



Website 1.0

*Understanding web
development in today's
changing marketplace*

MSI TEAM



Laurie Fagnani, President



Steve Howell, Vice President - Digital



Bryan Meshke, Web Developer

DESIGN

USER EXPERIENCE

CONTENT

SECURITY

MEASUREMENT

DESIGN

EARLY YEARS

JULY 14

Welcome to Apple

**Introducing
CyberDrive**

Register today for a free CD-ROM.

EMATE 300
Mobile, Affordable, & Smart

MOVIES FROM MARS
QuickTime VR Takes You Out of this World

▼ What's Hot

Preorder Mac OS 8
Now you can [preorder Mac OS 8](#), described by Macworld as "the most comprehensive update to the Mac OS in years, sporting a bold new look, a speedier Finder, more shortcuts and integrated Internet functions."

Be the First to Know
Learn about new Macintosh software releases the moment they become available. Check [Hot Mac Products](#) to hear about programs like Speed Demon, ReBirth RB-338 and QuickCRC.

Want a PowerBook?
Qualify to win a [PowerBook 3400/200](#) by [entering this](#)

Newton Connects
Newton, Inc., will enhance network connectivity for Newton-based devices this

Apple

May 8, 1998

Hot News Headlines
Pro. Go. Whoa. A Strategy as Simple as the Macintosh.

<p style="font-size: 1.5em; font-weight: bold;">Pro.</p> <p style="font-size: 0.8em;">Creative professionals, meet your match.</p>	<p style="font-size: 1.5em; font-weight: bold;">Go.</p> <p style="font-size: 0.8em;">We rewrote the book on mobile computing.</p>	<p style="font-size: 1.5em; font-weight: bold;">Whoa.</p> <p style="font-size: 0.8em;">It's okay, you don't have to say anything.</p>
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The Apple Store	Hot News About Apple	Products Support	Design & Publishing Education	Developer Where to Buy	
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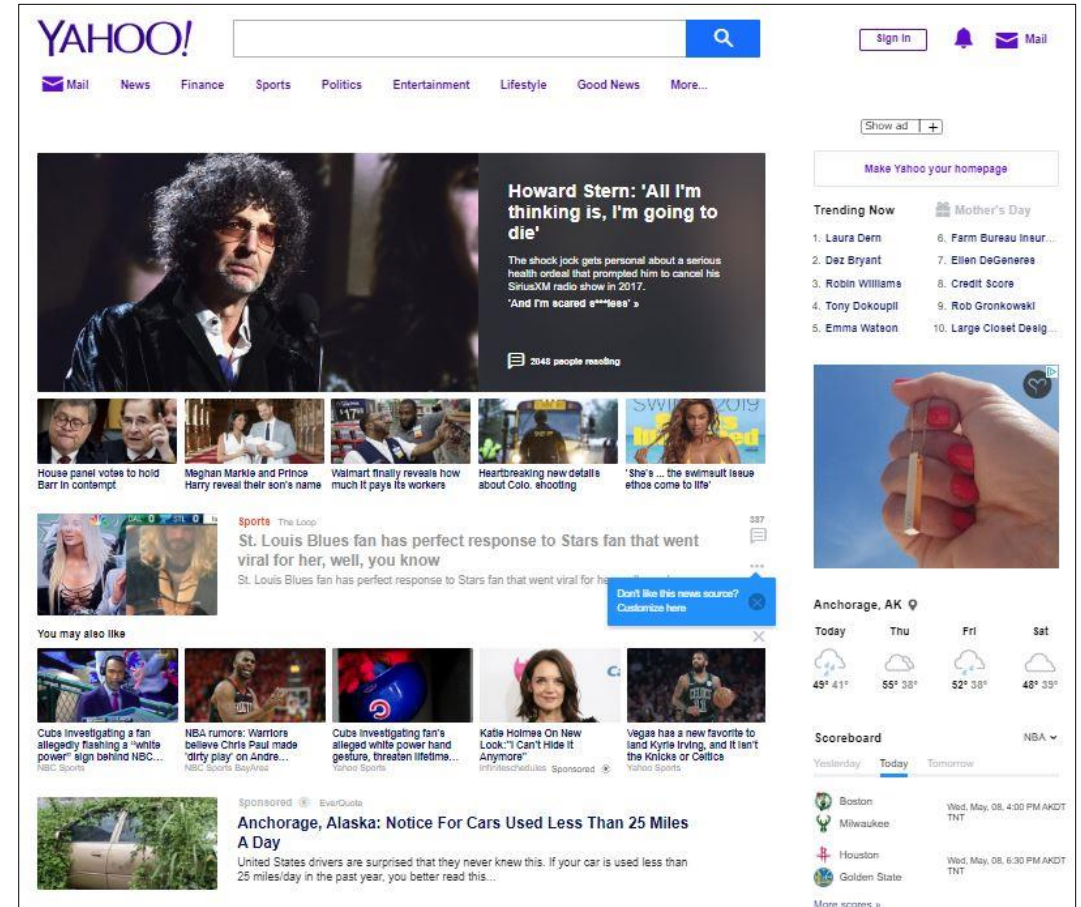
1997

