



**ENSITE DESIGN**

*www.ensitedesign.com*

***Web Design  
& Development  
for  
Conference  
Administration***

***Specializing in:***

Website Design  
Graphic Design  
Digital Photography  
Desktop Publishing  
Website Programming  
Website Consulting  
E-Commerce Solutions  
E-mail Marketing  
Message Boards Blogs

***Jenny Speights***

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[ensitedesign.blogspot.com](http://ensitedesign.blogspot.com)



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## Bio:

- Graduate of Southeastern La University
- Developed websites for nearly 10 years
- Worked in Private Industry for 3 years
  - [www.lsp.org](http://www.lsp.org)
  - [www.mikethetiger.com](http://www.mikethetiger.com)
- Served LTRC as webmaster for 5 years
  - [www.ltrc.lsu.edu](http://www.ltrc.lsu.edu)
- Currently employed as LTRC's Public Info Director
- Also own EnSite Design
  - [www.sgmpla.org](http://www.sgmpla.org)
  - [www.thesolarheat.com](http://www.thesolarheat.com)
  - [www.wbrsoccer.com](http://www.wbrsoccer.com)



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*How do I get a site on the web?*

1. Reserve a Domain Name – [www.yourwebsite.com](http://www.yourwebsite.com)  
Approx. \$15/year

It is important to make sure the OWNER of the site is set up as the administrative contact on the account. Administrative contact has complete control of the domain name and can only authorize changes to Name Servers.

[www.netsol.com](http://www.netsol.com)  
[www.godaddy.com](http://www.godaddy.com)

2. Set up hosting – this is the server your domain name will be housed (Name Server). Your email addresses are usually housed in the same place.  
Approx \$50 and up/year

Typically there are 2 types of hosting servers:  
Unix and Windows. This matters during database development.

Unix Servers run PHP databases  
Windows Servers run ASP databases

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*How do I get a great design for my website?*

Don't re-invent the wheel. There are thousands of templates out there that are pre-designed and cost effective.

A little Photoshop knowledge can go a long way.

Great tools for web-design:

Adobe Dreamweaver

Adobe Photoshop

Microsoft FrontPage

Netscape Composer

Blogspot

[www.templatemonster.com](http://www.templatemonster.com)

[www.blogspot.com](http://www.blogspot.com)

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*Do I need a database for my website?*

**Brochure/Informational Site – not so much**

**Conference/Training/Event Site – YOU BET!**

**On-line Registration**

**Print Name Badges**

**Tallies Event Attendance**

**E-Commerce Capabilities**

[www.ltrc.lsu.edu/bridge09](http://www.ltrc.lsu.edu/bridge09)

[www.ltrc.lsu.edu/bridge09/admin](http://www.ltrc.lsu.edu/bridge09/admin)



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## ***Search Engine Optimization:***

### **Types of Search Engines:**

#### **Crawler-Based Search Engines**

**EX: Google**

**They crawl or spider the web and your site. Page titles, body copy, and lots of text play a role in getting listed and ranked. More text, less images is very important.**

#### **Human-Powered Search Engines**

**EX: Yahoo Directory**

**This works when you submit a short description to the directory and a human reviews and places your site based on content and relativity**

#### **Hybrid Search Engines**

**EX: MSN Search**

**Uses both search features. It is more likely to present human-powered listings over crawler listings but crawler listing can be displayed for very obscure searches.**

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## ***Search Engine Optimization:***

### **Pay for Placement Theory:**

**Have you ever searched and found the top few are sponsored links?**

**This happens when advertisers bid for the right to present an advertisement with specific search terms in an open auction. When one of these keywords is entered into the search engine, the results of the auction on that keyword are presented, with higher ranking bids appearing more prominently on the page.**

### **Pros:**

**You can set a daily/weekly/monthly budget and when your clicks are exhausted, your funds are turned off**

### **Cons:**

**You can easily spend a ton of money on marketing your site this way when you can get similar results from having a properly designed site.**

**[http://www.google.com/intl/en\\_us/ads/ads\\_3x.html](http://www.google.com/intl/en_us/ads/ads_3x.html)**

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## **Website Marketing:**

I am asked all the time, "How do I market my site besides being listed on search engines?"

**Shameless self promotion!**

**Put your site on everything you own.**

**T-shirts**

**Hats**

**Business Cards**

**Cars**

**Blogs**

**Link Swaps**

[www.vistaprint.com](http://www.vistaprint.com)

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## **Resources:**

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[www.godaddy.com](http://www.godaddy.com)

[www.networksolutions.com](http://www.networksolutions.com)

[www.templatemonster.com](http://www.templatemonster.com)

[www.vistaprint.com](http://www.vistaprint.com)

[www.wikipedia.com](http://www.wikipedia.com)

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