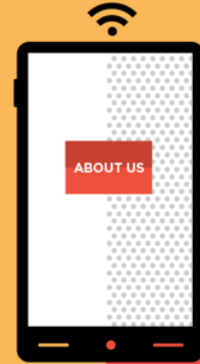


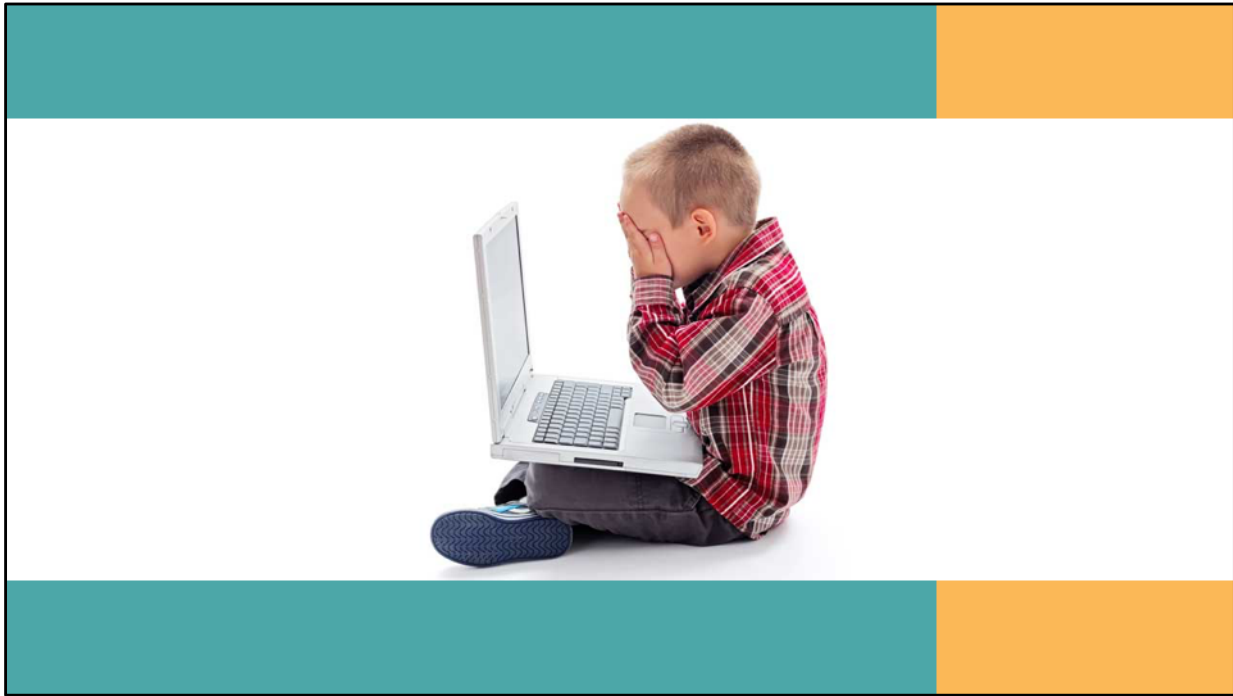


Website

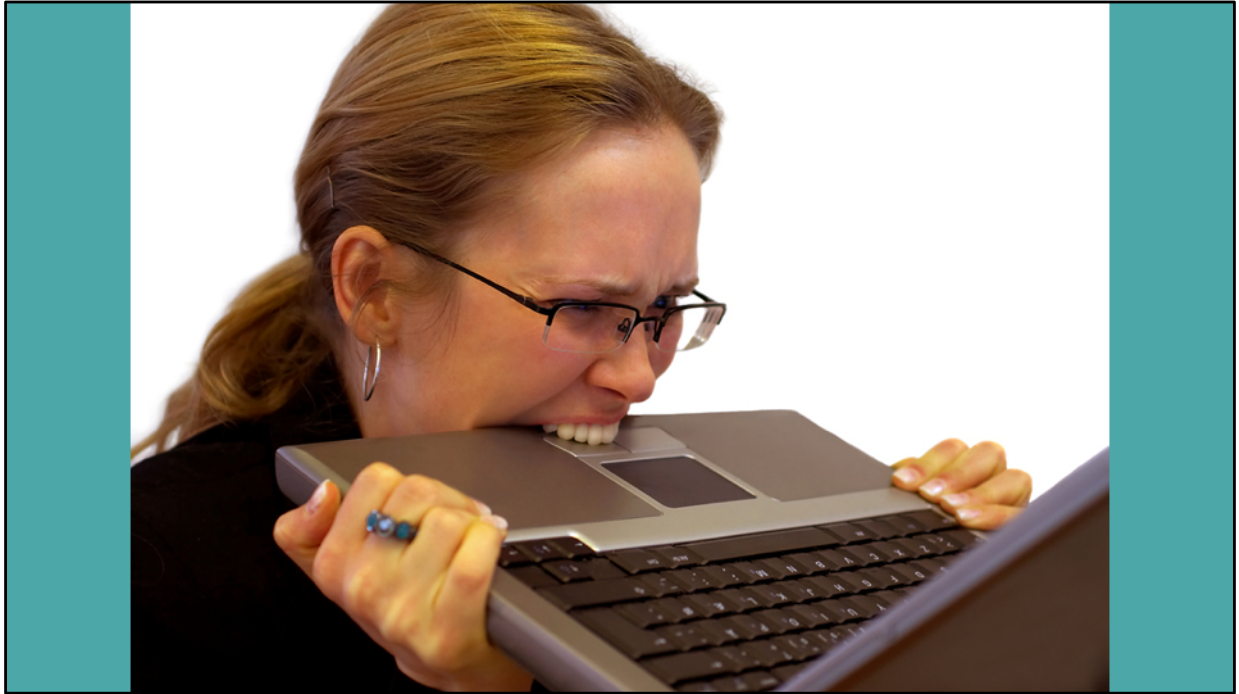
Best Practices



Commercial or professional procedures that are accepted or prescribed as being correct or most effective.



Do you feel like users cringe when they land on your website?



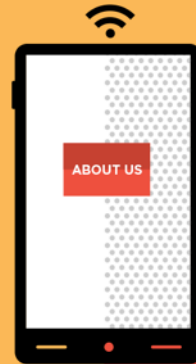
Do you feel like this when your working in the CMS (Content Management System) of your website's backend?

Where are we headed?

Web landscape

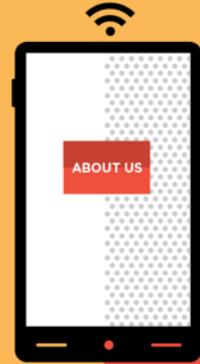
Web planning, goals and terms

Web six best practices



That's 0.05 seconds

Landscape



LANDSCAPE

First Impressions

It takes about 50 milliseconds for users to form an opinion about your website that determines whether they like your site or not, whether they'll stay or leave.



LANDSCAPE

First Impressions

57% of internet users say they won't recommend a business with a poorly designed website on mobile



LANDSCAPE

First Impressions

85% of adults think that a company's website when viewed on a mobile device should be as good or better than its desktop website.



53% of web traffic is through mobile



We remember the bad sites of the 1990s.

YOU ARE TODAY'S BIG WINNER!

VISIT YESIWON.COM TO CLAIM YOUR PRIZE

[Home](#) [Fab 15](#) [Baseball](#) [Basketball](#) [Coaches](#) [Football](#) [Rankings](#) [Recruiting](#)
[King Recruiting](#) [Resources](#) [Schedules](#) [Scores](#) [2013-2014 Score Archive](#) [Softball](#) [News](#) [Photos](#)
[MS Sports Chatter](#) [Volleyball](#) [Soccer](#) [Score Archives](#) [Rankings-Archives](#) [Fab 15 Archives](#) [Awards Archives](#)

The time is: 1:57:34 PM on June 21, 2015

Score Board

Monday March 23 MHSAA Baseball Scores

Caledonia	15	Nosubee County	0
East Webster	10	South Pontotoc	0
Harrison Central	8	Biloxi	5
Hattiesburg	4	St. Martin	0
Jawamba AHS	6	Smithville	1
Jumpertown	11	Wheeler	1
NE Jones	18	Bay Springs	6
Peral	14	Kosciusko	4
St. Andrews	1	Lloyd Star	0

Monday March 23 MAIS Baseball Scores

Benton Academy	8	Manchester Academy	5
Brookhaven Academy	9	Bens Ford Christian	3
Franklin Academy	5	Claborn Academy	4
Hartfield Academy	5	Central Hinds	3
Newton Co. Academy	5	Lamar Christian	4
Prentiss Christian	16	Clinton Christian	0
Nebel Academy	14	Scott County	1
Stillman Institute	11	Bowling Green	0

Follow us on Twitter

Contact us:

Jeff King
jeffkcoach@yahoo.com
jeffkcoach@hasportams.com
 662-816-1126
 662-863-7405 (Fax)
 142 Road 370
 Nettleton, MS 38958

Josh Smith
jumwithbulls4900@yahoo.com
 601-580-3151

If you have any information about high school sports in Mississippi, please send it to us so. We can include it on the website. Also, if you have any suggestions or comments, please feel free to send those to us.

Jeffkcoach Quotes for the Day

Tuesday, March 24, 2015:

"Education is the ability to listen to almost anything without losing your temper or your self-confidence."

~ Robert Frost

"If someone is trying to rain on your parade ... It's because they are jealous of your sun and tired of their shade."

