



**GOOD SEO DOESN'T (HAVE TO)
EQUAL FUGLY DESIGN**

**WHAT'S
“GOOD”
WEB DESIGN?**

Animation: Parallax



It is not every day that you come across a passionate and trustworthy financial advisor. John Doe is true professional who does his work really well. Thanks John!

Johnson.M.J.

Director of "Financial Times"



In just 2 very short meetings with John he managed to find the solution personally catered to my situation and expectations. Punctual, well informed and very reliable.

Carol Harper

Director at Risktec Solutions Ltd



A very professional financial advisor, who is true to his word. John has demonstrated a high amount of integrity in the time I have known him, and he is fast to respond to my concerns.

Snow.J.R.

Managing Director of BPW Global

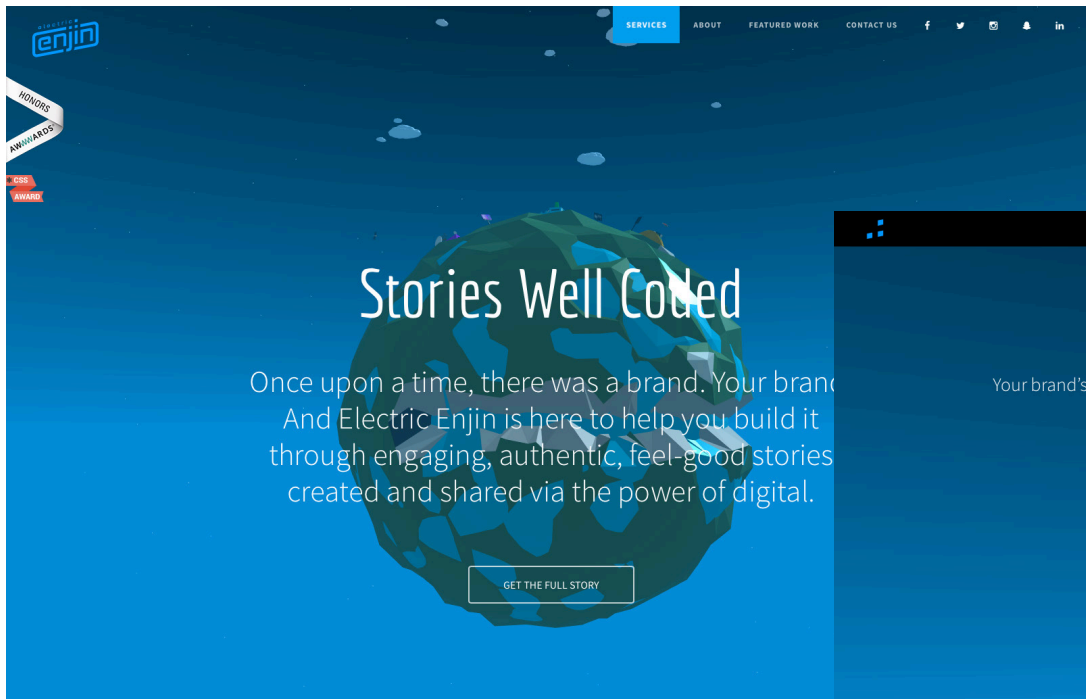
More Than 100 Financial Planners,
One Philosophy

Every single one of our financial advisors receives rigorous training according to John Doe's philosophy based on academic research (including that of a Nobel laureate in Economics) and Behavioral Finance.

