

MEQUODA PRO LIVE

WEBSITE HOMEPAGE DESIGN WORKSHOP

**14 Guidelines for Increasing Website
Usability, Traffic and Conversion Rates**

Today's Host



Kim Mateus

Member Services Director

Mequoda Group

Kim@Mequoda.com

Today's Speaker



Nancy Horan

Systems Director

Mequoda Group

Nancy@Mequoda.com

14 Website Design Guidelines

- Strategic Intent
- Content Webification
- Relationship Building
- Community Building
- Persistent Navigation
- User Task Depth
- Affordance
- Labeling/Language
- Readability (Content Density)
- Organization
- Content Freshness
- Load Time
- Aesthetics
- Brand Preference

Strategic Intent

Strategic Intent

A	Clearly indicates the action to be taken
B	Action to be taken in present
C	Too many actions to be taken
D	Fuzzy about what can be done
F	Can't do anything

Good: KnittingDaily.com

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Feb 18, 2010



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Can Fries Give You Cancer?

BK, Wendy's and other California joints may have to put warnings on their fries and other foods with acrylamide. [Time to panic yet?](#)

EXCLUSIVE [Sporty Mr. Potato Head](#)

Diet News Wire

- Coffee Packs Antioxidants
- Jack Osbourne's Hot Summer
- Best Dogs for Your Workout
- 5 Worst Foods to Grill
- FDA: Chromium Picolinate Is Safe
- More Stress for Women Over 40
- The Mommy-to-Be Workout
- Insurers Focus on Slim Kids
- Excess Training Tough on Body
- U.S. Obesity Rates Still Rising
- New Frying Method for Diabetics


FREE DIET PROFILE

LOSE 10 POUNDS by Oct. 8

Height: 5 ft. 7 in.

Weight: Age:

Gender: ☐ Male ☐ Female




My Best Recipe Contest

SHARE IT WITH US AND YOU COULD TURN THAT RECIPE INTO CASH*!

GO!


*click for details

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HARVARD MEDICAL SCHOOL

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Read Harvard's complete report on the killer disease. Learn about prevention and treatment [from the experts.](#)



Psychology Today


- How Important is it to Forgive?
- Take a Bite of the Raw Foods Diet
- Happy Thoughts on PMS
- Can You Die From a Broken Heart?



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FOR THE CONSUMER

Consumer Information
Choosing a Health Spa
The Federal Trade Commission has some sound advice on what to look for and what to avoid. [Work it out right.](#)

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Which plan is right for you?
Our Diet Needs Analysis™ matches you with your perfect diet.

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In the Diet News Center


DIET & NUTRITION



Lettuce Review

Salad bars that look enticing may actually be hazardous to your diet. [Know facts.](#)


FOOD & RECIPES



Carrots are Tops

Crunchy, delicious and flexible. Carrots are what's up, doc. [Munch on this.](#)


SEX & RELATIONSHIPS



Ah, Temptation...

There are times to give in to temptation, and others to stand strong. [Choose right.](#)


STYLE & BEAUTY



Less Is More

Beauty tips that don't cost a fortune.


HEALTHY KIDS



Mother Approves

Healthy eating habits that kids will love.

Workout Mistakes



Common mistakes that could be costing you results.

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Content Webification

Content Webification

A	Innovative use of interactivity and multimedia technology
B	Some use of web-based communication technology
C	Text and graphics have been webified
D	Website looks like a book, magazine or other old media
F	Website content is non-existent and/or hard to consume

Good: WebMD.com

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March 24, 2010

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Health Conditions

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- Allergies
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- Arthritis
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- Breast Cancer
- Cancer
- Cholesterol
- Cold & Flu
- COPD
- Depression
- Diabetes
- Fibromyalgia
- Heart Disease
- Heartburn/GERD
- Hypertension
- Incontinence/OAB
- Migraines
- Osteoporosis
- Rheumatoid Arthritis
- Sexual Conditions
- Skin Problems
- Sleep Disorders

[See All](#)



Don't Eat That for Breakfast

No time to make breakfast at home? If you head for the drive-thru, avoid these unhealthy items.

[View Slideshow](#)

Look Younger

Nonsurgical ways to soften signs of aging.

Fibro Exercises

Exercises to do if you have fibromyalgia.

Breakfast Time

What to avoid at your morning drive-thru.

Are you depressed?

[Take The Quiz](#)



Symptom Checker




Health Checks

- ✓ Chronic Pain
- ✓ Low Testosterone
- ✓ COPD


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Today's Health News & Features




Exercise 1 Hour a Day to Avoid Weight Gain

"I work out 6 days a week but haven't lost weight"



Could Your Pain Be Caused by Depression?




Slideshow: A Visual Guide to Fibromyalgia

Relapsing MS Treatment: Stop Wishing, Start Learning

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chronic progressive multiple sclerosis. Rebif is available by prescription only in 22 mcg and 44 mcg pre-filled syringes and a titration pack.

Before beginning treatment, patients should discuss with their doctor the potential benefits and risks

Bad: Bookreporter.com

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Today's Quote

Fiction is like a spider's web, attached ever so slightly perhaps, but still attached to life at all four corners. Often the attachment is scarcely perceptible.
— Virginia Woolf

Question

As people seem to remember this, name the best or worst book that was on your summer reading list when you were back in school.

Poll

Do you think schools should give children and teens required reading lists, or should students instead be able to choose their own titles for summer reading?

Bookreporter.com Talks To...

 **Karin Slaughter**
Bookreporter.com's Suspense/Thriller Author Spotlight Team (Carol Fitzgerald, Joe Hartlaub and Wiley Saichek) interviewed Karin Slaughter, author of FAITHLESS. Slaughter discusses why she decided to incorporate a number of controversial topics into this fifth installment of her Grant County series, and the importance of maintaining a balance between reality and the sensationalism of violence in her writing. She also reveals her affinity for secondary characters, talks about the significance of a book's title, and explains the international appeal of her novels. [Read the review here.](#)

[Click here](#) for more interviews.

Features

 **BEACH BAG OF BOOKS**
Our Summer Beach Bag of Books Contests have ended. Thank you for participating. Be sure to watch the Bookreporter.com newsletter for our Holiday Cheer Basket Contest that will be starting in November.

On the Edge of Your Seat:

SEARCH

SIGN UP FOR OUR WIN FREE BOOKS! NEWSLETTER

NOW IN STORES.

 **BREND A JOYCE**
THE MASQUERADE
by Brenda Joyce

[Click here to read more...](#)

 **SWEETWATER**
by Anne Rivers Siddons

"Sweetwater Creek is one of those intoxicating and beautifully written novels you cannot stop reading."
— Sue Monk Kidd, author of The Secret Life of Bees

Still Bad: Bookreporter.com



SUSPENSE / THRILLER AUTHOR SPOTLIGHT
On the Edge of Your Seat
THE BOOK OF SPIES
by Gayle Lynds



Women's Fiction
WHITER THAN SNOW
by Sandra Dallas



SUSPENSE / THRILLER AUTHOR SPOTLIGHT
On the Edge of Your Seat:
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Today's Quote
Think of life as a terminal illness, because, if you do, you will live it with joy and passion, as it ought to be lived.
- Anna Quindlen, A SHORT GUIDE TO A HAPPY LIFE

Reviews



HER MOTHER'S HOPE by Francine Rivers (Historical Fiction)
Near the turn of the 20th century, fiery Marta leaves Switzerland determined to find life on her own terms. Her journey takes her through Europe and finally lands her with children and husband in tow in the central valley of California. Marta's experiences convince her that only the strong survive. Hildie, Marta's oldest daughter, has a heart to serve others, and her calling as a nurse during World War II gives her independence, if not the respect of her mother. Reviewed by Melanie Smith and excerpted.