~ David Rhodes

HS Sports in MS scoreboard

Welcome To: Gates N Fences

L.A. Ornamental Corp
3708 N.W. 82nd Street
Miami, Florida 33147
Phone: 305-696-0419
LAOrnamental@aol.com



[Link-Directory](#)
[Partners](#)

[Home](#)

[Openers & Operators](#)

[Driveway Gates 1](#)

[Privacy Gates](#)

[Garden Gates](#)

[Fencing](#)

[Fencing 2](#)

[Railings](#)

[Main Control Boards](#)



Welding Expertise

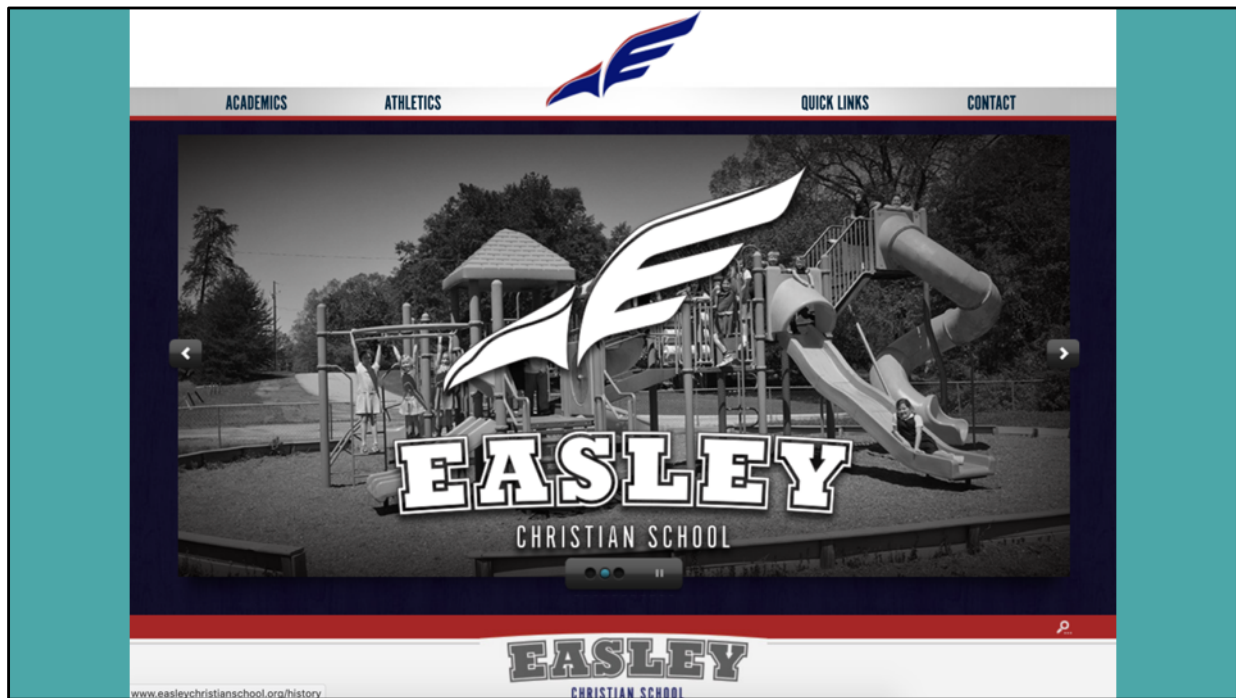
Top Brand Gate Operators
PowerMaster Gate Openers
Eagle Gate Operators
Elite Gate Openers
Ramset Gate Operators
Doorking Gate Openers
Viking Gate Operators

Designed to enhance driveway, entryways, gardens, or your entire home in general. All of our Aluminum or [Wrought Iron Gates](#), or Fences are designed and manufactured to withstand a range of outdoor conditions. Our commitment to our customers and dedication to produce quality gates has earned us thousands of satisfied customers.

Although we offer a wide selection of Ornamental Designs or Decorative Designs, we can design and manufacture any style in aluminum or wrought iron metals. L. A. Ornamental & Rack Corp also offers Fences, Garden or Walk Thru Gates to match your driveway gates. With over thirty five years of experience in manufacturing and designing elegant, custom, or exotic [Aluminum Driveway Gates](#) and Fences, our past and future customers can have peace of mind that they are receiving quality workmanship. We are a Fence Company that gives our customers 110% of dedication to manufacture quality driveway gates and fences. For a quote please send an e-mail to LAOrnamental@aol.com

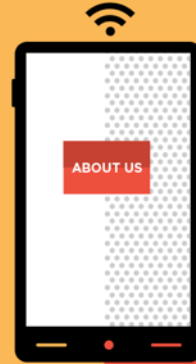
If your looking For Privacy with your Driveway Gates, Garden Gates, or Walk Thru Gates, we offer a Solid Backing with your choice of Aluminium, Steel, Plexiglas or Plastic. All solid backing are offered in many different colors to choose from. [Privacy Gates](#)

We offer a large selection of Gate Openers and Gate Operators for Residential Driveway Gates, Light or Heavy Commercial Gates, or industrial locations. If your not sure the style or size of the Gate opener / gate operator you need, please e-mail or contact us so we can gladly help guide you to the correct choice. We offer all type of Gate Openers / Gate Operator, Sliding Gate Openers / Gate Operator, Swing Gate Openers / Gate Operator, Hydraulic Gate Openers / Gate Operator. We also have a wide selection of replacement [Main Circuit Boards](#) for all brands, and [Remote Controls](#) for Visors or Keychains.



Then we saw sites updated but the planning lacked vision and direction.

Plans Goals Terms



REFLECTING CHRIST

CLEANER SALT • BRIGHTER LIGHT • SWEETER-SMELLING AROMA



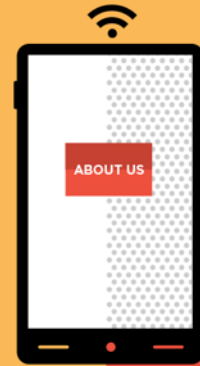
Proverbs 21:4

**The thoughts (plans) of the diligent *tend*
only to plenteousness; but of every one
that is hasty only to want.**

GOALS

Our Goal

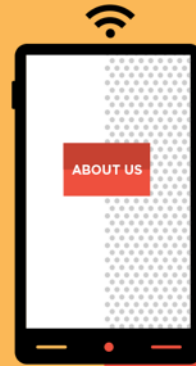
**How can we better
communicate (Reflect Christ)
with our web presence.**



PLANNING

Reflecting Christ

- » Caring for people
- » Showing Visual Grace
- » A place to get questions answered
- » Information Grand Canyon



PLANNING

Objectives.

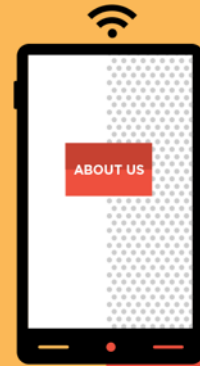
What do you want the website to achieve?

Usability.

Who will be visiting this website?

Design.

What does the website need to look like,
for my audience to be served well?



PLANNING, GOALS & TERMS

**What are the questions
your audience wants to know?**

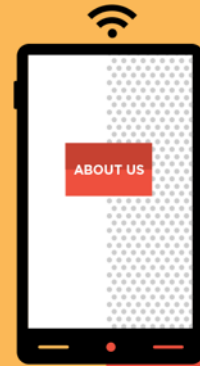
When is your services?

Where are you located?

Who is your leadership?

What should I expect?

What do you have to help my family?



Church setting

Are these answers easy to find?

Is there a clear path to find them?

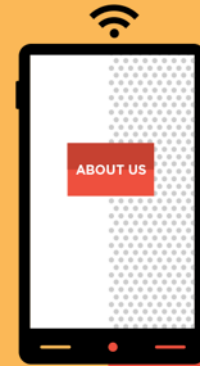
TERMS

Web acronyms

SEO: Search Engine Optimization

ROI: Return on Investment

CMS: Content Management System



SEO: Search Engine Optimization

Techniques that help your website rank higher in organic search results, making your website more visible to people who are looking for your brand, product, or service via search engines like Google, Bing, and Yahoo.

There are a ton of components to improving the SEO of your site pages. Search engines look for elements including title tags, keywords, image tags, internal link structure, and inbound links -- and that's just to name a few. Search engines also look at site structure and design, visitor behavior, and other external, off-site factors to determine how highly ranked your site should be in the search engine results pages.

[Learn more about SEO here.](#)

ROI: Return On Investment

A performance measure used to evaluate the efficiency and profitability of an investment. The [formula](#) for ROI is: Gain from Investment minus Cost of Investment, divided by Cost of Investment. The result is expressed as a percentage or ratio. If ROI is negative, then that initiative is losing money. The calculation can vary depending on what you input for gains and costs.

Marketers should measure the ROI on every tactic and channel they use. Many facets of marketing have fairly straightforward ROI calculations ([like PPC](#)), but others are

more difficult ([like content marketing](#)).

CMS: Content Management System

A web application designed to make it easy for non-technical users to create, edit, and manage a website. Helps users with content editing and more "behind-the-scenes" work like making content searchable and indexable, automatically generating navigation elements, keeping track of users and permissions, and more.

TERMS

Web acronyms

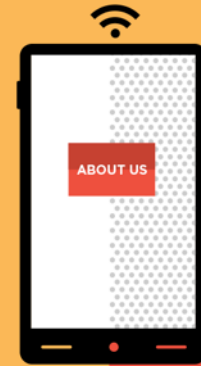
CTA: Call-to-Action

QR: Quick Response Barcode

KPI: Key Performance Indicator

UI: User Interface

UX: User Experience



CRM: Customer Relationship Management

A set of software programs that lets companies keep track of everything they do with their existing and potential customers.

At the simplest level, [CRM software](#) lets you keep track of all the contact information for these customers. But CRM systems can do lots of other things, too, like tracking email, phone calls, and deals; sending personalized emails; scheduling appointments; and logging every instance of customer service and support. Some systems also incorporate feeds from social media such as Facebook, Twitter, LinkedIn, and others. The goal is to create a system in which Sales has lots of information at their fingertips and can quickly pull up everything about a prospect or existing customer.

