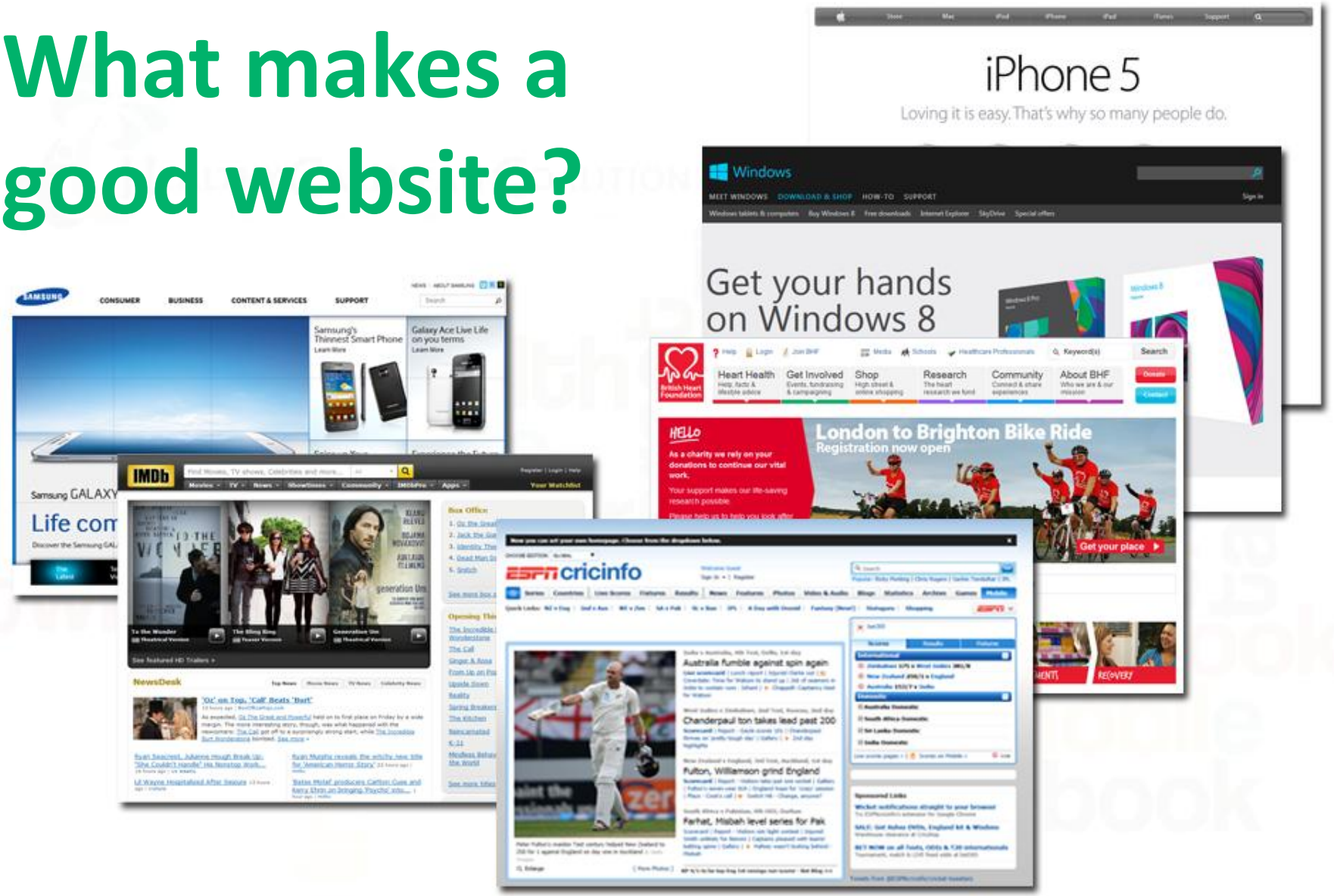
