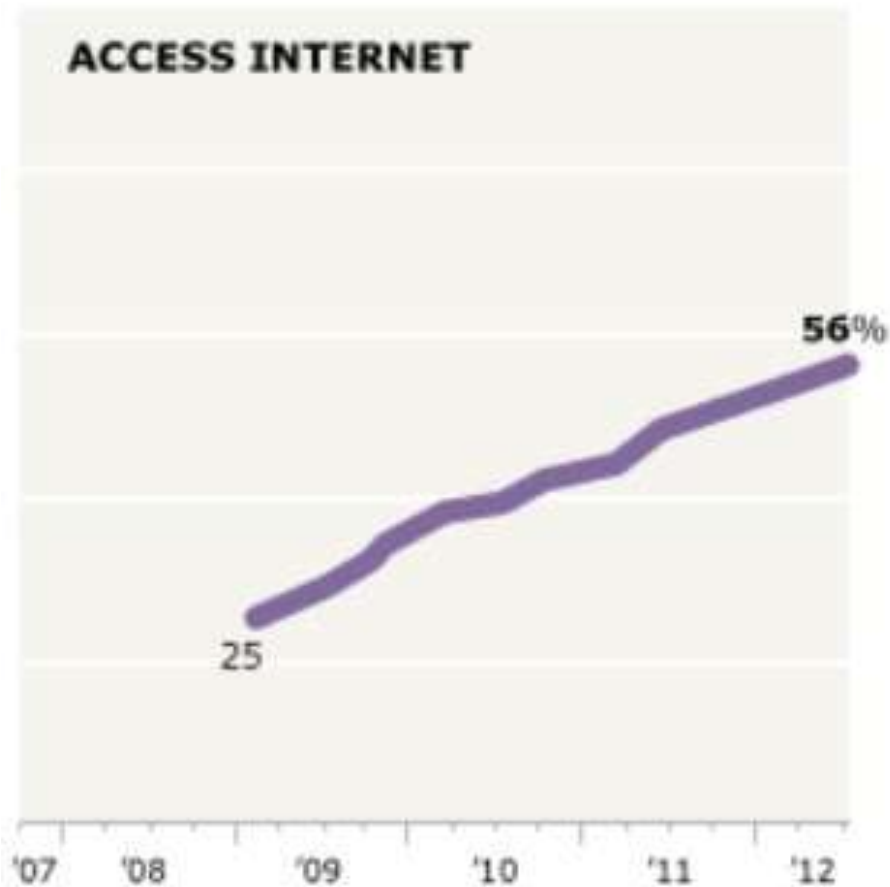
All smartphone owners (n=688)	25%	31%
Gender		
Men (n=349)	24	29
Women (n=339)	26	32
Age		
18-29 (n=)	42	45
30-49 (n=)	21	29
50+ (n=24)	10	11
Race/Ethn		
White, non-Hispanic (n=417)	17	24
Black/Latino (n=206)	38	51
Household Income		
Less than \$30,000 (n=131)	40	43
\$30,000-\$49,999 (n=118)	29	36
\$50,000+ (n=334)	17	23
Education level		
High school grad (n=169)	33	39
Some college (n=171)	27	38
College grad (n=308)	13	16

Convenient 64%
Better Fit 18%
No Computer 10%

Source: The Pew Research Center’s Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish.

Source: Pew Research Cell Internet Use 6/26/12

Mobile Web Trend



Source: Pew Research Cell Phone Activities 2012 11/25/12

Mobile Web

Accessing the internet

% of cell phone owners who use their phone to access the internet

All cell phone owners (n=2,581)	56%
Men (n=1,163)	57
Women (n=1,418)	56
Age	
18-29 (n=451)	77***
30-49 (n=770)	69**
50-64 (n=710)	40*
65+ (n=599)	13
Race/ethnicity	
White, Non-Hispanic (n=1,586)	52
Black, Non-Hispanic (n=434)	60*
Hispanic (n=351)	66*
Annual household income	
Less than \$30,000/yr (n=690)	52
\$30,000-\$49,999 (n=456)	51
\$50,000-\$74,999 (n=345)	60**
\$75,000+ (n=646)	71***
Education level	
No high school diploma (n=187)	38
High school grad (n=681)	47
Some College (n=679)	62**
College + (n=1,020)	66**

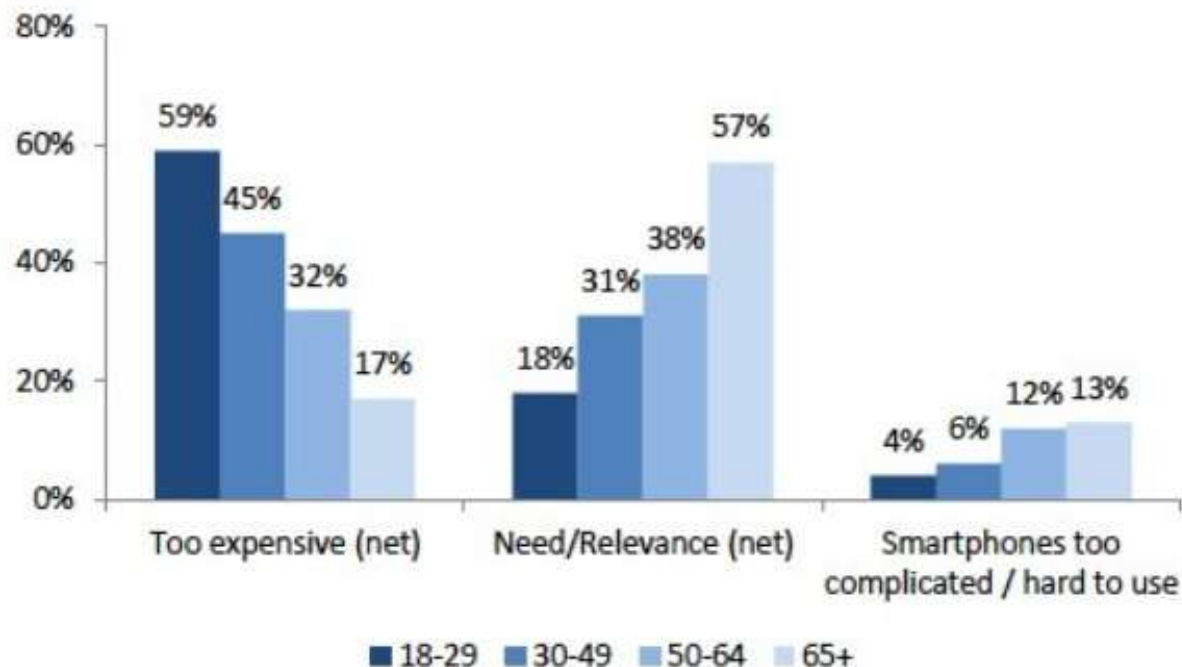
Source: Pew Research Center's Internet & American Life Project, Summer Tracking Survey, August 7-September 6, 2012. N=2,581 cell phone owning adults ages 18 and older. Interviews were conducted in English and Spanish and on landline and cell phones (1,206 cell calls were completed). Margin of error is +/- 2.2 percentage points.

* indicates statistically significant difference compared with others in same grouping

Upgrade to Smartphone?

Main reasons for not upgrading to a smartphone — by age group

% of non-smartphone cell owners in each age group who cite the following as their MAIN reason for not owning a smartphone



Source: Pew Research Center's Internet & American Life Project, March 15-April 3, 2012 Tracking survey. N=2,254 adults ages 18 and older, including 903 interviews conducted on respondent's cell phone. Margin of error is +/-2.6 percentage points based on cell phone owners (n=1954). "Too expensive" category includes: too expensive (general), phone is too expensive, or data plan is too expensive. "Need/Relevance" category includes: just not interested/just don't like it, don't need one, happy with current phone.

Smartphone Users Word Cloud



Source: Pew Research Smartphone Adoption and Usage 7/11/11

Mobile E-Commerce

- Business needs to be where customers are.
- By 2015 50% of e-commerce sales will be generated via social presence and mobile applications.
- Trend is being driven by North American and European sellers of consumer products expanding into new markets Brazil, Russia, India, Africa, and Asia where smartphones are more readily available than PCs.
- WiFi hotspots will increase worldwide by 350% by 2015.
- Smartphone connections to WiFi hotspots already outnumber laptops.

Sources: Garner Research 10/19/11 and Wireless Broadband Alliance 11/9/11

“BYO” IT in the Workplace

- Employees are bringing mobile devices to the workplace.
- Since more employees are preferring to use mobile technology, business are creating mobile apps for enterprise use.
- Personal and work environments are becoming more blurred.
- Social networks are being adopted by business and used in the workplace.
- Management control is becoming an issue.