- [Click here](#) to see the reading group guide for HER MOTHER'S HOPE.
- [Click here](#) to see *Booklist's* feature article on Francine Rivers.
- Visit Francine Rivers's official website, www.FrancineRivers.com.

Author Talk



Chang-rae Lee
In this interview, Chang-rae Lee the bestselling and award-winning author of *The Book of Ruth* and *The Book of David* discusses his new novel, *The Book of Ruth*.

SEARCH

“War, love, betrayal ... intensely readable.”
—O, THE OPRAH MAGAZINE

Oprah's Book Club Selection


SAY THERE ARE OF THEM
THE BOOK OF RUTH

Relationship Building (Email Capture)

Relationship Building (Email Capture)

A	Aggressively invites visitors to receive content via email
B	Clearly invites visitors to receive content via email
C	Email newsletters available, but not prominent
D	Email newsletter is hidden
F	No email newsletter

Good: Johns Hopkins Health Alerts



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Lupus and Heart Disease

By Johns Hopkins Health Alerts; www.johnshopkinshealthalerts.com

Systemic lupus erythematosus (SLE), or lupus, is an autoimmune disease, in which the immune system mistakenly attacks the body's own organs and tissues. The sites most often affected are the joints, skin, kidneys, heart, lungs, blood vessels, and brain. Now research reported in the journal Arthritis and Rheumatism (Volume 58, page 1458) looks at lupus and heart disease – a complication often overlooked by both doctors and patients. [More...](#)

Posted in [Arthritis](#) on February 22, 2010

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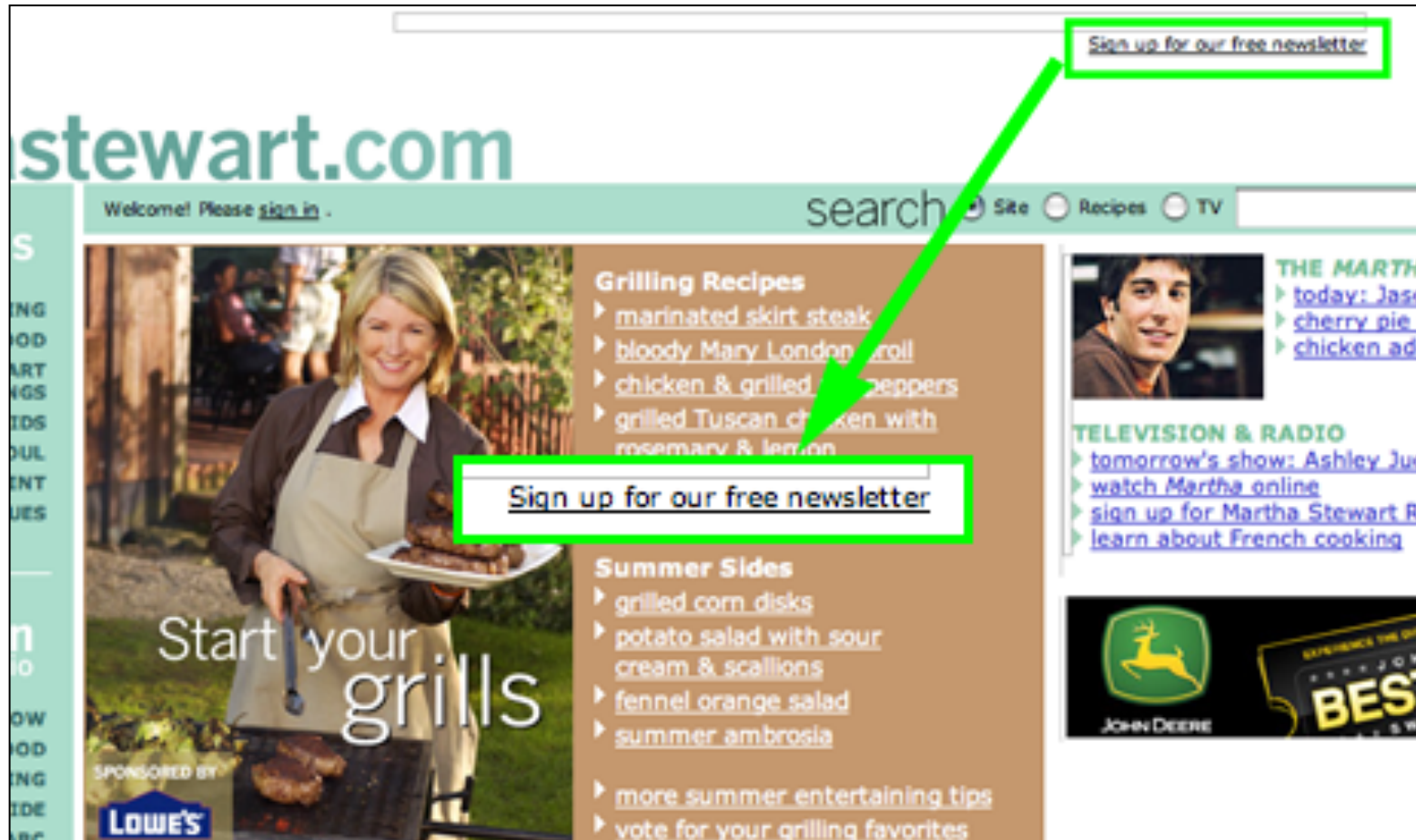
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Bad: MarthaStewart.com



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THE MARTHA BLOG

March 24

TODAY'S POST

A visit to Canada Blooms




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NEW FROM MARTHASTEWART.COM

- Gardening Projects Anyone Can Do
- Martha's Planning Calendar
- Buy Tickets for MSLO's Stitch Fest!

Daily Inspiration

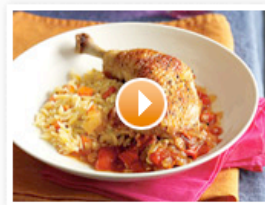
Start Your Spring-Clean!



- Martha's Clever Cleaning Tricks
- 17 Cleaning Tools We Can't Live Without


Television

Wednesday, March 24




Affordable Dinners

Prepare tasty [chicken with orzo pilaf](#) from Everyday Food, and make [chicken and cheese tortas](#) and [beer margaritas](#) with comedian Rob Corddry. Plus, get ready for Easter with a [polymer clay egg](#) craft.

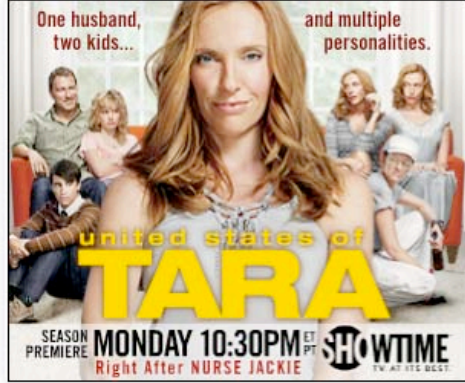
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THE MARTHA STEWART SHOW

One husband, two kids... and multiple personalities.



