



E-Commerce ~ Week 5

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Last week, we covered

- URLs
- Domain names
- Name servers
- Hosting companies



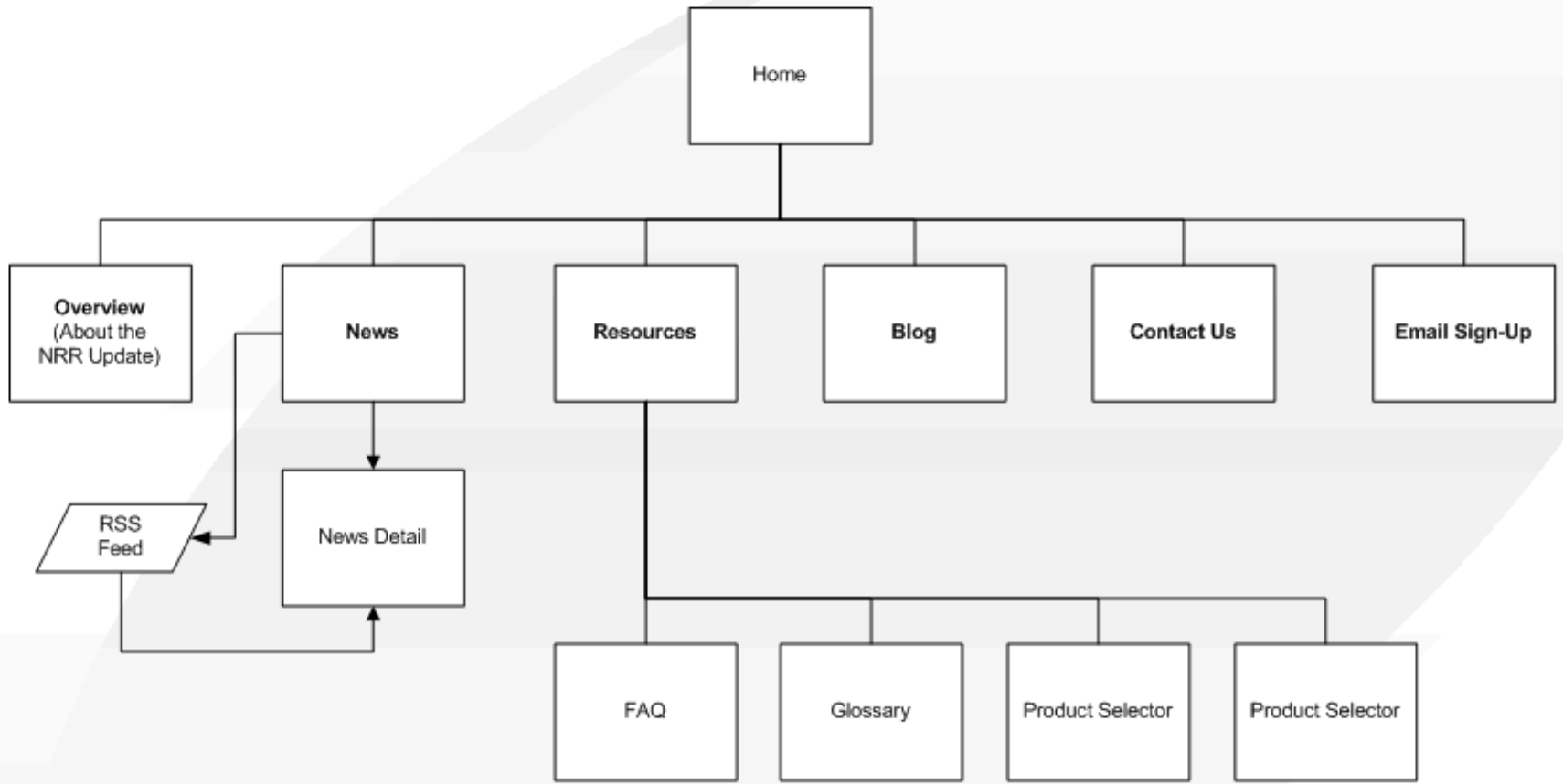
This week...

- **Create an effective Web sitemap**
- **Write content for the Web**
- **Understand the legal requirements**
- **Web Statistics**
- **Defining Users**
- **User Expectations**
- **Search Engine Optimization**



Create an effective Web sitemap

Knowing your way around



Example of a sitemap



Sitemaps

- Two types of sitemaps
 - Wide & Deep
 - Depends on your site and your goals
- Pages to consider
 - Home
 - About Us
 - Contact Us



Sitemaps exercise

- Create a sitemap for your site
- Don't forget
 - Home
 - About Us
 - Contact Us



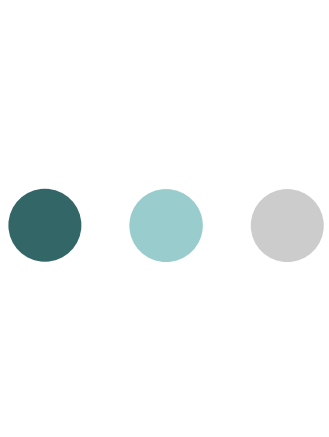
Write content for the Web

Speaking their language



Writing for the Web

- Informal, conversational language
- Know the audience
- Bite-sized paragraphs
- Headlines
 - Should be clear and concise
 - Short follow paragraph
- Encourage print-outs for information retention