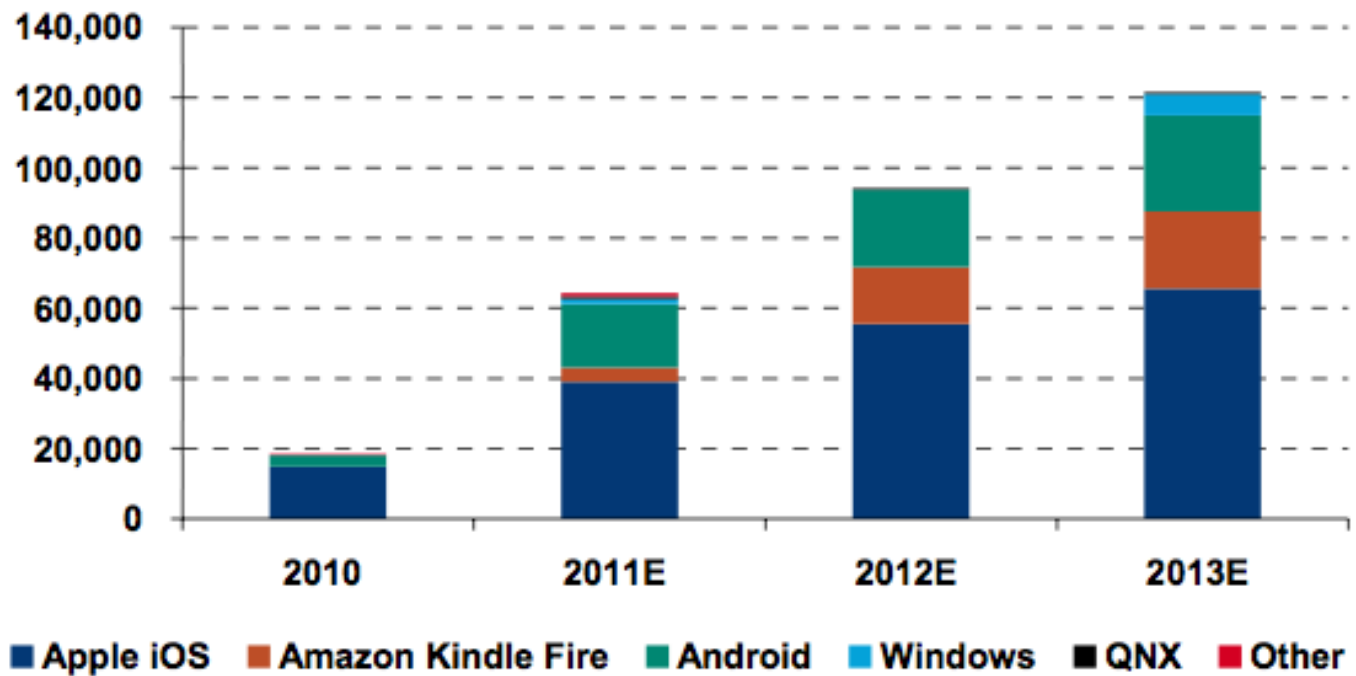
Source: Gartner Research | 1/8/2011

Top 10 Mobile Business Apps

- Sales Automation (presentations and ordering)
- Business Intelligence & Analysis
- Corporate Messaging
- Collaboration / Meetings
- Document Distribution
- General Enterprise Applications
- Medical Support Systems
- Virtual Desktops (remote access)
- Social Networks
- Secure Report Distribution

Tablet Sales Forecast

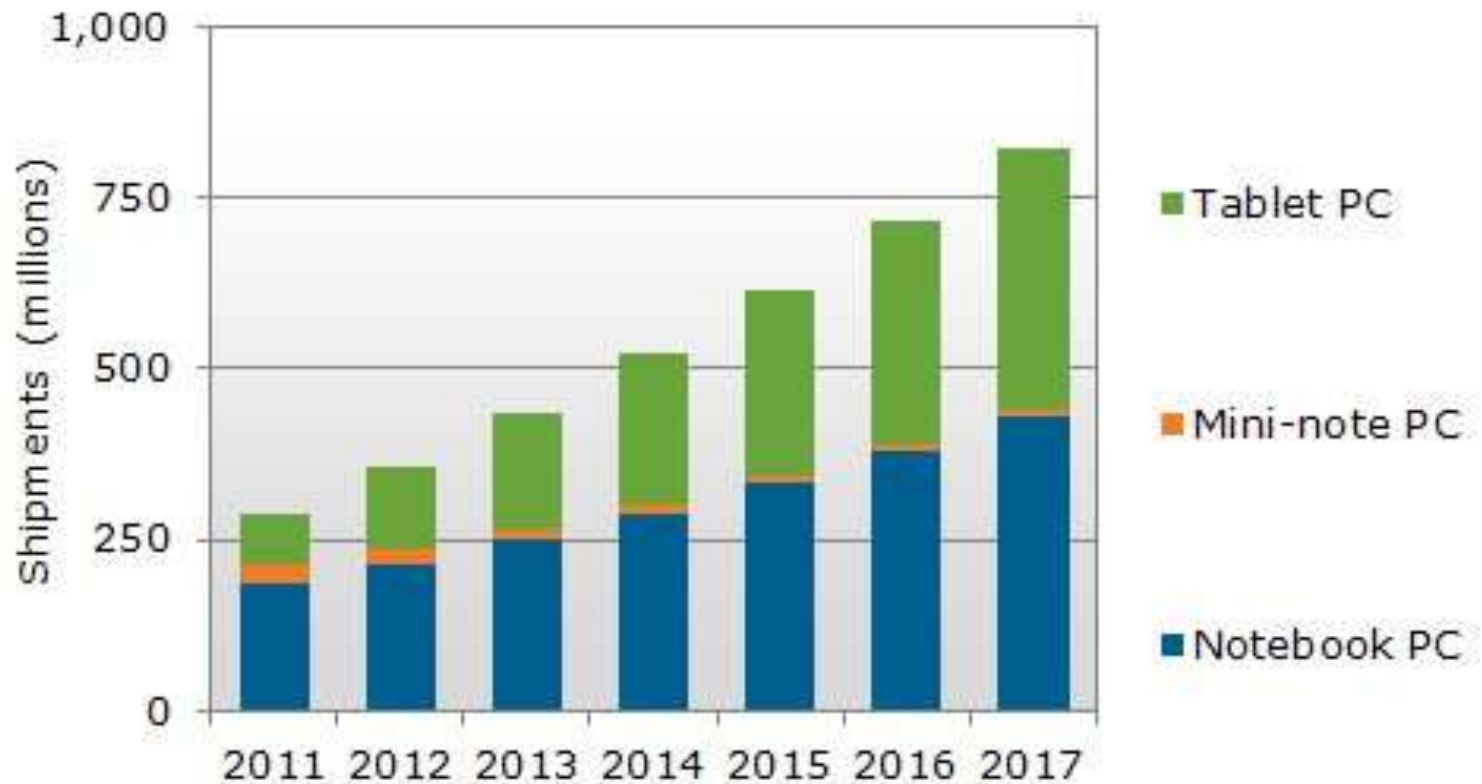
Figure 3: Tablet industry unit forecast by OS ('000s)



Source: Strategy Analytics, BofA Merrill Lynch Global Research.

Tablets and Laptops

Figure 1: 2011-2017 Mobile PC Shipments by Form Factor (millions)



Source: DisplaySearch 1/4/12

Tablets Can Become the Brains Behind Other Devices

"One tablet can replace multiple dedicated electronics devices by connecting with different peripherals. Tablets docked in the dashboards of cars can replace dedicated navigation devices and in-car entertainment, and environmental controls. Wirelessly connect a blood pressure cuff, a bathroom scale and an oximeter to a tablet to create a home health monitor that can plot personal health trends and send the data to a doctor. Mount a tablet into a projector, and it becomes digital signage in a retail store or a device for streaming media via the Internet."

Source: Angela MacIntyre, VP Gartner Research 10/10/2011

Location and Internet of Things

- GPS location embedded in smartphones plus social networks can now serve up more customized content, products, and services.
- Smartphone technology can be used to embed sensors in other objects and places.
- Image recognition software can identify people, buildings, objects, and places.
- Near Field Communication payment is being used to allow consumers to wave their smartphone to make a payment. Eventually it will also be used in healthcare, public transportation, and customer service.

Internet of Things - Now

- Google driverless cars (parts of California and Nevada)
- Panasonic rice cooker that can download recipes and emails shopping lists.
- Ceiling monitors in hospitals that monitor doctors and alert them if they forget to wash their hands and analyze patient facial expressions for signs of pain or delirium.
- Sensors that give readouts of human activity embedded in shoes.

Internet of Things - Now

- Monitors in the ears of farm animals to monitor and report their health.
- IBM is working with Dubuque to embed sensors all over the city to monitor use of roads, water, and electricity.
- IBM is working with Rio de Janeiro to embed sensors that work with artificial intelligence to alert neighborhoods about mudslides up to 48-hours in advance.

Mobile vs. PC User Interface

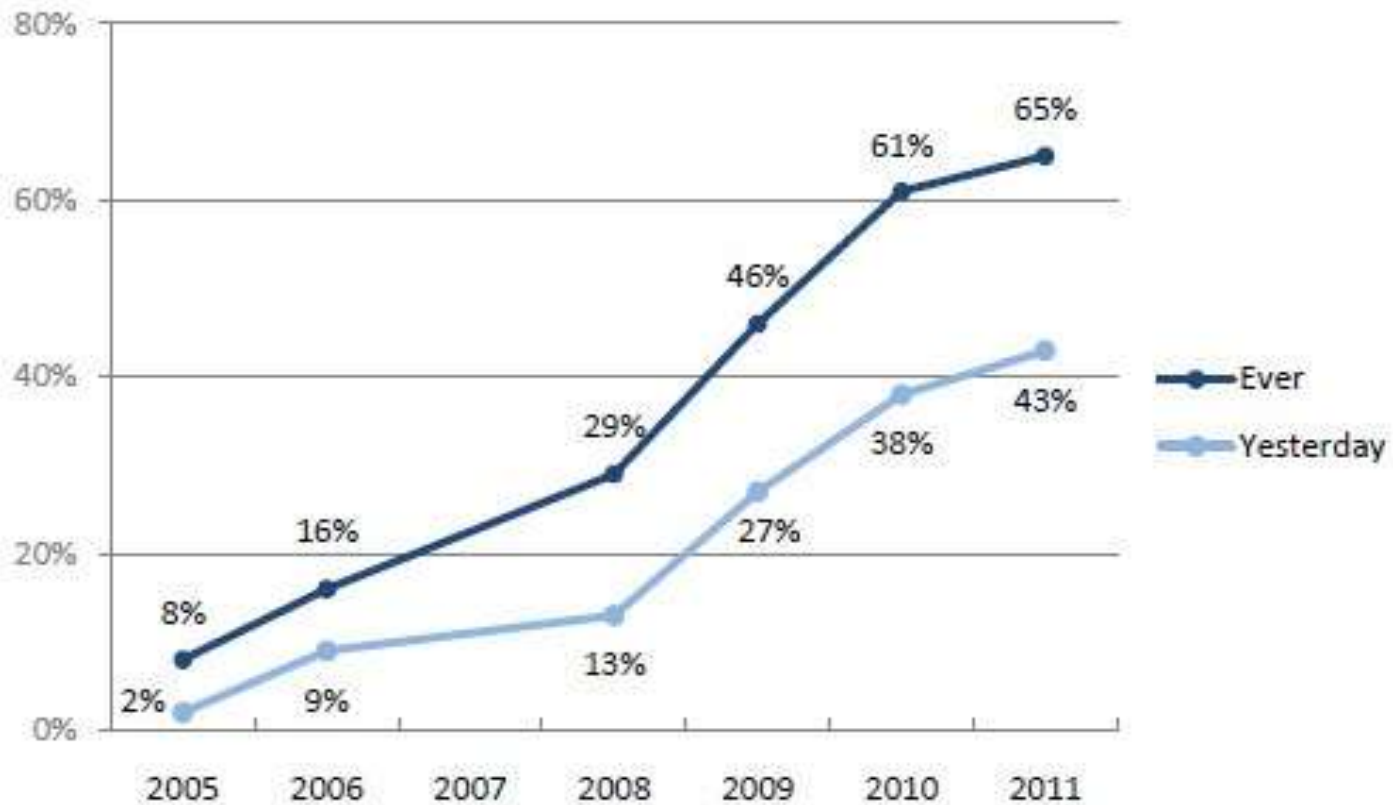
- Mobile UI is replacing PC UI
- PC Interface
 - Windows
 - Icons
 - Menus
 - Pointers
- Mobile Interface
 - Touch
 - Gesture
 - Search
 - Voice
 - Video

