



# FUN-Damentals that Make Websites Winners

Enhancing Your Website's Effectiveness

©Wendy Meyeroff, Ghostwriter Who Grabs Attention  
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# Hi from Wendy

## Brief Background

- ❑ Started in journalism (“Succeeding as a Magazine Writer”)
- ❑ Succeeded thanks to Daddy!
- ❑ Helped working with graphic designers



# Good News/Bad News

## Bad: Competition

Everyone and his/her uncle has one!



# Good News/Bad News

## Good: So Many Options

- GoDaddy
- Wix....
- WordPress
- Squarespace

...and Lord knows what else



# Why DIY?

## Why Be UR Own Web Designer?

- You want to learn
- You're willing to take time
- Time costs!

# Why U Need a Content Writer

## Be Honest With Yourself

- What you learned in school isn't Web writing
- Writing for the Web isn't writing for print
- Writing's a skill...just like Web design
- Will you have time?



# What We're Fighting

## Physical Obstacles

- Vision – Age, not pixels
- Ergonomics

## Improved Tech

- Good, but difficult



# Remember This Motto

Just Because You Can  
Do It,

Doesn't Mean You  
Should



Remember This Motto

**Just Because You**

**CAN Do It...**

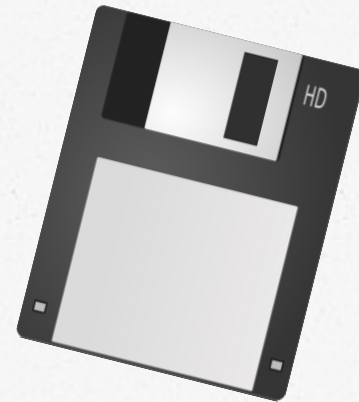
**...Doesn't Mean You**

**SHOULD**

# Before U Zoom to Version 3

Don't Get Too Carried Away...

....with Social Media, Fancy Art, et al.





# Make it Easy on the Eyes

## First Rules



- ❑ Minimize white on dark backgrounds
- ❑ Don't get screwy with colors

# Make it Easy on the Eyes

## Second Rules



- No Indents
- Use Subheads/Bold
- Think Bullets



# Make it Easy on the Eyes

## Third Rule



Limit Scrolling!!!

# Enhancing A Site's Content

## Make Sure You Review These

☐ Who Is Your Target Audience?

➤ Biz 2 Biz?

➤ Consumer?

☐ Don't Talk Generalities



# Enhancing A Site's Content

## Make Key Info E-Z to Find

- Geography Important?
- Office Hours?
- Definitely contact info

# Enhancing A Site's Content

## Be Repetitive

- ❑ All Contact Info
- ❑ Descriptions
- ❑ Key Words (see next slide)

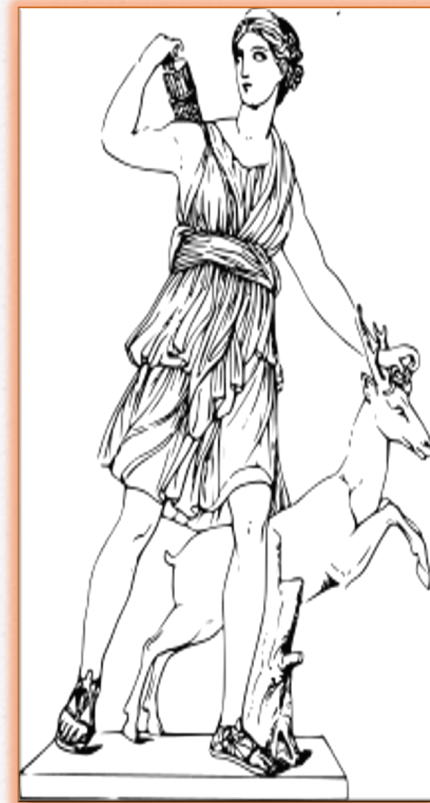
And update regularly!



# Enhancing A Site's Content

## The “Myth” of Search Engine Optimization (SEO)

Don't Get Hunting Crazy



# Keep Content Current

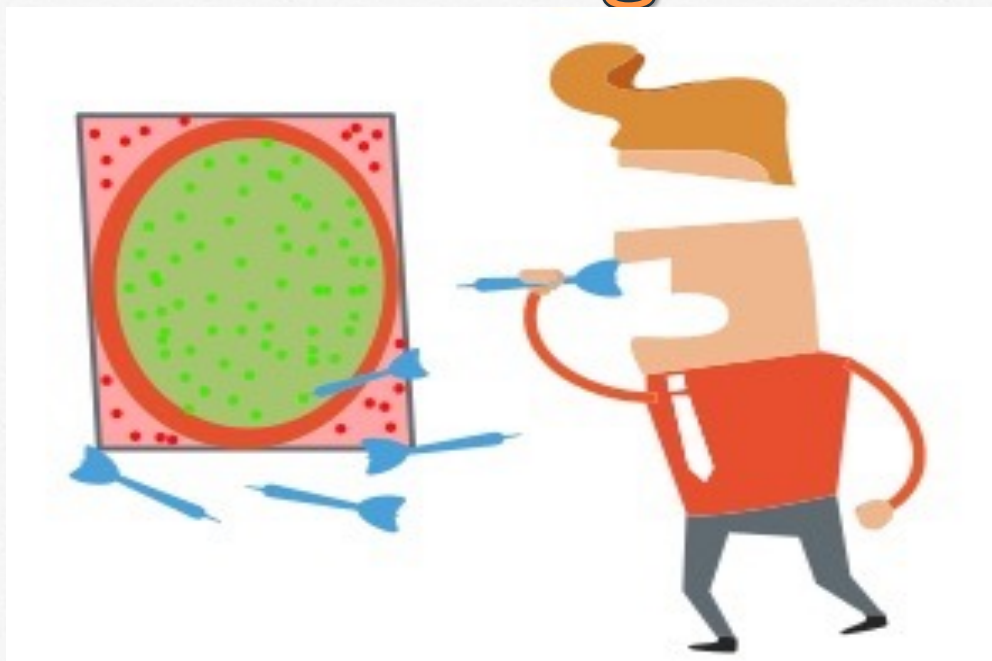
## Additional Items

- News items
- [Blogging](#)
- Social Media...LI, FB, Twitter



# Set A Marketing Budget

Do NOT Ignore!



# To Summarize:

- No indents
- Leave white space
- Insert subheads where practical
- Consider bullets and boldface to break paragraphs
- Be careful with fonts
- Consider interactivity, but don't get techno-happy
- Keep it short (100 to maybe 400 words)



# FUN-Damentals that Make Websites Winners

## Personal Review/Tutorial

Contact me at [wjmeyeroff@gmail.com](mailto:wjmeyeroff@gmail.com)

One consult rate is usually \$85/hr,  
but mention MW and rate is flat \$70/hr  
and includes 1<sup>st</sup> 15 Mins FREE, w/ Q&A handout