



Optimizing Your Web site 101.1:

Strategies for solidifying your brand online

Misty McLaughlin and Brandy Reppy



About Us



Misty McLaughlin

User Experience Team Lead

- Expertise in Internet strategy & marketing, user experience consulting, information architecture
- Clients include: American Red Cross National, American Cancer Society, Easter Seals, Autism Society of America, Trisomy 18 Foundation, Defenders of Wildlife, Jewish National Fund, U.S. Fund for UNICEF
- M.S. in Information Architecture



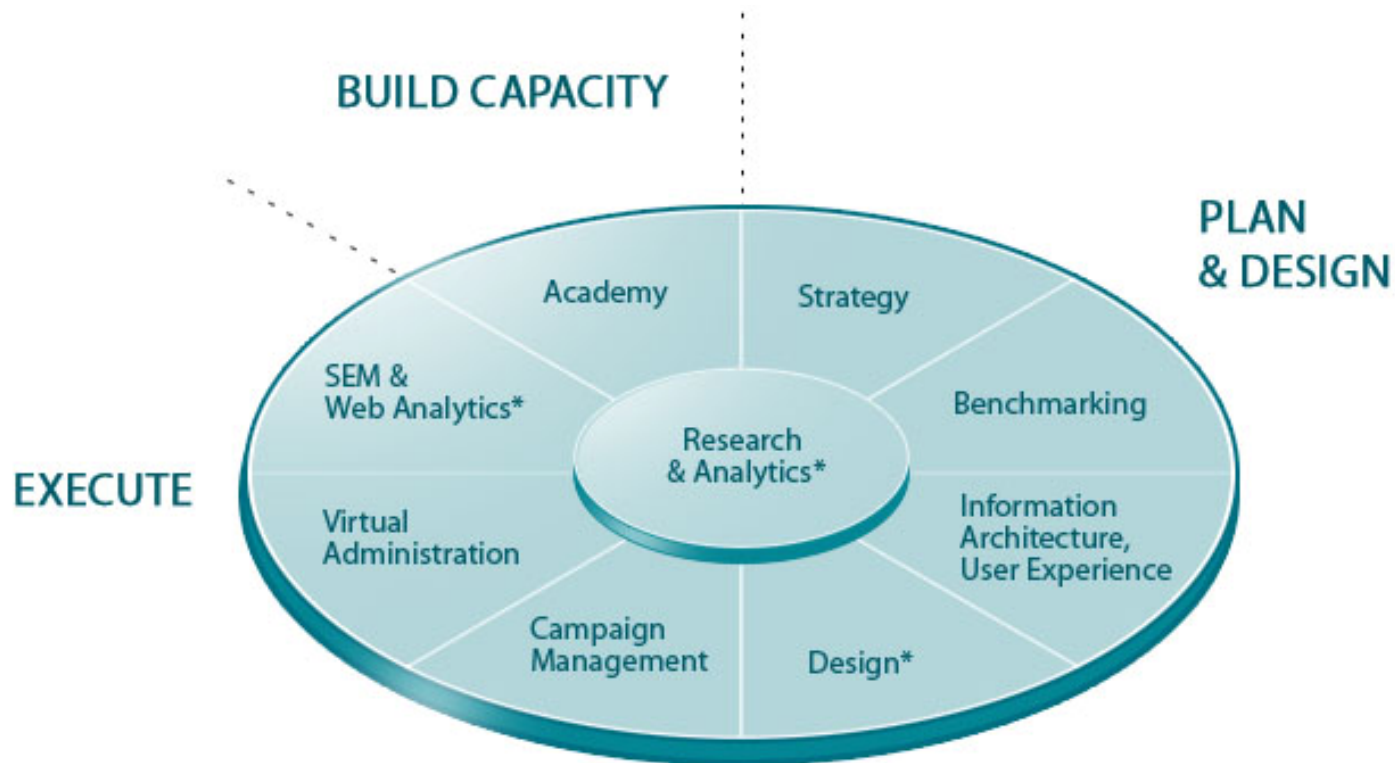
Brandy Reppy

Interactive Architect

- Expertise in interactive marketing, user experience, and technology support
- Clients include: American Heart Association, Zero to Three: National Center for Infants, Toddlers and Families, Consumers' Union
- Several awards from SXSW Interactive – Accessibility Internet Rally (AIR) 2006 & 2007