Source: Gartner Research 10/18/2011

Social Networking Use

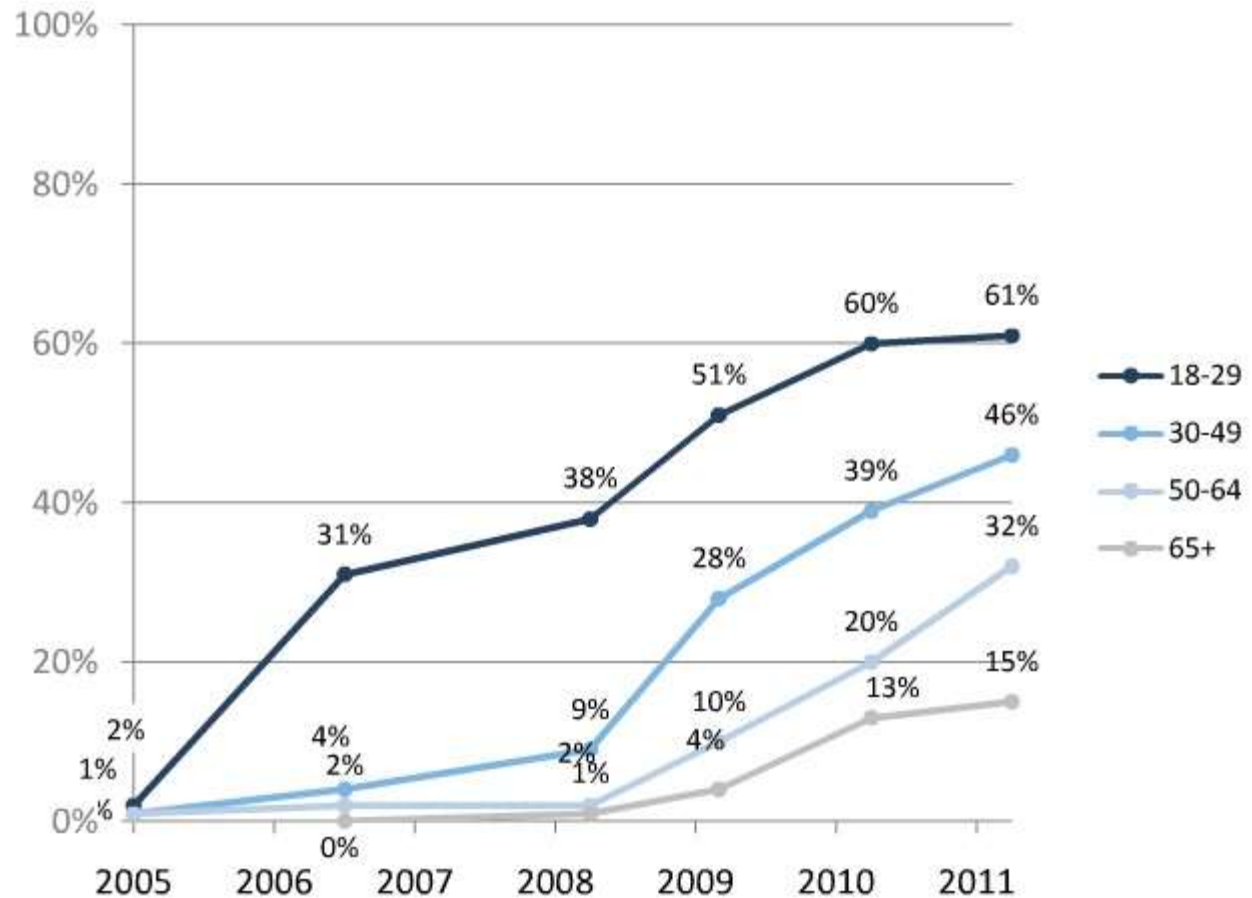
Social networking site use by online adults, 2005-2011

The percentage of all adult internet users who use social networking sites since 2005



Source: Pew Research Center's Internet & American Life Project surveys: February 2005, August 2006, May 2008, April 2009, May 2010, and May 2011.

Social Network Use – Typical Day



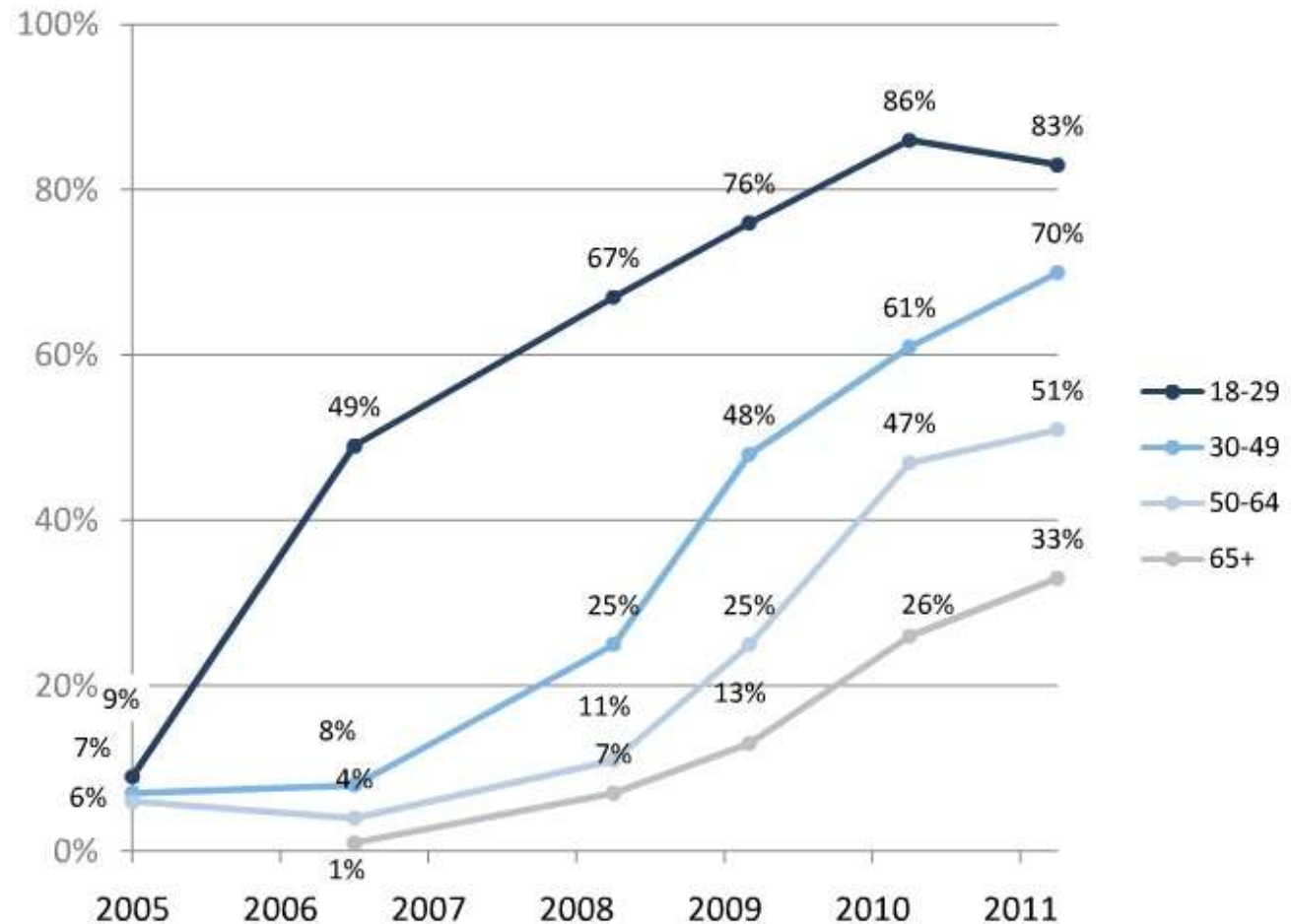
Source: Pew Research State of Social Media: 2011 12/14/11

Social Networking Adoption by Age

- Usage Among Internet Users
 - 18-29 83%
 - 30-49 70%
 - 50-64 51%
 - 65+ 33%
- Differences based on sex, income, education, race, and geographical location are not statistically significant.
- Only Email (61%) and Search Engines (59%) are used more frequently on a typical day.