SEASON PREMIERE **MONDAY 10:30PM ET/PT** 

Right After **NURSE JACKIE** TV AT ITS BEST

Website Homepage Design Workshop

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Community Building

Community Building

A	Clearly invites visitors to become involved with other members
B	Community involvement devices are present
C	Community involvement devices are available, but not prominent
D	Community devices hidden
F	No community involvement devices

Good: MotherEarthLiving.com

MOTHER EARTH NEWS
THE ORIGINAL GUIDE TO LIVING WISELY

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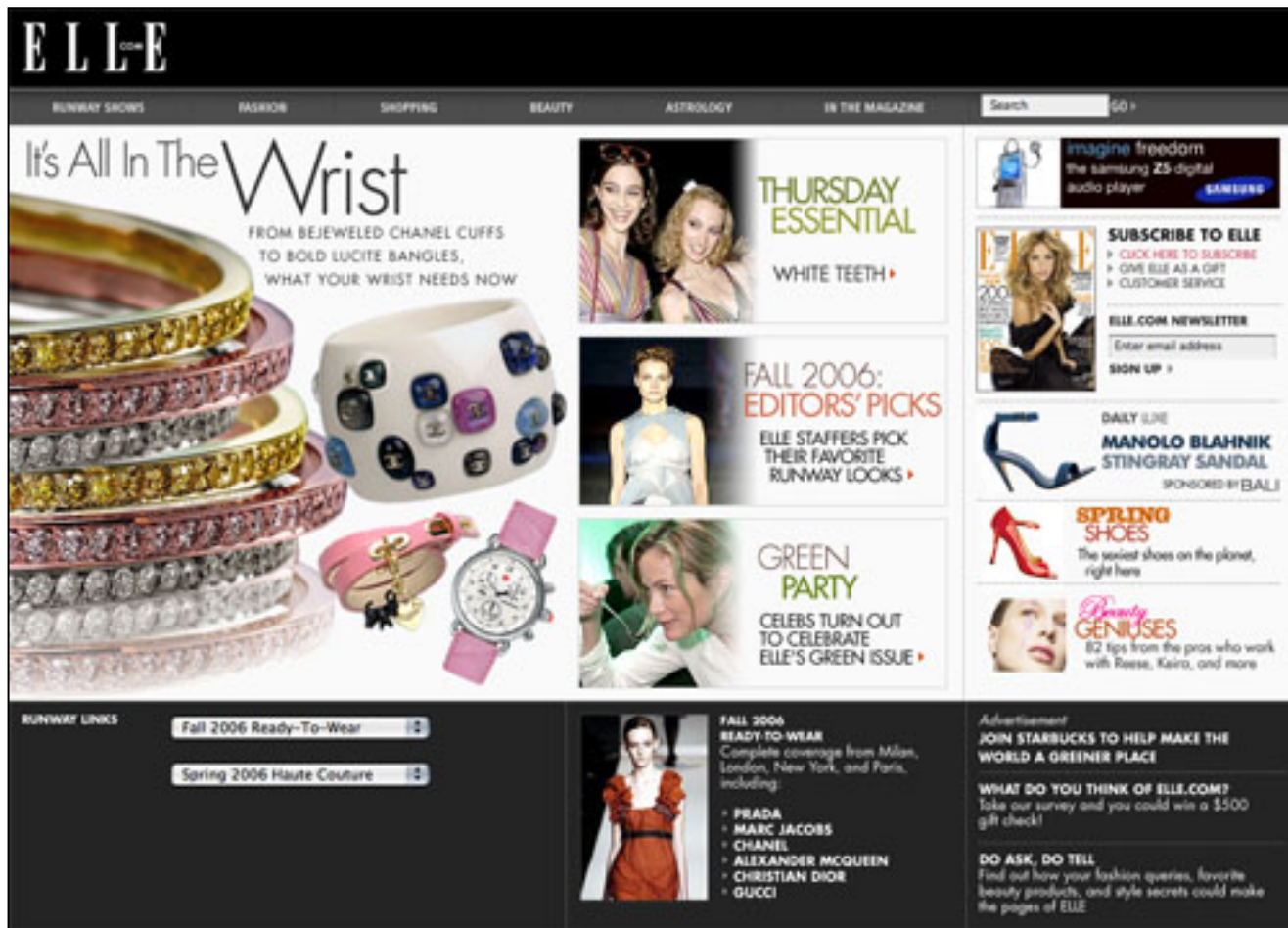
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▶ Asian Green Bean Stir-Fry Recipe
▶ Health Benefits of Medicinal Weeds
▶ Using Landfill Methane to Generate Electricity

CAST YOUR VOTE
It's spring! Will you be opening the windows soon to let the fresh air in?
☐ Yes! My windows are already open!
☐ No, but hopefully soon!
☐ No, I don't (or can't) open my windows.

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J'Adore: Beladora Retro Snake Necklace
March 24, 2010 10:30 a.m.

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Sanita Clogs: The Original Danish Clog
March 24, 2010 10:15 a.m.

ASK E. JEAN
Ask E. Jean: I Got Naughty With a Male Model
March 24, 2010 9:00 a.m.

ELLE SHOPS
Head-to-Toe Chic Spring Trends: The Season's Hottest Looks Under \$100
March 24, 2010 8:00 a.m.

STREET CHIC DAILY




MARCH 24, 2010
NEW YORK
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VIDEO OF THE DAY



Reel Life: ELLE.com Goes VIP with The Runaways Cast, Director, and Cherie Curie

Website Homepage Design Workshop

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Persistent Navigation

Persistent Navigation

A	Does an excellent job at letting user fulfill goals
B	Is confusing or has too many levels
C	Is either not persistent or not consistent
D	Changes without any perceptible reason
F	Isn't persistent or universal