About Convio's Client Success Services

50+ person agency within Convio to provide clients with the strategy, interactive services and online marketing best practices to achieve ongoing success



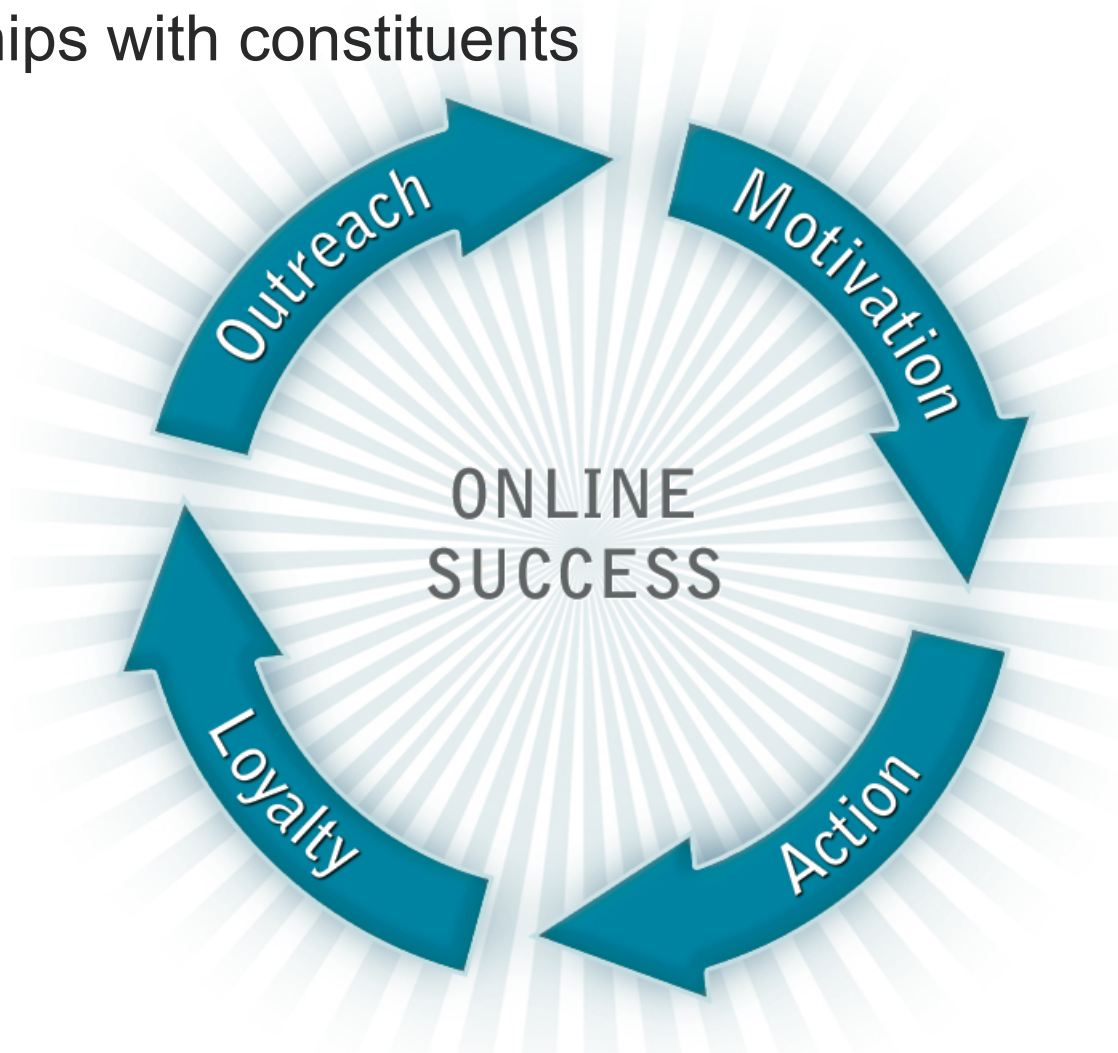
* Utilize specialized partners

Webinar 101 Two-Part Series

- *Optimizing Your Web site 101* is focused on design and techniques for your Web site – getting visitors in and getting them to stay