Source: The Pew Research Center's Internet & American Life Project 8/26/11

Social Network Usage by Age



Source: Pew Research State of Social Media: 2011 12/14/11

Social Network Use by Groups

Social Networking Sites

% of internet users who use social networking sites

		Use Social Networking Sites
All internet users (n=1,802)		67%
a	Men (n=846)	62
b	Women (n=956)	71 ^a
Race/ethnicity		
a	White, Non-Hispanic (n=1,332)	65
b	Black, Non-Hispanic (n=178)	68
c	Hispanic (n=154)	72
Age		
a	18-29 (n=318)	83 ^{bcd}
b	30-49 (n=532)	77 ^{cd}
c	50-64 (n=551)	52 ^e
d	65+ (n=368)	32
Education attainment		
a	Less than high school/high school grad (n=549)	66
b	Some College (n=519)	69
c	College + (n=721)	65
Household income		
a	Less than \$30,000/yr (n=409)	72
b	\$30,000-\$49,999 (n=330)	65
c	\$50,000-\$74,999 (n=283)	66
d	\$75,000+ (n=504)	66
Urbanity		
a	Urban (n=561)	70 ^c
b	Suburban (n=905)	67
c	Rural (n=336)	61

Source: Pew Research Center's Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

Mass Collaboration

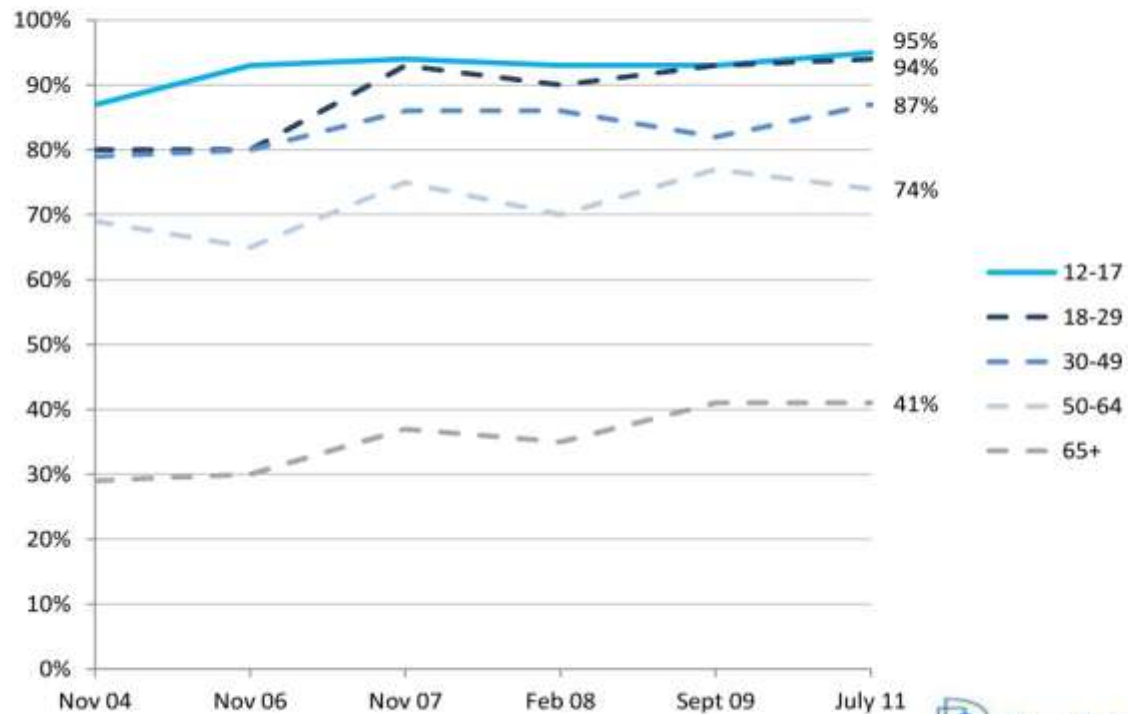
- Beyond Facebook and Twitter
- Enterprise level Social Media
- All Levels and Locations:
 - Employees
 - Customers
 - Prospects
 - Partners
- Minimize constraints of specialization and compartmentalization.

Source: Gartner Research 10/17/2011

Internet Adoption by Age

Internet adoption over time by teens & adults

% within each age group who go online



12/16/2011

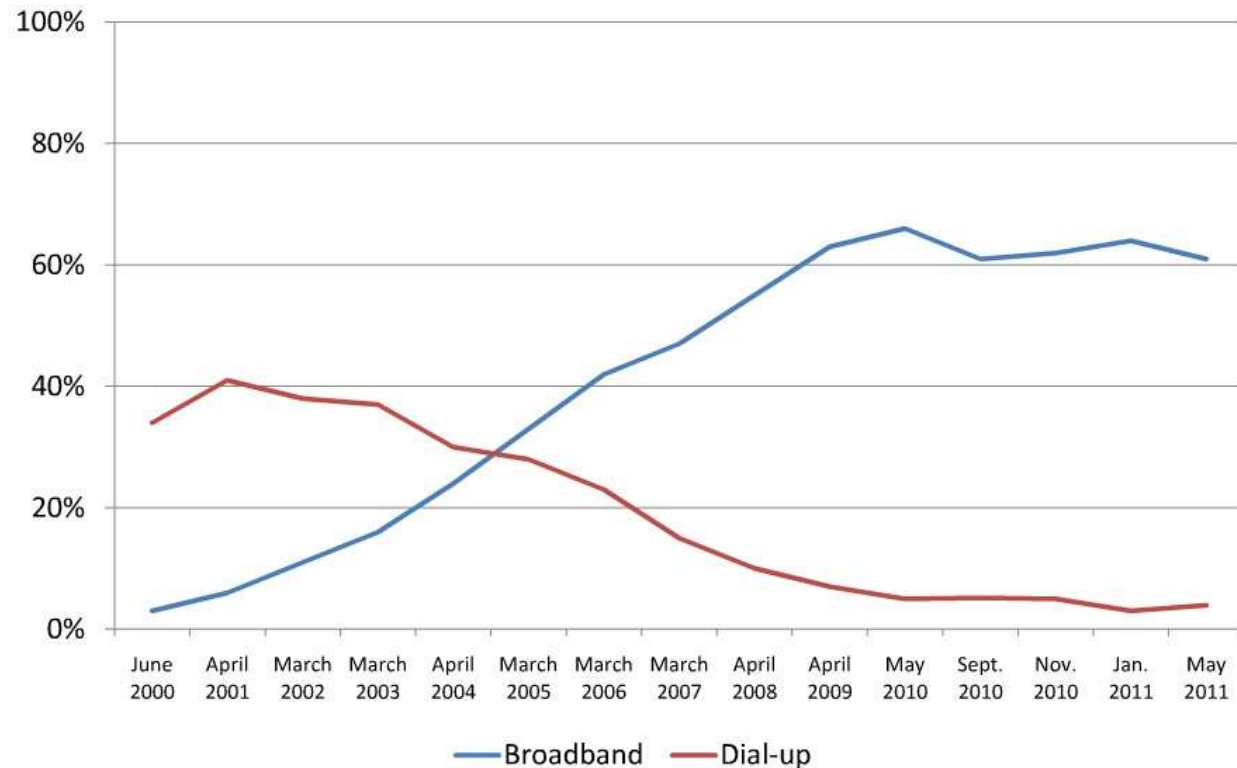
4



Source: Pew Research State of Social Media: 2011 12/14/11

Broadband vs. Dial-up

Home broadband adoption stable since 2009



Source: Pew Research State of Social Media: 2011 12/14/11

2011-2012 Milestones

- 50%+ US Adults own a mobile web device.
- Smartphone sales pass PC sales.
- Smartphones outnumber feature phones.
- Majority of 65+ YO are finally online.
- Majority of US adults use social media daily.

2011-2012 Milestones

- For Mother's Day half of all sales came from mobile devices.
- 28% of all internet traffic is from mobile phones.
- 16% of search queries in retail are from mobile devices (10% in 2011)
- 19% of search queries in the travel industry are from mobile devices (11% in 2011)
- More than half of cell phone owners use their cell phone while watching TV.

Picking Your Domain Name

- Shorter is better – but not necessarily.
- A memorable URL is more important.
- Use your established brand name.
- Keywords are important.
- Use .com whenever possible.
- If your first .com choice is taken try adding a dash
- Don't sacrifice keywords to get a .com.
Try a .net

Registering Your Domain

- REGISTER YOUR DOMAIN YOURSELF!
- NEVER LET A DEVELOPER OR OTHER PARTY REGISTER YOUR DOMAIN FOR YOU!
- OPEN AN ACCOUNT ON GODADDY OR OTHER REGISTRAR!
- IF YOU LET SOMEONE ELSE REGISTER IT FOR YOU, GET IT BACK!

Registering Your Domain

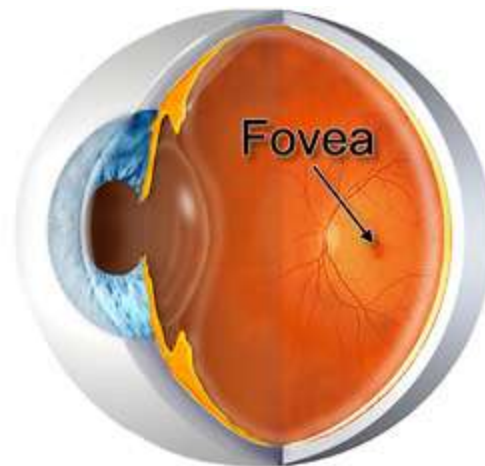
- Register for at least 5 years.
- Choose a private registration.
- Other options are unnecessary.
- Unless you have a good reason don't bother registerin with other top-level domain names.

Two Basic Responsibilities for most Business Websites

1. Service for existing customers.
 2. Attract new customers.
- Your website has on average 3-4 seconds to convince new visitors to consider becoming a customer.
 - How the visitor's fovea tracks across your website and what information is processed is crucial.