CPA: Cost-per-Action

An internet advertising model where the advertiser pays for each specified action someone takes, like an impression, click, form submit, or sale. You can decide if a given action is a lead or a sale. Marketers use it to figure out spending for the desired action they are driving people toward.

QR Code: Quick Response Barcode

Scannable barcodes used by marketers to bridge offline and online marketing. When

people see them, they can take out their smartphone and scan the QR code using a QR barcode scanner app. The information encoded by QR codes can include text, a URL, or other data. [Learn how to create a QR Code here.](#)

KPI: Key Performance Indicator

A type of performance measurement companies use to evaluate an activity's success. While KPIs are used throughout a business, marketers look at KPIs to track progress toward marketing goals.

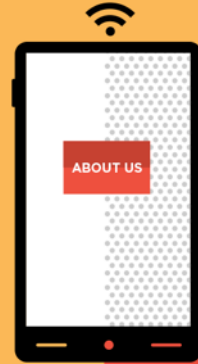
UI: User Interface

A type of interface that allows users to control a software application or hardware device. A good user interface provides a user-friendly experience by allowing the user to interact with the software or hardware in an intuitive way. It might include a menu bar, toolbar, windows, buttons, and so on. [Learn how to create a user-friendly website registration process here.](#)

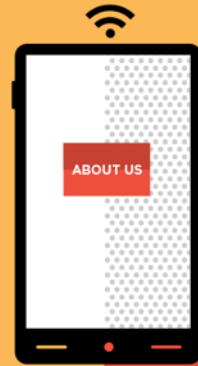
UX: User Experience

The overall experience a customer has with a particular business, from their discovery and awareness of the brand all the way through their interaction, purchase, use, and potential advocacy. To deliver an excellent customer experience, you have to think like a customer, or better, think about *being* the customer. [Learn more about this mindset here.](#)

Six Best Practices



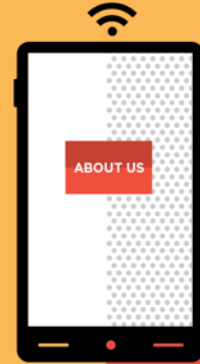
6 BEST PRACTICES



SIX BEST PRACTICES

1.

Consistent Branding



Consistent with colors, graphic elements and messaging across your whole site
Being consistent with your visual elements, your logo and you messaging can help users remember you.

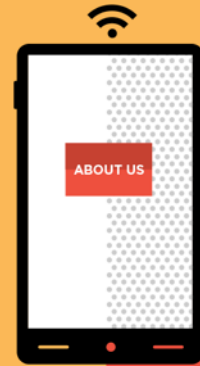
As you weave your identity, values and core mission into your site.

Brand is what people think and feel about you.

What they say about you when you're not in the room.

SIX BEST PRACTICES

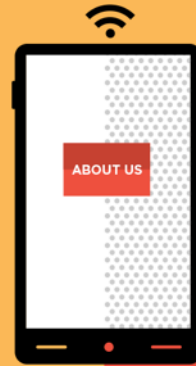
2. Clean Design



Balance
Contrast
Alignment
Hierarchy
Unity
Color
White Space

Design Application

Things to Avoid



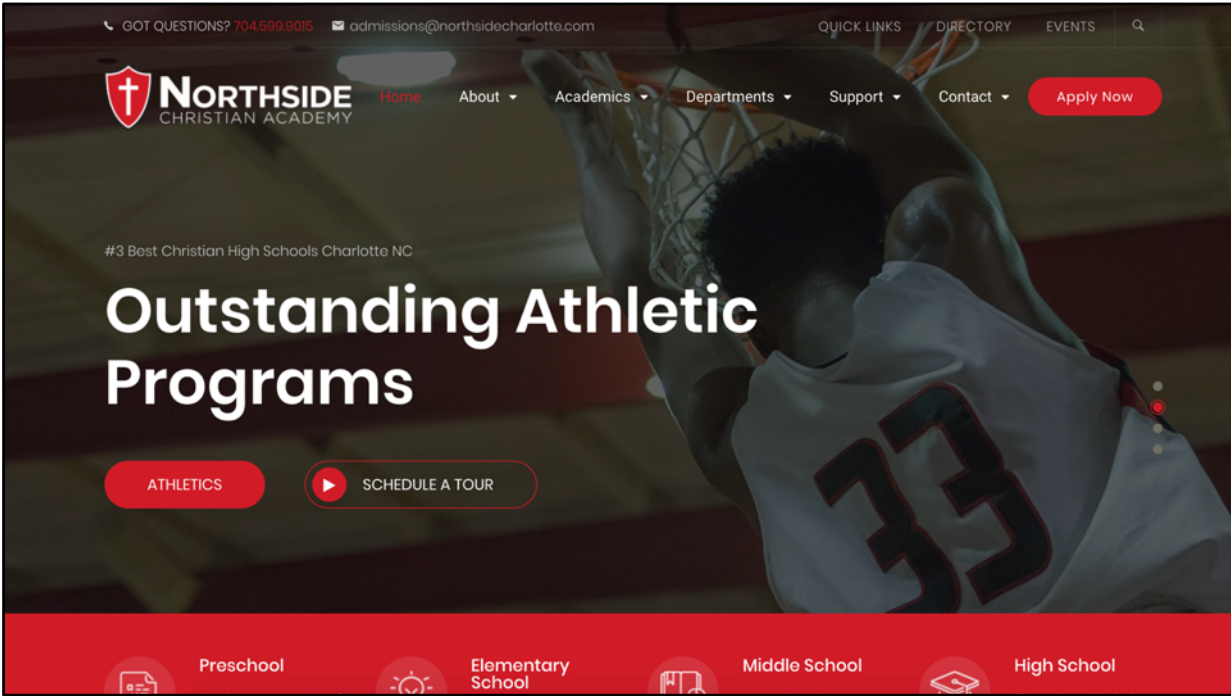
Things to Avoid

Too Many Fonts



Fonts.google.com

Free and open source for the web





Family of fonts

Ensure High Contrast for Text Over Images

*Text that is not purely decorative or part
of a logo should have a **contrast ratio
of at least 4.5:1***