Good: HuffingtonPost.com

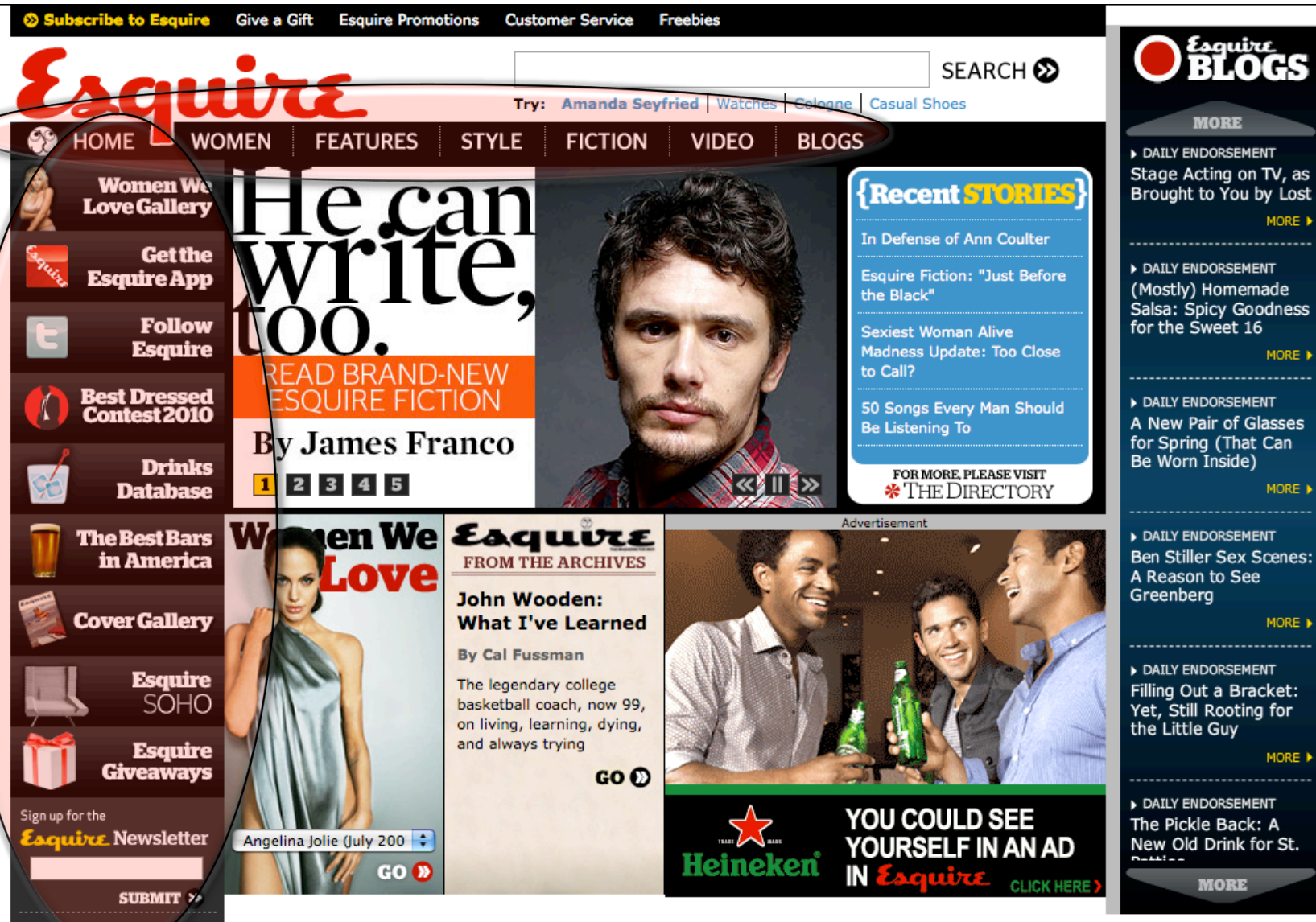


JMI 1.39 B

Bad: Esquire.com



Better: Esquire.com




User Task Depth

User Task Depth

A	Test user was able to complete all four tasks
B	Test user was able to complete at least three tasks
C	Test user was able to complete at least two tasks
D	Test user was able to complete at least one task
F	Test user was not able to complete any tasks

Good: RealSimple.com



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The Ultimate Chicken Guide

Do you know how many delicious ways there are to serve this staple? See our recipe roundup, plus cooking and shopping tips.

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- 30 No-Fail Chicken Dinners
- Quick Chicken Recipes
- Chicken Breasts, Four Ways

3 of 5

Anna Williams


Time-Saving Tricks

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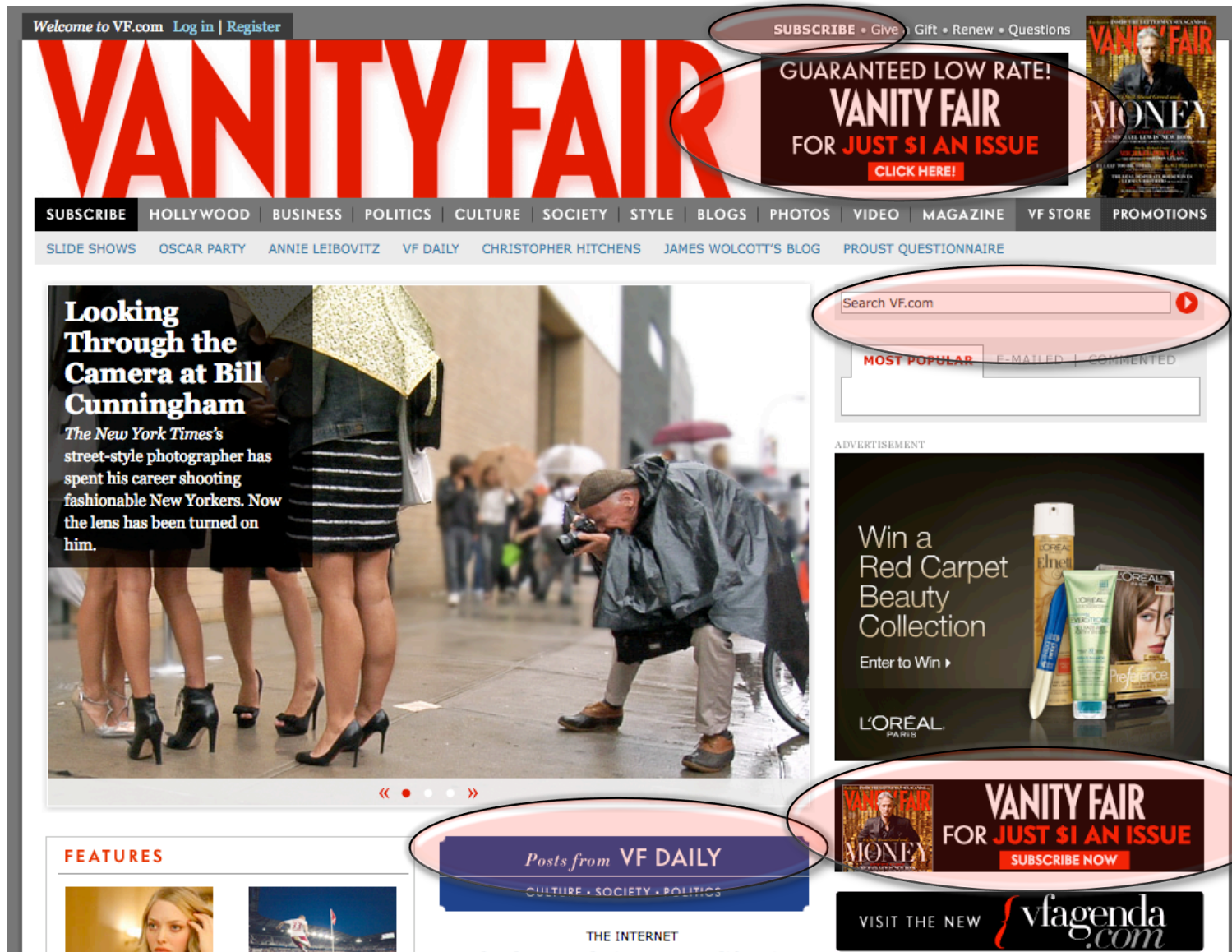
Getting Organized Guide

[CLICK HERE NOW!](#)

Bad: VanityFair.com



Better: VanityFair.com



Affordance

Affordance

A	Links and buttons clearly do what they “afford”
B	Most of the links and buttons have clear affordance
C	Some of the links and buttons have clear affordance
D	Links and buttons are inconsistent and confusing
F	Links and buttons clearly violate Web conventions

Good: HRHero.com



HRhero.com

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News

Passage of Health Care Reform Will Change Game for Employers

(March 23, 2010)

On Sunday, March 21, the U.S. House of Representatives passed health care reform legislation that would affect employers in many ways. The bill was signed into law on Tuesday, March 23. Read HR News for the latest on health care reform and what employers need to know. [Read on](#)

Learn more about the changes employers will face in a special **two-hour audio conference**, Health Care Reform Is Here: Impact and Answers for Employers on April 22, May 6, or May 20 with attorney Ashley Gillihan. [Learn more about the audio conference](#)

Employer May Terminate Employee Who Misrepresented Need for FMLA Leave

(March 19, 2010)

The Sixth U.S. Circuit Court of Appeals (which covers Kentucky, Michigan, Ohio, and Tennessee) recently addressed whether an employer could terminate an employee who met the requirements for Family and Medical Leave Act (FMLA) leave but, by virtue of his behavior during the leave, revealed that he actually was able to work. [Read on](#)

HR I.Q.

