

Making Your Website and Social Media Work for You

Friday February 20th, 2015

Agenda

- Introduction
- Online – The Social Web
- Website
- Social Media

Introduction

Jim Wright

jim@jamesdavidwright.com

jamesdavidwright.com/oaas

The Social Web

Web + Social media

A fundamental difference

What is Social Media?

It's **SOCIAL** media ...

... not social **MEDIA**

Traditional Media:

- Newspapers
- Television
- Radio
- Posters

“One-way communication”

Social Media:

- Sharing and connecting**
- Participation**
- Conversation**

“Two-way communication”

Traditional Media:

Sell, Sell, Sell, Sell ...

Social Web:

Help, Help, Help, Sell ...

Website

Pre-Social Web:

Static – Notice Board

Website

Social Web:

Dynamic - Responsive

Questions:

Who is using the site?

What do they want?

Web users are:

Task oriented

**They're looking for
something!**

Your Job:

Give them what they want!

... and ...

Make it easy!

- Easy to use**
- Easy to find**
- Remove obstacles**

How to make it easy?

1. Content

Metcalfe Fair

**When people come to your
site, what are they most
looking for?**

Metcalfe Fair

**What are your main
attractions?**

Most Wanted

**Those are the things that
must be really easy to find**

Home, 1-2 clicks max.

Most Wanted

**80% of your web visitors
are looking for about
3 – 4 things.**

How do you know?

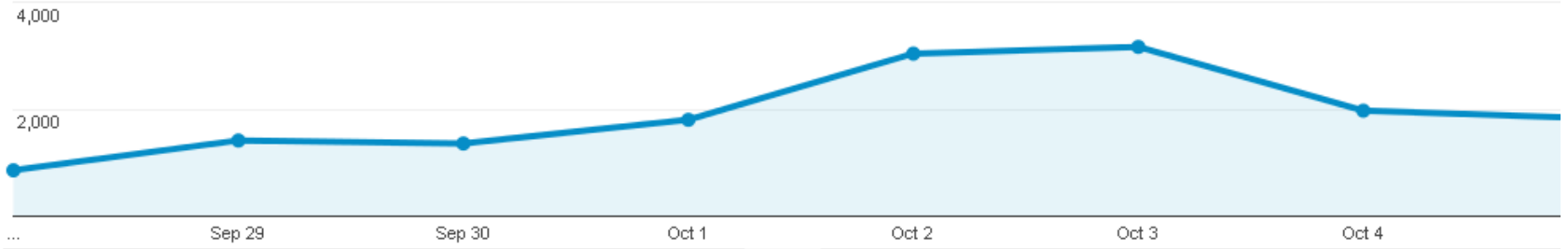
Google Analytics

Overview

Sessions ▼ vs. [Select a metric](#)