nngroup.com

—
NN/g

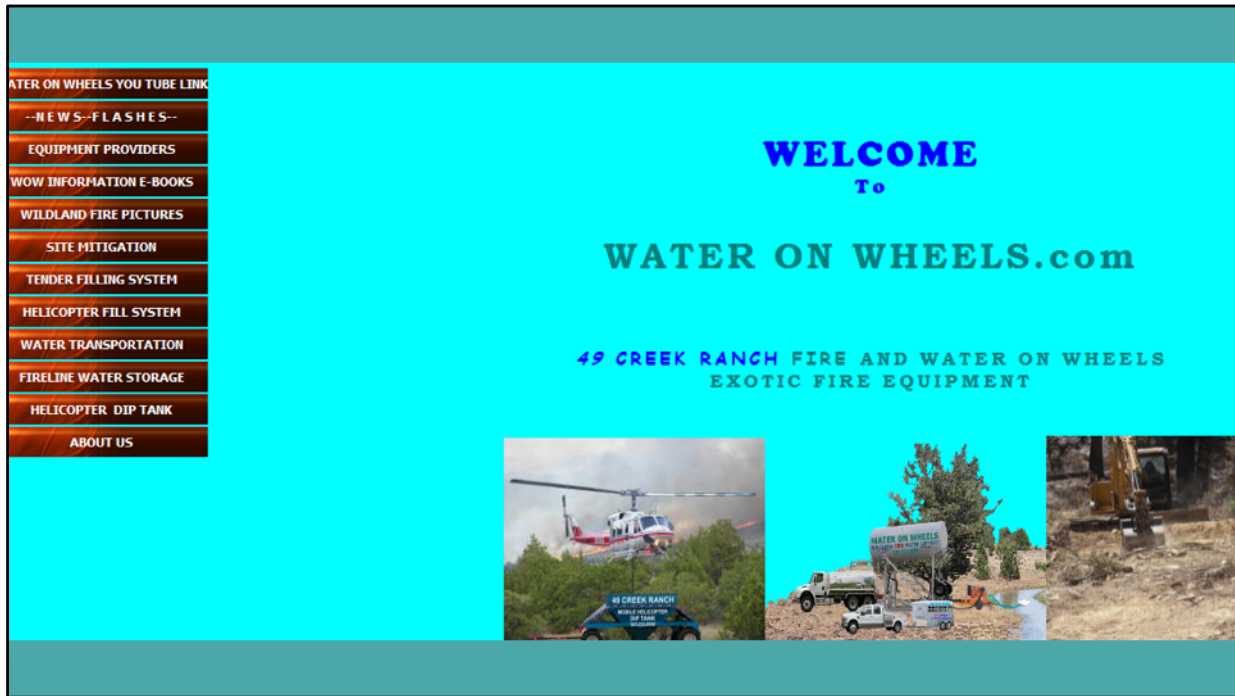
Family of fonts

Things to Avoid

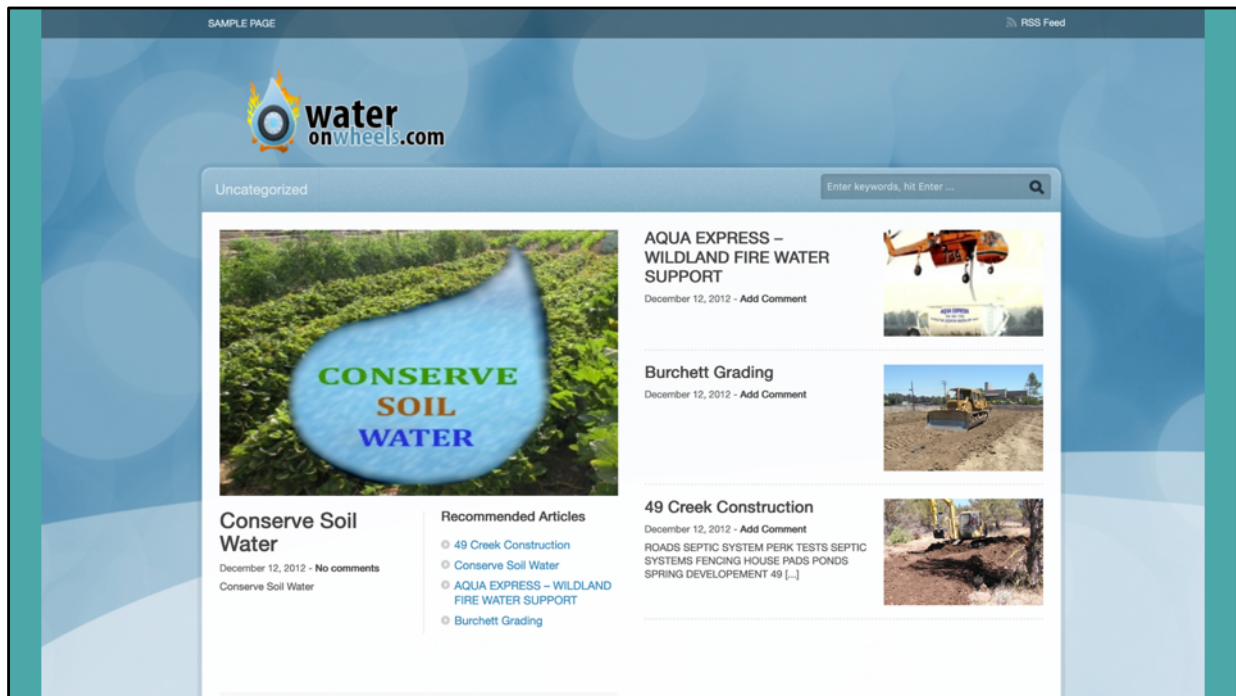
Too Many Fonts
Color Selection



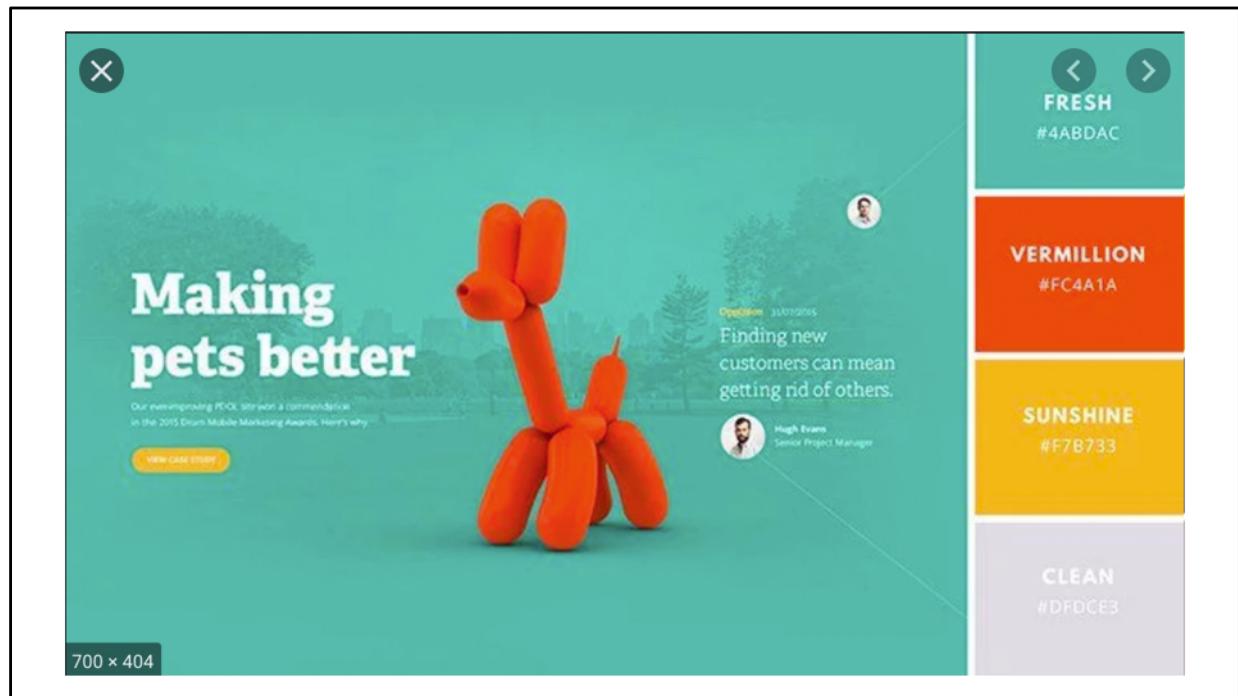
Bad example



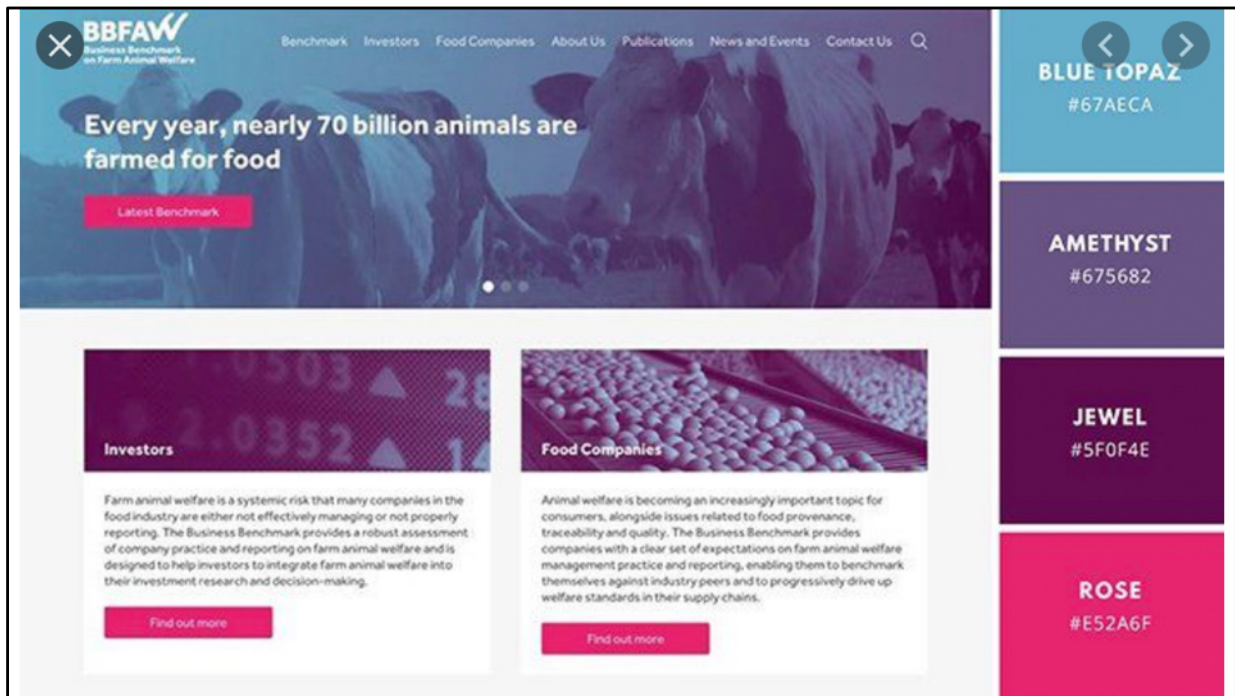
Bad example



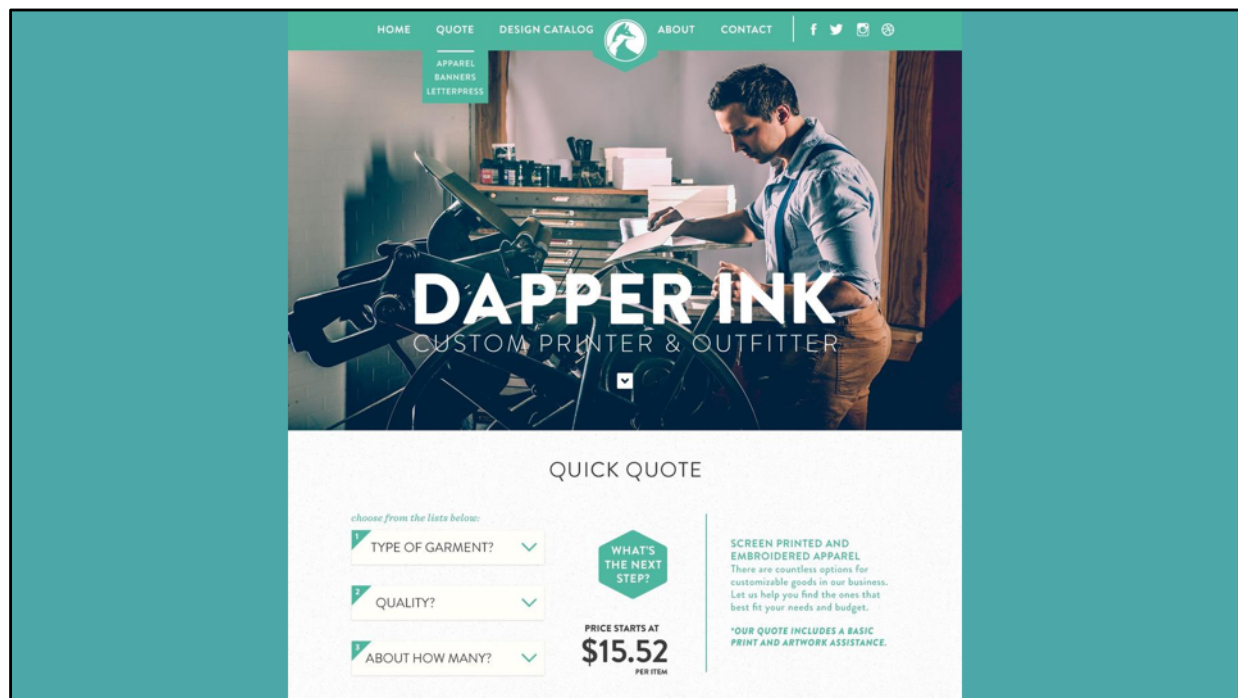
Bad example



Good example



Good example



Good example

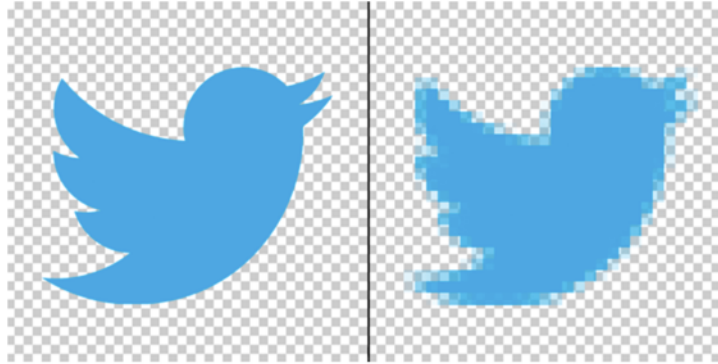
Things to Avoid

Too Many Fonts

Color Selection

Use SVG format graphics

SVG allows for enlargement without losing quality on the web.



(SVG on the left, PNG on the right)

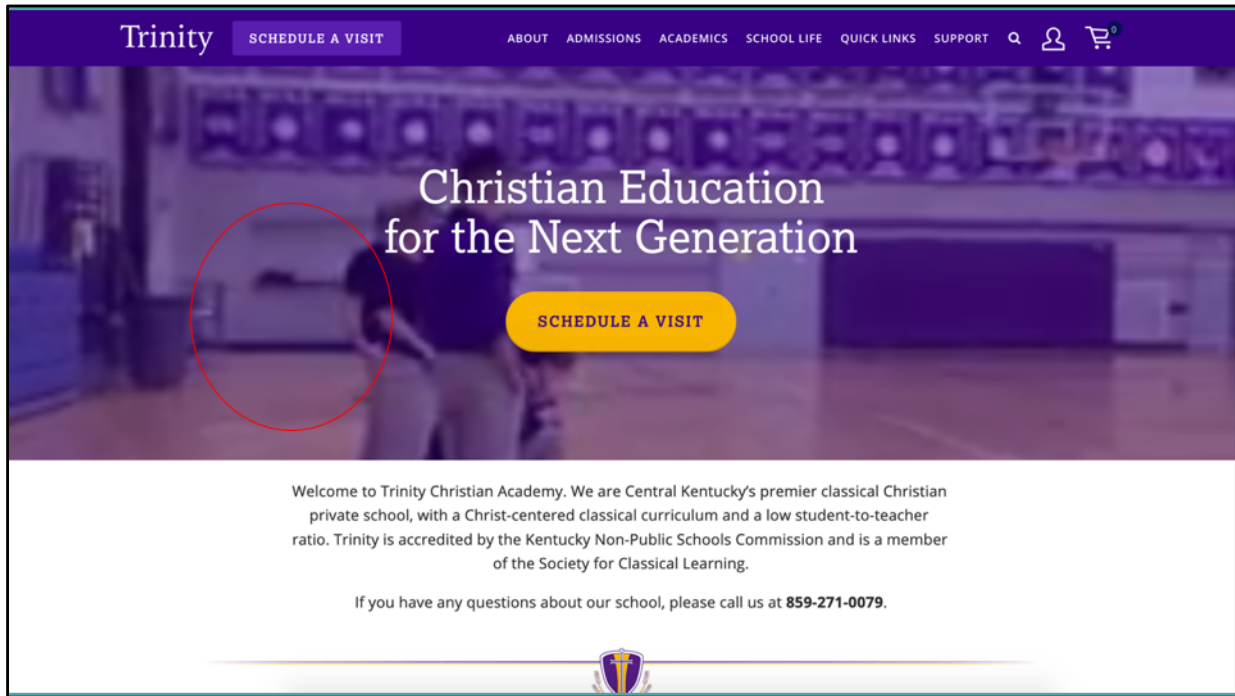
Things to Avoid

Too Many Fonts

Color Selection

Use SVG format graphics

Bad Quality Images



Blurry image. Poor image quality.



We educate differently...

For over a decade **Charity Christian Academy** has provided a personalized education for home-schooled students from preschool through twelfth grade all over the world. **CCA** students become educated, responsible citizens, who can read, write, communicate, and calculate with clarity and accuracy using current technologies and resources.



Things to Avoid

Too Many Fonts

Color Selection

Use SVG format graphics

Bad Quality Images

Clutter on page



FAIRFIELD CHRISTIAN ACADEMY

Pursuing EXCELLENCE... Building CHARACTER

Quick Links:

STAFF

PARENTS

STUDENTS

Search Custom Search

Q

HOME

ACADEMICS

ARTS

ATHLETICS

CHILDCARE & PRESCHOOL

INFORMATION

PROSPECTIVE FAMILIES

APPLY ONLINE



High School Archery Team

2019-20 BIBLE VERSE

Therefore, I urge you, brothers and sisters, in view of God's mercy, to offer your bodies as a living sacrifice, holy and pleasing to God-this is your true and proper worship. Do not conform to the pattern of this world, but be transformed by the renewing of your mind. Then you will be able to test and approve what God's will is- His good, pleasing and perfect will.

Romans 12:1-2

FIND IT FAST

3

School Calendar

Fork and Knife

Lunch Menus

Person and Document

Information NOW

Envelope

Newsletters

IN THE SPOTLIGHT

"CHALLENGES TO SHAPEDOME"

JSKO

5K in memory of Jaakko Naayers

When: November 10th from 12:30pm- 5:00pm

Where: Fairfield County Fairgrounds

Main entrance on Fair Ave.

Lancaster, Ohio

Proceeds benefit the Epilepsy Foundation and Fairfield Christian Academy's athletic scholarship

UPCOMING EVENTS

OCT 3

Class Ring Information Meeting

Thursday, October 3, 2019

OCT 4

Freshman Donut Sale

Friday, October 4, 2019

OCT 4

Red Cross Blood Drive

Friday, October 4, 2019

OCT 15

1st Grade Field Trip

Tuesday, October 15, 2019

OCT 16

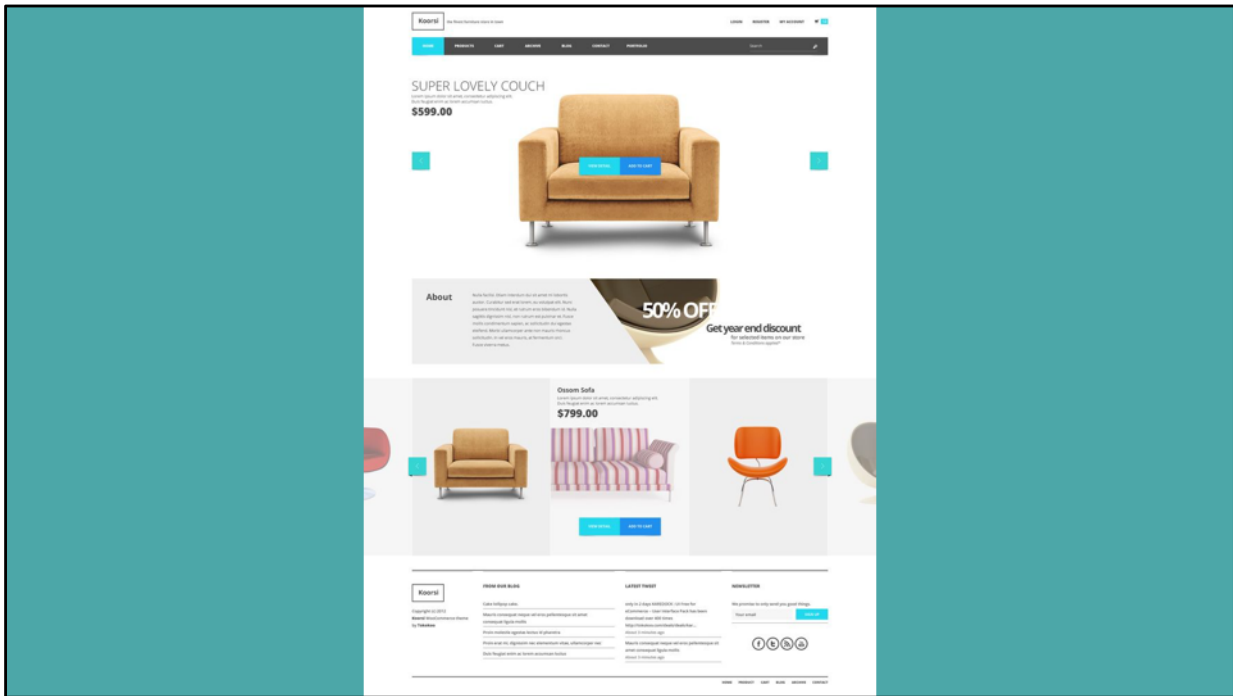
PSAT Testing (10th & 11th Grade)