- *Effective Online Marketing 101* is focused on outbound marketing techniques and campaigns – drawing visitors in through targeted communications

Relationship Building Framework: eCRM

eCRM is the practice of using the Internet to build life-long relationships with constituents



Relationship Building Framework: eCRM

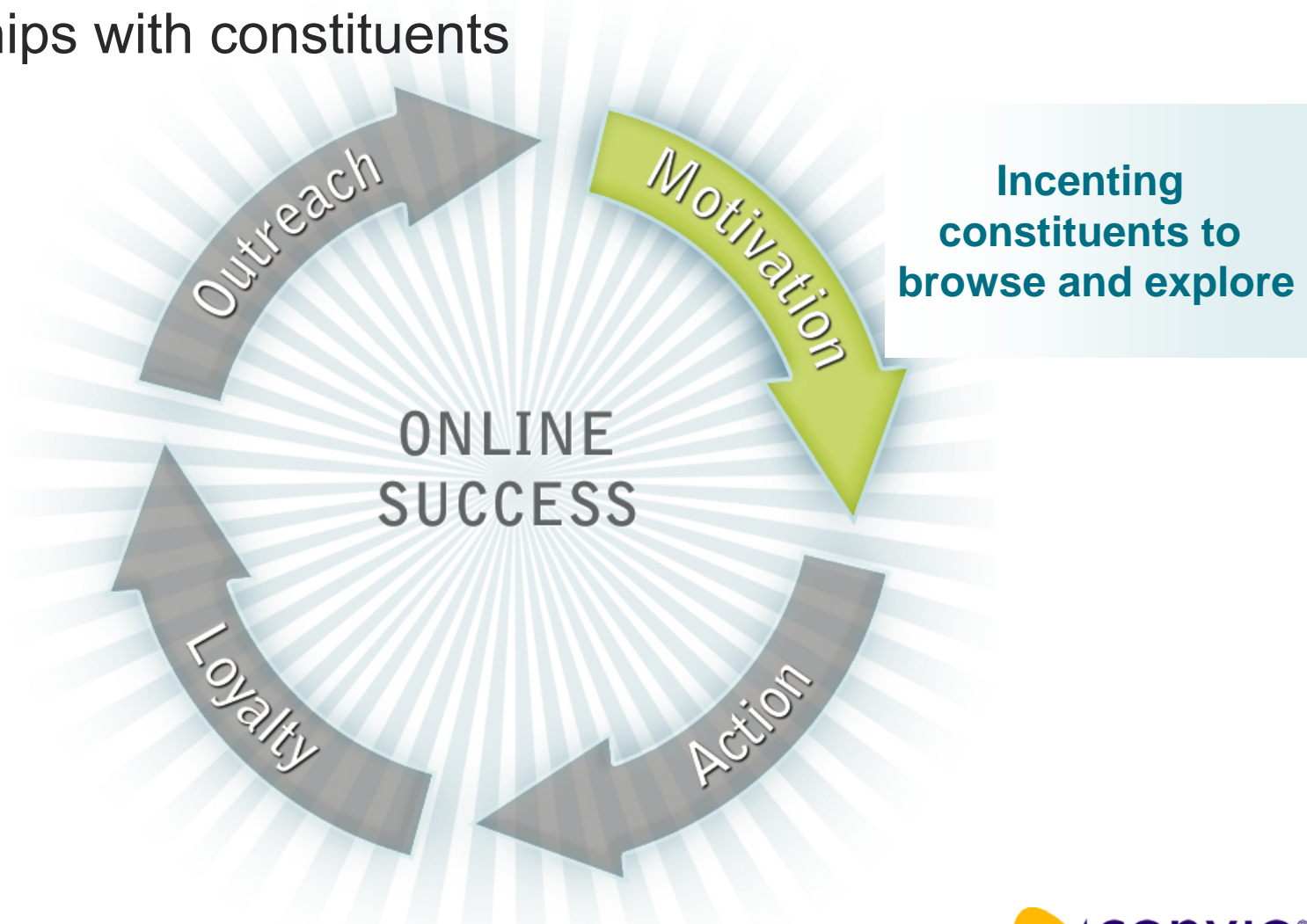
eCRM is the practice of using the Internet to build life-long relationships with constituents