1998

THEN & NOW



1995

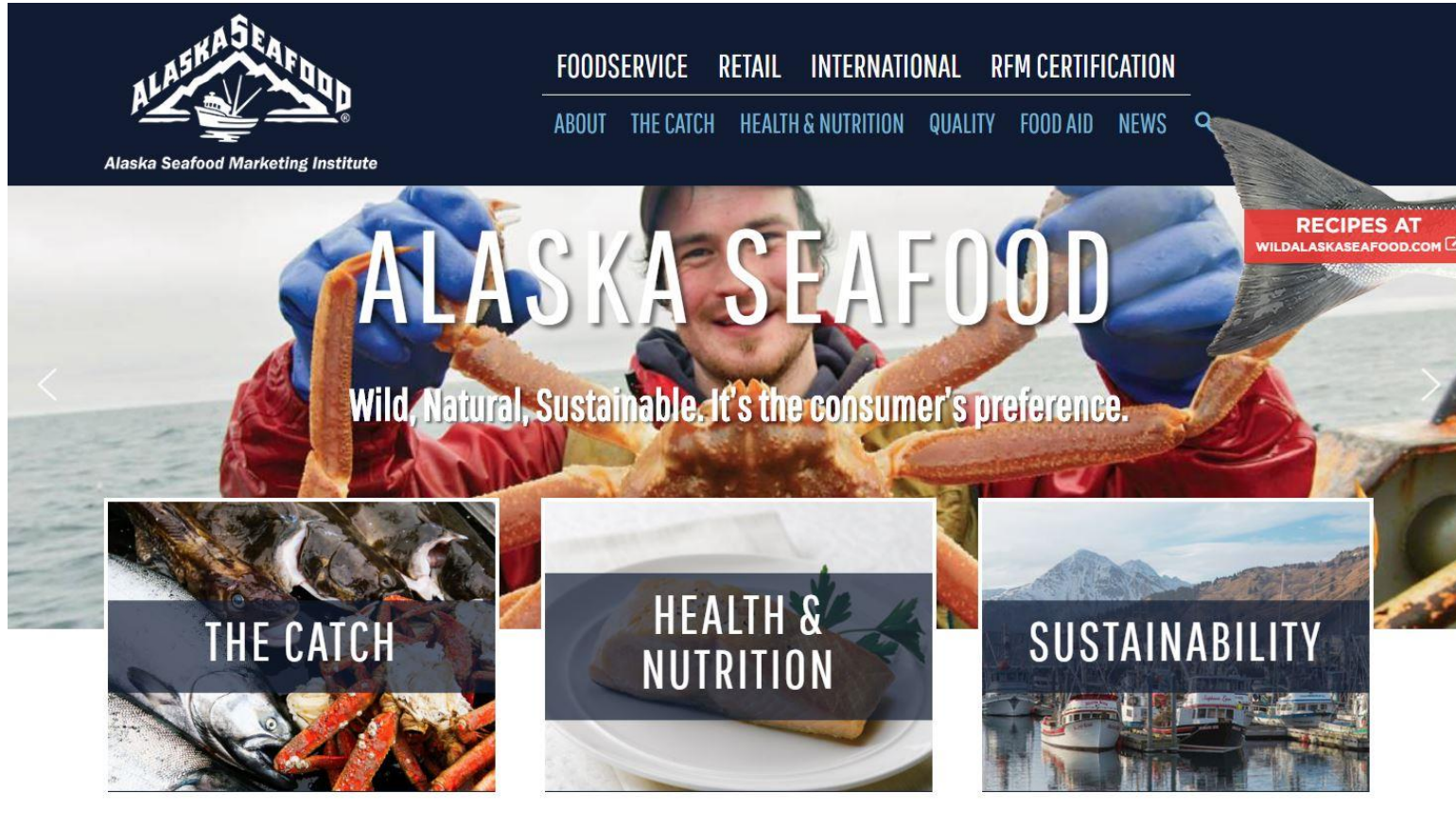


2019

RESPONSIVE



RESPONSIVE



ALASKASEAFOOD.ORG



RESPONSIVE



Services

<p>Construction</p> <p>30+ years' experience providing federal agencies with award-winning construction services rooted in a culture of safety.</p>	<p>Technical</p> <p>Consistently awarded highest ratings for our work, from complex IT systems on the front lines of national defense to everyday support.</p>	<p>Facilities</p> <p>Comprehensive services from environmental to base-operations support with exceptional service and a standout safety record.</p>	<p>Education</p> <p>25 years of experience providing Job Corps operations, training, and management services.</p>
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Services

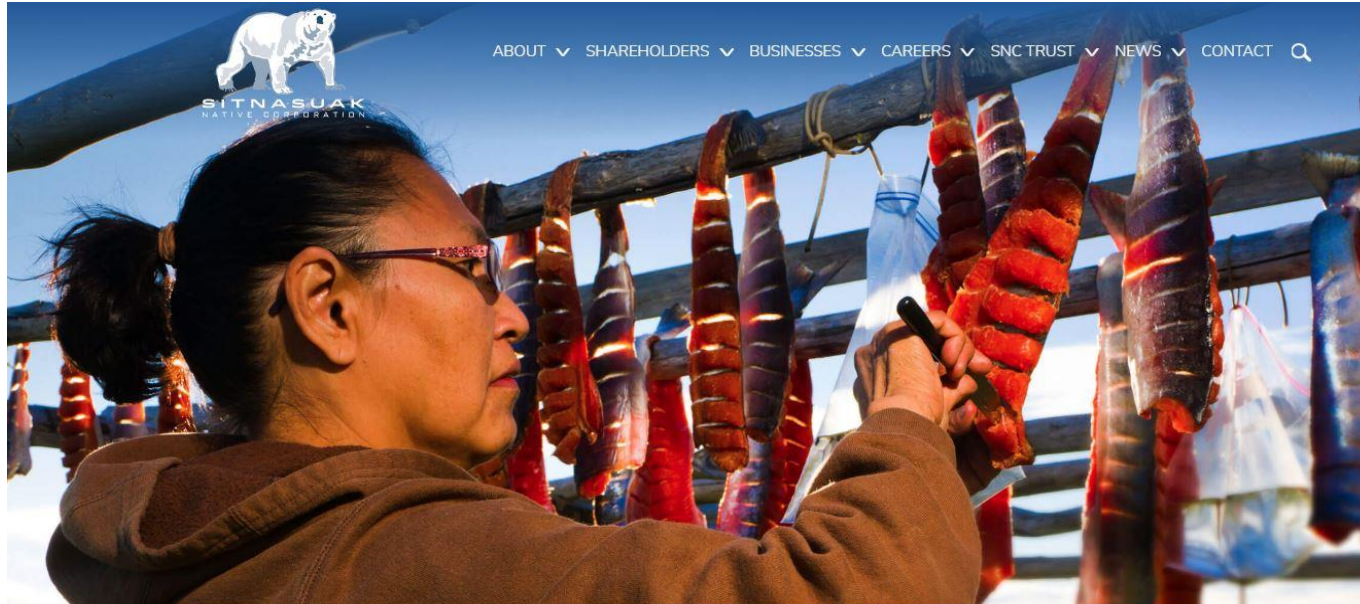
<p>Construction</p> <p>30+ years' experience providing federal agencies with award-winning construction services rooted in a culture of safety.</p>	<p>Technical</p> <p>Consistently awarded highest ratings for our work, from complex IT systems on the front lines of national defense to everyday support.</p>
<p>Facilities</p>	<p>Education</p>



CHUGACHGOV.COM



RESPONSIVE



Innovative Businesses & Traditional Values



WELCOME TO SITNASUAK NATIVE CORPORATION

Overlooking the Bering Sea is a place we call Sitnasuak or Nome, Alaska. Sitnasuak Native Corporation is proudly headquartered in Nome as an Alaska Native village corporation created in 1971 under the Alaska Native Claims Settlement Act (ANCSA). Today, we are a successful corporation comprised of a family of businesses operating in Nome,

