



THE ULTIMATE WEBSITE GUIDE FOR SMES

PREPARED BY BOTLAB AND LEGIBRA



THE ROAD TO INTERNET VISIBILITY OF
YOUR BRAND IS THROUGH WEBSITES.

HELLO :)

THIS GUIDE IS DESIGNED TO EMPOWER SMES TO UNDERSTAND THE FUNDAMENTALS OF CREATING AN EFFECTIVE WEBSITE FOR A BRAND. THIS OVERVIEW COVERS TOP WEBSITE DESIGN FACTORS TO CONSIDER, BEST TIPS FOR WEBSITE MOCK UPS, CREATING CONTENT FOR A WEBSITE, HOW TO SECURE A WEBSITE, INTEGRATING A WEBSITE TO ALLOW ONLINE PAYMENTS, USING WEBSITE ANALYTICS TO GET MAXIMUM ROI, BEST PRACTICES FOR MAINTAINING A WEBSITE AND THE MOST COMMON MISTAKES TO AVOID.

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WEBSITE DESIGN



DESIGN SPEAKS FOR YOU
WHEN YOU ARE NOT THERE

TOP 8 QUESTIONS TO ANSWER BEFORE THINKING ABOUT WEBSITE DESIGN

1. DO YOU HAVE CLEAR BRAND GUIDELINES?
2. WHAT PRODUCTS OR SERVICES ARE YOU SELLING?
3. WHICH INDUSTRY ARE YOU IN?
4. WHAT ARE THE RULES & REGULATIONS OF YOUR INDUSTRY?
5. WHOM DO YOU BENCHMARK YOURSELF WITH?
7. WHAT DO YOU AIM TO ACHIEVE WITH YOUR WEBSITE?
I.E SALES, MARKETING
7. WHO IS YOUR TARGET AUDIENCE?
8. WHAT IS YOUR UNIQUE VALUE PROPOSITION TO YOUR TARGET AUDIENCE?



7 FACTORS TO CONSIDER **WHEN** THINKING ABOUT WEBSITE DESIGN

- 1.INSPIRATION. WHO IS IT FOR?
- 2.HOW BIG/HEAVY IS THE WEBSITE?
- 3.CONTENT
- 4.USABILITY
- 5.FUNCTIONALITY
- 6.RESPONSIVENESS
- 7.ACCESSIBILITY

WEBSITE MOCK UPS



DAVIDKIBE.COM | DESIGNED AND DEVELOPED BY LEGIBRA

IF A PICTURE IS WORTH A THOUSAND WORDS
A WEBSITE MOCK UP IS WORTH A THOUSAND
MEETINGS.



WHAT IS A WEBSITE MOCK UP?

A MOCKUP IS A VISUAL WAY OF REPRESENTING A WEBSITE (WEBSITE'S PAGES). DEPENDING ON THE LEVEL OF DETAIL, A MOCK UP CAN HAVE ONLY SOME OR ALL VISUAL PROPERTIES OF A FINAL SOLUTION.





7 MAIN TRAITS OF A GOOD WEBSITE MOCK UP

1. ADHERES TO CLIENT PREFERENCES
2. SHOWS DESIGNER PROWESS
3. CLEAN & CATCHY
4. SIMPLE & DIRECT
5. CLEAR
6. INCLUSIVE
7. CONFORMS TO VARIOUS FACTORS E.G DESIGN ETHICS, BRAND GUIDELINES, PROFESSIONAL ETHICS

WEBSITE CONTENT



ULTIMATELY, USERS VISIT YOUR WEBSITE
FOR ITS CONTENT. EVERYTHING ELSE IS A
BACKDROP.