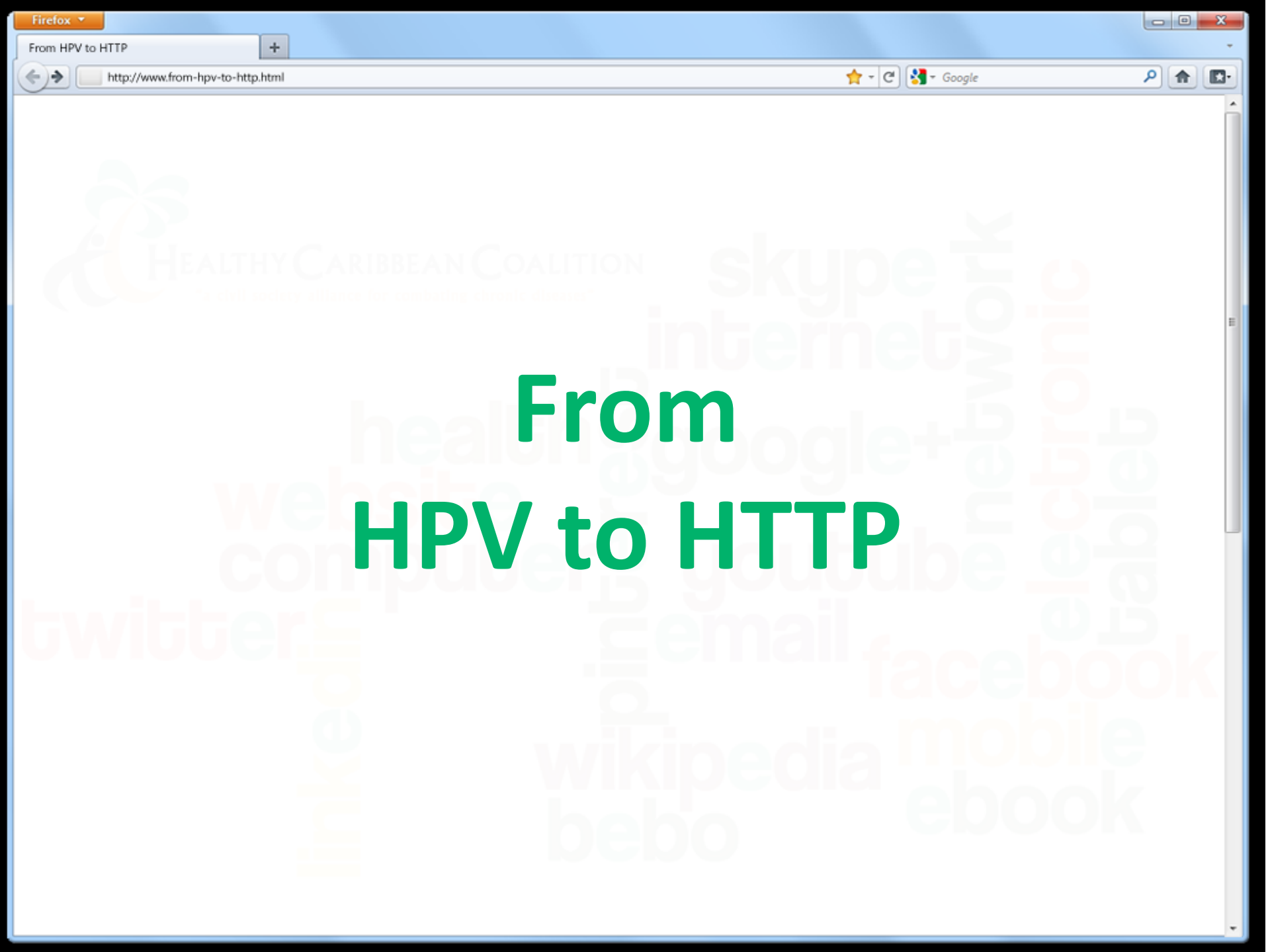
What makes a good website?