Wednesday, October 16, 2019

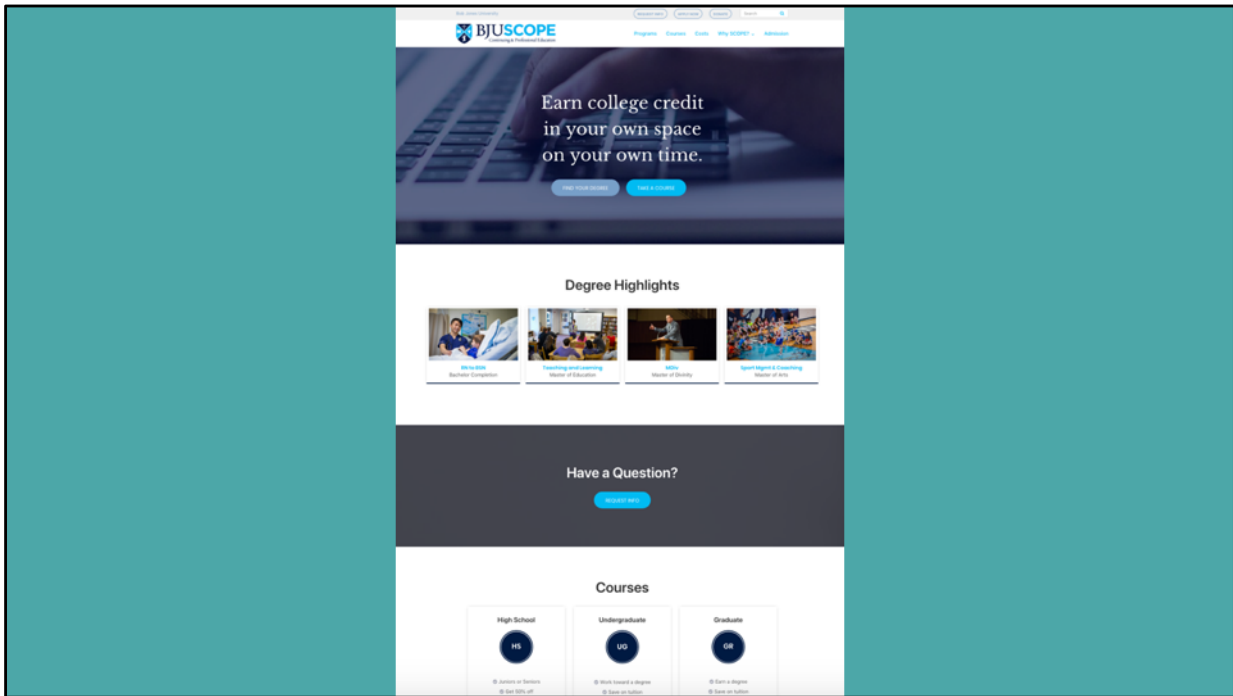
46



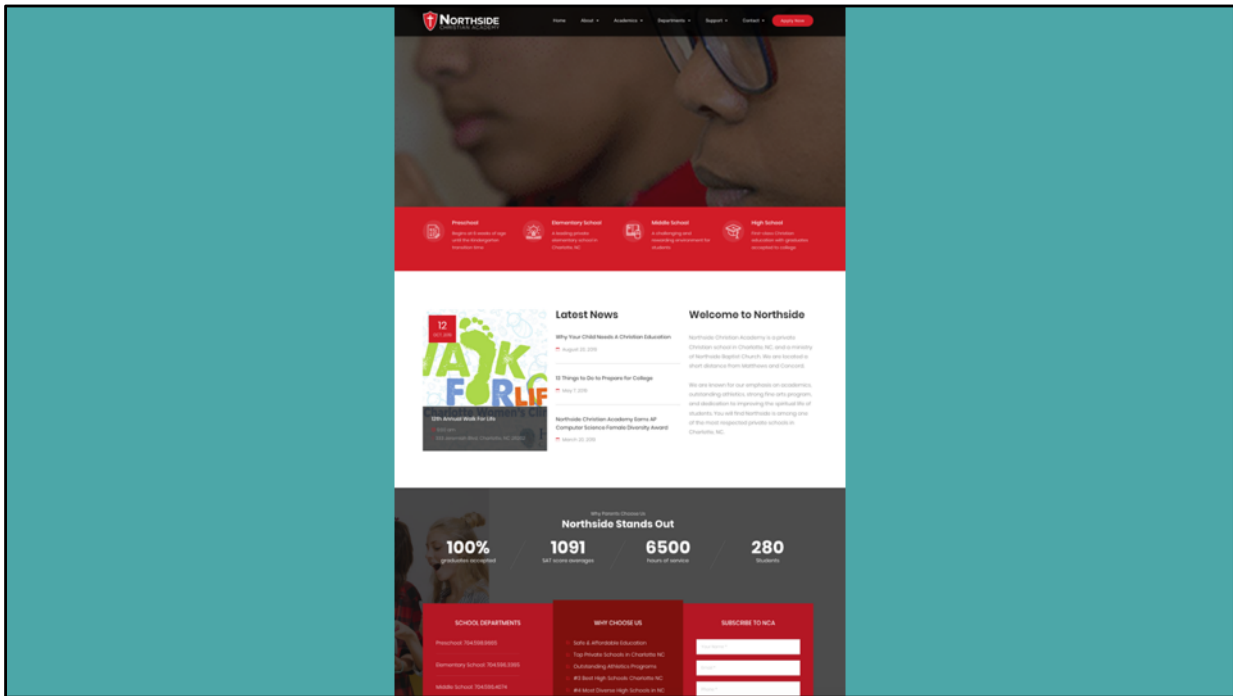
Good example



Good example



Good example



Good example

Things to Avoid

Too Many Fonts

Color Selection

Use SVG format graphics

Bad Quality Images

Clutter on page

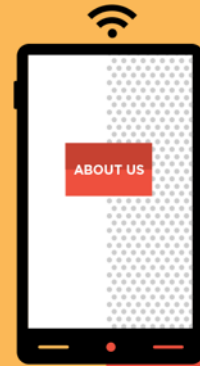
Out-of-date Content

CONTENT

**Redundant
Outdates
Trivial**

SIX BEST PRACTICES

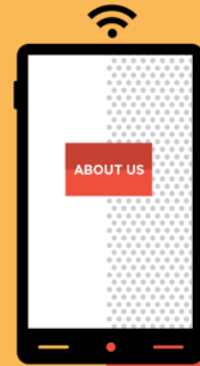
3.
Intuitive Navigation



SIX BEST PRACTICES

3. Intuitive Navigation

Clear and obvious
Leading user through your content
Knowing how the user thinks
Standardize clickable buttons





[Company](#) [Practice Areas](#) [Jobs](#) [Contact Us](#)

Company

SF&P is an experienced recruitment firm specializing as a creative search resource for early/mid stage companies as well as larger companies and financial firms where technology is key to the firm's growth. Our specialties include permanent placement and interim staffing/staff augmentation. We understand that acquiring the best talent is the key to building a successful business. With our combination of expertise, determination and passion for building the best teams, we take the Art of Search to a higher level.

The founders, [Norm Shulman](#) and [Susan Fleming](#), are seasoned recruiters who have successfully worked together for more than 15 years. We understand that acquiring the best talent is the key to building a successful business.

Norm and Susan have worked with dozens of early stage companies, resulting in thousands of successful placements. With our combination of expertise, determination and passion for building the best teams, we take the Art of Search to a different level.

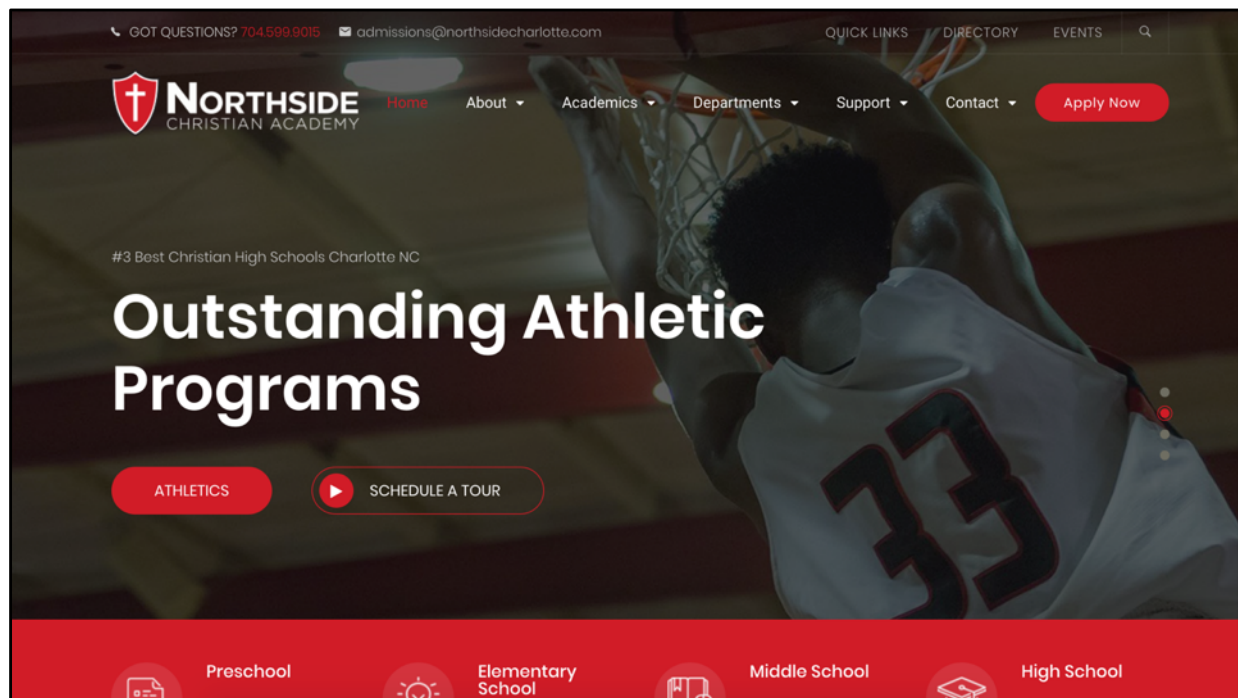
Philosophy

What makes us different?