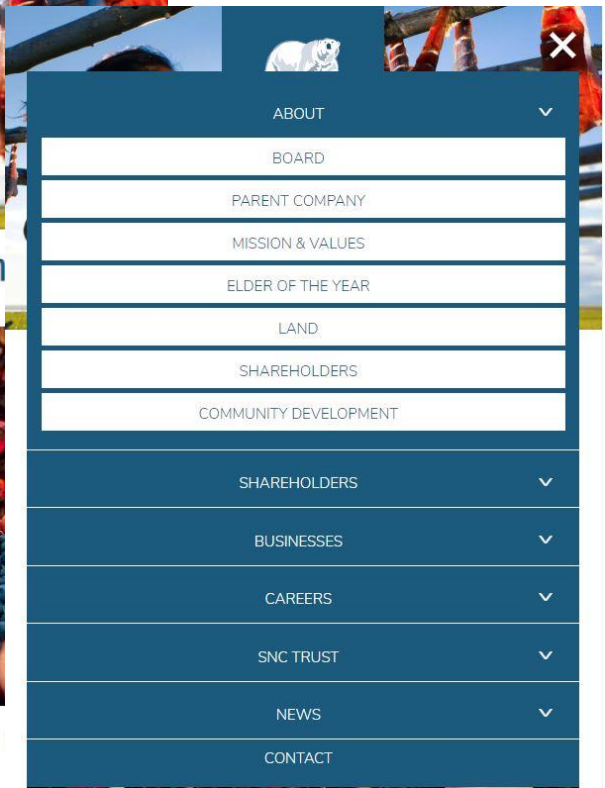
SNC.ORG



Innovative Businesses & Tradition



WELCOME TO SITNASUAK CORPORATION



WELCOME TO SITNASUAK NATIVE CORPORATION

PERSONAS



Sarah Shareholder

- Age: 77
- Location: Angoon
- Hi-speed IT: No
- Smartphone: No
- Needs: Forms, News



Paul Procurement Officer

- Age: 39
- Location: Wash D.C.
- Hi-speed IT: Yes
- Smartphone: Yes
- Needs: Contacts, Info on service lines



Bob Business Partner

- Age: 56
- Location: El Paso
- Hi-speed IT: Yes
- Smartphone: Yes
- Needs: Contacts, Info on subsidiaries



Jane Q. Public

- Age: 29
- Location: Anchorage
- Hi-speed IT: Yes
- Smartphone: Yes
- Needs: Info on land access/permissions