Firefox
From HPV to HTTP
http://www.from-hpv-to-http.html
Google
From
HPV to HTTP

Firefox

Who is Ian PItts

http://www.whois-ian-pitts.html

Google

Who is Ian Pitts

June 2008

Developed the first Healthy Caribbean website for the Caribbean Chronic Diseases Conference 'A Wellness Revolution'

January 2009 to date

Developed, administered and maintained the Healthy Caribbean Coalition website

February 2013 to date

Healthy Caribbean Coalition IT Co-ordinator

My Role

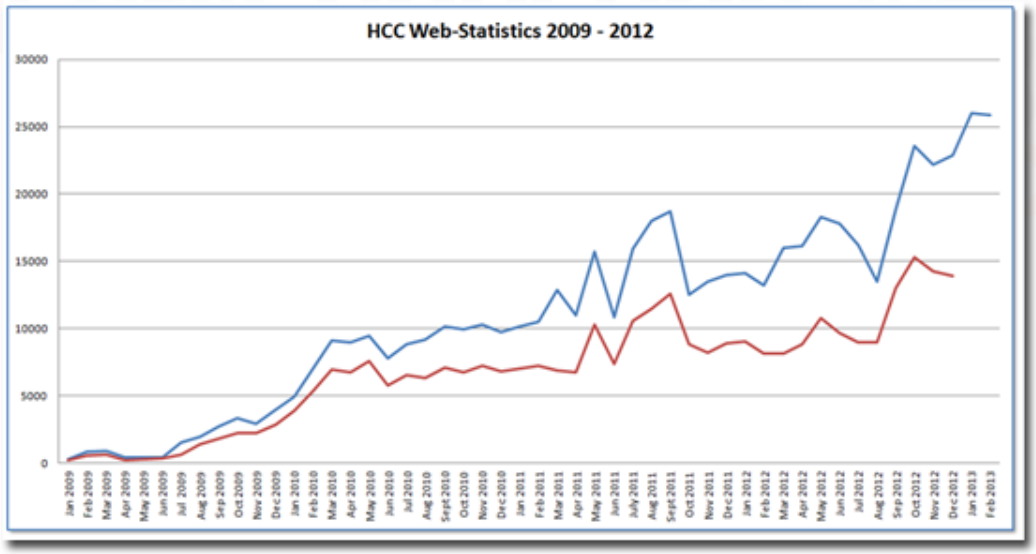
Continue to administer and maintain the HCC Website

Re-design and develop the HCC site

Include dedicated page for each HCC Member

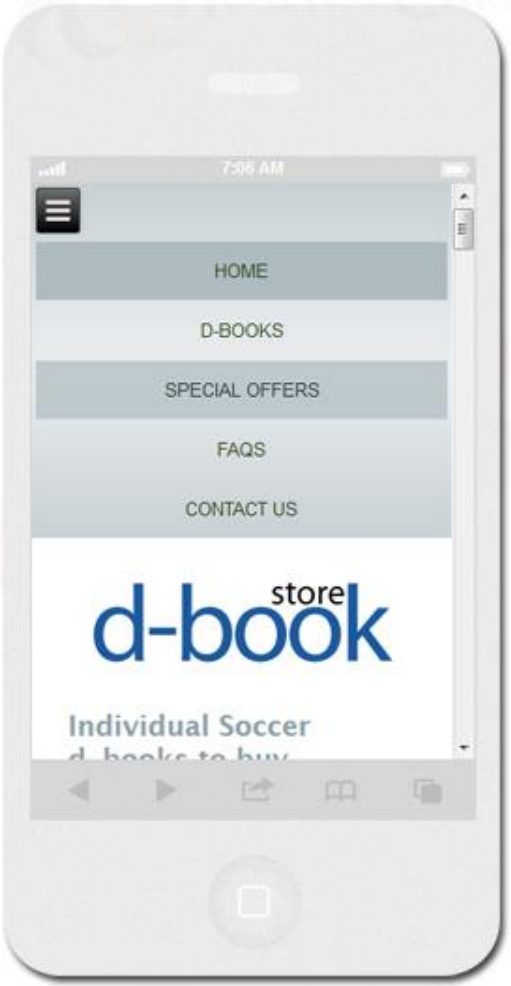
Use a responsive design to adapt to the increasing demands of the mobile user