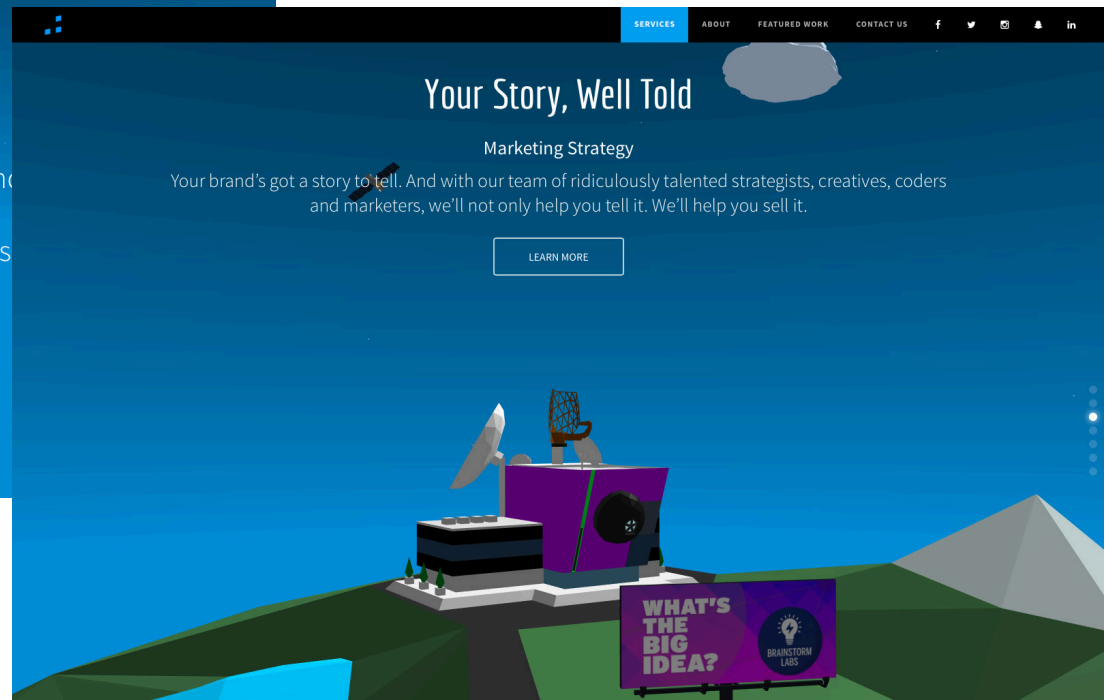
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<http://www.templatemonster.com/demo/58881.html>