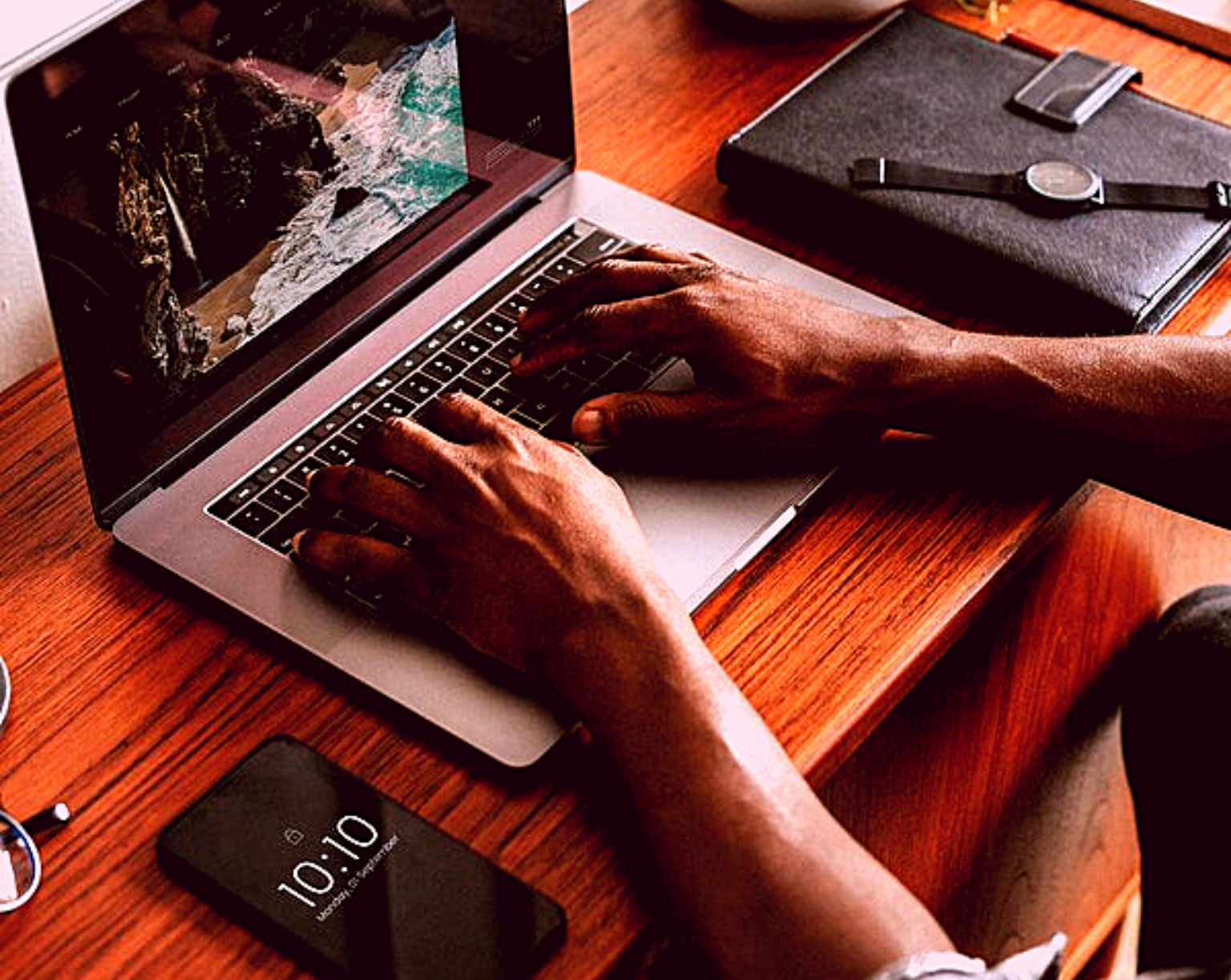
THE 4 BASIC TYPES OF CONTENT FORMATS FOR A WEBSITE

1. TEXT
2. IMAGES/PICTURES
3. VIDEO
4. COMBINATION OF THE ABOVE THREE



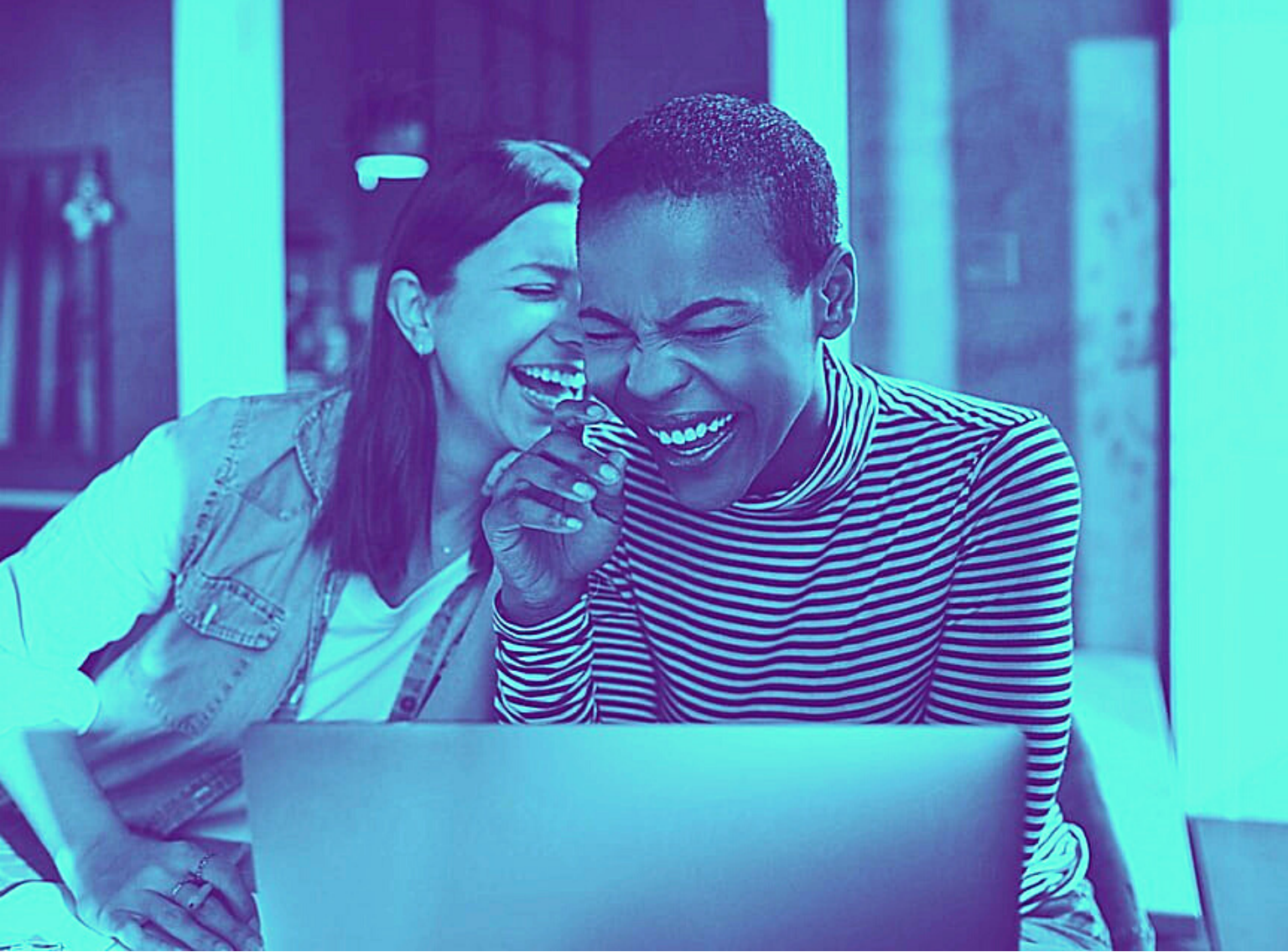
RECOMMENDED CONTENT RATIO TO INCREASE EFFECTIVENESS OF A WEBSITE?

DIFFERENT FACTORS MAINLY DICTATE THE DESIGN AND FLOW OF THE WEBSITE WHICH ARE IN TURN DICTATED BY WHAT THE SERVICE/PRODUCT THE COMPANY IS OFFERING AS WELL AS INDUSTRY AND TARGET AUDIENCE.