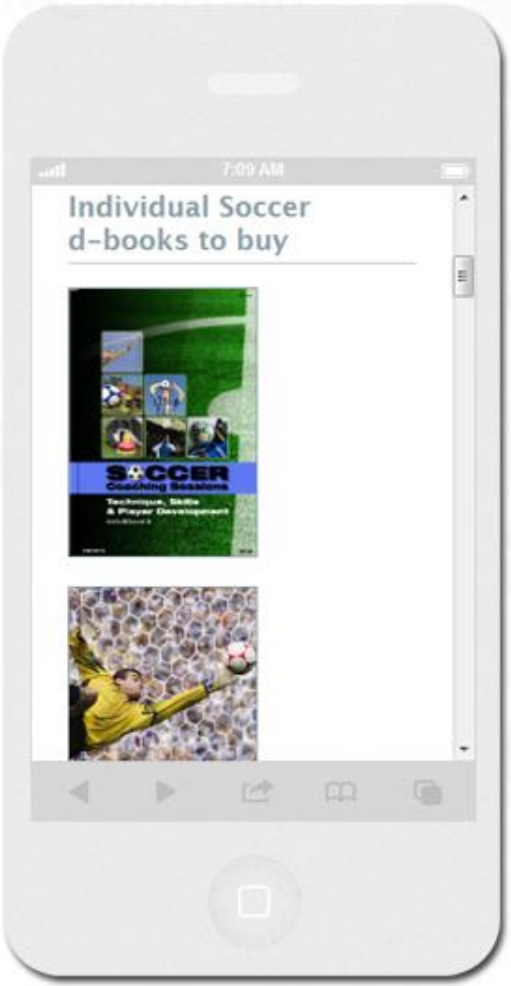
Actively support and advise HCC Members

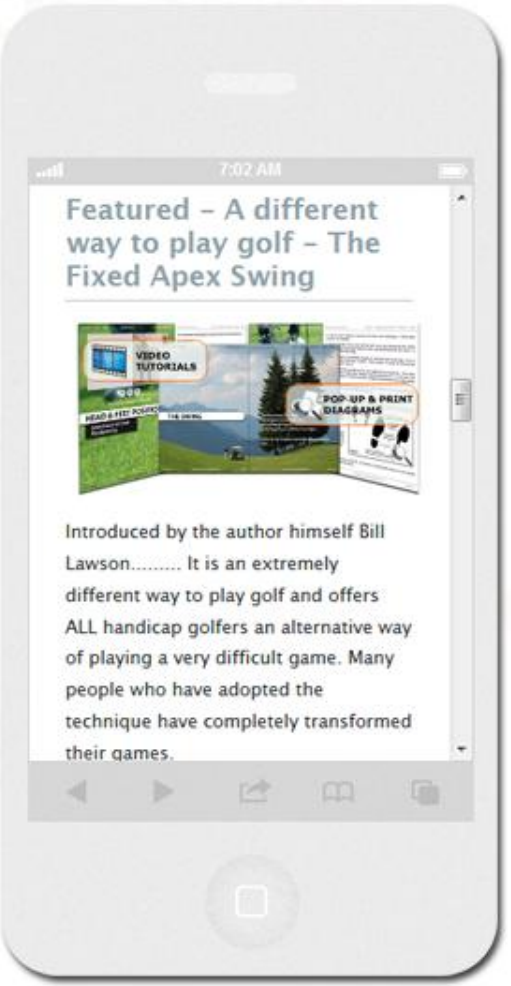


Responsive web design

Responsive web design







Firefox

What Makes a Good Website

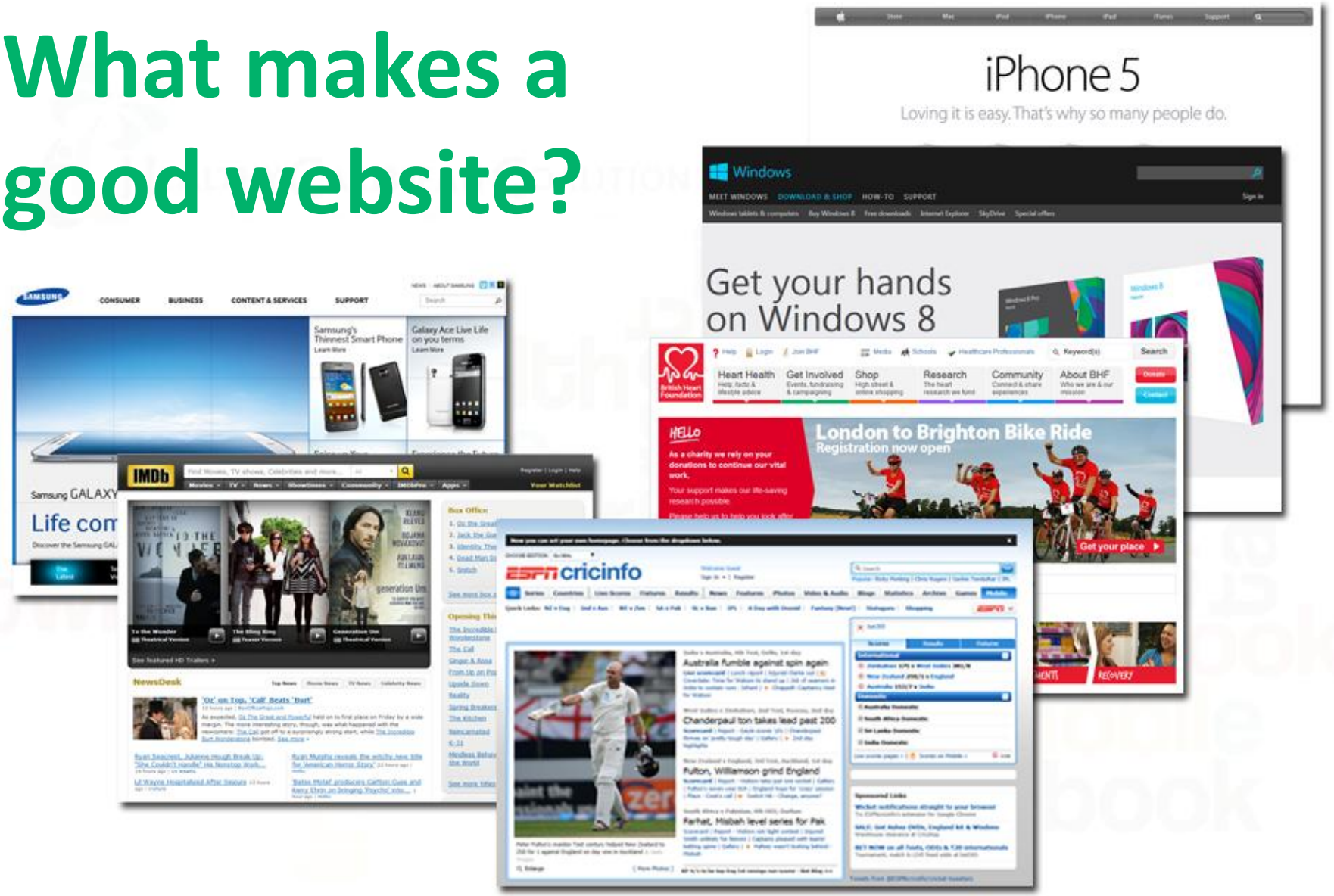
http://www.what-makes-a-good-website.html

Google

Why do I need a website ?

1. People expect you to have a website
2. It's dynamic and it can evolve along with your organisation
3. It's a cost effective way to promote your organisation 24/7 Regionally & Internationally
4. To be found
5. To build credibility
6. To communicate and connect with your audience

What makes a good website?