Animation: HTML 5



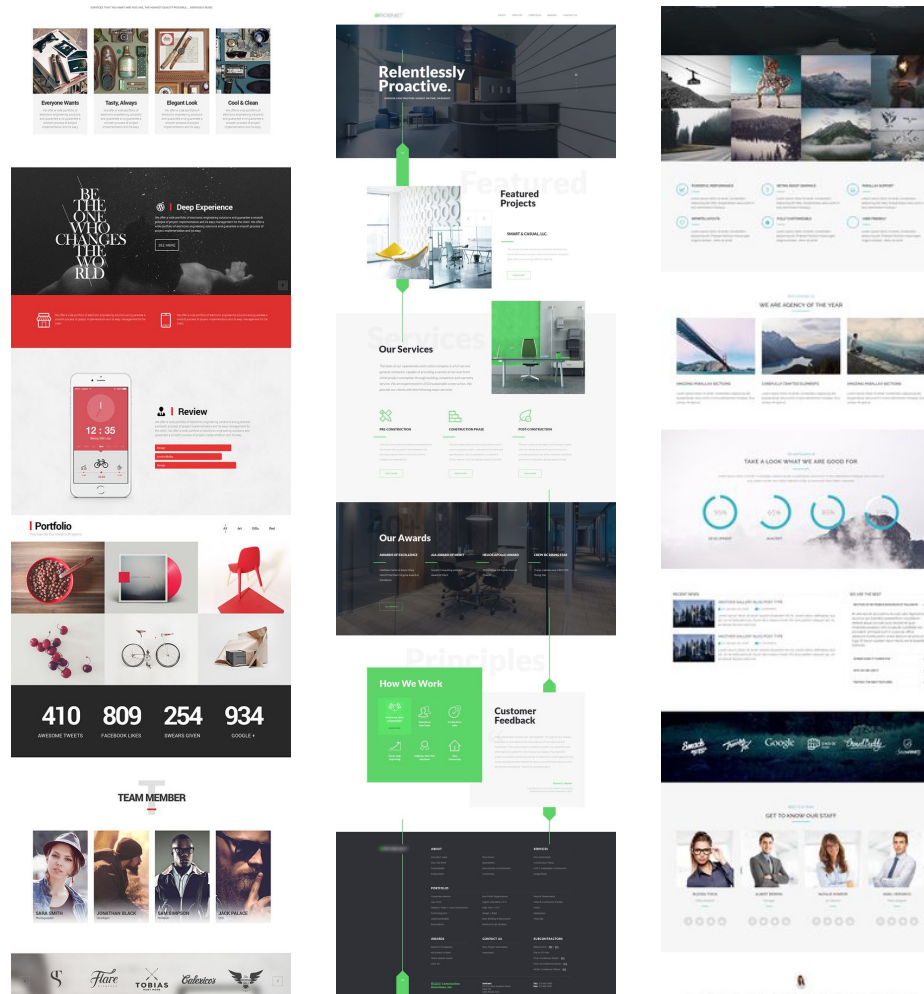
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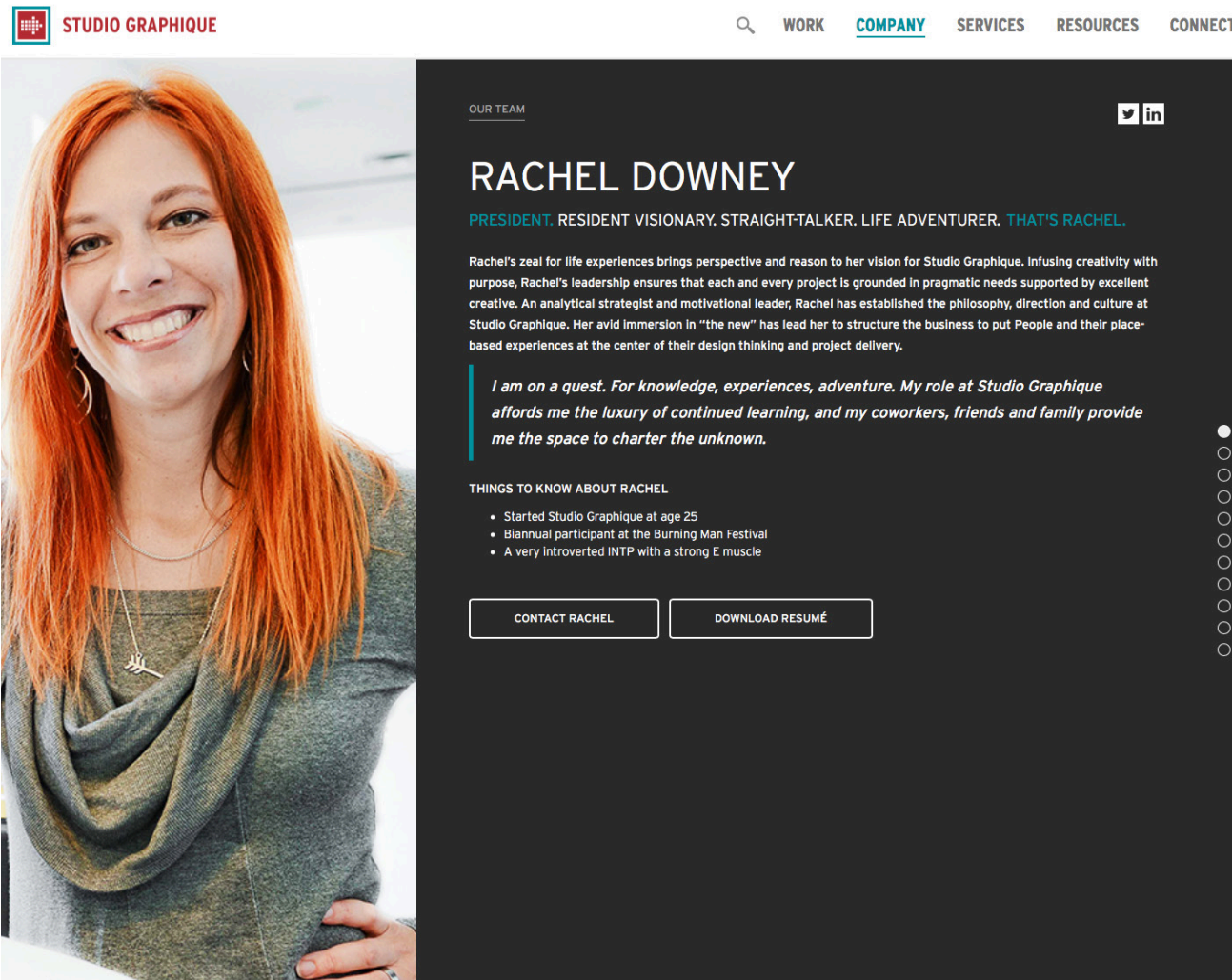
Full Screen Visuals: Background video or photo



Scrolling Pages: Vertical



Scrolling Pages: Horizontal



The screenshot shows a horizontal scrolling website page for Studio Graphique. On the left is a large portrait of Rachel Downey, a woman with long red hair, smiling. To the right is a dark grey content area with white text. At the top left of the content area is the Studio Graphique logo and name. At the top right are navigation links: WORK, COMPANY (underlined), SERVICES, RESOURCES, and CONNECT. Below the navigation is a search icon. The main content area features the heading 'OUR TEAM' with social media icons for Twitter and LinkedIn. The name 'RACHEL DOWNEY' is prominently displayed. Below the name is a short bio: 'PRESIDENT. RESIDENT VISIONARY. STRAIGHT-TALKER. LIFE ADVENTURER. THAT'S RACHEL.' This is followed by a paragraph describing her leadership and philosophy. A quote in italics follows: 'I am on a quest. For knowledge, experiences, adventure. My role at Studio Graphique affords me the luxury of continued learning, and my coworkers, friends and family provide me the space to charter the unknown.' Below the quote is a section titled 'THINGS TO KNOW ABOUT RACHEL' with a bulleted list of three facts. At the bottom of the content area are two buttons: 'CONTACT RACHEL' and 'DOWNLOAD RESUMÉ'. On the far right edge of the content area is a vertical scroll indicator consisting of a series of small circles, with the top one filled.