Strategically
drawing traffic
into your site



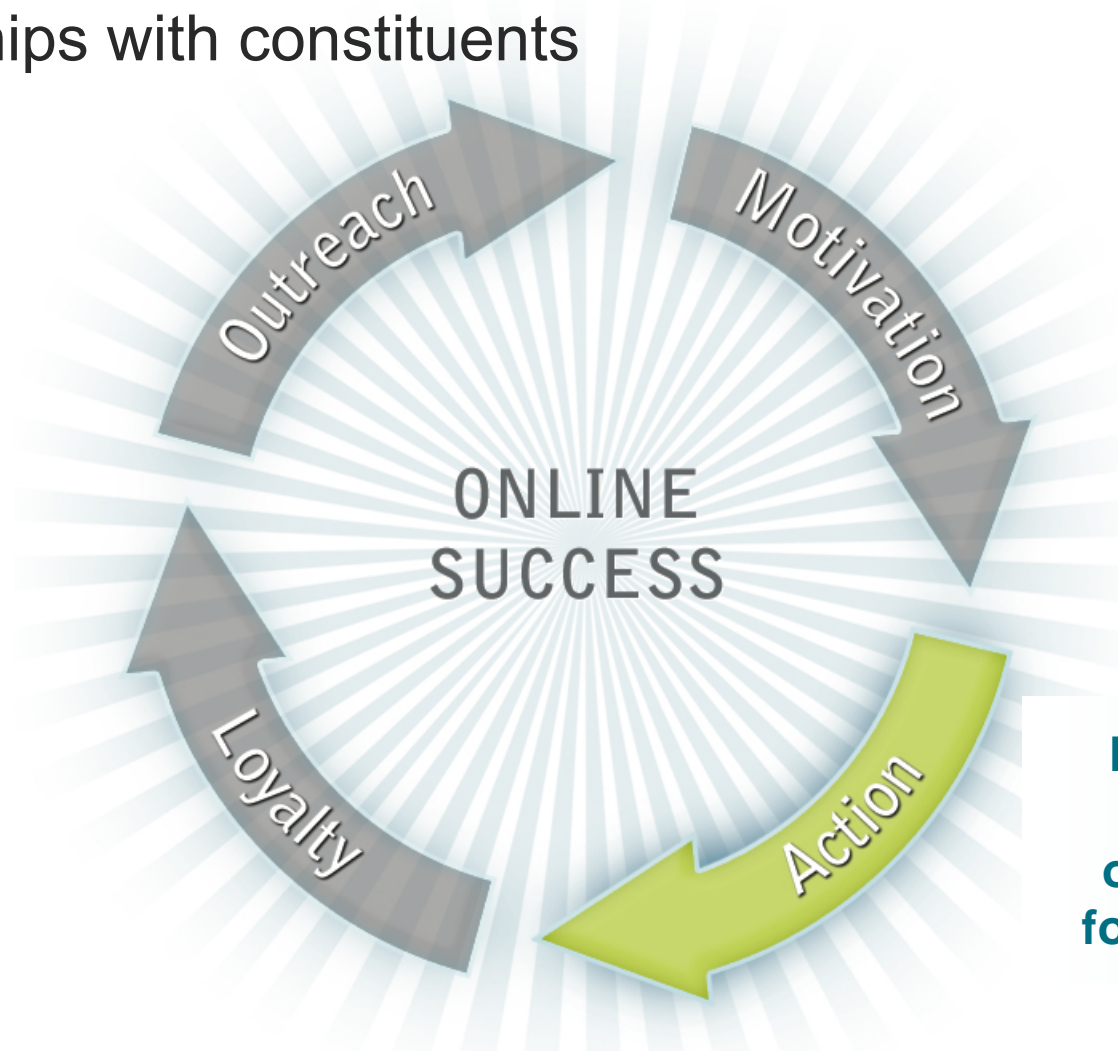
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Relationship Building Framework: eCRM

