

Giovedì, 29 maggio 2014

### Keep it Simple: Simplicity in Web Design

Web design is essential to creating an open door into any business. Individual business owners are able to use web design to provide valuable content, thereby gaining an online reputation that can lead to additional sales. However, in the process of web design, business owners and other professionals have often created the exact opposite response. This is usually the result of failing to follow basic web design simplicity guidelines, the result is typically a loss of web traffic.

#### The Importance of Reduction

John Maeda, author of the Laws of Simplicity and an expert in design thoroughly explains within the Laws of Simplicity that websites need to reduce web content. This isn't to say that content shouldn't be a central theme, it just needs to be toned down. Share buttons should be kept at a minimum, with no more than 5 of the major share portals such as Google Plus, Facebook, Instagram, Pinterest and LinkedIn. Additionally, ads should be scarce, preferably no more than two or three. A bonus to reducing and de-cluttering a website, is that website owners will automatically be in line with Section 508 Compliance in regards to web accessibility.

#### Advantages of Web Simplicity

Using simplicity within web design has several advantages. It allows website pages to load faster, due to less content. Additionally, web browsers are able to quickly and easily navigate between pages. This adds to conversion rates, thereby increasing business profits. This is clearly seen when comparing the older web design of World's Best Hostels. Their old site was actually difficult to navigate, and many could have passed right by for a more simplistic website that was capable of providing easily obtained, valuable information.

#### The Importance of Revamping Cluttered Websites

By removing excess content and simplifying navigation points within a website, a website will have a professional style. Additionally users will be able to easily interpret the primary message. This can be seen by comparing the new look of the Worlds Best Hostels website to its old site. The new site has small tabs right up front that are color coded to each continent. Under each continent tab, individual links to specific regions are uniformly displayed. Users of the site are now able to quickly access any information on the site, without having to search for lengthy periods of time. Due to the revamping of the World's Best Hostel website, more web traffic has remained. Additionally, traffic in general may have increased, primarily due to the mere fact that search engines, like web browsers, prefer simplicity. Not only will a simplistically designed website be easily navigated by visitors, it'll also be quickly navigated by search engines, thereby improving search engine indexing.

The evergreen slogan for web design is "Keep it simple."

Scritto da Raimondo Fanale in *Beyond Web Pages (ex web 2.0)*, La mia città at 22:06

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### Spam – Stay Out of the Spam Folder

Email marketing is a preferred marketing method among small businesses, eCommerce companies, entrepreneurs and marketing specialists in the current technological age. It provides a way to reach an abundance of established and potential customers efficiently. Even more so, it allows business professionals to regain lost customers/clients.

In many ways, email marketing campaigns are a certain path to gain exposure, sales, profits and additional success. Unfortunately, many marketers have inadvertently turned a marketing gold mine into a missed opportunity. The reason is often the result of being flagged by email providers as “spam”, or having individuals categorize your company newsletters as spam.

#### Does Your Email Marketing Campaign Mimic Spam?

If your email marketing campaign is in violation of the CAN-SPAM Act of 2003, your newsletters will more than likely be marked as Spam. In order to prevent noncompliance, you'll need to set in place, and follow, a specific email policy. All company email correspondence must offer an opt-out link. Additionally, newsletters should be sent in appropriately spaced time intervals. It is recommended to send one per week at the most, and every other week is even better.

#### Cleaning Up Your Newsletters

A few simple guidelines can ensure that your newsletters bypass the spam folder all together, thereby remaining in the inbox where they may eventually be read. Include a catchy title, which is clear with intent. In other words, you want your title to catch the attention of the intended reader. However, you also want them to know exactly what is contained within the email newsletter through the title. Be sure to avoid spam text-based identifiers, such as free, claim, immediately, act now, or don't miss, as these are often identified by email providers as spam.

#### Providing a Value to Your Email List

Beyond all the technical do's and don'ts, the best way to prevent being thrown into the spam box, is to provide your newsletter recipients with some form of value. This could be an intriguing story that's currently trending, a quality article that's filled with tips or valuable instructions. You can also simply insert a fun article that adds entertainment value. After crafting your newsletter, take a moment to read it. If it's not valuable to you, then more than likely the recipients of your newsletter won't find any value either.

#### The Bottom Line

To avoid spam filters and manual spam marking, don't over email your contact list. You'll also want to make sure that you always include an opt-out link. Additionally, you need to avoid spam identifier words. Finally, and possibly the most important, create smart titles that open up to a valuable newsletter. That's the bottom line to staying out of the spam folder.

Scritto da Raimondo Fanale in Email marketing, Spam at 09:56

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### Web Conferences in 2014

#### Web Conferences in 2014

Web conferences are becoming a global trend in technology, with hundreds of thousands of people attending them each year. In fact, these web conferences are becoming more and more of an event for those who are technically inclined, as well as those who wish to fast track their learning process. Geographic boundaries collapse as not being able to attend and event, will not be a limitation to experiencing the conference in its entirety. Upcoming Conferences

In the year 2014, there are a few conferences that are worth looking out for. At these conferences, you will find content to engage and inspire you. There will also be opportunities to network and build alliances with other people in the same field. Some connections who may even help to bring your ideas to new dimensions. Lectures from experts in the field of technology and web design, may be just what you need to help you finish a project you have been working on.

#### Design Conference

Even though we are already half way into the year of 2014, there are still many great conferences that interested participants can attend. One of the most anticipated, is the Design Conference in May in Dubrovnik. Participants will be fully immersed in varied design processes, tools, education and sociotechnical issues to ensure design is understood in all its complexities.

#### Web Conference

Another conference where inventions will be brought to life is the infamous WEB conference in June. Over the years, this conference has looked at what the future of the web will look like and how it will become more and more user-friendly.

#### Fronteers Conference

Later in the year, the Fronteers Conference and the CSS Development Conference promise to be events that will be spoken about for years to come. There is really a conference out there for anyone, irrespective of their interests or area of expertise. Signing up is very easy, and many of these conferences will even offer people the opportunity to receive partial, as well as full, scholarships to attend.

Conferences are a once in a life time experience and you can expect to come back with best practices from all over the world. These are aimed to help make your operations at home, or at your business, run smoother. The lessons learned are often well worth the money that is spent. Many websites offer a list of conferences that may interest you, all you need to do is browse and see which ones jump out at you the most, and then apply to attend.

A short list of web conferences:

[hongkiat - 40 web design conferences smashing magazine - upcoming web design conferences](#) [hongkiat - 24 awesome web design conferences you should know](#)

Scritto da Raimondo Fanale in [Beyond Web Pages \(ex web 2.0\)](#) at 08:50