



**A workshop on
Websites and how they can benefit your
business**

Tracy Muir

Digital Spotlight Ltd

Workshop Topics

Website Design

Fashion

Responsive Websites

What are they

Why they are important

How they should work

Website Content

Goggle knowledge Vault

Blogs

News

Videos/Tours

Content Management Systems

Functionality

E-Commerce

Booking

Social Media

Integration

Pinterest

Twitter & Facebook

LinkedIn

Discuss

Google

E-Shots

Quick Build Products i.e.
wordpress

Responsive vs Mobile Apps

Websites

Websites have changed since BBC launched their first website back in early 1994.

[Sky Advert](#)

Website Design

Websites first started to appear in 1994 and then we pretty much just lists of links and textual data.

Now we expect so much more from websites, we want to:

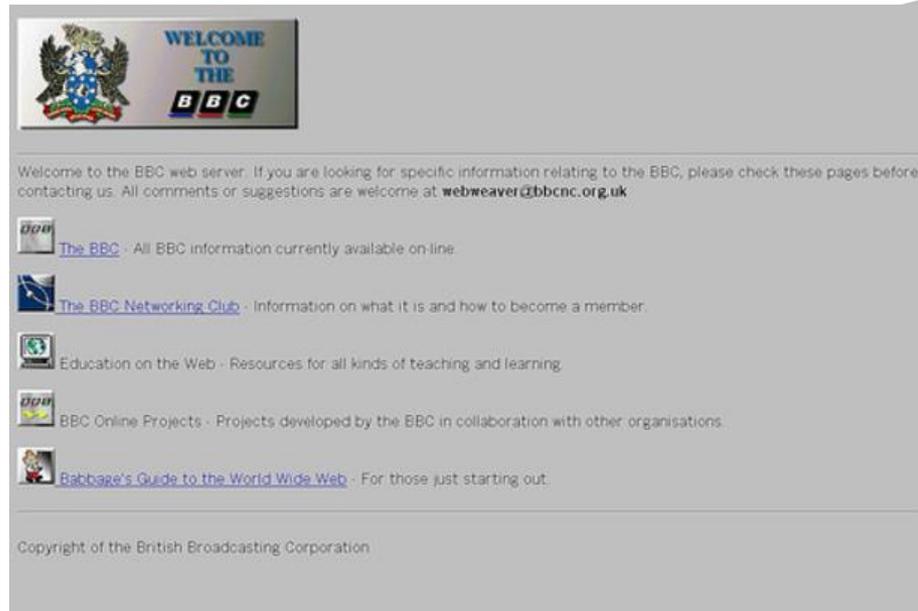
- Shop
- Book tickets
- Interact with friends and family
- Watch tv/videos
- Play games

Our demand for web solutions is growing and the net becomes more integral to how we live our lives.

Website Fashions

Websites look has changed over the years, sometimes because of technology such as Flash and sometimes just be fashion changes.

One of the first websites launched in the uk was the BBC back in early 1994.
Just a list of links to pages that comprised of text only.



Flash

By 2000 Flash was starting to become a major component of website design. It took websites to a new level with Animations, Movies and Sound.

[Subspecies](#)

Current Trends

The release of the first iPhone changed website design again

- Apple refused to support Macromedia Flash so any website elements using Flash do not work when views on a phone.
- How we use and view websites has changed.

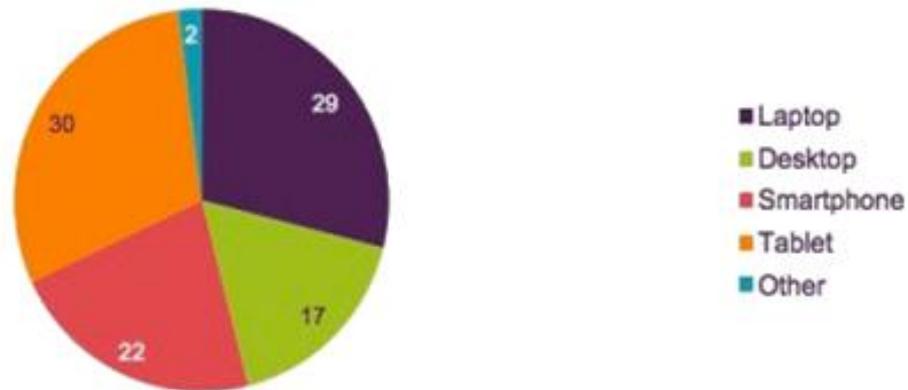


Devices

So has the way we access the Internet, we are no longer tied to pc's.