STUDIO GRAPHIQUE

WORK COMPANY SERVICES RESOURCES CONNECT

OUR TEAM

RACHEL DOWNEY

PRESIDENT. RESIDENT VISIONARY. STRAIGHT-TALKER. LIFE ADVENTURER. THAT'S RACHEL.

Rachel's zeal for life experiences brings perspective and reason to her vision for Studio Graphique. Infusing creativity with purpose, Rachel's leadership ensures that each and every project is grounded in pragmatic needs supported by excellent creative. An analytical strategist and motivational leader, Rachel has established the philosophy, direction and culture at Studio Graphique. Her avid immersion in "the new" has lead her to structure the business to put People and their place-based experiences at the center of their design thinking and project delivery.

I am on a quest. For knowledge, experiences, adventure. My role at Studio Graphique affords me the luxury of continued learning, and my coworkers, friends and family provide me the space to charter the unknown.

THINGS TO KNOW ABOUT RACHEL

- Started Studio Graphique at age 25
- Biannual participant at the Burning Man Festival
- A very introverted INTP with a strong E muscle

CONTACT RACHEL

DOWNLOAD RESUMÉ

<http://www.designwithdirection.com/company/#team>

Typography Accents: Typekits, CSS3 styles



WHAT'S “GOOD” SEO?

SEO Best Practices

- + **Keywords:** url, h1, links
- + **Page load speed:** good code, limited plugins, optimized images
- + **Incoming links:** quantity, quality
- + **Relevant content:** topic, length
- + **Mobile Friendly:** simplified menu, finger-friendly buttons, resized content

**A website only
concerned
with {pick one}
design or SEO
will suck.**

It's about balance to create the best possible experience for the user.

Balanced Design & SEO = Best Experience for the User

- + **Design: use animation responsibly**
 - motion sickness
 - slow page load speed
- + **SEO: too many keywords in text**
 - people don't read...they bounce
 - reads like a robot...and Google knows

Balanced Design & SEO = Best Experience for YOUR User

+ Higher Ed: prospective student

- expects social media
- viewing on smartphone

+ Library: senior citizen

- confused by non-traditional navigation
- sensitive to poor text color contrast

Challenges for edUi Attendees

- + **Industry can be less progressive than B2C**
- + **Lots of internal politics/decision makers**
 - designer: make it pretty
 - developer: make it work
 - marketing: make it rank/convert
- + **Large websites lead to retrofitting vs. a full redesign**

Aim for Gradual Evolution

- + **Small changes are less scary**
 - landing page
 - A/B split major pages
- + **Prove/test effectiveness through data**
 - bounce rate
 - time on page
 - conversions/events

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FALL
2016

CAREER FAIR

FRIDAY
10/21

9:00-2:00
A.M. P.M.



Career Fair Fall 2016

Friday, October 21 from 9:00 a.m. - 2:00 p.m. Woodling Gym



STUDENT SUCCESS



At Cleveland State University, Student Success Is Our Top Priority

We're dedicated to helping students excel in their studies, graduate on time and move...

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NEWS



Ohio Lean Buildings Program Seeks to Make Region Greener

CSU works with State of Ohio to provide free energy audits for local organizations...

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SUSTAINABILITY



CSU Names Jennifer McMillin New Director of Sustainability

Cleveland State University has appointed Jennifer McMillin as its new Director of...

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STUDENT AFFAIRS



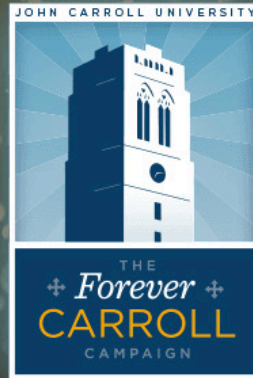
Don't Wait to Complete FAFSA

Now you can use your 2015 income information to file your 2017-2018 Free Application for...

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THANK YOU FOR HELPING US EXCEED OUR \$100 MILLION GOAL.

Watch our thank you video &
read Campaign Impact Report

News @ JCU

New England Patriots Feature JCU Alumni



Many JCU alumni lead NFL teams on and off the field, and nowhere is that more prevalent than in New England. The team recently came to campus to explore this special connection.

John Carroll University Ranked as a "Top 10" University in the Midwest: U.S. News & World Report's 2017 "Best Colleges" Guide



John Carroll University earned an overall ranking of #7 in the Midwest in the latest U.S. News & World Report "Best Colleges" guide. This marks the 28th consecutive year that the University has been recognized in the "top 10" among regional universities.