Last year, the number of EEOC charges alleging age-based discrimination reached the second-highest level ever. This quiz will test your knowledge of what is and isn't permissible when dealing with applicants and employees who are older.



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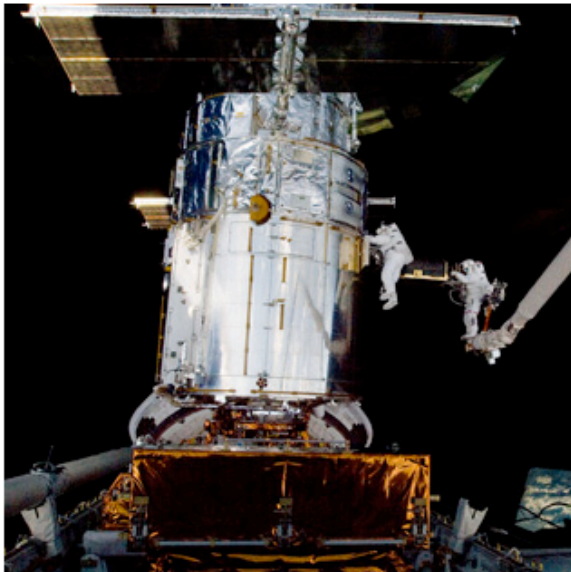
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Review: Hubble 3D

3D IMAX footage shot in space paired with two truly brain-shattering 3D fly-throughs of the universe amount to the ultimate Hubblegasm

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By Jae C. Hong, AP


Obama signs abortion order

The president signed the executive order re-asserting restrictions on the use of federal funds for abortion at the request of some House Dems.




Del. pediatrician pleads not guilty

Earl Bradley, a doctor in Lewes, Del., is charged with raping or sexually assaulting 103 patients, some as young as three months old.



New human species revealed?

A child's pinky bone found in a Siberian cave likely belonged to a previously unknown human species, living near modern humans of the era.




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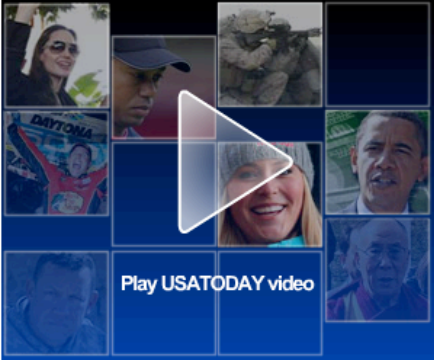
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Bad: WritersDigest.com

The screenshot displays the homepage of WritersDigest.com. At the top, there is a red banner for 'The WriteStuff Writers' Conference' and a yellow banner for 'The 6th Annual Writer's Digest SHORT STORY COMPETITION'. Below these are navigation tabs for Fiction, Nonfiction, Children's, Poetry, Personal Writing, Scriptwriting, and Marketplace. A search bar is located on the right side of the header. The main content area is divided into several sections: 'HELPFUL PRODUCTS' on the left, 'Market of the Day' in the center, and 'WRITER'S TOOLS & RESOURCES' on the right. The 'Market of the Day' section features articles like 'The Big Brush-off' and 'Get Connected'. The 'WRITER'S TOOLS & RESOURCES' section lists various links for writers, including 'Writer's Marketplace', 'Writer's Guidelines', and 'Contests & Competitions'. A sidebar on the left contains links to 'Writer's Digest Magazine', 'Writer's Digest Bookstore', 'WritersMarket.com', 'Writer's Online Workshops', 'The WriteStuff Writers' Conference', 'Writer's Digest Book Club', 'Writer's Digest School', and '2nd Draft'. The bottom of the page features a 'Writing Prompt for 9/7/2005' and a 'Calendar' section.

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You've discovered an underground shelter on the farm you just bought. Describe it. When was it built? What was it used for?
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On paper, they were perfect for each other—so why couldn't this agent immediately recognize our writer's genius?
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The editors of *Writer's Digest* magazine and books answer your questions.
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--Philip Atkins
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By Tom Bentley
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iPad Matches Kindle in Awareness, Purchase Intent



CUSTOMER BEHAVIOR Less than a week before iPad's April 3 ship date, nearly two-thirds (65%) of consumers are aware of Apple's tablet device and 15% are already thinking about buying it in the next three months, according to comScore. [more >](#)

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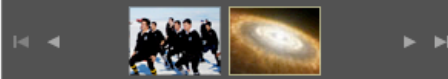
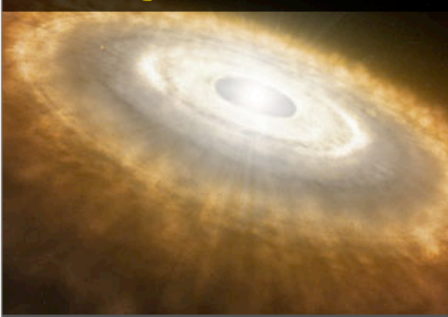
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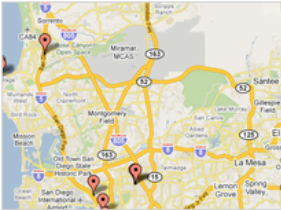
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Aesthetics

Aesthetics

A	Support the purpose of the site, is consistent with user mental model
B	Support the purpose of the site, but confused about user mental model
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NCAA TOURNAMENT



With Kansas out of the NCAA tournament, Evan Turner and No. 2 seed Buckeyes are the favorite in the Midwest.

March Madness: It's not just about the NCAA tournament. Seth Davis scouts the showdowns in the Sweet 16 ... and the ones that are starting to form on college hoops' coaching carousel. [FULL STORY](#)

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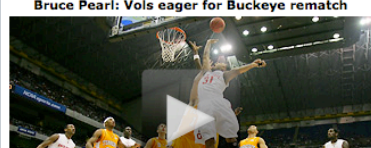
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Syracuse still looks like the best bet to get to Indy from the West.

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Wednesday, March 24, 2010 Markets: DJIA -52.68 NASDAQ -16.48 S&P 500 -6.45



Economic Agenda

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(Photo: AP)

Spring snowstorm pounds Colorado

Storm piles about 9 inches of mushy snow in Denver -- up to 23 inches in western suburbs -- leaving thousands stuck at Denver's airport.