5 KEY ATTRIBUTES TO ASSESS **BEFORE** PUBLISHING MEDIA ON A WEBSITE

1. VERIFYING INFORMATION SOURCE
2. CURRENT AND UP TO DATE MEDIA
3. PROFESSIONAL
4. ETHICS
5. RELEVANCE



6 WAYS TO MONITOR CONTENT ENGAGEMENT ON A WEBSITE

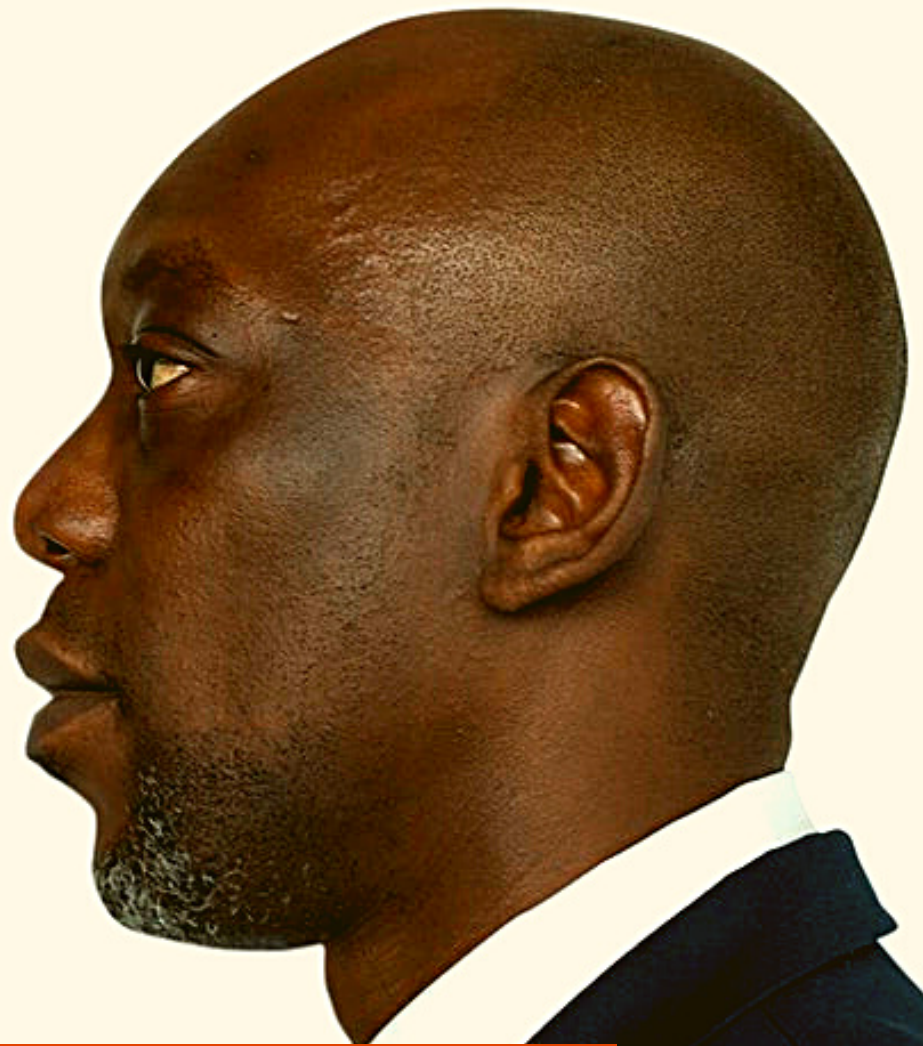
1. PAGE VIEWS
2. MULTIPLE PAGE VISITS
3. TIME SPENT ON PAGE
4. NUMBER OF DOWNLOADS
5. SESSION LENGTH
6. TOTAL NUMBER OF USERS (NEW AND OLD)



TOP 6 TIPS TO MAKE SURE WEBSITE CONTENT IS UP TO DATE

1. COMMIT BY SCHEDULING NEW CONTENT
2. GIVE YOUR WEBSITE A FACELIFT
3. BE MOBILE FRIENDLY
4. INVEST IN SOCIAL MEDIA
5. CONSISTENTLY UPDATE YOUR WEBSITE CONTENT SEO

WEBSITE SECURITY



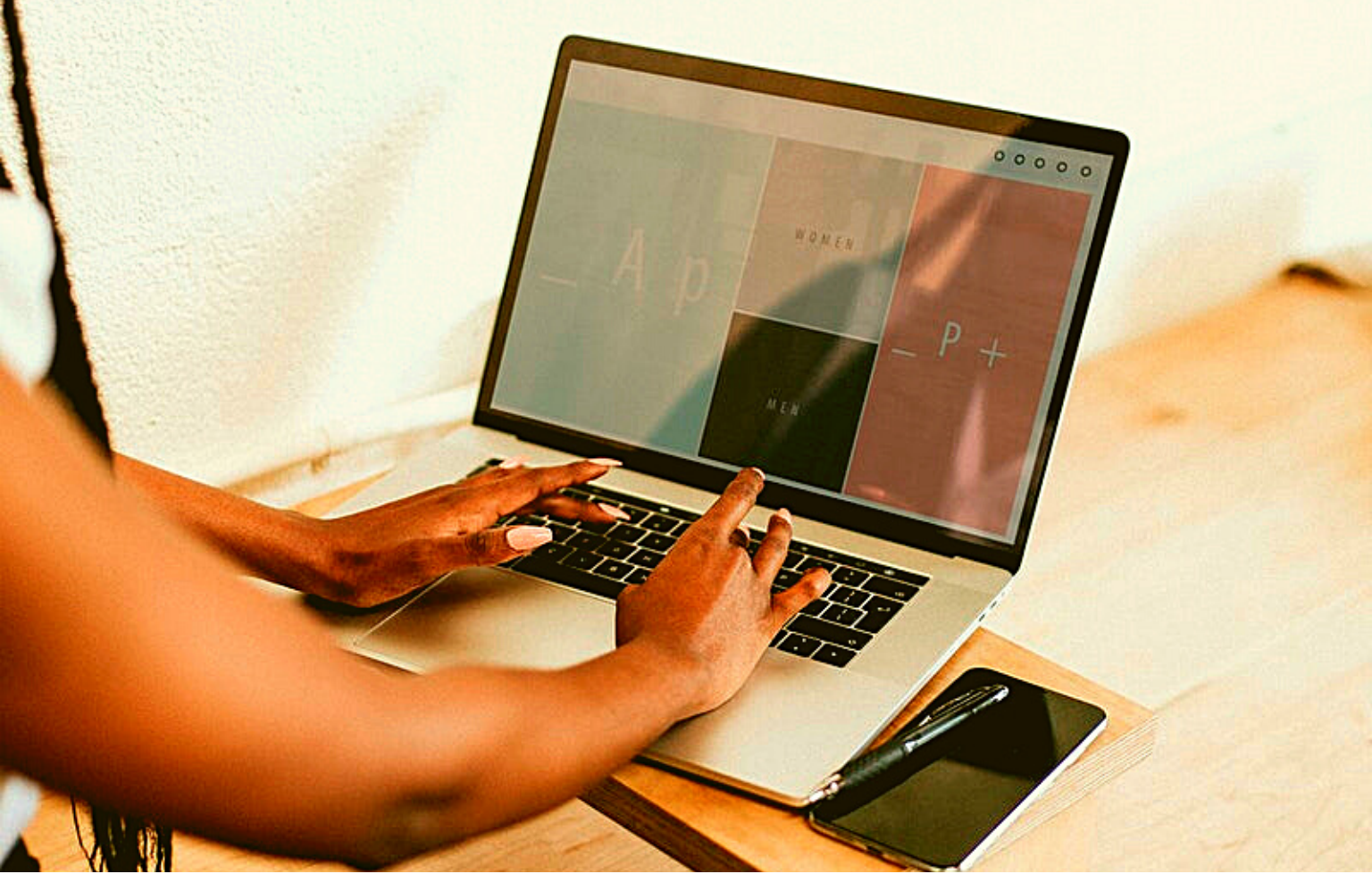
THERE IS A CYBER SECURITY
ATTACK EVERY 39 SECONDS.