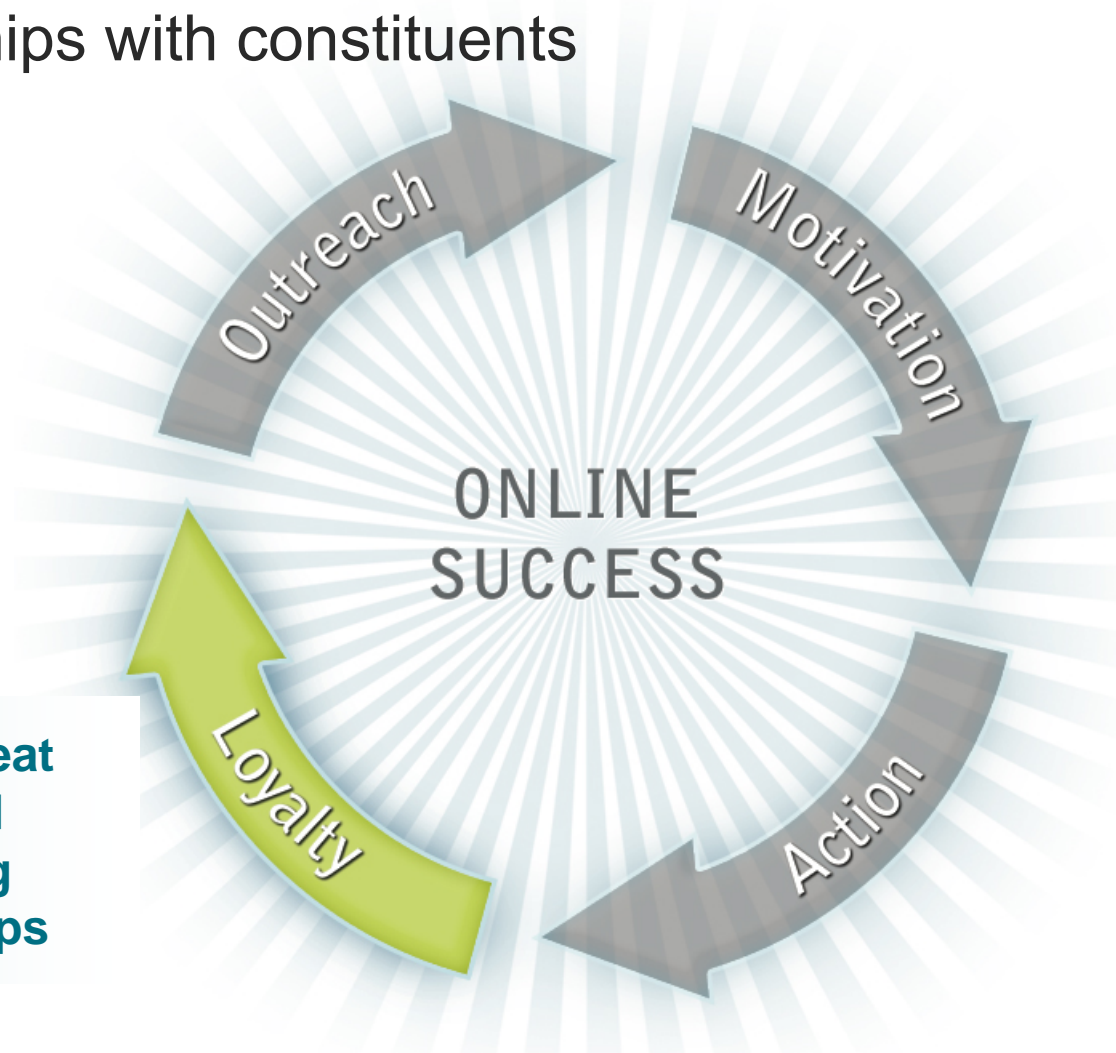
eCRM is the practice of using the Internet to build life-long relationships with constituents