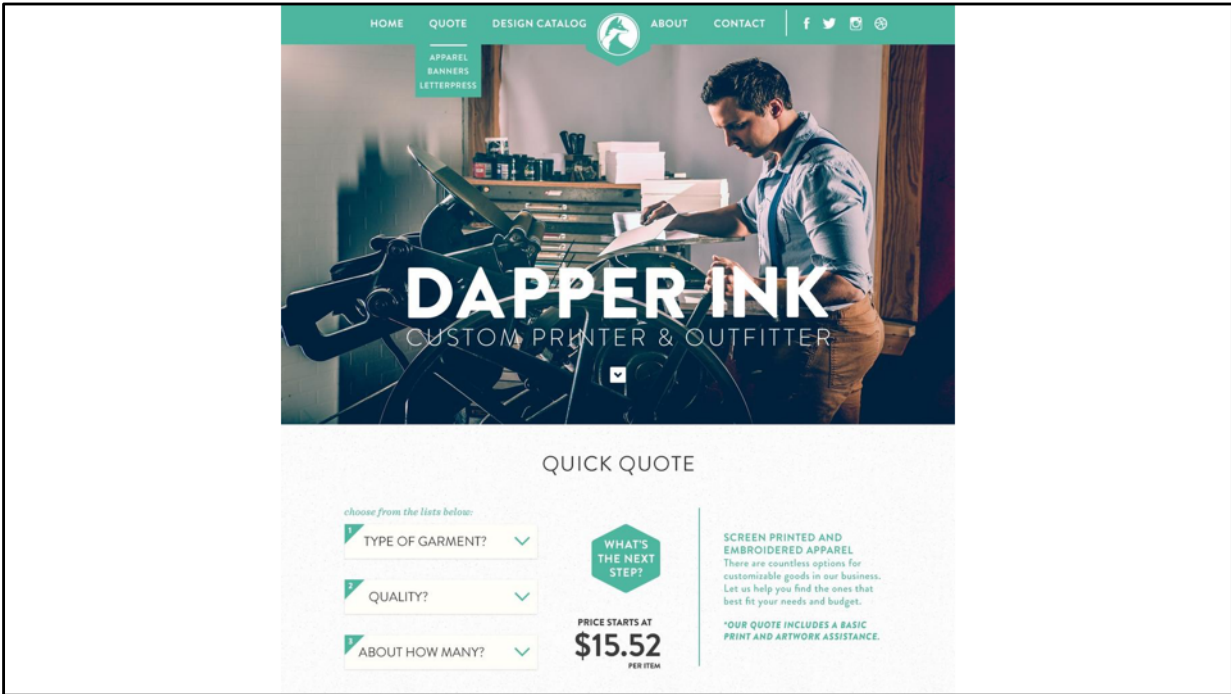
What sets SF&P apart from its competitors is being hands-on with no layers of management, we provide you with the biggest "bang for your buck." Our clients are our partners. SF&P listens to its clients needs and creates a creative and strategic plan with workforce architecture in mind. We are an extension of your team. We rely upon you for guidance and input about your needs and you rely upon us for our expertise, experience and timely delivery. This collaborative process provides streamlined solutions.

With a lot of hard work, old fashioned know-how, a little magic and intuition, we deliver *THE BEST*.

Bad example



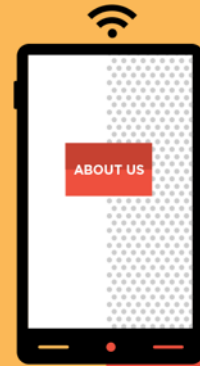
Good example.
Clear hierarchy.



SIX BEST PRACTICES

4. Storytelling

Tell your audience what's important to them
Break down barriers of engagement
Lead with a story rather than facts



SIX BEST PRACTICES

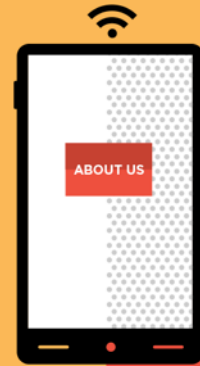
5. Mobile first-design

Optimize for greater impact

Stick to essentials

Smaller space

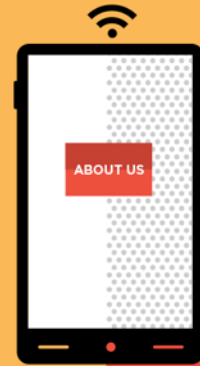
Test

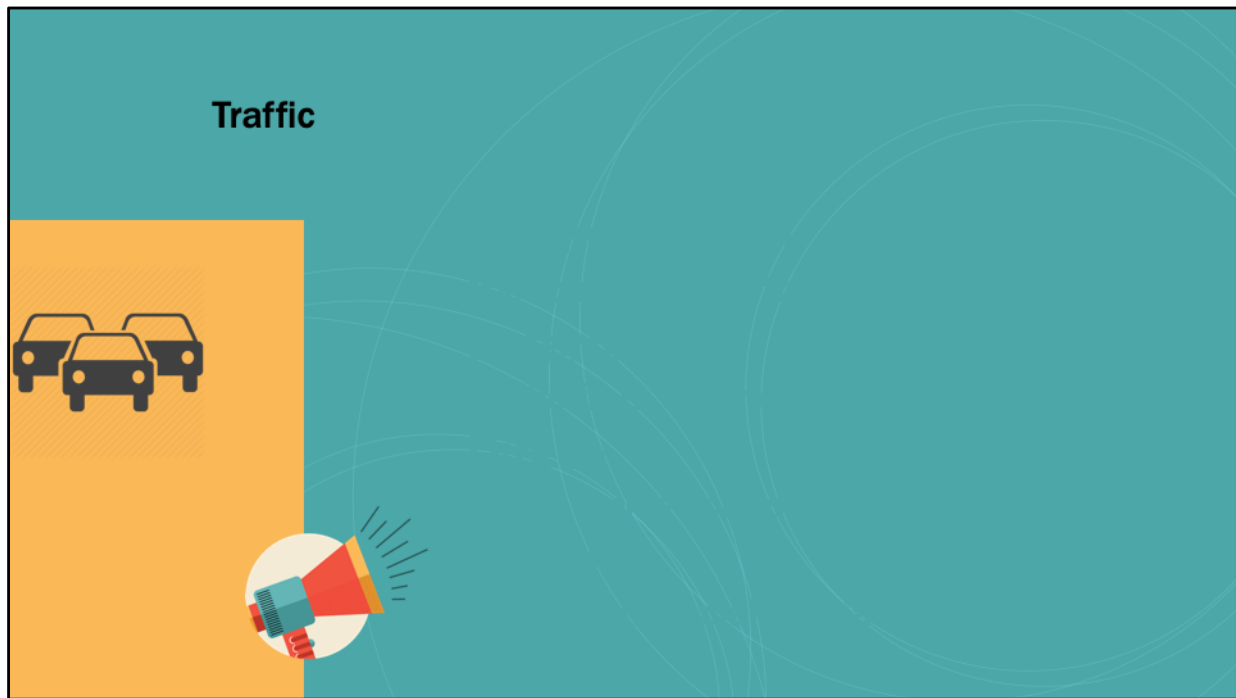


SIX BEST PRACTICES

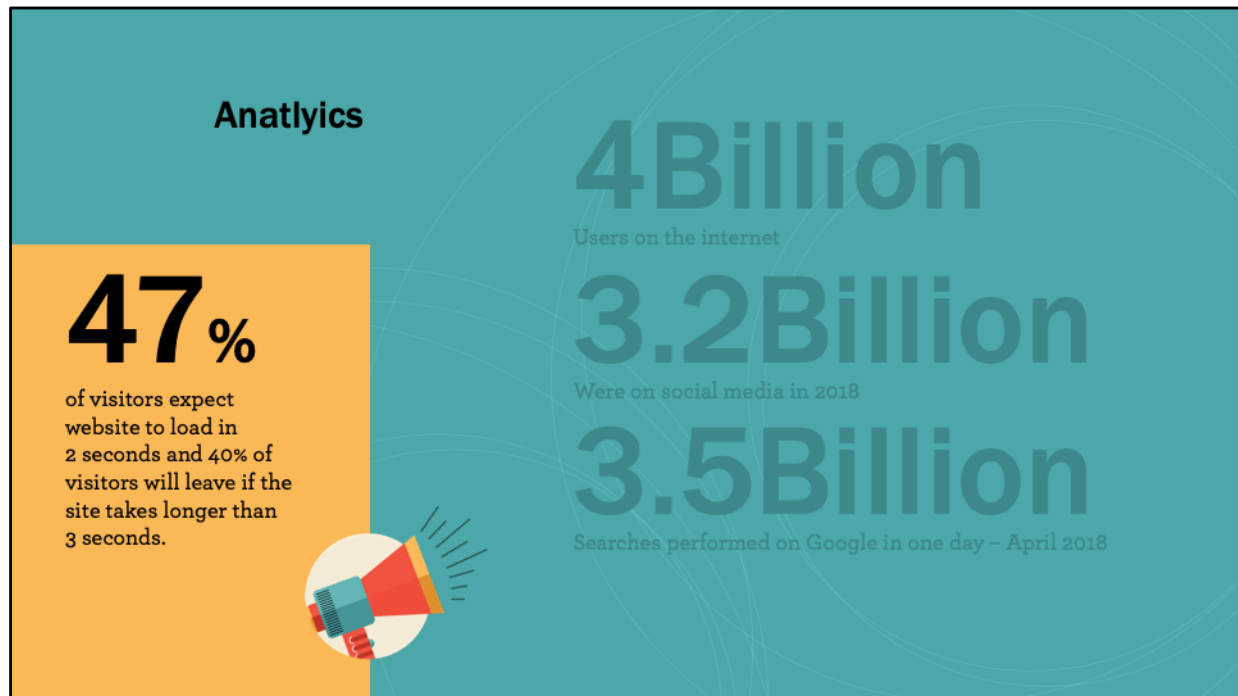
6. SEO

Search Engines track sites
Looking for relevant search words
What will your users search?
Language site helps
A signal not a directive

