Website "Build It" Webinar

Your Presenter: Chad Heinle

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Introduction

- Welcome & thanks to Kentico for hosting the Webinar
- Please ask questions during the Webinar

- High Monkey Background . . .
  - Certified Kentico Gold Partner
  - Designing and building websites since 1998
  - Web and Interface design core competency
  - User Experience focus for all web projects
  - We've worked with many CMS' – Kentico powers our site
  - Clients throughout the US and Canada
 - With a name like ours . . . we have a good sense of humor

What We Will Cover Today

- How an Information Architecture and Wireframes serve as a website "blueprint"

- How a Graphic Design concept is implemented into Kentico

- General steps in creating different aspects of a website within Kentico

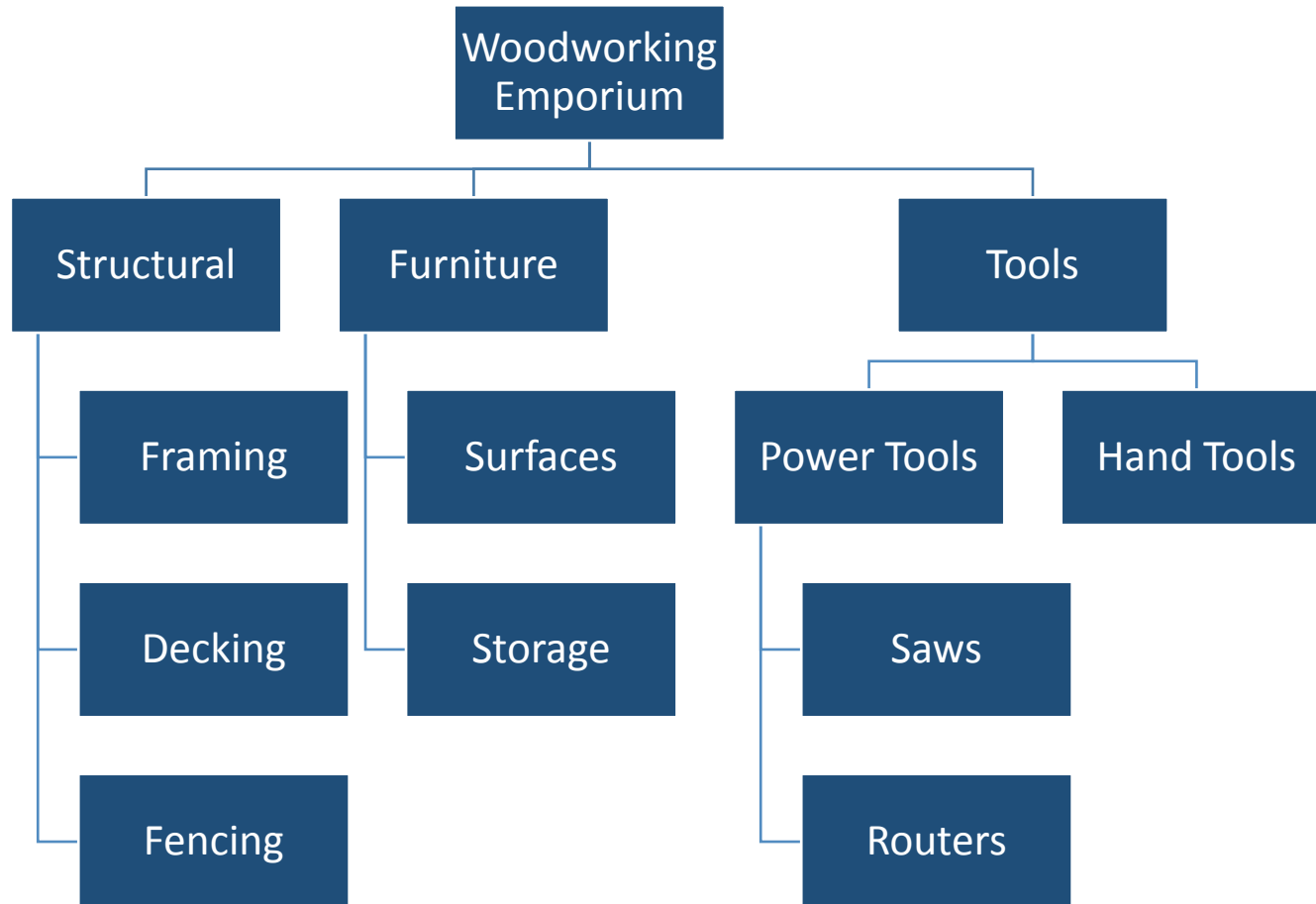- Creating more complex functionality within Kentico