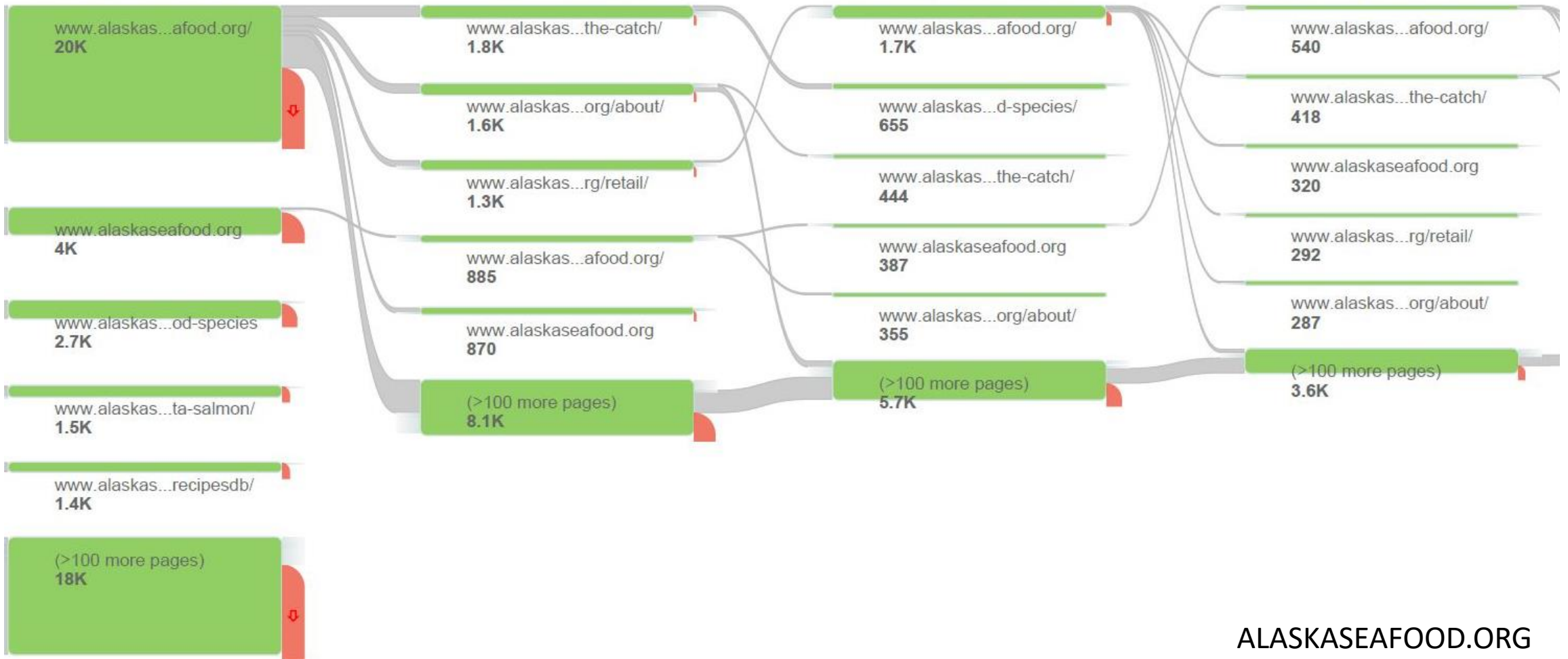
USER PATH

Starting pages
48K sessions, 33K drop-offs

1st Interaction
14K sessions, 5.2K drop-offs

2nd Interaction
9.3K sessions, 3.9K drop-offs

3rd Interaction
5.4K sessions, 1.7K drop-offs



USER
EXPERIENICE

USABILITY



AACCESSIBILITY

Making sure everyone can use your website

- Alternative Image Text
- Total keyboard access
- Easy to read forms (with labels)
- Language code in the HTML
- Descriptive links (not “learn more” or “click here”)
- Color contrast and fonts

A CCESSIBILITY



BEST PRACTICES

Ways to improve the user's experience

- Users don't read, they scan
- Users want clarity and simplicity
- Common design elements versus creativity
- Design for your audience
- Visual hierarchy (most important first)

CONTENT

WRITING

Writing for People

- Flesch reading ease (0-100 scale)
- Sentence length (fewer than 20 words)
- Paragraph length (use of bullets and pullouts)
- Active vs. Passive voice
 - “The entrance exam was passed by the students.” (Passive)
 - “The students passed the entrance exam.” (Active)