OPINIONS

We were Stupaked

Parker: From reform hero to heel.
Miller: Bitter medicine
Dionne: Rightly cautious
Marcus: Great unknowns



- Applebaum: Tories the GOP should fear
- Diehl: Strike two for Obama on the Mideast
- Ignatius: Who's running the 'war of ideas'?
- Telnaes: Google in China | Cohen: Doing good

Russia: Deal is reached to cut nuclear arsenals

Agreement with U.S. would replace Strategic Arms Reduction Treaty; Officials in Washington say only that the two sides were close to a deal.
» Philip P. Pan and Mary Beth Sheridan | 3:12 p.m. ET

HEALTH-CARE OVERHAUL

Threats spur increased security

At least 10 House Democrats are offered stepped-up attention after death threats and vandalism.
» Philip Rucker and Ann Gerhart | 4:26 p.m. ET

- Hear threats made against Rep. Stupak
- 44: Obama signs executive order on abortion
- 44: Biden inspires T-shirts, critics | Media Notes

GoDaddy to pull back in China

Firm says it will cease registering domain names there in response to intrusive government rules.
» Ellen Nakashima and Cecilia Kang | 4:52 p.m. ET

CIA videotape case nears an end

Inquiry into statements about the destruction of interrogation tapes is nearing a close, sources say.
» Carrie Johnson and Julie Tate | 3:42 p.m. ET

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Employee Counseling
Recognition Awards
Company Products

Computerworld.com Website Design Review

Mequoda Website Design Scorecard™

Website Name **ComputerWorld**
Website URL **www.computerworld.com**
Review date: March 11, 2010

Best Practice Index	Grade	Comments	Points
1. Strategic Intent, or Purpose	B	4 users tasks are not above fold	3.00
2. Content Webification	A	lots of web-based features	4.00
3. Relationship Building	C+	rotating signup, no white paper driver	2.75
4. Community Building	A	allows user commenting and ratings	4.00
5. Persistent Navigation	A	consistent navigation throughout site	4.00
6. User Task Depth	B	premium task hard to find	3.00
7. Affordance	A	links and buttons are clear	4.00
8. Labeling and Language	A	IT specific language	4.00
9. Readability & Content Density	A	purposeful design, good content density	4.00
10. Organization	B	primary links not in top quadrant	3.00
11. Content Freshness	A	new content regularly available	4.00
12. Load Time	A	above average load time	4.00
13. Aesthetics	A	supports audience and site purpose	4.00
14. Brand Preference	A	encourages return visits	4.00
Overall Mequoda Score	A-		3.70

Computerworld Website Design Scorecard

BHG.com Website Design Review

Mequoda Website Design Scorecard™

Website Name **Better Homes and Garden**

Website URL www.bhg.com

Review date: March 25, 2010

Best Practice Index	Grade	Comments	Points
1. Strategic Intent, or Purpose	A	marquee content only updated weekly	4.00
2. Content Webification	A	high marks for creative tools	4.00
3. Relationship Building	A	consistent email capture	4.00
4. Community Building	A	community links and multiple forums	4.00
5. Persistent Navigation	A	consistent main navigation throughout site	4.00
6. User Task Depth	A	great depth of webified tasks	4.00
7. Affordance	A	clear and consistent throughout	4.00
8. Labeling and Language	A	mass audience appeal	4.00
9. Readability & Content Density	A	appropriate for consumer site	4.00
10. Organization	A	critical marketing information is above the fold	4.00
11. Content Freshness	B	only updated weekly on homepage	3.00
12. Load Time	B	heavy graphic use, slightly slow	3.00
13. Aesthetics	A	supports "mass appeal"	4.00
14. Brand Preference	A	consistency with print publication	4.00
Overall Mequoda Score	A		3.86

Better Homes and Garden Scorecard

Mequoda.com Website Design Review

Mequoda Website Design Scorecard™

Website Name

Mequoda

Website URL

www.mequoda.com

Review date: April 8, 2010

Best Practice Index	Grade	Comments	Points
1. Strategic Intent, or Purpose	A	4 user tasks are above fold	4.00
2. Content Webification	B	some social networking but could have more	3.00
3. Relationship Building	A	aggressive	4.00
4. Community Building	B	should add a Forum	3.00
5. Persistent Navigation	A	consistent navigation throughout site	4.00
6. User Task Depth	A	easy to find all	3.00
7. Affordance	A-	links and buttons are clear	3.75
8. Labeling and Language	A	audience appropriate	4.00
9. Readability & Content Density	A	adequate	4.00
10. Organization	A-	all above fold except Summit ad	3.75
11. Content Freshness	B	new content daily	3.00
12. Load Time	B/C	need to optimize images	2.50
13. Aesthetics	A	supports audience	4.00
14. Brand Preference	A	doing what Mequoda does best	4.00
Overall Mequoda Score	A-		3.57