Fovea

- The pit in the, retina, which supplies 50% of the information reaching the brain and accounts for maximum acuity of vision.
- In your field of vision it is an area equivalent to twice the width of your thumbnail at arms length.



Eye Tracking Studies



A	B	C	D	E	F	G
TimeSignal	GazeLeftx	GazeLefty	GazeRightx	GazeRighty	PupilLeft	PupilRight
21836	512	320	491	326	2.641.654	2.703.705
21852	509	328	498	323	2.623.127	2.764.055
21869	507	331	494	337	2.621.666	2.750.042
21886	513	332	492	336	2.655.735	2.706.575
21902	502	317	501	324	2.613.213	2.729.648
21919	511	323	495	331	2.597.969	2.735.825
21936	516	314	497	334	2.639.679	2.728.724
21952	511	311	496	341	2.610.006	2.685.381
21969	508	301	498	325	2.654.429	2.731.732
21986	505	320	469	335	262.239	2.721.834
22002	513	318	496	332	2.599.143	2.720.515
22019	512	319	494	335	2.641.461	2.708.461
22035	505	325	492	329	2.634.252	2.756.392
22052	513	324	492	329	2.648.904	2.659.772
22069	510	330	520	339	2.606.911	2.731.448
22085	521	336	514	345	2.660.348	2.739.195
22102	529	345	498	359	2.649.101	269.667

- Test Print and Media Advertising
- Train Athletes
- Vehicle Simulators
- Automotive Safety
- Communication Systems for Disabled
- Human – Computer Interaction Research

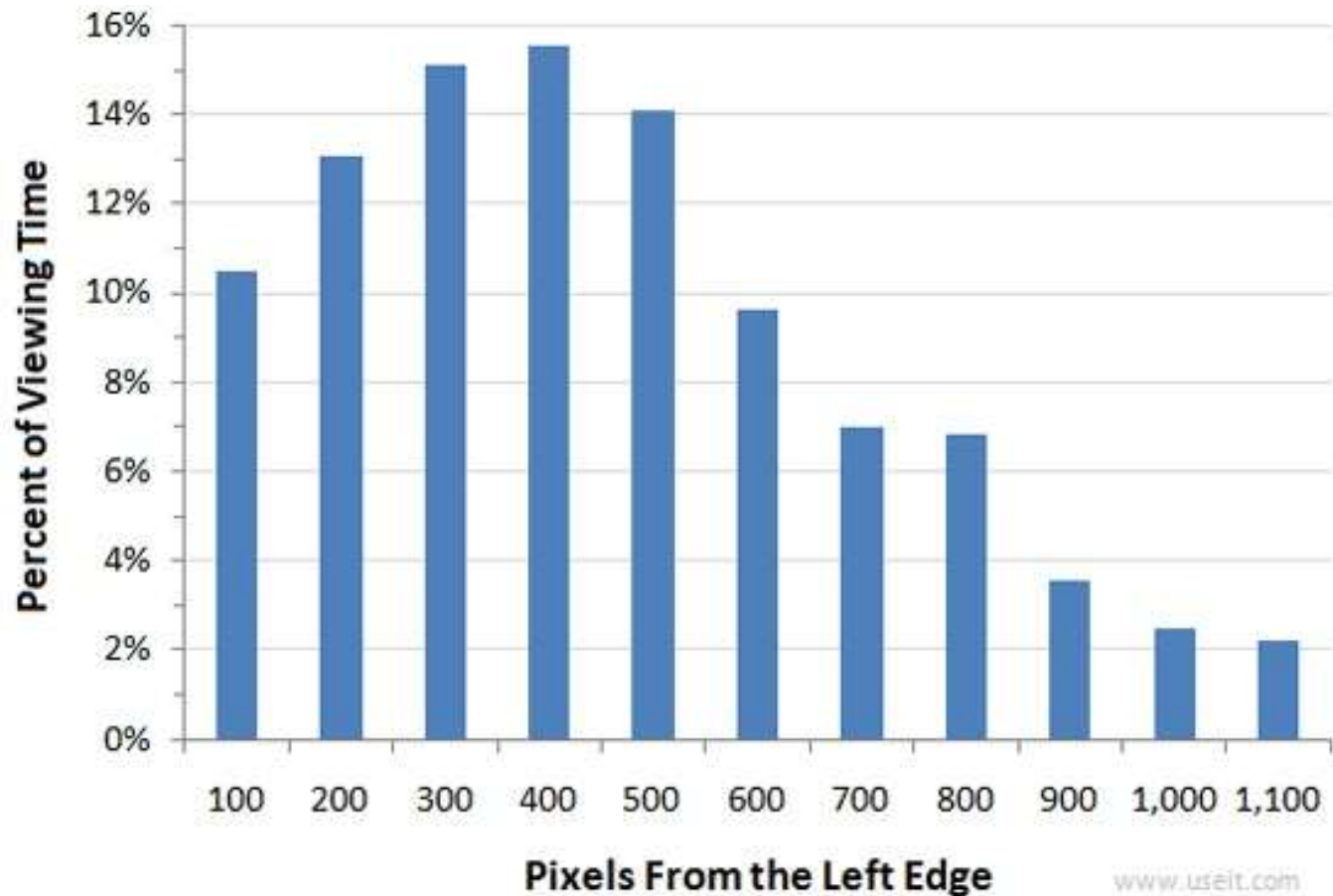
Heatmaps from Eyetracking Study



2006 Jakob Nielsen

www.useit.com/alertbox/reading_pattern.html

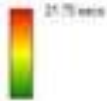
Heatmaps from Eyetracking Study



Jakob Nielsen
www.useit.com/alertbox/

Heatmaps from Eyetracking Study

Web: Diapers (7.jpg)
Time: 20:01:00.000 - 20:01:04.000
Participant: User_02



Extra gentle for the most sensitive skin.

So gentle for sensitive skin, add the chemicals and moisture that you just have diaper rash.

It's made with a unique high absorbency natural blend cotton that's extra cotton-soft, extra thick, gel-free protection for your baby's sensitive skin. The chlorine-free materials and softest polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at www.baby.com

9-24-2009 Dmitry Fadeyev

<http://uxdesign.smashingmagazine.com/2009/09/24/10-useful-usability-findings-and-guidelines/>

Heatmaps from Eyetracking Study



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<http://uxdesign.smashingmagazine.com/2009/09/24/10-useful-usability-findings-and-guidelines/>

Heatmaps from Eyetracking Study



9-15-2010 Cameron Chapman
<http://sixrevisions.com/usabilityaccessibility/10-usability-tips-based-on-research-studies/>

Best Practices

- Layout and Design
- Navigation
- Content and Presentation
- Performance, Functionality, and Accessibility

Layout and Design

- 1. Design should begin with an understanding of the target audience.
- 2. Titles should be informative of the page content and include the organization or site name.
- 3. The logo and header should be consistent from page to page and not consume more than 30% of the page space when viewed with a resolution setting of 1024x768.

Screen Resolutions

Screen Resolution

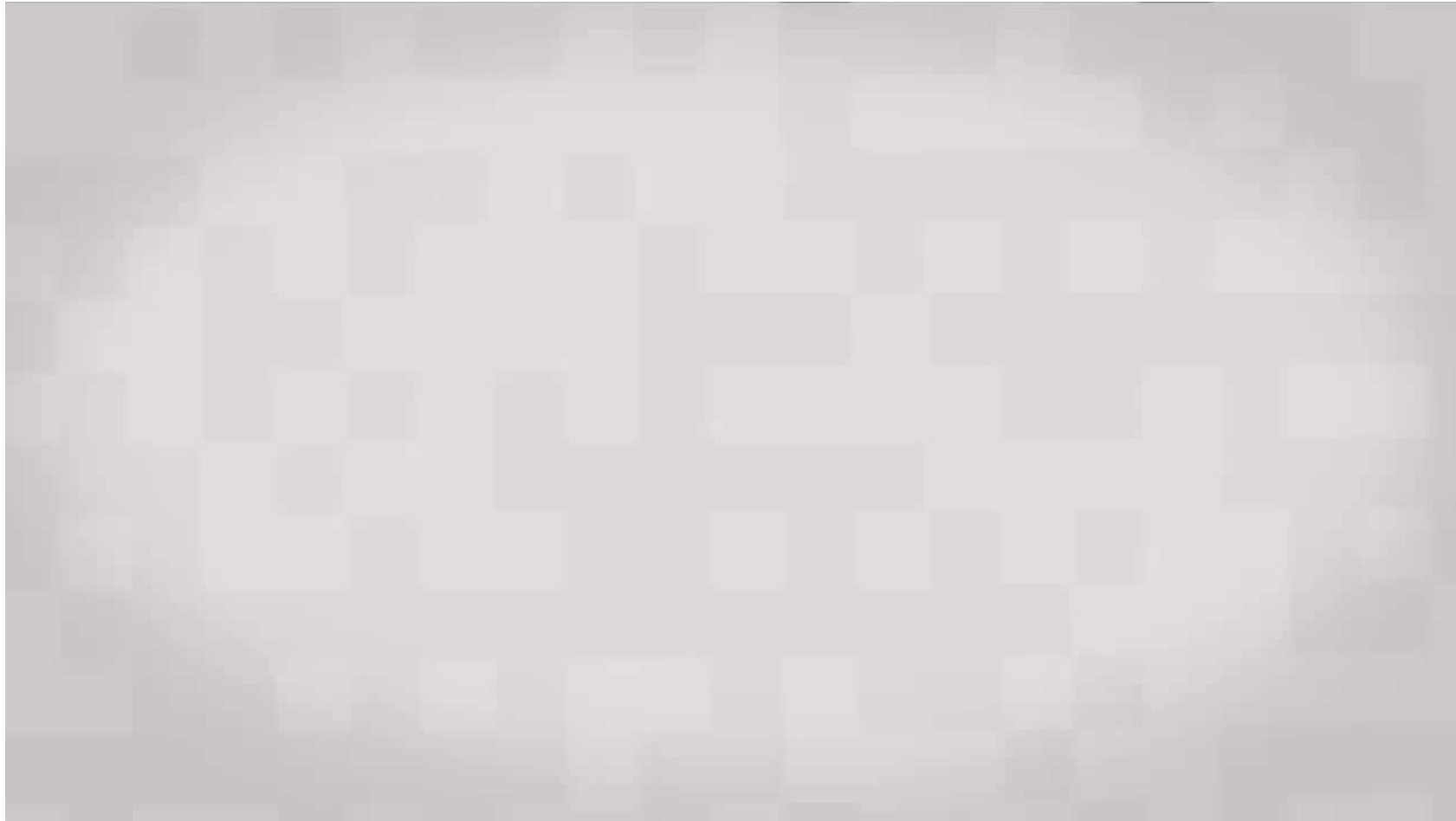
Today, most visitors have a screen resolution higher than 1024x768 pixels:

Date	Higher	1024x768	800x600	640x480	Other
January 2013	90%	9%	0.5%	0%	0.5%
January 2012	85%	13%	1%	0%	1%
January 2011	85%	14%	0%	0%	1%
January 2010	76%	20%	1%	0%	3%
January 2009	57%	36%	4%	0%	3%
January 2008	38%	48%	8%	0%	6%
January 2007	26%	54%	14%	0%	6%
January 2006	17%	57%	20%	0%	6%
January 2005	12%	53%	30%	0%	5%
January 2004	10%	47%	37%	1%	5%
January 2003	6%	40%	47%	2%	5%
January 2002	6%	34%	52%	3%	5%
January 2001	5%	29%	55%	6%	5%
January 2000	4%	25%	56%	11%	4%

Source: http://www.w3schools.com/browsers/browsers_display.asp

Mobile Web and HTML5

<http://www.youtube.com/watch?v=mzPxo7Y6JyA>



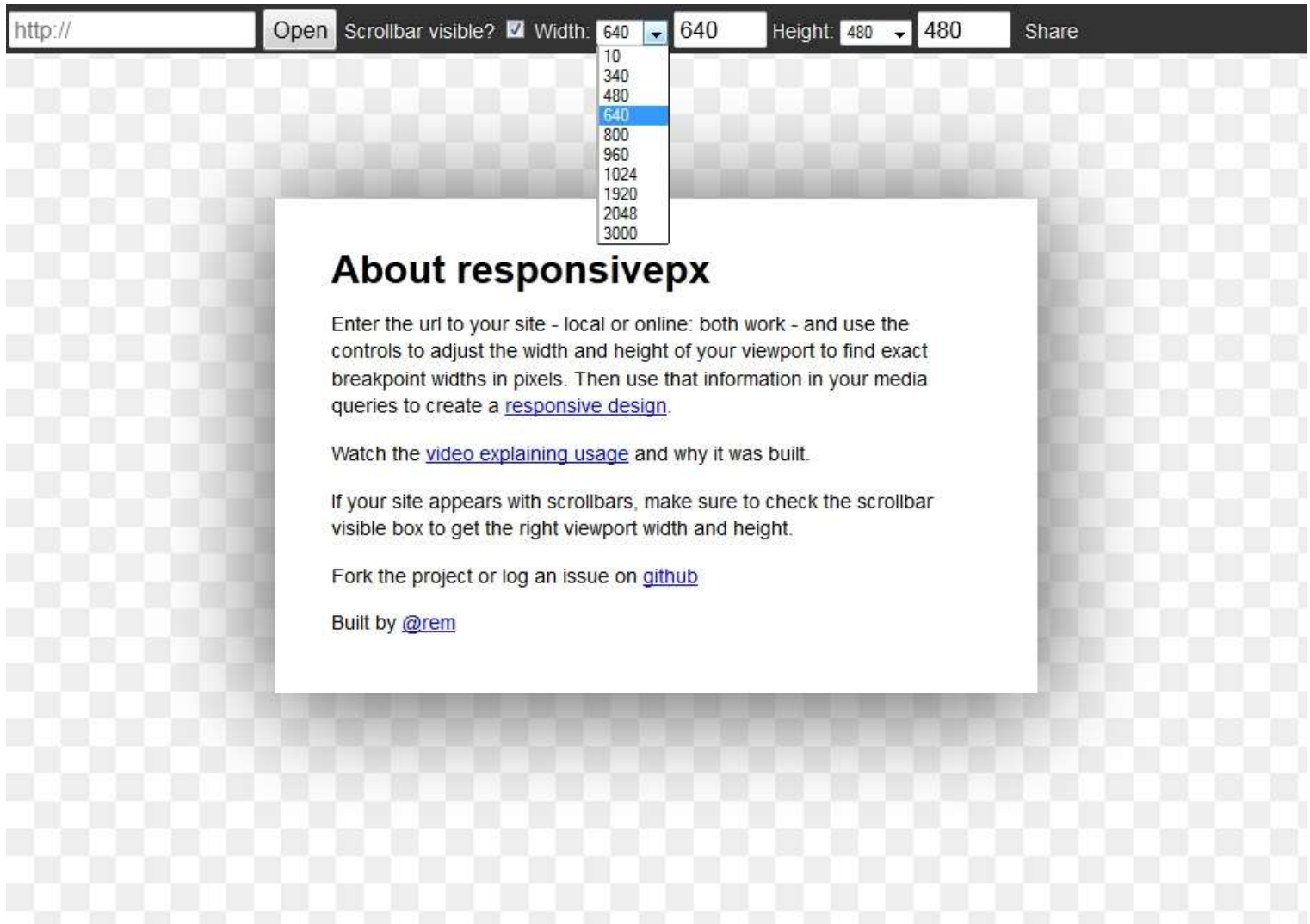
How to Take Your Website Mobile

- Two Options
 - 1. Build one website that works on both desktop and mobile
 - Consumes too much bandwidth
 - Difficult to navigate
 - 2. Build separate mobile website
 - Extra work
 - Creates two device dependent webs
- For now best option is #2
 - User clicks to switch to mobile: Example IKEA
 - Detection code: Example Weather.com
- Third option is to build a mobile app
- HTML5 will probably change everything

How to Take Your Website Mobile

- Two Options
 - 1. Build one website that works on both desktop and mobile
 - Consumes too much bandwidth
 - Difficult to navigate
 - 2. Build separate mobile website
 - Extra work
 - Creates two device dependent webs
- For now best option is #2
 - User clicks to switch to mobile: Example IKEA
 - Detection code: Example Weather.com
- Third option is to build a mobile app
- HTML5 will probably change everything

Responsivepx.com



http:// Scrollbar visible? Width: 640 640 Height: 480 480

10
340
480
640
800
960
1024
1920
2048
3000

About responsivepx

Enter the url to your site - local or online: both work - and use the controls to adjust the width and height of your viewport to find exact breakpoint widths in pixels. Then use that information in your media queries to create a [responsive design](#).

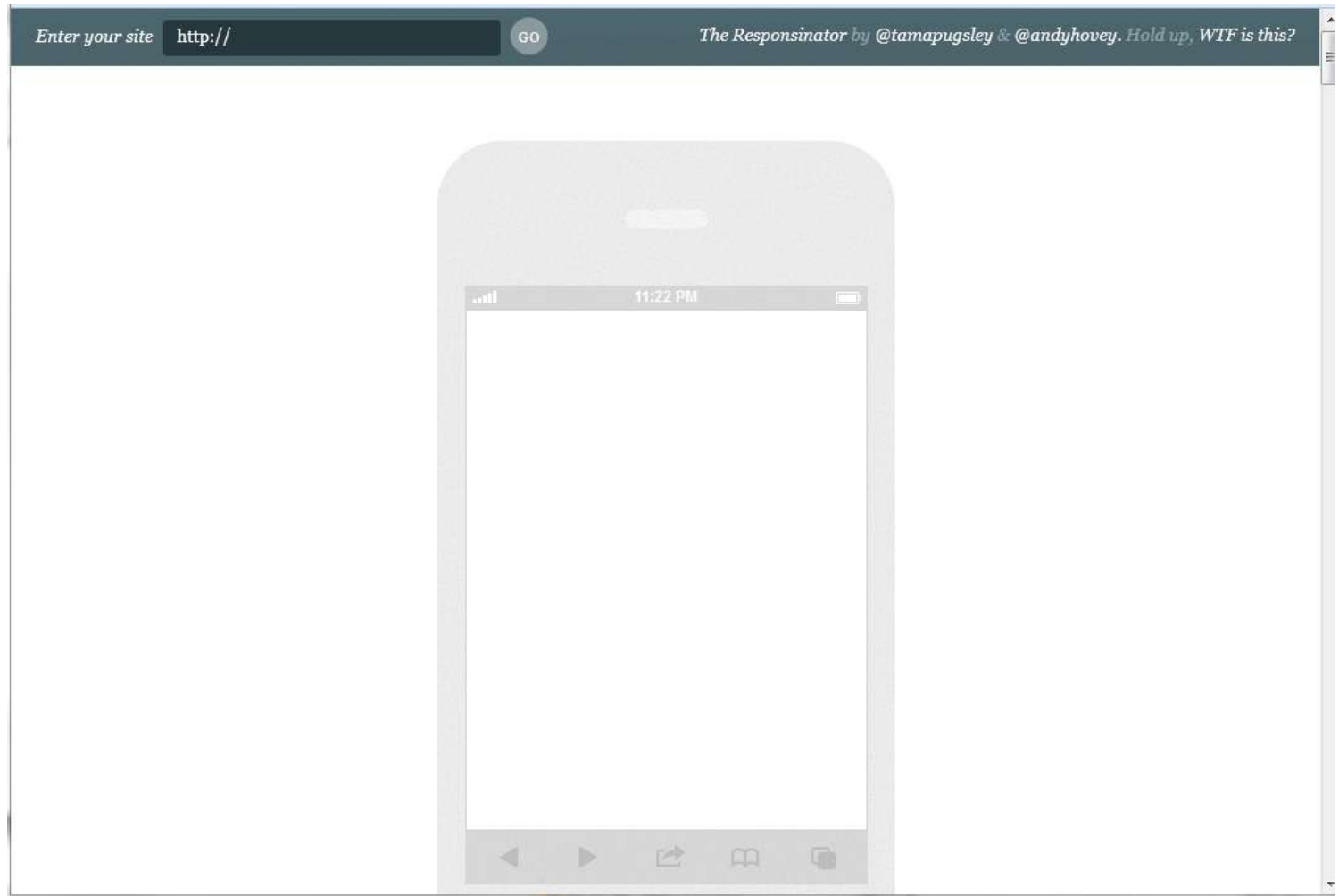
Watch the [video explaining usage](#) and why it was built.