Encouraging
interactive
opportunities
for engagement

Relationship Building Framework: eCRM

eCRM is the practice of using the Internet to build life-long relationships with constituents



Driving repeat visits and advancing relationships

Today's Objectives: Outreach

At the end of today's session, you will feel empowered to:

1. Solidify your brand and identity in the minds of your site visitors
2. Leverage content and brand to increase site visitors
3. Set basic awareness and traffic goals for your site



Outreach: Web Traffic

- There are over 100 million Web sites worldwide
- For many, your Web site is their first interaction with your organization.
- How are people getting to your Web site
 - ▶ Direct Traffic
 - ▶ Search Engines
 - ▶ Referring URLs

cnn.com: *Web reaches new milestone: 100 million sites*, November 2006

Outreach: Web Traffic

- Monthly Web traffic is growing at a median rate of 30%
- Organizations with the most monthly unique Web site visitors (both new and repeat visitors) have:
 - ▶ built the largest email files
 - ▶ promoted giving opportunities to the largest pool of new constituents
- How are you using your Web site effectively to:
 - ▶ convey the importance of your organization's mission
 - ▶ drive new constituent registrations
 - ▶ generate desired actions such as making a donation or signing a petition

What is a Brand?

A nonprofit brand is the shared emotional perception participants and supporters hold in connection with the programs and services a nonprofit offers.

- Creation in Common

What Builds Brand?

Brand: Name Recognition

- Organization Title
 - ▶ Mothers Against Drunk Driving
 - ▶ National Association of Realtors
 - ▶ Save Darfur
- Acronym or Abbreviation
 - ▶ ACLU
 - ▶ PETA
 - ▶ JNF



Brand: Taglines and Logos

■ Tagline

- ▶ “Change You Can Believe In”
- ▶ “Keep America Growing”

■ Logo



Brand: Visual Cues

Color Scheme

The collage features three main website screenshots:

- Livestrong (Lance Armstrong Foundation):** Shows a yellow and black color scheme. The header includes the Livestrong logo and navigation links like 'HOME', 'CANCER SUPPORT', and 'DONATE'. A prominent image shows a cyclist celebrating.
- Safe Horizon:** Features an orange and white color scheme. The header includes the Safe Horizon logo and navigation links like 'HOME', 'Who We Are', and 'What We Do'. A central image shows a man's face.
- Susan G. Komen for the Cure:** Displays a pink and white color scheme. The header includes the Komen logo and navigation links like 'About Breast Cancer', 'News & Events', and 'Grants Program'. A central image shows two women embracing.

Other elements in the collage include a 'CHILD ABUSE.' section with a 'Hope Shop' logo, a 'champions for children' logo, and a 'Stop Child Abuse.' banner.

What Builds Brand *Online*?