Typical Tasks to Build a Website

- Project Planning
- Define Information Architecture
    - User and Business Requirements
    - Develop Web & Content Strategies
    - Open and Closed Card Sorts
    - Wireframe Concept Designs and Screen Mockups
- Usability / User Experience Testing
- Design & Branding
- CMS Criteria / Evaluation / Implementation
- **Website Build / Content Migration / Testing**
- Documentation & Training

The High Monkey Methodology
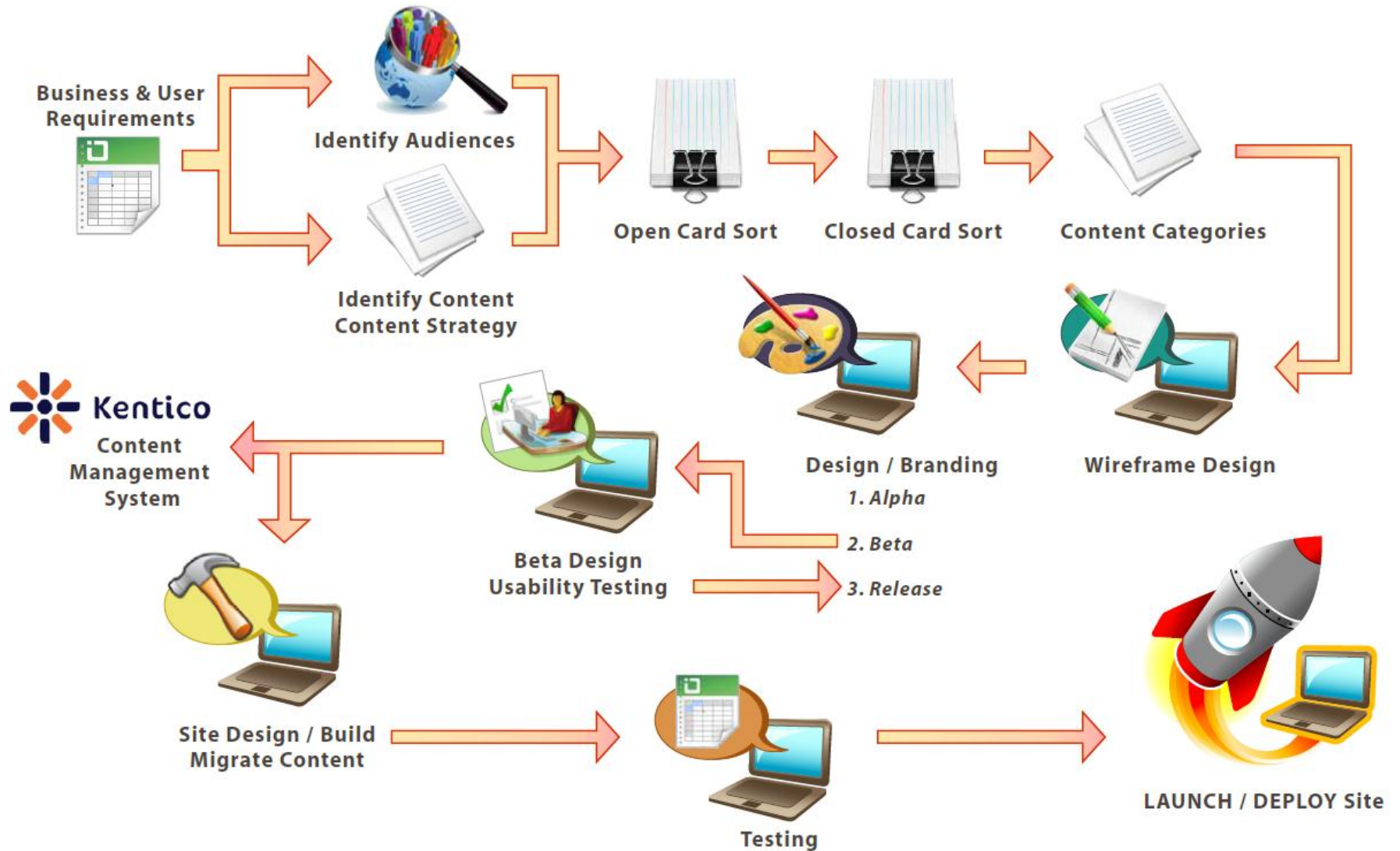
Information Architecture Sample

```
                        Woodworking
                         Emporium
                             |
        ┌────────────────────┼──────────────────────┐
     Structural          Furniture                 Tools
        |                    |            ┌───────────┴───────────┐
     Framing             Surfaces      Power Tools          Hand Tools
        |                    |             |
     Decking             Storage          Saws
        |                                  |
     Fencing                             Routers
```