UNIVERSITY OF MARYLAND



IMPORTANCE OF WEB SECURITY

WEB SECURITY IS IMPORTANT IN KEEPING HACKERS AND
CYBER-THIEVES FROM ACCESSING SENSITIVE INFORMATION.



4 FACTORS TO CONSIDER WHEN THINKING ABOUT WEBSITE SECURITY

1. AUTHENTICATION
2. AUTHORIZATION
3. DATA PROTECTION
4. NON-REPUDIATION.



4 EASY WAYS TO CHECK IF A WEBSITE IS SAFE

1. LOOK FOR THE “S” IN HTTPS.
2. CHECK FOR A WEBSITE PRIVACY POLICY.
3. CHECK THE SSL CERTIFICATE.
4. VERIFY THEIR TRUST SEAL.



2 STEPS TO TAKE WHEN A WEBSITE HAS A “NOT SECURE” ALERT ON THE URL BAR

IF A SITE YOU FREQUENTLY USE IS DISPLAYING THE “NOT SECURE” WARNING, YOU SHOULD CONTACT THEM OR THEIR HOST AND ASK THEM TO START SUPPORTING HTTPS.

YOU CAN ALSO TRY MANUALLY REPLACING HTTP WITH HTTPS IN THE URL, AS SOME SITES MAY HAVE PARTIAL SUPPORT FOR HTTPS BUT DON'T OFFER IT BY DEFAULT.



WEBSITE COOKIES

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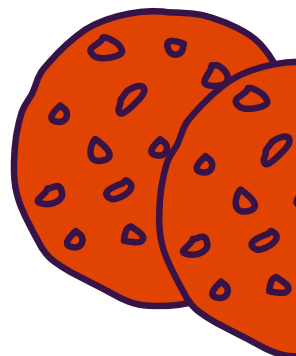
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WHAT IS A WEBSITE COOKIE?

IT IS A SMALL PIECE OF DATA SENT FROM A WEBSITE AND STORED ON THE USER'S COMPUTER BY THE USER'S WEB BROWSER WHILE THE USER IS BROWSING.

COOKIES WERE DESIGNED TO BE A RELIABLE MECHANISM FOR WEBSITES TO REMEMBER STATEFUL INFORMATION OR TO RECORD THE USER'S BROWSING ACTIVITY



WHY ARE COOKIES IMPORTANT?

COOKIES ARE USED BY THE WEBSITES TO TRACK THE VISITORS TO KEEP THE USER INFORMATION SUCH AS THE USERNAME, INTERESTS, PASSWORD REMEMBER OPTION , ETC

PRIVACY DISCLAIMER

A PRIVACY POLICY IS A STATEMENT OR A LEGAL DOCUMENT THAT DISCLOSES SOME OR ALL OF THE WAYS A PARTY GATHERS, USES, DISCLOSES, AND MANAGES A CUSTOMER OR CLIENT'S DATA

