

COMMUNICATING WITH YOUR WEBSITE

How to organize, introduce and lead information?

Objectives

- Understand the efficient keys to communicate on the Web.
- Design your pages layout
- Writing with impact
- Use all the possibilities to emphasize messages

Concerned people

- Communication executives
- Marketing executives
- Webmasters

Knowledge required

None

Duration

From 2 to 3 days

Pedagogy & practice

- Lectures
- Experience shared with the participants
- Actual cases study
- your Website critical analysis
- Self-evaluation form

Know-How acquired

Today's websites

Who are the Internet users? – Internet uses
From 1st generation Websites to 4th generation Websites

Communication strategies on the Web

For whom do you communicate? – What for?
Message development – Website maps

Your Website's structure

Professional graphic quality – A good design rules.
Good visual use – Are multimedia applications useful? Is the typographic system efficient and logical?

Your Website's dynamism

Your home page – Structure information – Are the hyperlinks efficient? – Picture-links use? Is your website properly linked to the Web? – Integrated search engine? What are the other assistance tools proposed for the navigation? – Some good website addresses

Contents

Are the contents updated and attractive? – What is your content value?
Is the information provided credible? Organize linguistic versions – Use the Web's added value – Are the contents useful for the Website? Do the contents match to the promises? – Legal aspects – Are some important contents highlighted?

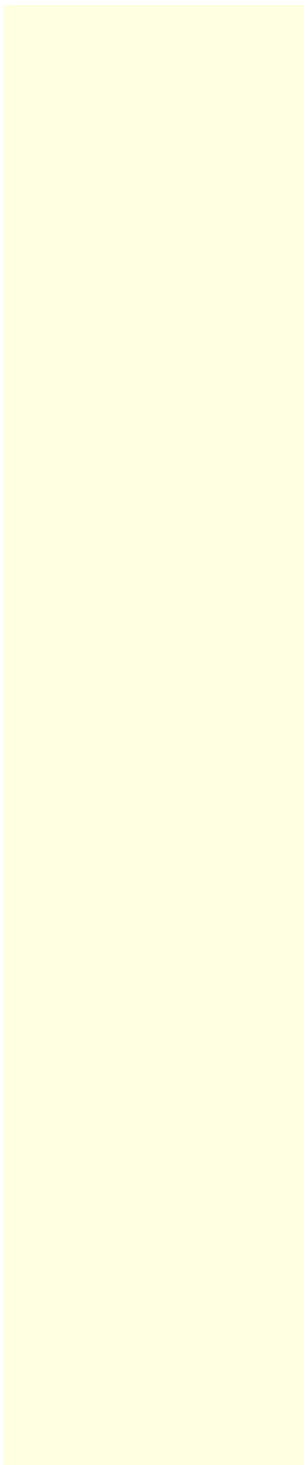
9 rules to write on the website

Titles – Subtitles – Things to avoid – Environmental context – How to emphasize – Good syntaxes – How to reduce the initial text?

Interactivity

Integrate visuals – Think about multimedia and dynamics – The contact category – Forums – Other interactivity places – Customisation – Layout

The efficient measure



About clarity – Visitor statistics – Tools to measure success – Popularity level on the Internet