Events @ JCU



Northeast Ohio Suburban College Fair
Dolan Center for Science & Technology



"Violence and the Sacred Scriptures of Judaism, Christianity, and Islam: How Do We Handle That Legacy?"
John R. Spencer, Ph.D., Professor Emeritus of Biblical Studies



Admission PSAT Visit Day



Geller Lecture: Black Burb – "Rethinking the Quest for Integration and Middle-Class Blacks' Residential Preferences"





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Calendar and Events

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- [Storytime Schedule](#)
- [Workshops & Classes](#)
- [Summer Reading Program](#)
- [Annual Library Events](#)

[PRL Blog](#)

[Children's Page](#)

For Teens

- [Teen Space](#)
- [Teen P.O.V. \(Reviews\)](#)

For Adults

- [Web Sites for Book Lovers](#)
- [Forthcoming Books](#)
- [Talk Totes](#)
- [Playaways](#)

About the Library

Welcome to the Goochland Branch Library



3075 River Road West
Goochland, Virginia 23063
Phone: 804-556-4774
Fax: 804-556-2941
Branch Manager, Janet Melton

[Directions and map to the Goochland Branch Library](#)

Hours of Operation

Monday - Thursday 9:00 a.m. to 8:00 p.m.
Friday 9:00 a.m. to 6:00 p.m.
Saturday 9:00 a.m. to 4:00 p.m.

[See what's happening at the Goochland Branch Library this month.](#)

Please see the [Library's Facebook page](#) for the latest branch closure information and other important announcements.

Branch History

In 1973, the Goochland Branch opened in a portion of the former Bank of Goochland building. The library outgrew the entire building by 2002 and plans were made for a new building to be built not far away. Erected in 2003, the new library includes a meeting room for book discussion groups and meetings of various community organizations, a Storytime well for children's story hours, colorful murals painted by local artist Patti Rosner, and much more as it expands its collections and services.

[See pictures of Moving Day, the Grand Opening and Dedication, and more!](#)

This page was last updated on: 09/12/2016 10:18:06

Branch Libraries

[Richard S. Gillis, Jr.
Ashland Branch Library](#)
201 S. Railroad Avenue
804-798-4072
[directions/map](#)

[Atlee Branch Library](#)
9161 Atlee Road
804-559-0654
[directions/map](#)

[Goochland Branch Library](#)
3075 River Road West
804-556-4774
[directions/map](#)

[Hanover Branch Library](#)
7527 Library Drive
804-365-6210
[directions/map](#)

[King & Queen Branch Library](#)
396 Newtown Road
804-769-1623
[directions/map](#)

[Mechanicsville Branch Library](#)
7461 Sherwood Crossing Place
804-746-9615
[directions/map](#)

[Lois Wickham Jones
Montpelier Branch Library](#)
17205 Sycamore Tavern Lane
804-883-7116
[directions/map](#)

[Cochrane Rockville Branch Library](#)
16600 Pouncey Tract Road
804-749-3146
[directions/map](#)

[Upper King William Branch Library](#)
694-J Sharon Road
804-769-3731
[directions/map](#)

[West Point Branch Library](#)
721 Main Street
804-843-3244
[directions/map](#)





Library Is Now: **OPEN**
Today's Hours: 9:00 AM - 9:00 PM ▾
Drive-Thru Hours: 3:00 PM - 8:00 PM ▾

Search books, movie, music... **GO**

Catalog Website

PROGRAMS & EVENTS ▾

CHECK IT OUT ▾

DOWNLOAD IT ▾

RESEARCH IT ▾

CHILDREN ▾

TEENS ▾

ABOUT ▾

A VERY IMPORTANT DATE!

Friday, Nov. 11, 6:30-8:30 p.m.
The Hudson Library & Historical Society cordially invites you to celebrate the grand re-opening of the Children's Room.