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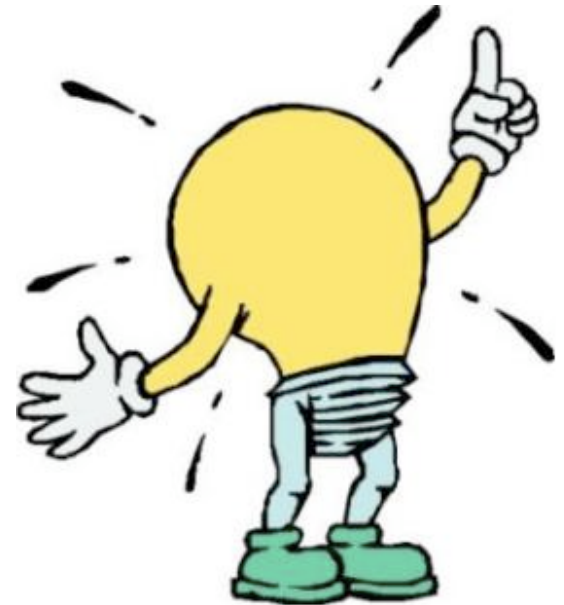
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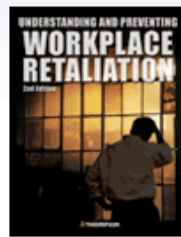
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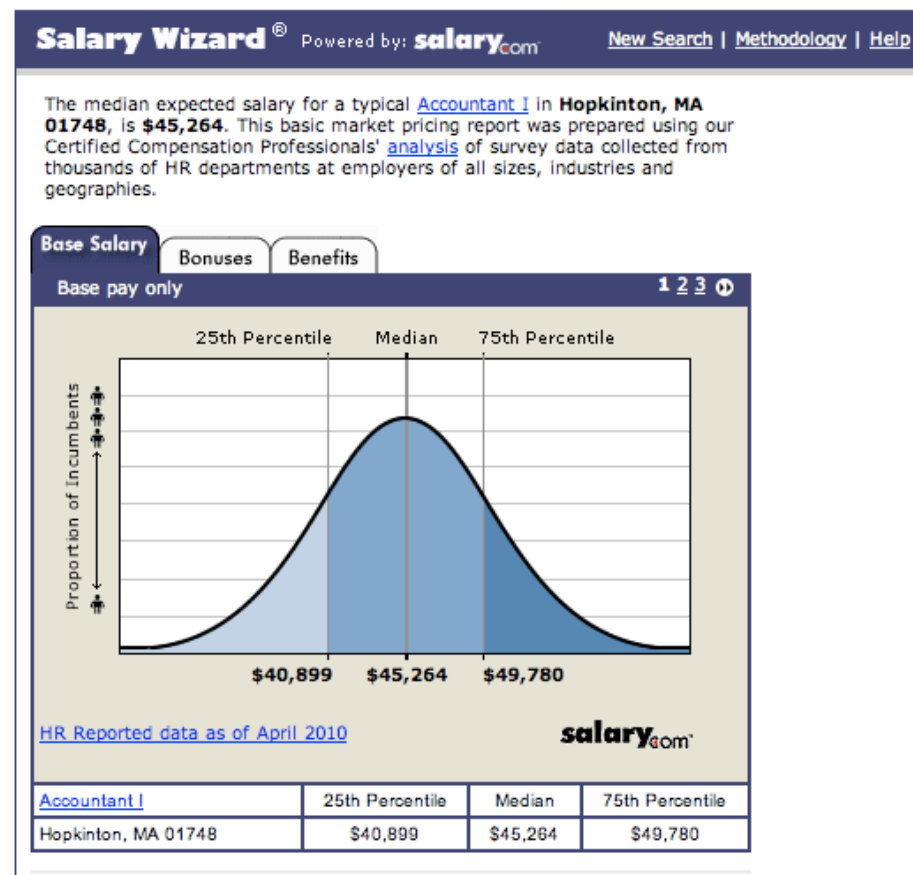
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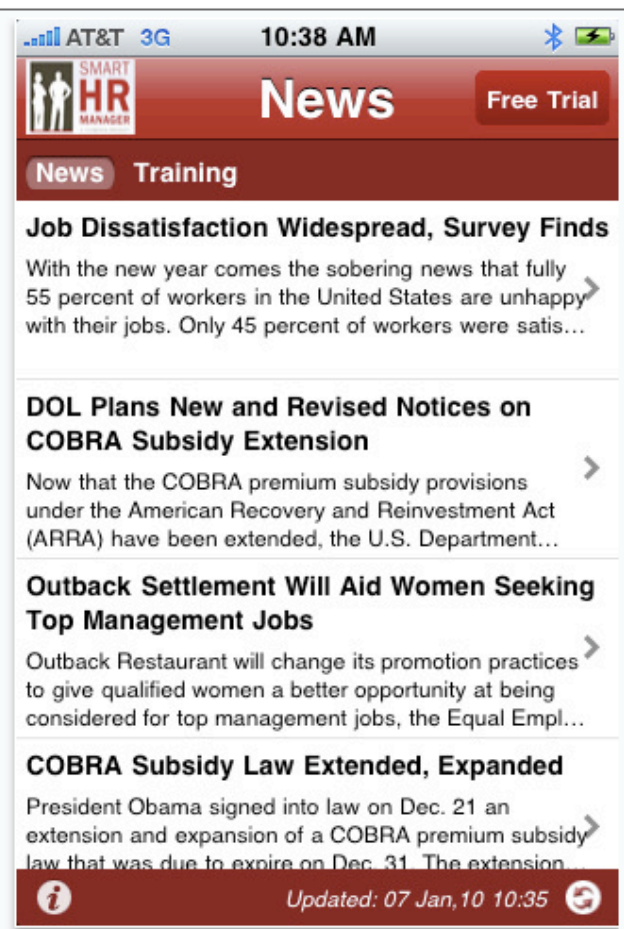
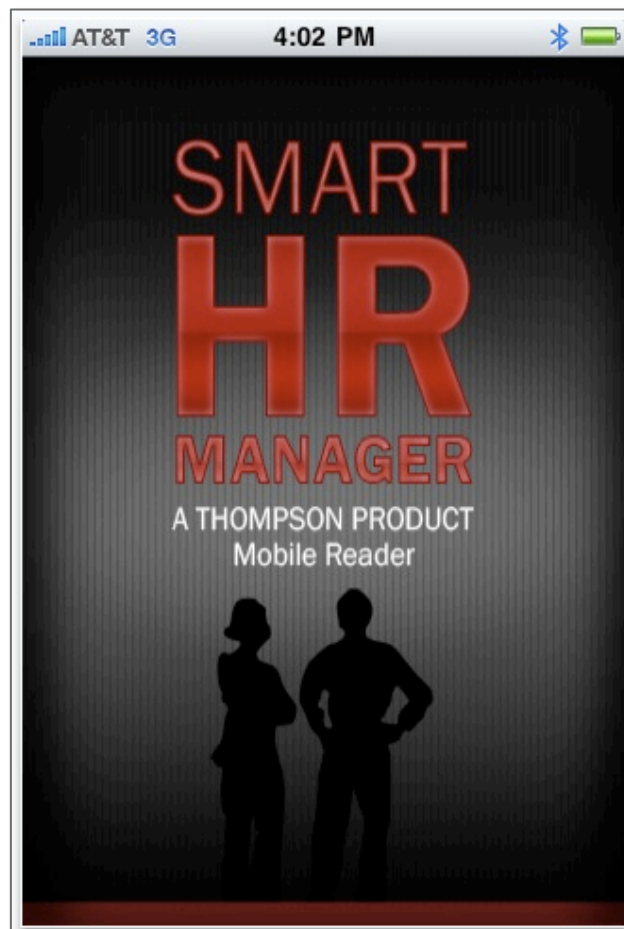
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Good: iPhone Application



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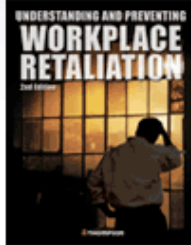
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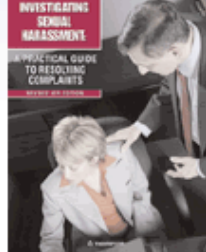
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April 26, 2010

The job duties of restaurant managers alleging overtime violations under California law vary enough that they must sue individually and not as a class, the California Court of Appeal ruled recently.

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ERISA Fiduciary's Alternative Interpretation Is Owed Deference, U.S. Supreme Court Holds

April 23, 2010

A court must defer to an ERISA fiduciary's second interpretation of ambiguous plan language even if the first interpretation was unreasonable, the U.S. Supreme Court held on April 21.

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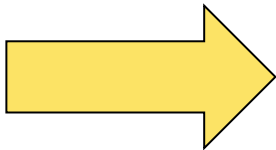
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How to find your dream cottage for less
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A taste of summertime
Photo: Randy Craig



2010

CHEVROLET
HERE'S A FACT:
Traverse has 30% more cargo capacity than Honda Pilot.[†]

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BUILD A PERFECT PATH
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Love the lake
WINTER'S END OVER 1511

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click
connect**

**COTTAGE LIFE
PRODUCTS &
SERVICES
DIRECTORY**

Review: CottageLife.com

Good:

Strategic Intent

- Search
- Subscribe
- Browse- latest topic with image
- Rotating Ad – Shop

Newsletter signup


- Missing above fold

The logo for CottageLife.com, featuring the text "CottageLife" in a white serif font on a green rectangular background. Below the green bar, there are four vertical white lines of varying heights, resembling a stylized fence or a decorative element.

Review: CottageLife.com

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holder
Keep your tool shed organized
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15 tips for maintaining your
boat
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HERE'S A FACT:
Traverse has 30% more cargo
capacity than Honda Pilot.[†]

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COTTAGE LIFE
PRODUCTS &

Review: CottageLife.com

Good: Webification

- Live Chat, Subscription Management

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Review: CottageLife.com

Improvement:

Move Free Newsletter signup above fold

- Currently just at bottom of homepage



The image shows a newsletter sign-up form for Cottage Life DOCKSIDE. The form has a light blue background with a wavy pattern. At the top left, the text 'Cottage Life DOCKSIDE' is displayed in a large, bold, black font. Below this, in a smaller, light blue font, is the text 'SIGN UP FOR OUR FREE E-NEWSLETTER'. To the right of this text is a button labeled 'View Sample'. Below the text is a text input field with the placeholder text 'Your e-mail'. To the right of the input field is a button labeled 'Sign Up'.