SEO FRIENDLY

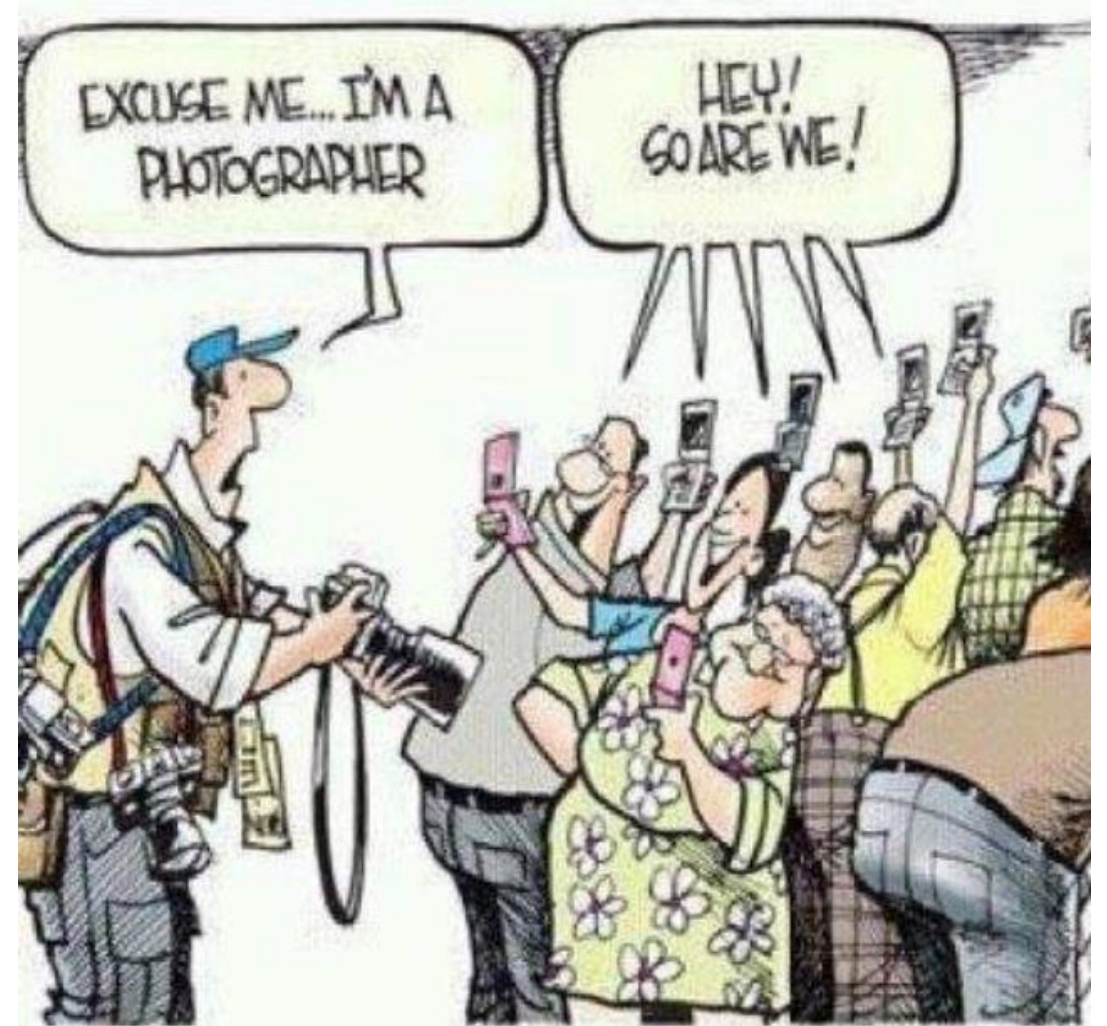
Writing for Machines (Search Engine Optimization)

- Use page headings that convey the subject of the page
- Content should load quickly on all devices
- Alt image text, title tags, descriptions on all content
- Use structured data markup (here are some examples)
 - Products you're selling
 - Business location, opening hours
 - Videos about your products or business

JPEG/MOV

Choosing great photos/video

- Resolution
- Color
- Subject/Cropping
- Multiple sizes depending on the screen size
- Talent releases/Copyright

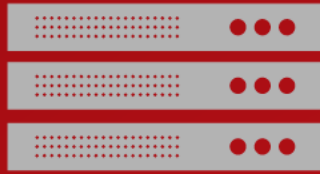


SECURITY



ATTACKS

- How long does it take to crack a 8 character password?
With speed of 1,000,000,000 Passwords/sec, cracking an 8 character password composed using 96 characters takes **83.5 days**. Research presented at Password¹² in Norway shows that 8 character NTLM passwords are no longer safe.
- In its analysis of 6 million websites, SiteLock said the average small business site experiences **44 attacks** per day or **16,060 attacks** per year.



HOSTING

Hazards of onsite hosting

1. Require expensive, modern servers
 - Processing power
 - Memory
2. Require continual software updates
 - Linux, Apache, MySQL, PHP
 - Latest versions
3. Redundant Internet connection
 - Simultaneous users/slow network
 - Interrupted service
4. Exposes ENTIRE network to hackers
 - Only as secure as weakest point
 - Firewall breach/customer data



FedRAMP

What is FedRAMP?

The Federal Risk and Authorization Management Program (FedRAMP) is a government-wide program that provides:

- Standardized approach to security assessment, authorization
- Continuous monitoring for cloud products and services
- NIST 800-171 (protection of unclassified info in non-federal orgs)
- MSI builds out services using AWS GovCloud
 - Regional considerations
 - Multiple security options

MEASUREMENTS

GOALS

Marketing goals:

- Virtual storefront (e-commerce)
- Increase awareness (advocacy)
- Establish a reputation
- Educate
- Persuade and inform

Measurement goals:

- Number Of Visitors
- Bounce Rate
- Average Time On Page
- CTA Click-Through Rate
- Conversion Rate

THANK YOU