YourURL.org

■ Organization Name

- ▶ Westmoreland County Food Bank:
www.WestmorelandFoodBank.org
- ▶ Carnegie Science Center:
www.CarnegieScienceCenter.org

■ Acronym or Abbreviation

- ▶ Drug Abuse Resistance Education:
www.dare.org
- ▶ National Rifle Association:
www.nra.org



YourURL.org

- Mission & Cause
 - ▶ Providence Baptist Church
www.pray.org
 - ▶ Central California Blood Center:
www.donateblood.org
- Campaign
 - ▶ Los Angeles Regional Food Bank:
www.lafightshunger.org
 - ▶ Animal Friends:
www.thinkingoutsidethecage.org



Content

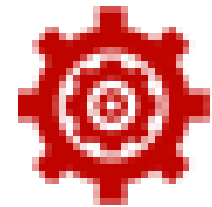
■ Articulation

- ▶ Clearly Stated Information
- ▶ WordPress versus TypePad



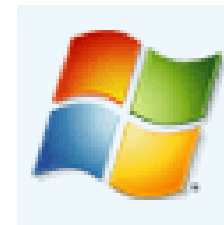
■ Tone

- ▶ Consistent and Appropriate
- ▶ Jones Soda versus nGen Works



■ Focus

- ▶ One page -> One Topic
- ▶ Microsoft versus Apple



Content

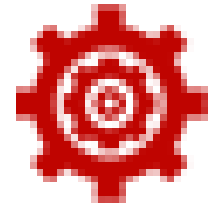
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We're not currently able to send content to Verizon Wireless phones - Sigh.

Super bummer! Sorry about that, but we're working on the problem and hope to have a solution soon. Stay tuned...
Marsha

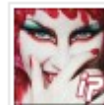
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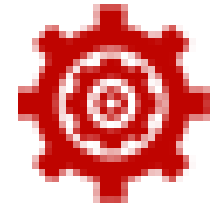
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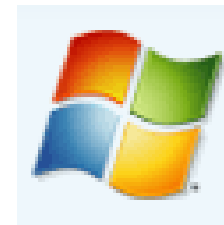
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Peter Van Stolk - Founder

Marketing maverick Peter van Stolk has a unique, interactive approach to grounding his products, an intense connection to his consumers and an uncanny ability to predict trends. He entered the highly competitive beverage industry, learned the rules and then promptly rejected them. Peter has been able to attract attention by setting his products apart from the rest and developing an emotional bond with his customers. This bond has attracted the attention of the *New York Times* , *CNN* , *People Magazine* and *INC* . magazine among many others.

For speaking engagements, Peter van Stolk is represented by the [National Speakers Bureau/Global Speakers Agency](#). Please contact their office with any requests. They can be reached at 1-800-661-4110 or speakers@nsb.com.

Download his photo [here](#)



Joth Ricci - COO

Hi, my name is Joth....ok, let's get that part out of the way. It's short for Jonathan, remove the a's and n's and you get Joth. I've never met anyone or anybody that knows anyone by that name. If you are out there let me know. Moving on..... Some of my favorite things to do are hang out in Central Oregon with my family - Robin, Anna and Joe. For that matter, I like hanging out with them anywhere. After that I am an activity nut: bike rides, long runs, golf, baseball, all kinds of music, great wine and working with this team to make Jones a great company.



CARL SMITH
Search & Rescue

The prime objective of Search & Rescue is to show clients that users are the center of the web.

Carl has made a name for himself in the web world by always defending the needs and wants of the end-user. His main focus these days is finding those clients in need of rescue from their late 90s web presence. Carl spends most of his free time complaining about sites that say "click here," chasing his daughters, and wondering why they ever made Spiderman 3.



JOEY MARCHY
Master Technician

The Master Technician integrates functionality, data and user interface so your site runs like a well-oiled machine.

A self-described "front-end architect", Joey understands the server-side of things, design and web standards. Most importantly, he knows how to integrate these disciplines seamlessly. Joey graduated from UNF with a degree in Information Systems. He enjoys taking photos, writing in his blog and dodging cars with his bike on the way to work.