[LEARN MORE](#) →



HIGHLIGHTS


- [Playhouse Square Discount Tickets >](#)
- [Online Suggestion Box >](#)
- [Amazon Smile >](#)
- [The Pitch >](#)

LATEST RELEASES



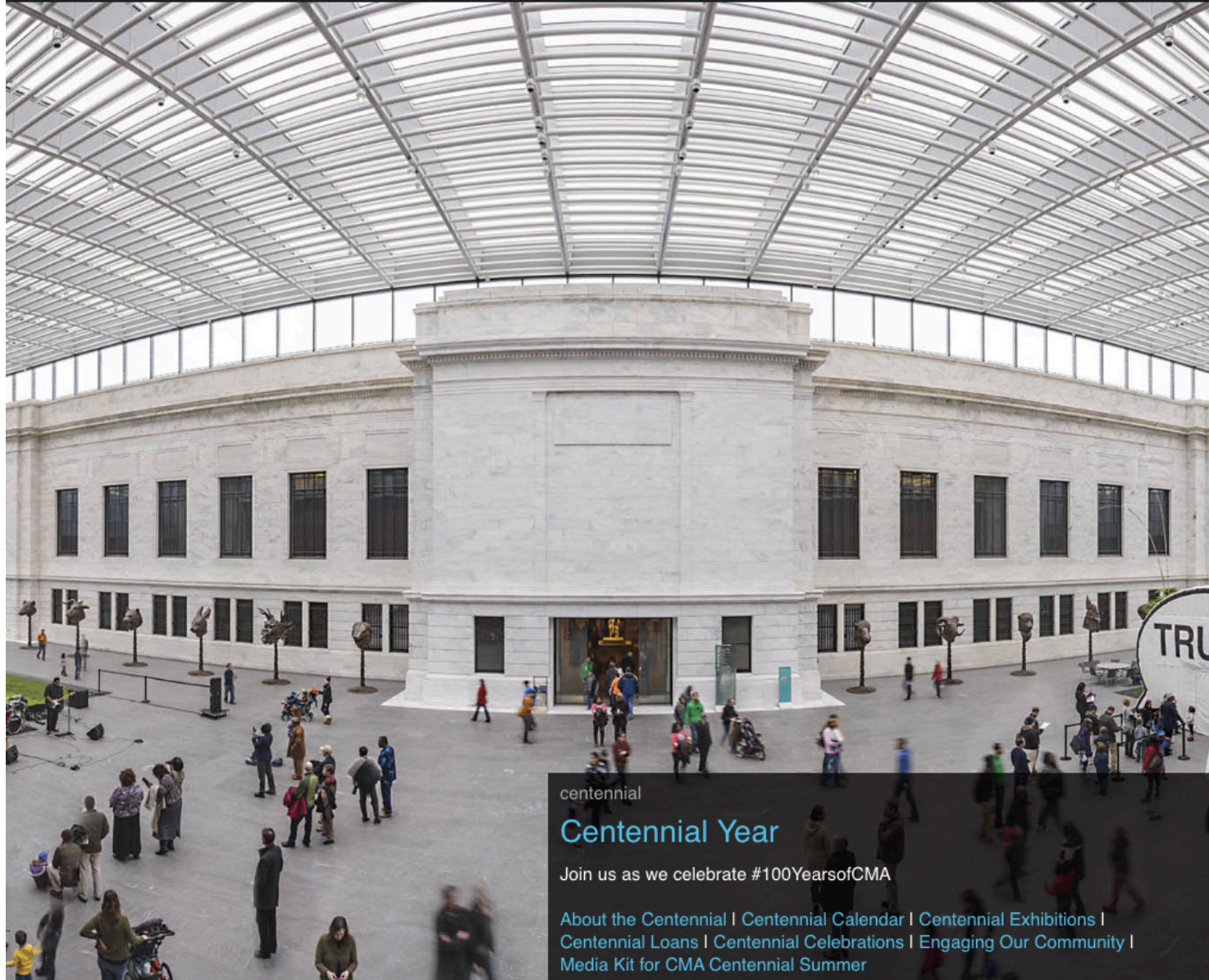


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centennial

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Join us as we celebrate #100YearsofCMA

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3 SEO Usability Tips

(that won't make your site fugly)

- + **Set up a CDN (content delivery network)**
 - WordPress: W3 Total Cache plugin



3 SEO Usability Tips

(that won't make your site fugly)

+ Check image file size

- Resolution: 72 dpi
- Dimensions: actual size
- Metadata: technical info

- Existing uploads: WP Smush
- New uploads: ImageOptim (Mac) or RIOT (Windows)

3 SEO Usability Tips

(that won't make your site fugly)

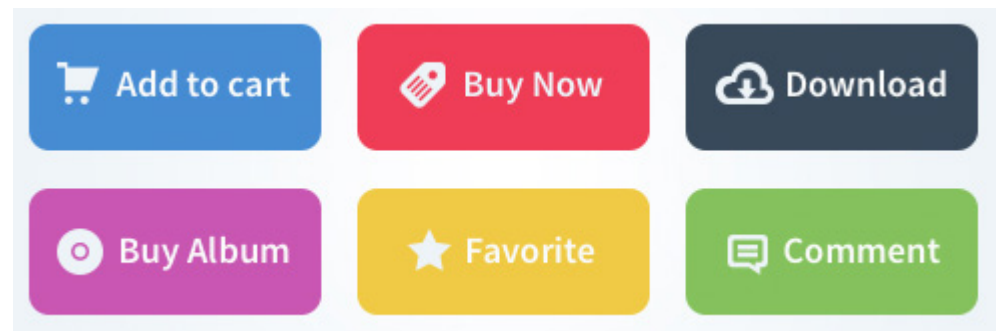
+ Install an SSL certificate

- establishes a secure encrypted connection between browser and server
- used to be just for e-commerce, now good for Google
- trust factor for users
- free through letsencrypt.org