Review: CottageLife.com



Improvements:

- Google search ability requires keyword text

Review: CottageLife.com

Improvement:


Conversion Architecture

- After signup – offer a way to return to site or open in a separate window

Cottage Life DOCKSIDE

Registration

✓ **Thank you!**
We've added you to the mailing lists you selected.

Cottage Life uses  **SafeUnsubscribe®** which guarantees the permanent removal of your email address from its mailing lists.

Review: CottageLife.com

Improvement:

Simplify Navigation Organization

- Blogs in multiple tabs (Magazine/Community)
- Listing in multiple tabs (Rentals/Recently Added Listings)

Magazine	Rentals	Community	Contes
Current issue & links		CottageLifeStyle Blog	
Free preview issue		Penny's Blog	
Take our reader's survey		The Cottage Feast Blog	
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Digital edition of Cottage Life		Cottage Life on Twitter	
2010 Publication Schedule		Cottage Country Calendar	
Penny's Blog		Cottage Life Forums	
Article Index			
Photo Contest			
Cottage Q&A			
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Review: CottageLife.com

Improvement: Navigation

- Let user know they are in the Forum
- Update Nameplate to include Forum

The screenshot shows the CottageLife.com website. The top navigation bar is green with the 'CottageLife' logo and links for Magazine, Rentals, Articles, Products & Services, Store, Shows, and My Lake. Below this is a grey bar with a 'Board index' link, a home icon, and user options like FAQ, Register, and Login. A timestamp indicates it is Monday, April 26, 2010, at 9:35 pm. The main content area shows two forum sections: 'NEWS, ANNOUNCEMENTS, AND HELP' and 'THE COTTAGE LIFE COMMUNITY'. Each section has a table with columns for Topics, Posts, and Last Post.

NEWS, ANNOUNCEMENTS, AND HELP		TOPICS	POSTS	LAST POST
	How to Get Started and Forum Help Having trouble with the forums? Need assistance? Post a message or search for answers here. Moderators: web impact , administrator , moderators	46	725	by Tony Wo Wed Apr 14, 2010 7:21 pm
	News from Cottage Life The latest news from Cottage Life Magazine, The Cottage Life Shows, Cottage Life Books, and cottagelife.com. Moderators: web impact , administrator , moderators	53	864	by Wet Paws Fri Apr 16, 2010 4:24 am

THE COTTAGE LIFE COMMUNITY		TOPICS	POSTS	LAST POST
	Introductions New to the forum? If you want to get to know other...	167	2301	by Peregrine







Review: CottageLife.com

Improvement: Navigation

- Add breadcrumbs



[View unanswered posts](#) • [View active topics](#)

NEWS, ANNOUNCEMENTS, AND HELP		TOPICS	POSTS	LAST POST
	How to Get Started and Forum Help Having trouble with the forums? Need assistance? Post a message or search for answers here. Moderators: web impact , administrator , moderators	46	725	by Tony Wo  Wed Apr 14, 2010 7:21 pm
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THE COTTAGE LIFE COMMUNITY		TOPICS	POSTS	LAST POST
	Introductions New to the forum? If you want to get to know other	167	2301	by Peregrine 

Review: TheEducationCenter.com/tec/



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- ☐ 0-1
☐ 2-3
☐ 4-5
☐ More than 5

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☐ 2-3
☐ 4-5
☐ More than 5

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Good:

Conversion Architecture

- Good copy on Landing Page (RCLP)

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Good:

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- Usability test for easy of use
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Review: TheEducationCenter.com/tec/

Good:

- Website nameplate changes when on Blog



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Improvement:

Consistent Navigation

- how to return to site

Review: TheEducationCenter.com/tec/

Improvement:

Consistent Navigation

- Nameplate text changes, not graphic
- Suggested menu per website
 - Blog, Bookstore, Magazine



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April Faves

Posted by Diane Badden on 28 Apr 2010 | Posted in: [Teachers and Teaching](#)

With only three days left in April, it seems like a perfect time to share some favorite teacher moments from the month! Is there an activity your kiddos absolutely loved? Did your students knock your socks off with their test scores? Do you have a teacher-to-teacher giggle to share? Or maybe you have a learning moment or two you'd like to tell us about?

For me, April has been all about learning. I was reminded about the importance of play—that it's good for a person no matter his or her age. And, as you all know, I also

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Improvement:

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Review: TheEducationCenter.com/tec/

Improvement: Aesthetics

- changes color completely for each blogger (age group)



Review: StagingDiva.com



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Home Staging (House Staging, House Fluffing, House Primping, Real Estate Staging) is the art of decorating a home to sell quickly and for top dollar.

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Established in 2004, Staging Diva® is one of the most recognized and respected names in home staging today.

Created by real estate staging expert Debra Gould, the [Staging Diva Home Staging Business Training Program](#) teaches **HGTV** fans and others how to use their decorating talent to grow a successful home staging business.

Several products and services are available to [help new and established home stagers alike](#).



Review: StagingDiva.com

Good:

- Strategic Intent
 - Download Free Brochure
- Webification
 - “Listen” to Staging Diva
- Labeling and Language
 - Emerging Market, good definition on homepage



Review: StagingDiva.com



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Review: StagingDiva.com

Improvement:

- Relationship Building – reasons to return to site
 - OFIE, Floater
 - Newsletter “Staging Diva Dispatch” signup move up the fold

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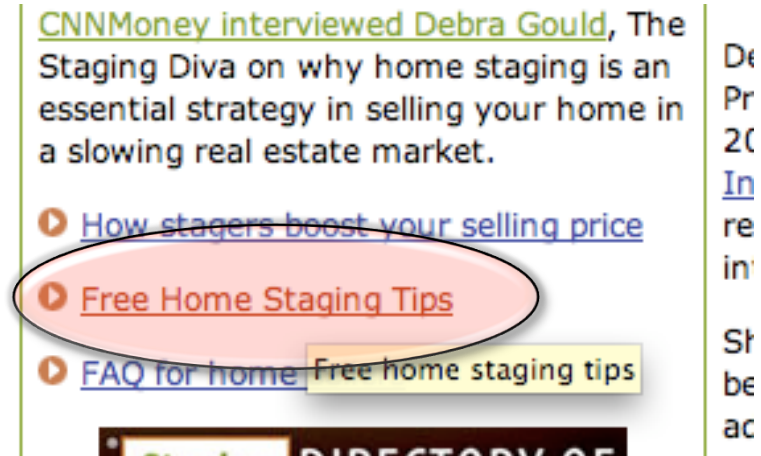
▶ [Check out the many products available to help your staging business](#)

Improvement:

Persistent Navigation

- Add Store to Navigation
- Add Shop link at top of homepage
- Menu Navigation – Daily Blog, Training, Store, About Us

Review: StagingDiva.com



Improvement:

Task Depth

- Tagging for keywords
- Glossary

Organization

- Free Daily content

Review: StagingDiva.com

Improvement:

Nameplate

- Use the image of the “expert” Debra Gould
- Personal Branding to transform the brand
- Use testimonials

Learn from a recognized
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Additional Resources

14 Website Design Guidelines

<http://www.mequoda.com/reviews-and-studies/14-website-design-guidelines-the-mequoda-website-scorecard/>

Website Design Reviews:

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Thank You

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