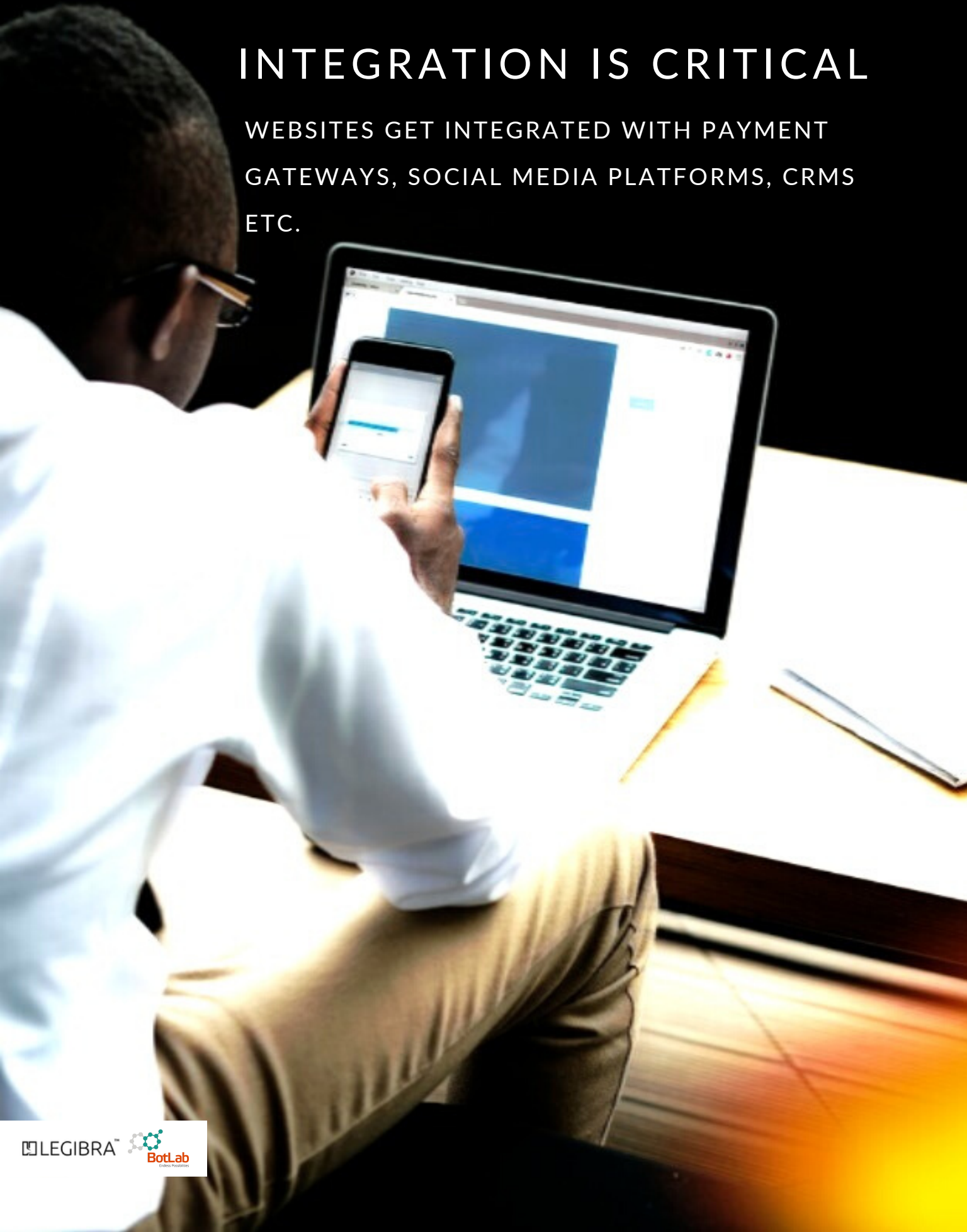
THE MAIN REASON WHY A PRIVACY DISCLAIMER IS IMPORTANT

IT PROMOTES TRANSPARENCY, GIVING INDIVIDUALS THE CHANCE TO SEE WHAT DATA IS BEING COLLECTED, WHY AND HOW IT'S BEING USED, AND HOW LONG IT WILL BE KEPT. THIS GIVES INDIVIDUALS THE INFORMATION THEY NEED TO DECIDE WHETHER TO EXERCISE THEIR DATA SUBJECT RIGHTS.

WEBSITE INTEGRATION

INTEGRATION IS CRITICAL

WEBSITES GET INTEGRATED WITH PAYMENT
GATEWAYS, SOCIAL MEDIA PLATFORMS, CRMS
ETC.





4 BENEFITS OF INTEGRATING YOUR WEBSITE

1. INSTANTANEOUS AND ACCESS TO UP-TO-DATE
DATA
2. BETTER PROFILING
3. SINGLE (ACCURATE) DATA SOURCE
4. REDUCED ADMINISTRATION OVERHEAD



I WANT MY CLIENTS TO BUY ONLINE, HOW DO THEY MAKE PAYMENTS?