Firefox

What Makes a Good Website

http://www.what-makes-a-good-website.html

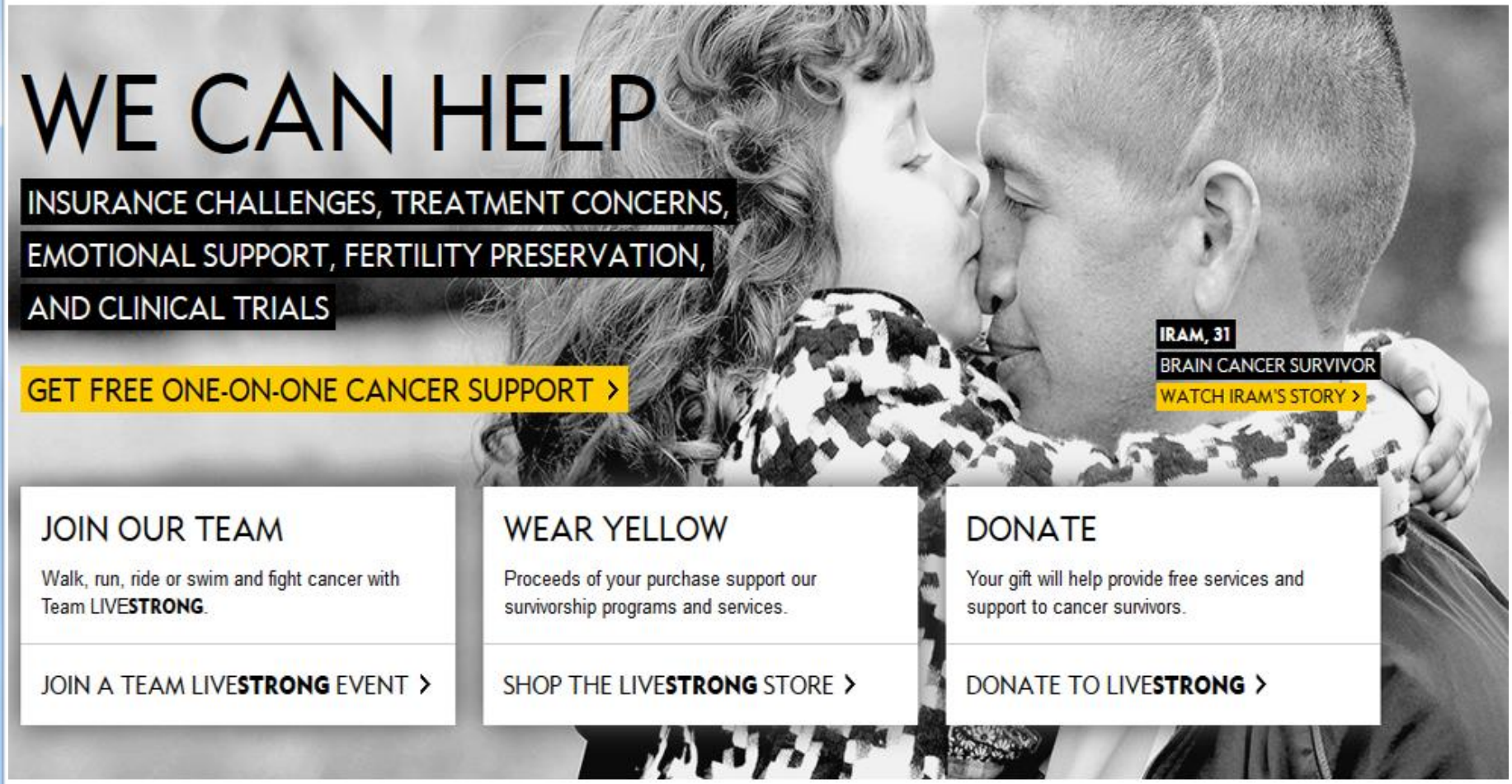
Google

HOME SHOP BLOG LOGIN SELECT YOUR COUNTRY

DONATE NOW

LIVESTRONG

GET HELP TAKE ACTION WHAT WE DO WHO WE ARE DONATE SHOP



JOIN OUR TEAM

Walk, run, ride or swim and fight cancer with Team LIVE**STRONG**.

JOIN A TEAM LIVE**STRONG** EVENT ›

WEAR YELLOW

Proceeds of your purchase support our survivorship programs and services.

SHOP THE LIVE**STRONG** STORE ›

DONATE

Your gift will help provide free services and support to cancer survivors.