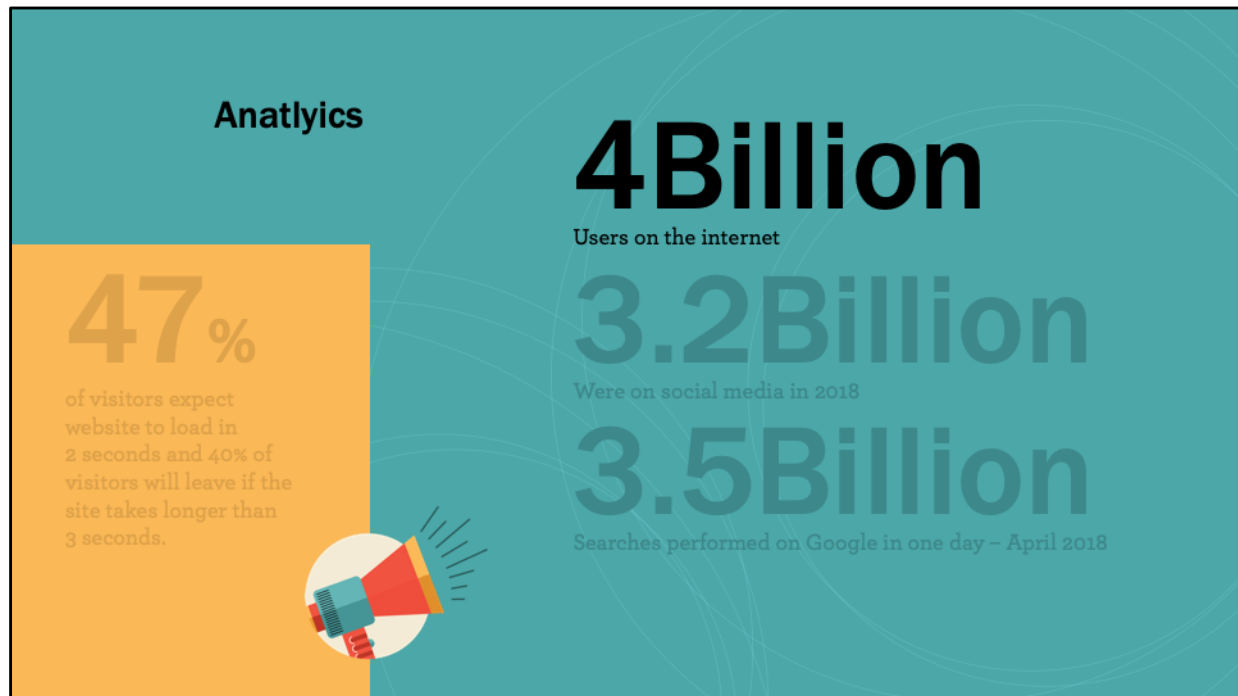




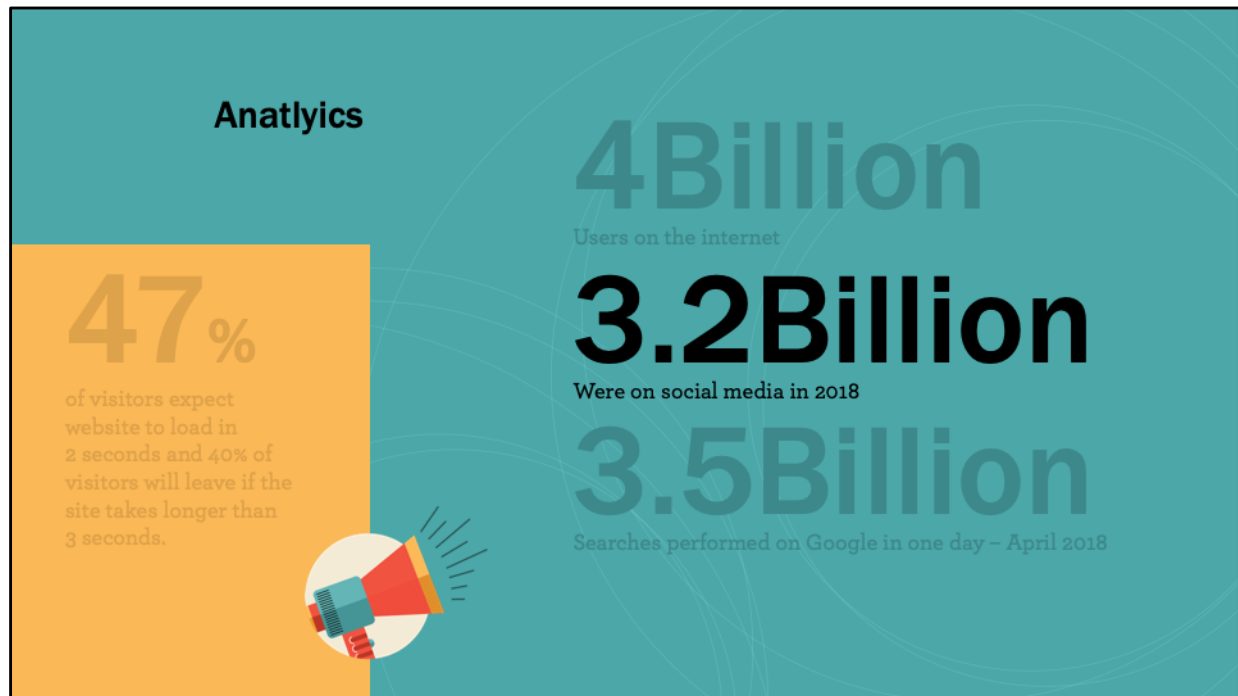
Redesign or review every 3-4 years
<https://www.dialogfeed.com/what-is-evergreen-content/>



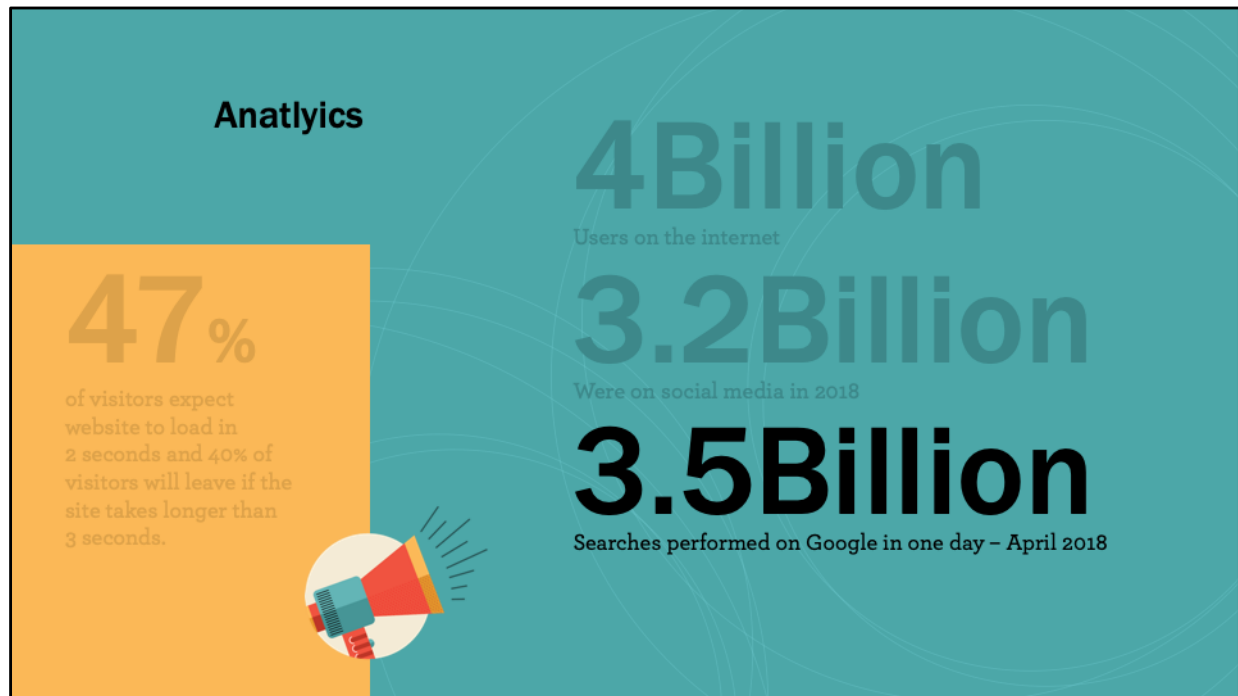
Redesign or review every 3-4 years
<https://www.dialogfeed.com/what-is-evergreen-content/>



Redesign or review every 3-4 years
<https://www.dialogfeed.com/what-is-evergreen-content/>



Redesign or review every 3-4 years
<https://www.dialogfeed.com/what-is-evergreen-content/>



Redesign or review every 3-4 years
<https://www.dialogfeed.com/what-is-evergreen-content/>