3 Design Usability Tips (that won't tank your rankings)

+ Un-Web 2.0 buttons

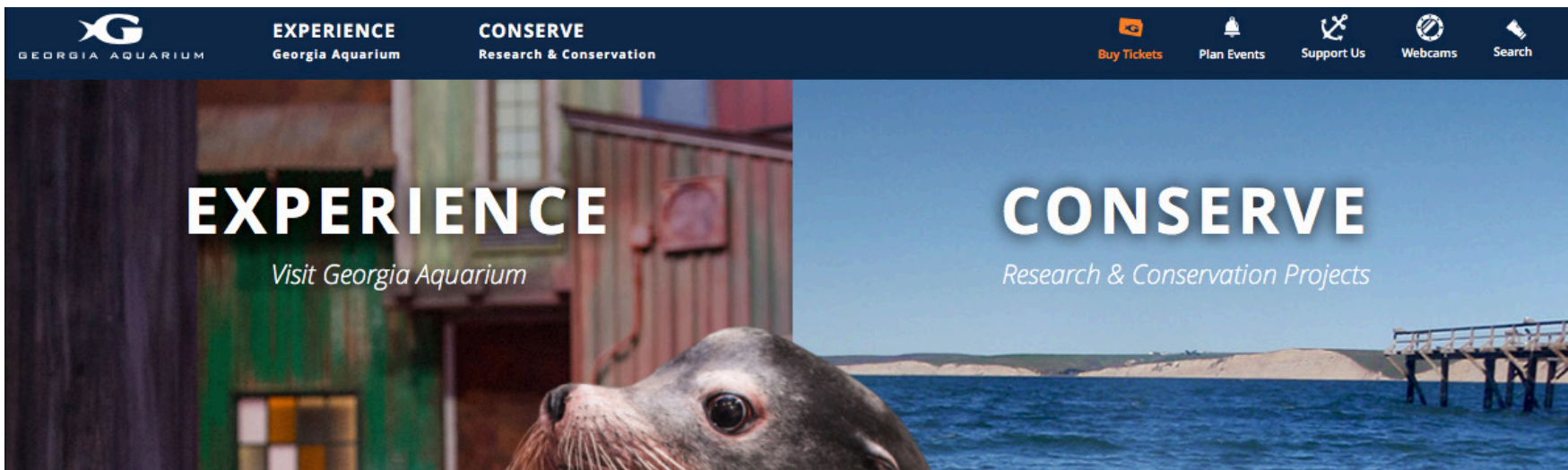
- flat design
- square or subtly rounded edges
- icon for added clarity



3 Design Usability Tips (that won't tank your rankings)

+ Add icons (w/ alt. text!)