BY INTEGRATING YOUR WEBSITE WITH WEB PAYMENT
METHOD TYPES I.E. MOBILE PAYMENTS, E-WALLETS, CREDIT
CARDS

DOES INTEGRATION AFFECT THE DESIGN OF THE WEBSITE?

IT DOESN'T NECESSARILY AFFECT WEBSITE DESIGN
BECAUSE THE PAYMENT INTEGRATION IS MAINLY
DONE VIA AN API WHICH BASICALLY CARRIES THE
PAYMENT PROCESS WHICH IS SEPARATE FROM THE
WEBSITE APART FROM VERY MINOR MODIFICATIONS.



4 WAYS INTEGRATIONS AFFECT SECURITY OF THE WEBSITE

1. DATA BREACHES
2. HIJACKING OF ACCOUNTS
3. INSIDER THREAT
4. MALWARE INJECTION

WEBSITE ANALYTICS

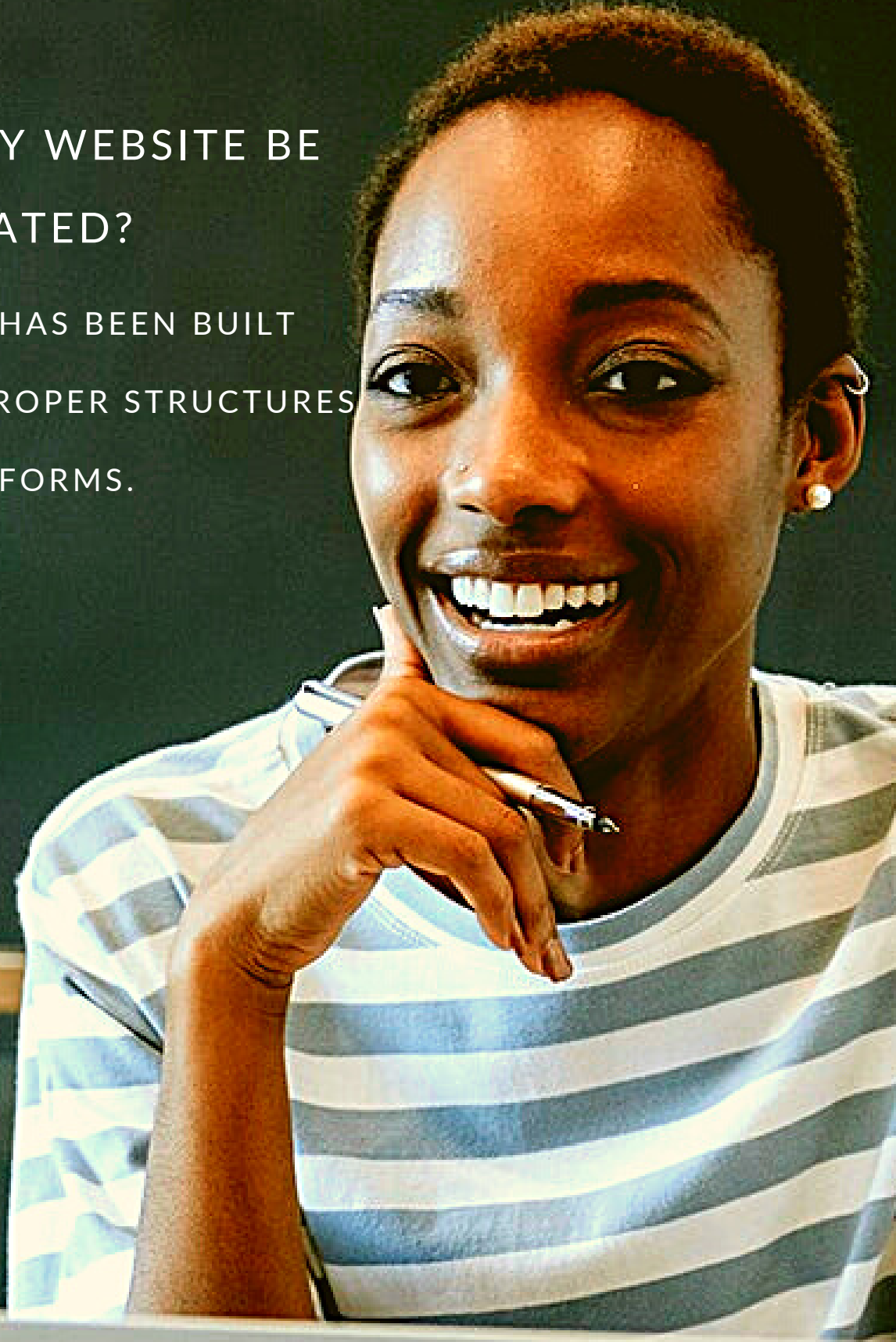


WHY IT IS IMPORTANT TO ENABLE WEBSITE ANALYTICS

WEB ANALYTICS PROVIDE YOU WITH WEBSITE VISITORS' DATA SO YOU CAN OPTIMIZE YOUR CONTENT BASED ON USERS' INTERESTS. IT'S IMPORTANT TO IDENTIFY WHAT USERS ARE DOING ON YOUR BUSINESS OR BLOG WEBSITE TO MAKE PRODUCTIVE DECISIONS THAT GROW YOUR PROFIT AND INCREASE WEBSITE TRAFFIC.

CAN ANY WEBSITE BE
INTEGRATED?

YES, IF IT HAS BEEN BUILT
ON THE PROPER STRUCTURES
AND PLATFORMS.





2 WAYS TO UTILIZE WEBSITE ANALYTICS

1. RECOGNIZE AREAS THAT REQUIRE YOUR ATTENTION AND IMPROVEMENT MUCH FASTER
2. CHOOSE YOUR TACTICS DEPENDING ON THE TYPE OF DATA YOU WANT TO SHOWCASE.

MAINTAINING A WEBSITE



5 EASY WAYS TO MAINTAIN A WEBSITE

1. RENEW DOMAIN REGISTRATION
2. RENEW DOMAIN HOSTING
3. RENEW SSL
4. RENEW 3RD PARTY MAILING SERVICE
5. RENEW WEB SUPPORT AND MAINTENANCE

COMMON WEBSITE MISTAKES TO AVOID



TOP 4 COMMON WEBSITE MISTAKES TO AVOID