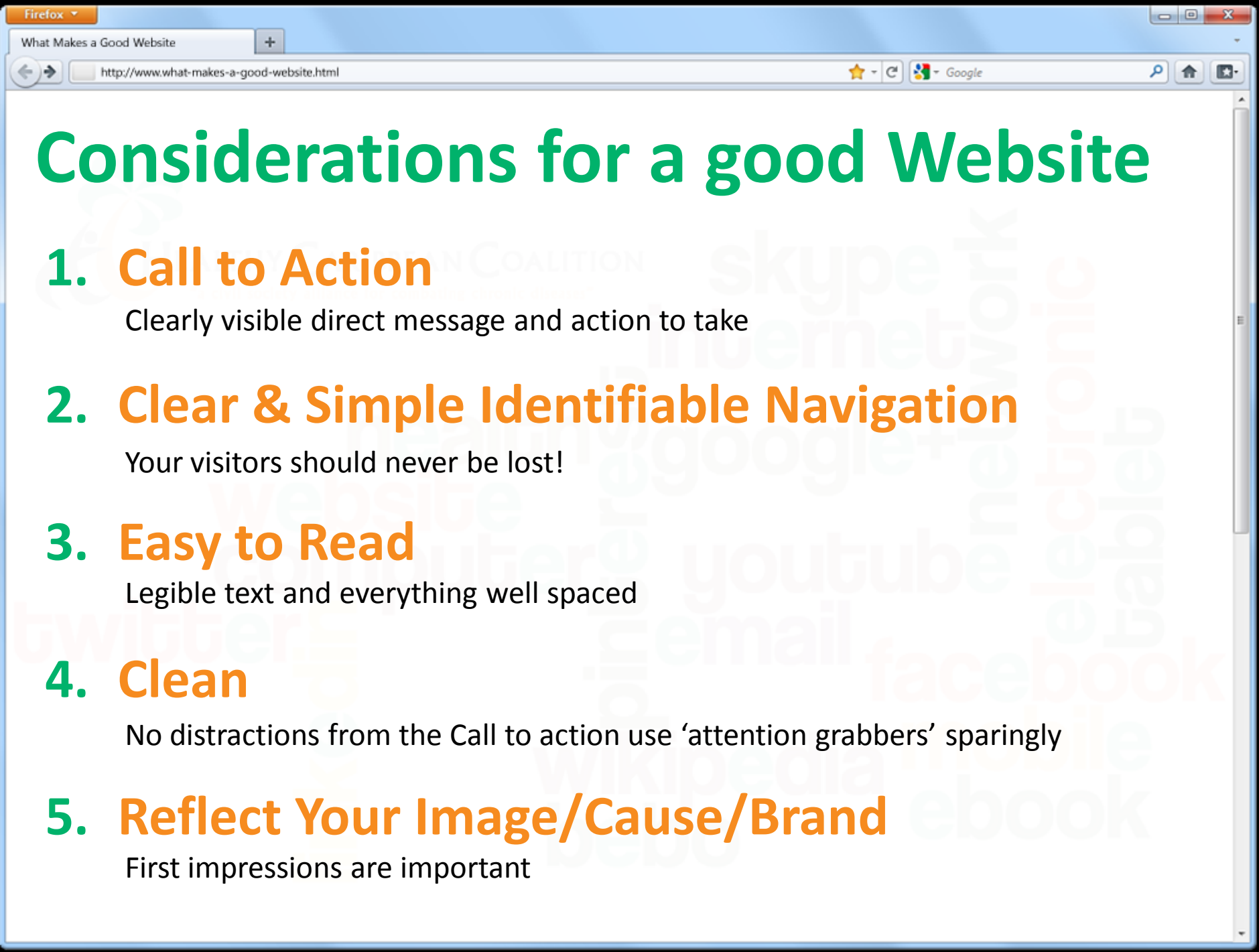
DONATE TO LIVE**STRONG** ›

MAR 16, 2013

Paddle Up for Cancer

UPCOMING EVENTS ›

RUN RIDE TRI OTHER ALL



Considerations for a good Website

1. Call to Action

Clearly visible direct message and action to take

2. Clear & Simple Identifiable Navigation

Your visitors should never be lost!

3. Easy to Read

Legible text and everything well spaced

4. Clean

No distractions from the Call to action use ‘attention grabbers’ sparingly

5. Reflect Your Image/Cause/Brand

First impressions are important

Firefox

What Makes a Good Website

http://www.what-makes-a-good-website.html

Google

Content - inform and engage

1. Current
2. Relevant
3. Interesting
4. Easy to find
5. Integrate your Social media content

A solidly designed website, appealing in content and appearance, will draw the visitor back for regular visits and will create word of mouth traffic as well.

Firefox

Social Media How to Guide

http://www.social-media-how-to-guide.html

Google

Social Media ‘How to Guide’