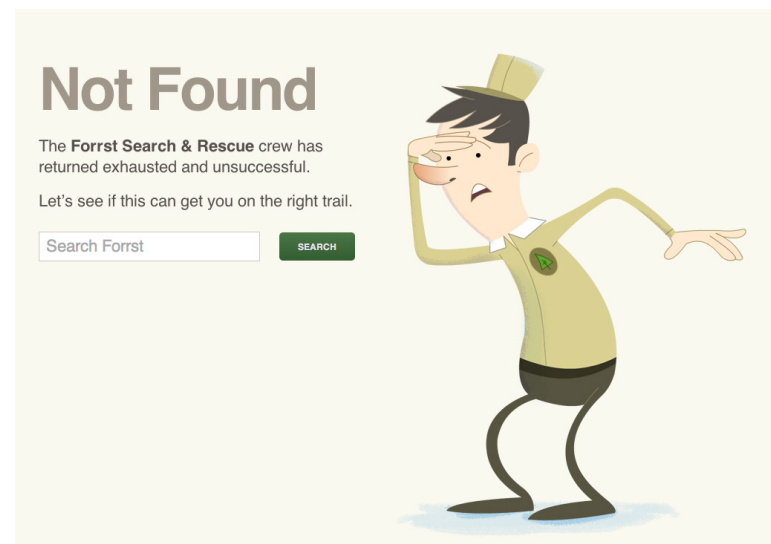
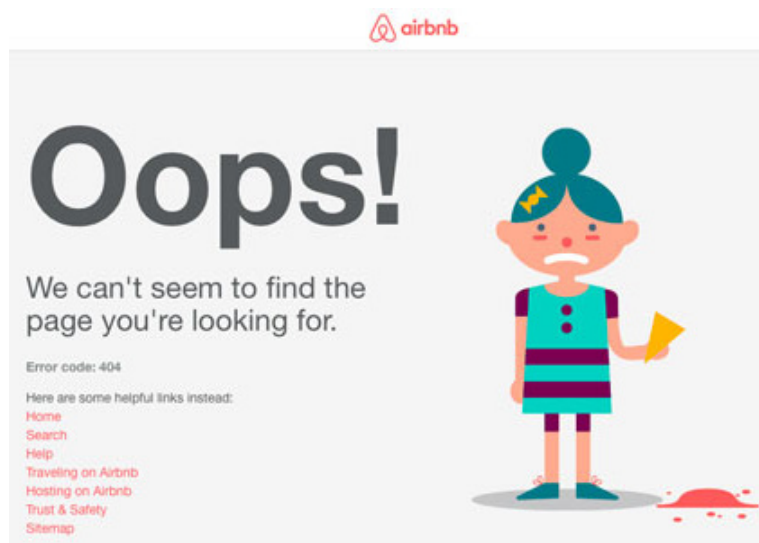
- adds visual interest
- accessibility = label with action, not image descriptor



3 Design Usability Tips (that won't tank your rankings)

+ Custom 404 error page

- apology message
- search box and/or links to pages



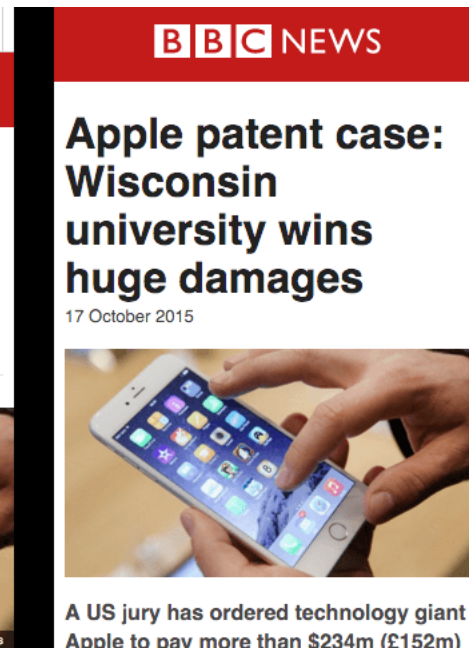
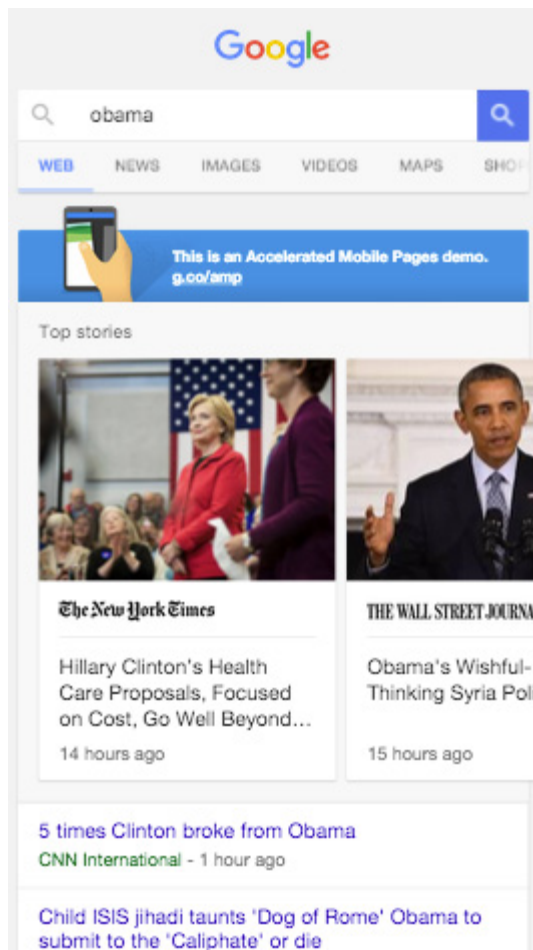
Stay Ahead of the Curve: Future of SEO + Design

+ Schema markup

- `<h1>Why Kiwi is the Best!</h1>`
- `<h1>Why Kiwi is the Best!</h1>`

Stay Ahead of the Curve: Future of SEO + Design

+ AMP = accelerated mobile pages



QUESTIONS?