1. GETTING UNPROFESSIONAL SERVICE
2. NOT INCORPORATING BRAND GUIDELINES
3. USING TEMPLATES AS OPPOSED TO CUSTOMIZING
4. NOT HAVING A CRM



THANK YOU

LEGIBRA™



ABOUT BOTLAB

WE HAVE AN IMPECCABLE PORTFOLIO OF TRAINING PRODUCTS DELIVERED BY PROFESSIONAL EXPERTS.

OUR TRAINING PROGRAMS OFFER A STRUCTURED LEARNING PATH FROM FOUNDATION TO ADVANCED LEVEL, AND IS FOCUSED ON BUILDING THE MANAGEMENT AND TECHNICAL KNOWLEDGE TO DELIVER EFFECTIVE TRAINING IN ANY ORGANIZATION.

OUR DATA SCIENCE CONSULTANCY ARM PROVIDES ANALYSIS AND INSIGHTS, STRATEGY, DATA PROTECTION AND PRIVACY, AND DATA STORYTELLING.

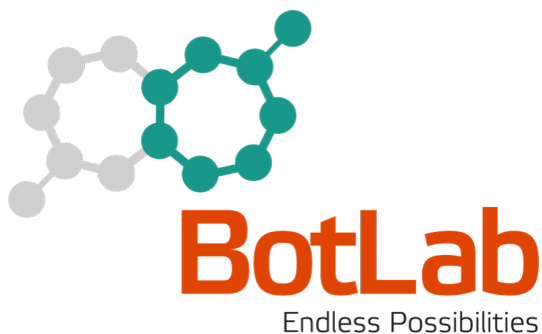
OUR DATA SCIENCE CONSULTANCY CORE AREAS:

- DATA ANALYSIS AND VISUALIZATION
- DATA STRATEGY
- DATA PROTECTION AND PRIVACY
- DATA STORYTELLING

WE ARE ALSO PART OF SAFARICOM WOMEN IN BUSINESS, AND CISCO EDGE PROGRAM 2019.

OUR PORTFOLIO OF TECHNOLOGY ORIENTED TRAININGS HAVE MADE SO MUCH IMPACT THAT WE HAVE BEEN AWARDED THE ITU GLOBAL SME AWARD- SOCIAL IMPACT 2019 IN HUNGARY, AND OVERALL, THE FIRM WAS AWARDED MOST OUTSTANDING FIRM 2019 AT EAST AFRICA COMM.

EMAIL: CONTACT@BOTLAB.BIZ



ABOUT LEGIBRA

PROFESSIONAL WEB DESIGNERS IN KENYA WITH SKILLS TO TURN YOUR IDEAS INTO THE PERFECT WEBSITE. LEGIBRA DELIVERS PROJECTS ON TIME AND OFFER RELIABLE WEB MAINTENANCE.

SOME OF LEGIBRA'S CLIENTS



LOOKING TO REGISTER A DOMAIN OR INVEST ON A WEBSITE?

CONTACT LEGIBRA

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