Legal considerations

Avoiding pitfalls and reaching a bigger audience



Legal requirements

- Section 508 of the RA (1998)
 - <http://www.section508.gov/>
- ADA
- WebAim.org (WAVE)
- Colorblind test Color Blind test
(<http://colorfilter.wickline.org/>)



Web Statistics

The measure of the site



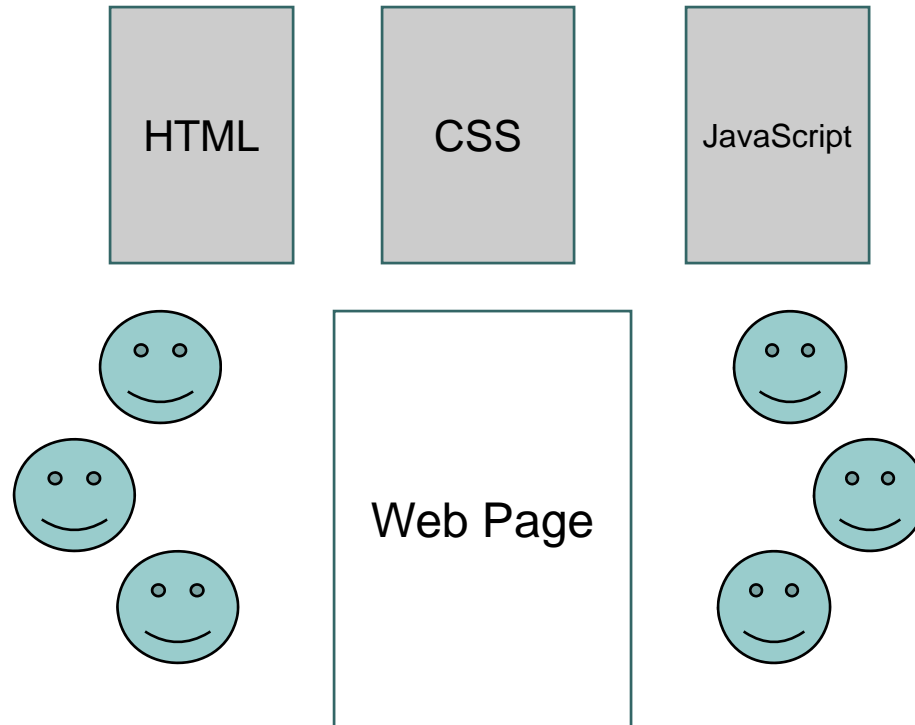
Web stats over the ages

- Hits

- Any file called from the server

Web stats over the ages

1 Page = 9 Hits!





Web stats over the ages

- Hits

- Any file called from the server

- Views

- The viewing of one Web page

- Downside...

- Refresh/Reload = another View
- Same for same view within one ½ hour



Web stats over the ages

○ Visits

- One unique IP = one visitor
- Timed by ½ hour – 3 hours
- Downside...
 - Differing time frames
 - IPS's switch IP addresses
 - Some, such as AOL, reuse IP's
 - So what if they visited?



Web stats over the ages

- Conversions

- The "new" way of tracking

- Tracks what user does

- May be purchases, forms, or downloads

- Actually means something!



How to track activity

- Google Analytics
 - Free!
 - Works with Google AdWords
- Alexa (www.alexa.com)
 - Uses toolbar
 - Large tracking mechanism



Defining users

What do they use to see your site?



Defining users

- Users = active visitors
- How are they seeing your site?
 - What OS? What Browser?
 - Google Analytics can help
- Browser Shots
(www.browsershots.org)



Defining users

- Questions to ask
 - Are my users mainly coming from businesses
 - What hours do they most often visit?
 - What IP addresses are they using?
 - Are they mostly on PC?
 - What browser settings are most common?
 - Who buys more, search visitors, or those who come directly from my advertising?



User expectations

Elements of usability and design



User expectations

- Human-Computer Interface (HCI) principals
 - Who are the users?
 - Users who have never used, and are not likely to use again, are not good users.
 - What tasks do they need to perform?
 - How often?
- Design, test, analyze, repeat



User expectations

- Principals of User Interface Design (UID)
- Donald Norman (www.jnd.org)
 1. Simplicity
 2. Structure
 3. Tolerance
 4. Consistency
 5. Visibility
 6. Affordance
 7. Feedback



User expectations

- Simplicity: Keeping things as simple as possible
- Structure: Organizing in a meaningful way
- Tolerance: Making it easy to manage errors
- Consistency: Make it happen the same way every time
- Visibility: It should be obvious what something is used for
- Affordance: The object meets the user's expectations of how it *could* be used
- Feedback: It should be obvious when something has been done