If your site appears with scrollbars, make sure to check the scrollbar visible box to get the right viewport width and height.

Fork the project or log an issue on [github](#)

Built by [@rem](#)

Responsinator.com



Mobile Best Practices

- Prioritize content.
- Use bullet points.
- Keep menu items 8 or fewer. If you have more content, use a search box.
- Make menus vertical.
- Pad things that needs to be clicked to make them thumb-friendly.

Mobile Best Practices

- Keep images small.
- Keep forms short. Use check boxes and scroll lists to make avoid having to type.
- Use click to call for phone numbers.
- If you have a retail location, put the address/directions on the landing page.

CSS3

- CSS = Cascading Style Sheet

```
.text_top {  
width : 500px;  
text-align : right;  
float : right;  
font : italic 12px Arial, Helvetica, sans-serif;  
color : #119911;  
}  
.text_top a {  
font : normal 12px Arial, Helvetica, sans-serif;  
color : #05529e;  
text-decoration : none;  
}  
.text_top a:hover {  
text-decoration : underline;  
color : #515151;  
}
```

CSS3

- New: The CSS3 Media Queries Module was released as an Official W3C Recommendation on June 19, 2012.
- First proposed in 2001.
- Already implemented by all browsers.
- *Effectively reports device screen size to the website which can then deliver the content formatted to fit the screen.*

BostonGlobe.com

▼ Tablet landscape (1024x768)


BOSTON.COM CARS | JOBS | REAL ESTATE TUESDAY, OCTOBER 16, 2012 SUBSCRIBE: DIGITAL | HOME DELIVERY | LOG IN

The Boston Globe

55° Partly sunny WEATHER | TRAFFIC

NEWS | MENU | ARTS | BUSINESS | SPORTS | OPINION | LIFESTYLE | MAGAZINE | TODAY'S PAPER | MY SAVED


Search



BRAINIACS FROM MARS

For ad space on a home, company pays the mortgage

Brainiacs from Mars paints houses in bright colors then attaches removable ads. In return, the owner's mortgage is paid by the company.



Ruth Shapiro, noted philanthropist, dies at 95

Shapiro, an elegant benefactor who with her husband Carl founded one of the most generous family foundations in the city's history, died Sunday.



Boy, 14, charged in Dorchester killing

Ernest Watkins IV was charged with the stabbing death of a 39-year-old man who resisted when a group of teens tried to rob him in Dorchester.

Latest news

A123 Systems files for bankruptcy

Just two months after the Waltham electric vehicle battery maker announced plans for a \$490 million lifeline, the company declared bankruptcy. 56 minutes ago



Paintings from Picasso, Monet, Matisse stolen in Dutch heist

Thieves broke into a Rotterdam museum on Tuesday and walked off with works potentially worth hundreds of millions of dollars. 56 minutes ago

- Notable art heists over the years




Chief Judge Mark Wolf to retire from full-time duties

Wolf presided over some of the most high-profile cases the state has seen in recent years.



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BostonGlobe.com

▼ Tablet portrait (768x1024)

The screenshot shows the Boston Globe website on a tablet. At the top, it displays the date "OCTOBER 14, 2012" and the page number "122/131". The main header features the "The Boston Globe" logo. Below the logo are navigation tabs for "SECTIONS", "TODAY'S PAPER", and "MY SAVED". A search bar is located to the right of these tabs. The main content area is divided into two columns. The left column features a large illustration of modern skyscrapers with the caption "United States, incorporated" and a sub-headline "How bad would America's lodgers look if we really were a company? And what could a CEO do to turn it around?". The right column contains a large advertisement for "NEXTERNAL" with the text "SELL MORE ONLINE THAN EVER BEFORE!" and a "LEARN MORE" button. Below the advertisement is a "Latest news" section with three articles: "AI23 Systems files for bankruptcy", "Paintings from Picasso, Monet, Matisse stolen in Dutch heist", and "Chief Judge Mark Wolf to retire from full-time duties". At the bottom, there are two more articles: "Who wins among upheat consumers?" and "In step with the Arnold apology tour".

SEARCHER | TOURS | OCTOBER 14, 2012 | 122/131

The Boston Globe

SECTIONS | TODAY'S PAPER | MY SAVED | Search

United States, incorporated

How bad would America's lodgers look if we really were a company? And what could a CEO do to turn it around?

Who wins among upheat consumers?

President Obama and Mitt Romney will be debating foreign policy Tuesday evening, but pocketbook issues matter much more to voters.

- Crucial debate in presidential race tonight at 9 p.m.
- The Big Story video: Debate could decide the election

In step with the Arnold apology tour

The saga of Arnold Schwarzenegger shows that what makes a man a great politician and a personal scumbag are often the very same qualities.

AI23 Systems files for bankruptcy

Just two months after the Waltham electric vehicle battery maker announced plans for a \$40 million lifeline, the company declared bankruptcy.

Paintings from Picasso, Monet, Matisse stolen in Dutch heist

Thieves broke into a Rotterdam museum on Tuesday and walked off with works potentially worth hundreds of millions of dollars. 12:17 pm

- Notable art heists over the years

Chief Judge Mark Wolf to retire from full-time duties

Wolf presided over some of the most high-profile cases the state has seen in recent years.

- Notable cases in Wolf's career
- Wolf's letter to the president (PDF)

In sudden departure, Citigroup CEO Vikram Pandit steps down

Pandit steered the bank through the 2008 financial crisis and the choppy years that followed. 12:03 pm

BostonGlobe.com

▼ Small tablet landscape (800x600)

WEATHER | TRAFFIC

OCTOBER 16, 2012

LOG IN

55° PARTLY SUNNY

SECTIONS TODAY'S PAPER MY SAVED

Search

OPINION | FARAH STOCKMAN

United States, incorporated

ISTOCKPHOTO/GLOBE STAFF ILLUSTRATION

How bad would America's ledgers look if we really were a company?
And what could a CEO do to turn it around?

AdChoices

Small Business

amazon.com

20% off

New 2013 Version

QuickBooks Pro 2013

\$249.95 \$199.99

Choose an option:

Pro 2013

Add to Cart

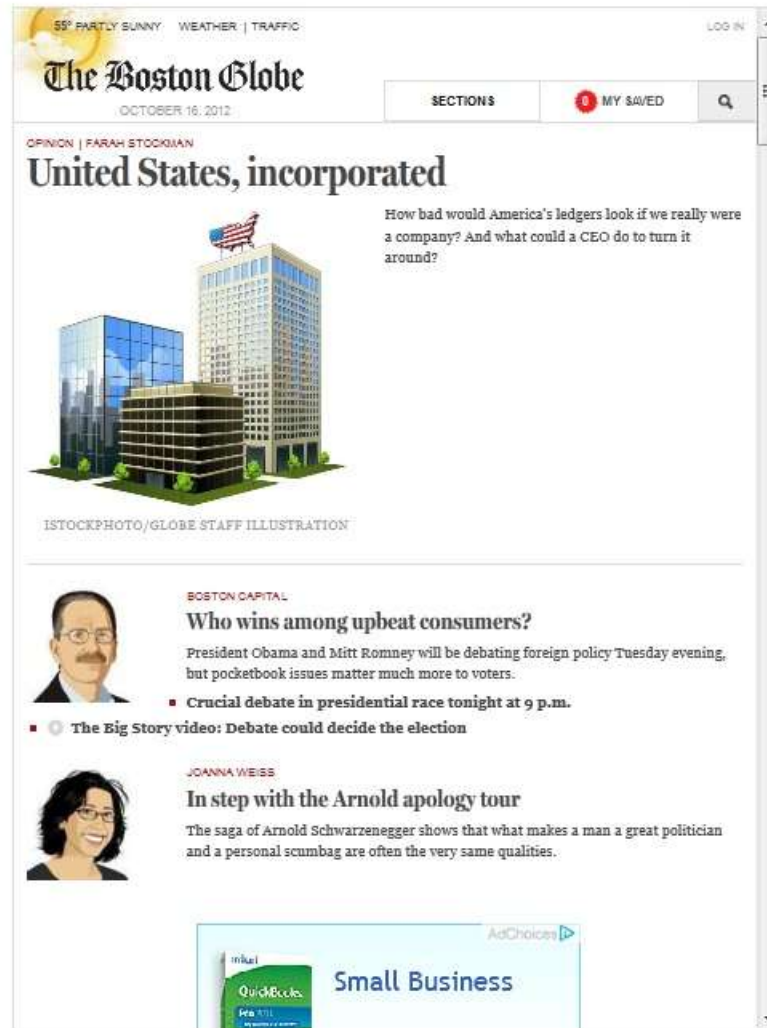
Latest news

A123 Systems files for bankruptcy

Just two months after the Waltham electric vehicle battery maker announced plans for a \$450 million lifeline, the company declared bankruptcy.

BostonGlobe.com

▼ Small tablet portrait (600x800)



55° PARTLY SUNNY WEATHER | TRAFFIC LOG IN

The Boston Globe


OCTOBER 16, 2012

SECTIONS MY SAVED Q

OPINION | FARAH STOCKMAN

United States, incorporated

How bad would America's ledgers look if we really were a company? And what could a CEO do to turn it around?