Wireframes

- NO color or graphical design elements
- Wireframes show the layout and organization of content on website pages
- Wireframes provide a visual model of the IA
- Usability testing on wireframes is recommended – can be done with printed pages or linked PDF pages
- Wireframes serve as the BUILD GUIDE for the CMS

- Wireframes are also recommended for mobile sites

HIGH MONKEY CONSULTING

- Home
- Who We Are
- What We Do
- See Our Work
- Contact Us
- Monkey Blog

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Lowmonkey

Check out High Monkey's new mobile design site at LOWMONKEY.COM This site contains the complete collection of "101 Usability Tips" created by Virgil Carroll, High Monkey's Principal Architect. Scan the QR code and try it on your phone or other mobile device by visiting LOWMONKEY.COM

Recent Blog Posts

Usability Testing for the Greatest User Experience
by Jared Vander Hook

In this webinar learn how to get the most out of your usability testing. Understand what usability testing is and what it is not, why it is important, when it should take place, and how to assess the results for better, more purposeful analysis

SharePoint 2013 Suite Bar Newsfeed Modification
by Peter Serzo

This is the my second post on the suite bar modifications. No matter how hard I looked I could not find some "code" that modified the name of the Newsfeed. But I do have a simple answer here. Read on....

SharePoint Web Analytics Deep "Paper"
by Peter Serzo

Having been on a project recently that involved this web part/functionality, I can clearly see why Microsoft scratched it and started over. Read the paper....

Customize the SharePoint 2013 Suite Bar!
by Peter Serzo

Here is a working Visual Studio solution to add to the Suite Bar Links. The Suite Bar Links are a new for SharePoint 2013. This is the first of three posts on how it can be customized to meet your organizations needs. Read how....

News and Events

Webinar - Website "Build It" Workshop - Kentico EMS 7

07/17/2013

This "build it" workshop will give you an overview of what goes into building a website using the Kentico EMS platform and some best practices to consider for your next website build.

View All Events

Typical Tasks to Build a Website

- ~~Project Planning~~

- ~~Define Information Architecture~~
    - ~~User and Business Requirements~~
    - ~~Develop Web & Content Strategies~~
    - ~~Open and Closed Card Sorts~~
    - ~~Wireframe Concept Designs and Screen Mockups~~

