

**ABOUT OUR WEBSITE
PROGRAMMING**

GENERALLY, A NEW WEBSITE incorporates two disciplines (what it looks like and how it's programmed) which determine its effectiveness. And though StudioConover's capabilities include both design and programming it's important to understand the complexities of programming before you begin producing a website.

Often we are asked about specific programming capabilities that, upon further discussion, is not the appropriate programming for the desired results or becomes too costly within the scope of work. Whether it's search engine optimization, search engine marketing or content management, it is important to determine your internet marketing strategy while considering how search engines work and what (your audience) searches for.



GOOGLE'S ANALYTICS' TOOLS VERSUS SEO

Google Analytics is a free web analytics tool offering detailed visitor statistics. The tool can be used to track all the usual site activities: visits, page views, pages per visit, bounce rates and average time on site etc.

Search Engine Optimization (SEO) is the term used to improve your website ranking in the organic area of search results. Studies show that the organic section of search results are clicked on more than the sponsored links sections.

What your audience sees

What you see is different than what a search engine sees. Just because a page has been well designed does not necessarily mean that it has been optimized for a search engine. SEO is a whole other entity in itself.

What search engines see

The code of a web page can be seen by viewing the page source. It's not quite as appealing as the design view but plays a significant role in SEO and people finding your website.

BENEFIT

Budget, how your product or service is searched, the geographic reach (of your product or service) and your internet marketing strategy will determine whether or not you begin simply by programming your site to take advantage of Google's tools or if you should commission more complex SEO tactics.



DYNAMICALLY GENERATED PDFs

A dynamically generated PDF (portable document format) is a file generated on-demand that incorporates dynamic content specifically tailored to the recipient. For example, when you search for a store in your neighborhood you enter your zip code to find the closest locations.

BENEFIT

Delivering content your users wish to retrieve (such as instructions or suggestions for particular goods or services) in combination with personalized information regarding how and where to purchase those goods or services merges two important phases in the sales cycle and enriches your customer's buying decision.



VIDEO OPTIMIZATION AND IMPLEMENTATION

Delivering rich media videos for the web involves a confusing array of varying formats and technical constraints. Adjusting rich media video file sizes, file types, data rates, sound encoding (and more) requires technical knowledge and skill in order to take advantage of the ever-changing technology. Understanding where it is being viewed and who may be viewing it is important.

BENEFIT

As rich media continues to be an important and ever-increasing necessary asset for websites knowing how and why video files are viewed online is valuable.



CONTACT FORMS AND REGISTRATION FORMS

Gathering user information is a technical – and psychological – predicament. Asking for, and collecting, user information takes programming skill coupled with an understanding of the presentation of information graphics. On the back end (unseen by your audience) the collection, storage and organization of the data can mean the difference between a ongoing, usable database record or a counterproductive one.

BENEFIT

Effectively harvested records can be cross-referenced and benefit both your audience and your company. For your customer, registration and / or purchase of your products or service, warranties, sample and literature requests are streamlined. For your company's marketing efforts the same database affords effective and on-going communication with your customer.



DOMAIN NAME REGISTRATION AND WEB HOSTING SETUP

The registration of domain names and the proper setup of a web hosting environment can be complicated. Contracting with a trusted registrar and web host alleviates technical and customer service frustration and creates a favorable web experience you and your audience will benefit from. When email hosting, secondary domains and regular renewals are also involved, a thorough understanding and good relationship with the registrar and web host is valuable.

BENEFIT

Contracting StudioConover to incorporate domain name registration and hosting set up into the overall scope of work is beneficial because it relieves you of the necessity of understanding the potentially confusing steps and technical jargon associated with domain name registration and web hosting setup.



DATABASE AND CONTENT MANAGEMENT SYSTEMS (CMS)

A database is a repository for information and data. It is responsible for keeping content organized and, more importantly, separated from the website's programming code. Content Management Systems (CMS) accomplish what its name implies – a system for managing your website's content. Generally, CMS (whether it's an open-source framework or customized) makes it possible for anyone without extensive programming expertise to edit content in a database to be uploaded to a website.

BENEFIT

Though a database and content management strategy requires a conscientious, deliberate discussion, inevitably the reward far outweighs the initial investment. Considerable forethought and planning delivers effective systems that are beneficial because they create harmony from chaos.

StudioConover is a cross-discipline design studio specializing in Product and Architectural Consultation and Integrated Brand Strategies for the Built Environment. Capabilities include:

- Product Consultation
- Architectural Color and Materials Specification
- Integrated Branding Strategies
- Packaging and Collateral Design
- Corporate Identity
- Online Design
- Taglines and Naming