ISTOCKPHOTO/GLOBE STAFF ILLUSTRATION

BOSTON CAPITAL

Who wins among upbeat consumers?

President Obama and Mitt Romney will be debating foreign policy Tuesday evening, but pocketbook issues matter much more to voters.


- Crucial debate in presidential race tonight at 9 p.m.
- The Big Story video: Debate could decide the election

JOANNA WEISS

In step with the Arnold apology tour

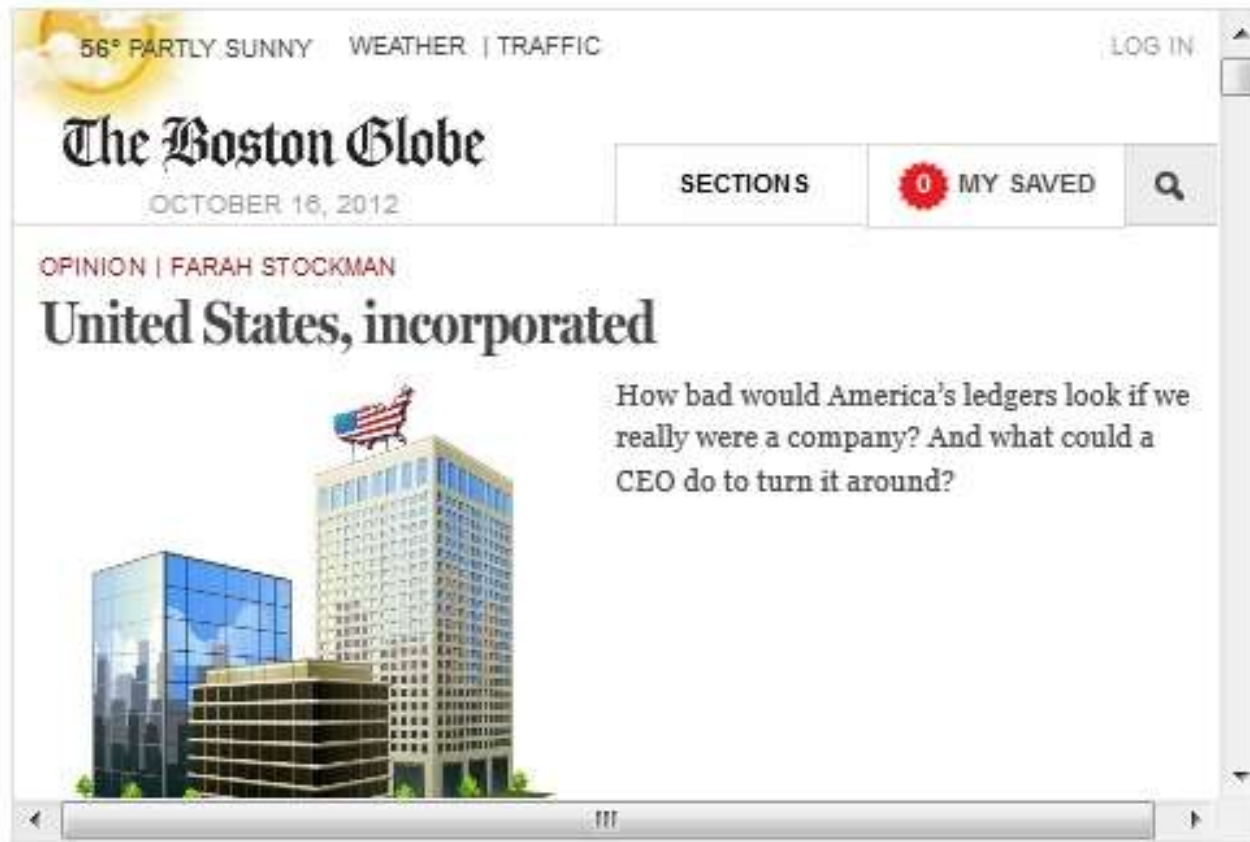
The saga of Arnold Schwarzenegger shows that what makes a man a great politician and a personal scumbag are often the very same qualities.

AdChoices



BostonGlobe.com

▼ Mobile landscape (480x320)



BostonGlobe.com

▼ Mobile portrait (320x480)



Layout and Design

- 4. The navigation area should be consistent from page to page.
- 5. The contrast between text and background should meet W3C color standards.

(Use the Colour Contrast Analyser)

Color Contrasts

Security Unleashed – At Unisys, we're looking at Security in an entirely new way. Security is no longer a defensive measure. It's an enabling catalyst for achievement. Unisys Secure Business Operations help to unleash your full potential.

UNISYS
imagine it. done.

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Financial Services	Information Security	Infrastructure	Partners
Communications	Collaboration	Software	Open & Forward
Transportation	How We Work	Open Source	Careers
Consumer & Industrial Products	Infrastructure	Open Source	Company Profile
Health	Open Source	IT Products	

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News

- Unisys becomes first systems integrator to join new Open Solutions Alliance. [More](#)
- DOJ chooses Unisys services to support justice-wide consolidated asset tracking system. [More](#)
- Unisys RTI solution helps New York's Nassau County Division of Health & Human Services win 2008 InfoWorld 100 Award. [More](#)

Client Case Studies

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Search

Advanced Search

Solution Finder

Country Sites
See our sites around the world. [More](#)

[Support](#) | [Contact](#) | [Search](#)

Layout and Design

- 6. There should be good balance between graphics, text, and white space.
- 7. The area above the "fold" on the home page (the area viewed without scrolling) should contain compelling content.
- 8. Horizontal scrolling should not be required when viewed with a resolution setting of 1024x768.
- 9. No more than 4 colors should be used for text and backgrounds and used consistently from page to page.

Layout and Design

- 10. Animated images should be avoided, unless they serve a specific purpose to compliment content. When used they should not be distracting and should not repeat more than a few times, if at all.
- 11. Each image should have a specific purpose and should be optimized for fast downloading.
- 12. Images should contain a descriptive alt tag.
- 13. Multimedia elements should only be used when they serve a specific purpose.
- 14. Multimedia elements should have descriptive captions.

Layout and Design

- I5. Non-serif and widely supported fonts, such as Arial, Helvetica, and Verdana, should be used for body text. Serif fonts, such as Times New Roman, should only be used in larger sizes, such as in titles and `<h>` tags.
- I6. Font styles should be consistent from page to page.
- I7. Copyright information should appear in page footer.

10 Most Popular Web Fonts

- Arial
- Verdana
- Georgia
- Times New Roman
- Trebuchet MS
- Lucida Console
- Courier New
- Tahoma
- Century Gothic
- **Impact**

Navigation

- 1. Navigation should be clearly identified with descriptive labels.
- 2. In most cases the navigation should be structured either horizontally in the header or vertically along the left side.
- 3. Navigation links should be organized according to their importance to users and not random or alphabetical.

Navigation

- 4. The site should be organized so that a minimum number of clicks are required to access internal pages.
- 5. In addition to the main navigation plain text links to all primary pages should be included in a footer that is consistently repeated on each page.
- 6. For complex sites with multiple levels a breadcrumb and site map should also be used to complement standard navigation.

Navigation

- 7. Hyperlinked text should be descriptive, informing as to where the link leads.
- 8. Styles for hyperlinked text should stand out and be consistent from page to page.
- 9. All broken hyperlinks should be removed or fixed. The site can be easily checked by the free online link checker provided by the World Wide Web Consortium.

Content and Presentation

- 1. Content should be organized so that pages focus on a particular topic.
- 2. Text should use proper grammar and spelling.
- 3. When possible, use short sentences and short paragraphs to improve readability.

Content and Presentation

- 4. Content should be maintained to keep it fresh, compelling, and relevant. Remove outdated material.
- 5. Where appropriate, content should contain links to other relevant material, including external sites.
- 6. Page text should incorporate the keywords used in the meta tag.
- 7. Include important content in the text, not in images or Flash.

Performance, Functionality, and Accessibility

- 1. All page elements should be optimized to assure rapid download. This includes the elimination of unnecessary code.
- 2. All pages should display as expected in all popular browsers.
- 3. All pages should contain valid code, according to standards established by the World Wide Web Consortium. Pages can be checked using their free online validator. Validated pages should display the valid icon, linked to the online validator.

Performance, Functionality, and Accessibility

- 4. The site should use a CSS (Cascading Style Sheet) to eliminate the need to repeat style specifications on each page.
- 5. The CSS should meet the standards established by the World Wide Web Consortium. Site CSS can be checked using their free online CSS validator. Validated pages should display the CSS valid icon, linked to the online CSS validator.
- 6. When images and multimedia are used to convey meaning, an alternate text version should be available to assure consistent accessibility.

Performance, Functionality, and Accessibility

- 7. Avoid using frames.
- 8. Only "White Hat" techniques should be used to optimize search engine ranking.
- 9. Meta tags, such as description and keywords, should be representative.

SEO

- Google, Yahoo, Bing algorithms secretive
- Known to change algorithms several times a day
- Keep ahead of spammers – will delist sites

Search Engine	Unique Monthly Visitors
Google	900,000,000
bing	165,000,000
Yahoo! Search	160,000,000
Ask	125,000,000
Aol Search	33,000,000

SEO Tips

- Pick a domain name with key words.
- Include key words in page titles.
- Include key words in text headers.
- Carefully choose the key words to include in the meta tags (?)
- Key search words should appear prominently in the text on your page.
- Keep content fresh.

SEO Tips

- Avoid flash.
- Avoid using images containing important text.
- Links! Having lots of links is important.
- Create an XML site map.
- Keep your domain name registration current.
- Don't let SEO take priority over usability.

Homework

- Go to ACTGO360 Facebook page and like it.
- Look at these websites:
 - stainedglassexpress.com
 - augustamaineglass.com
 - shop.samsonite.com
 - smartpak.com
 - newegg.com
- Go to Facebook and create an ad