- ~~Usability / User Experience Testing~~

- Design & Branding

- CMS Criteria / Evaluation / Implementation

- Website Build / Content Migration / Testing

- Documentation & Training

The High Monkey Methodology

Business & User Requirements

Identify Audiences

Identify Content
Content Strategy

Open Card Sort

Closed Card Sort

C _ _ _ _ _t Categories

You Are Here

Design / Branding
1. Alpha
2. Beta
3. Release

Kentico
Content Management System

Beta Design
Usability Testing

Site Design / Build
Migrate Content

Testing

LAUNCH / DEPLOY Site

Design & Branding 101

- Design should support your website's key messages
- Design should enhance the visitor's experience
- Design simplicity is often difficult to achieve

- Design should follow an iterative review process (but not too many reviews) – We like Alpha, Beta, Release
- You should NOT involve too many people in the design process (everyone has an opinion)

- Branding standards may need to be evaluated after a new IA has been developed

Website Build

- Design to your requirements
- Wireframes are your visual build guide
- Templates are a beautiful thing
- Consistency in naming is a best practice
- Build to your audiences technology (browser types, versions, bandwidth, etc.)
- Make things reusable – e.g. web part containers
- Organize the site structure and site assets in a way that makes sense
- Test during the build

Launch Your Site

- Hooray!

- Now finish up your mobile site development

- Do more Marketing

- Do more Social Media

CMS Evaluation & Criteria

- Product Maturity (how long has it been around)
- License and software maintenance cost
- Option to separate content and presentation layers
- Support for and integration with social media
- Mobile design and development
- Support from Kentico and Partner Networks
- EASE OF USE for content maintainers
- EASE OF MANAGEMENT for webmaster(s)
- EASE OF DEVELOPMENT for website builders

Kentico EMS vs. CMS
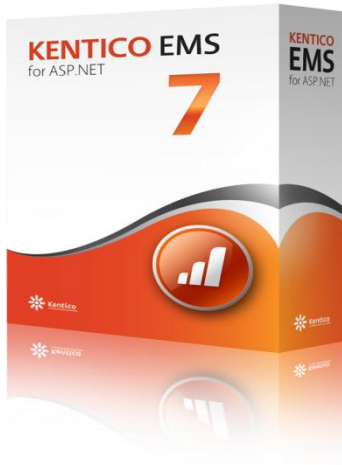
| Web analytics & Reporting	Contact management	Lead scoring	Web site optimization	Integration with other modules	E-mail marketing
• Analytics engine • Reporting • Conversions • Campaigns	• Contacts • Activity tracking • Accounts • Contact groups • Automatic grouping	• Score rules • Dynamic evaluation • Potential clients	• A/B Testing • MVT Testing • Content personalization	• Portal engine integration • Users • Newsletter subscribers • E-commerce customers • On-line forms • Search • Marketing automation	• Newsletters • Open e-mail tracking • Clicked links tracking • Bounced e-mails
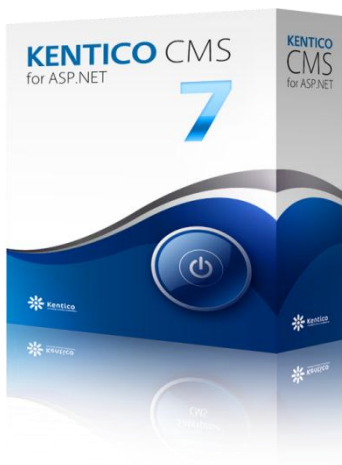
- Web Content management
- E-commerce
- Social networking
- Intranet
- On-line marketing

Kentico CMS 7

How Can Kentico CMS Be Used?

- Interactive Marketing Websites
- Blog Sites
- Magazines, Newspapers
- Intranet
- Community Portals
- E-Commerce Shops
- Self Service Sites
- B2B & B2C Sites
- Member / Directory Sites
- Church / Schools Sites

And many more…

Our Customers Say..

- Highly responsive support
- Extensibility
- Rapid Development
- Easy Management
- All in one solution for your web site
- An easy to determine ROI
- Intuitive Web Based Editing and Management
- SEO Friendly

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- General steps in creating different aspects of a website within Kentico

- Creating more complex functionality within Kentico

Thank you for your time and attention!

QUESTIONS?

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