Content

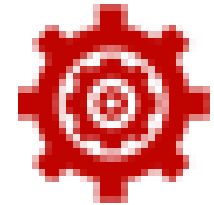
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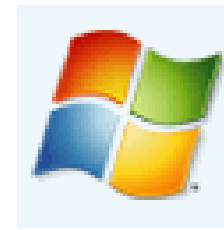
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Goal-Setting: What do online goals look like?

Long-term Goals

1. Grow your site traffic
2. Build your housefile
3. Measure your results
4. Develop and leverage site content and
5. Increase action on your site



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Homework:
Keyword
Analysis

Homework: Keyword Analysis

1. In your next team meeting, identify the top 10 keywords your organization would like to “own.”
 - ▶ Choose words OR short phrases (2-3 words)
 - ▶ health, health research, health promotion, healthy living
 - ▶ Be as descriptive as possible.
 - ▶ Think like your visitors.
 - ▶ Consider “colloquial terms, alternate spellings, synonyms,”* and any special acronyms or numbers.
2. Rank and prioritize them by importance to your mission and goals.

Source: [Google AdWords Tips & Guidelines](#)

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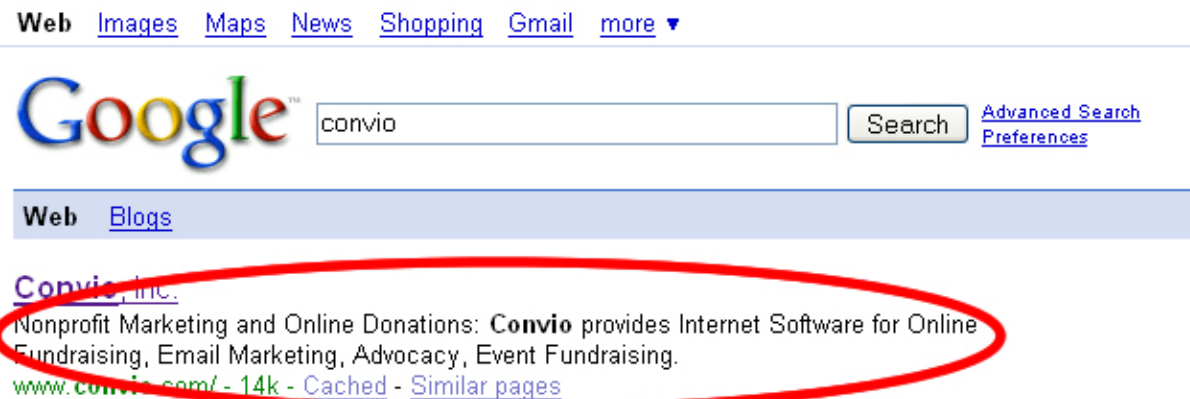
2. Leverage content and brand to increase site visitors

3. Set basic awareness and traffic goals for your site

Homework:
Content
Analysis

Homework: Content Analysis

1. Make sure that your site has a **site description** and **sitewide keywords** set up.



2. Pick 10 of your Web site pages, and assess them for **use of keywords** and key **branding elements**.

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Homework:
Traffic
Analysis

Homework: Traffic Analysis

1. Now take your list of 10 keywords and Google them.
 - How does your site perform?
 - Where would you like to be in 6 months?
2. Familiarize yourself with your current **site traffic data**.
 - Log in to AWSTATS through Convio's reporting tools, or take a look at your Google Analytics (or other analytics) data.

Objectives & Homework

These exercises are one initial way to take your brand's temperature, and to begin setting achievable goals for optimizing your Web site.

Once you've got a read, it will be time to think about developing your online health plan.



Q & A

Submit questions by typing them into the question text box and then hitting the “Ask” button.

Please take a minute to answer our two poll questions about today’s session.