Hourly **Day** Week Month

● Sessions



Sessions

15,440



Users

11,595



Pageviews

51,072



Pages / Session

3.31



Avg. Session Duration

00:02:19



Bounce Rate

37.44%

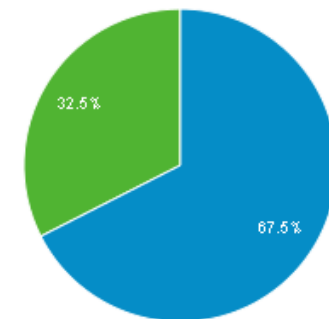












% New Sessions

67.46%



■ New Visitor ■ Returning Visitor



<input type="checkbox"/>	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?
		51,072 % of Total: 100.00% (51,072)	40,311 % of Total: 100.00% (40,311)	00:01:00 Avg for View: 00:01:00 (0.00%)	15,440 % of Total: 100.00% (15,440)
<input type="checkbox"/>	1. / 	14,349 (28.10%)	9,856 (24.45%)	00:00:44	8,794 (56.96%)
<input type="checkbox"/>	2. /schedule-of-events/ 	5,142 (10.07%)	4,051 (10.05%)	00:01:21	816 (5.28%)
<input type="checkbox"/>	3. /admission-prices/ 	4,341 (8.50%)	3,601 (8.93%)	00:00:59	345 (2.23%)
<input type="checkbox"/>	4. /2014-fair-schedule/ 	3,995 (7.82%)	3,567 (8.85%)	00:02:02	2,837 (18.37%)
<input type="checkbox"/>	5. /midway-hours-and-prices/ 	2,709 (5.30%)	2,205 (5.47%)	00:01:30	255 (1.65%)
<input type="checkbox"/>	6. /faq/ 	2,279 (4.46%)	1,717 (4.26%)	00:00:55	104 (0.67%)
<input type="checkbox"/>	7. /demo-derby/ 	1,650 (3.23%)	1,408 (3.49%)	00:01:07	386 (2.50%)
<input type="checkbox"/>	8. /entertainment-centre/ 	1,542 (3.02%)	1,346 (3.34%)	00:01:12	320 (2.07%)
<input type="checkbox"/>	9. /prize-list/ 	1,435 (2.81%)	1,167 (2.89%)	00:01:12	167 (1.08%)
<input type="checkbox"/>	10. /hours-of-operation/ 	1,025 (2.01%)	870 (2.16%)	00:00:56	73 (0.47%)

How to make it easy?

2. Usability and Design

Usability

- Is your site easy to use?**
- Is the navigation clear?**
- Is content easy to find?**

Design

**There are times to be clever
... this isn't one of them.**

Navigation

- Across the top ...**
- Down the left side ...**
- The Golden Triangle**
- Where's the garbage can?**

Colours and Fonts

- Dark text, light background
- Don't Use Yellow!!
- Sans Serif Fonts
- Beware the background

How to make it easy?

3. Responsiveness

Responsiveness

Back to the Social Web!

Show them you're there ...

Responsiveness

Keep your site up to date!

Listen, adapt, change ...



Since 1856

Welcome to Metcalfe Fair

"Make it YOUR Fair!"

613.821.0591

Oct. 1-4, 2015

metfair@bellnet.ca

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[Schedule of Events](#)

[Prize List](#)

[2014 Photo Gallery](#)

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[Click here for Gate Admission Prices](#)

Welcome to the 159th edition of the Metcalfe Fair, presented by the Metcalfe Agricultural Society.



Rural tradition meets modern family entertainment at the Metcalfe Fair!

This year marks the 159th anniversary of this fall tradition, held annually in the Village of

Connect with us!



Quick Links ...

- [Gate Admission Prices](#)
- [Baby Show](#)
- [Horse Pull](#)
- [4-H Regional Championship Show](#)
- [Fiddling and Step Dancing](#)
- [Schedule of Events 2014](#)
- [2014 Metcalfe Fair Prize List](#)
- [OLG Entertainment Centre](#)
- [Demolition Derby](#)
- [Classic Car Show](#)
- [Vendor/Concession Booths](#)

Latest News ...

Responsiveness

Mobile Responsiveness

Why is this important?

Social Media

Not just an add-on anymore

The Social Web

Social Media

“But I’m not on Facebook”

Social Media

At last count ...

1.35 Billion

27% of internet time

The Mobile Monster

- Facebook 68%
- Twitter 89%
- Pinterest 92%
- Instagram 98%

Social Media

**Beating down the
overwhelm monster**

It's not new ...

Social Media

Another way to look at it ...

**Social Media ...
... without the Media**

Social Media

Not sure what to say?

What, when, how much ...

Social Media

The party analogy ...

**“Do you want to buy
some life insurance?”**

Social Media

The right way ...

Conversation

Social Media

Two rules ...

- 1. A verb, not a noun**
- 2. Participate (bath time)**

Social Media

- Participate**
- Be helpful**
- Be human**

Thank You!

jamesdavidwright.com/oaas

Questions?

Jim Wright

jim@jamesdavidwright.com

jamesdavidwright.com/oaas