Figure 4.32 Most important device for internet access, by device ownership

Device owners (%)

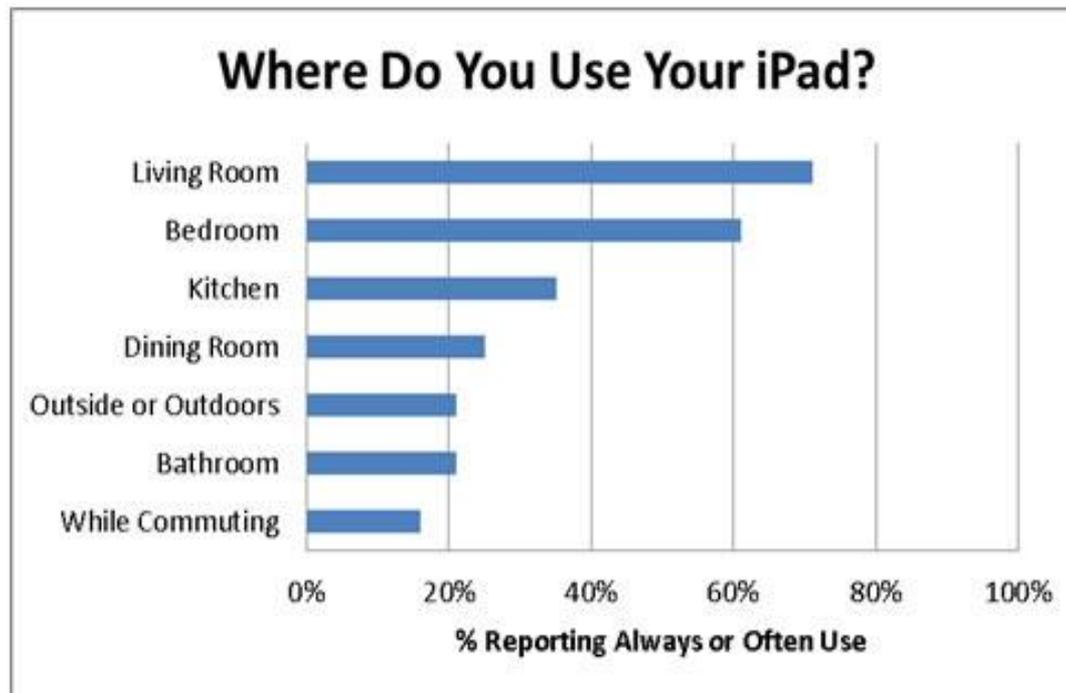


Source: Ofcom research, Q1 2014

Base: All adults aged 16+ who use the internet at home or elsewhere (n = 2976 UK) and have a desktop and laptop in the household, and who personally use a smartphone and tablet. Question: Which is the most important device you use to connect to the internet, at home or elsewhere? "Other" responses include: "Netbook", "Games console", "Other device", "None" and "don't know".

How We Use Devices

We use our mobiles and tablets to access the web where ever we go.



What is a Responsive Website

Wikipedia Definition

Responsive web design (RWD) is an approach to web design aimed at crafting sites to provide an optimal viewing and interaction experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from desktop computer monitors to mobile phones).

Examples of Responsive Design

A Fully Responsive website adapts not only its displays but its navigation to suit the device being used to view it.



Google Mobile friendly Requirements

In April this year Google launched its Mobile Friendly requirement for websites.

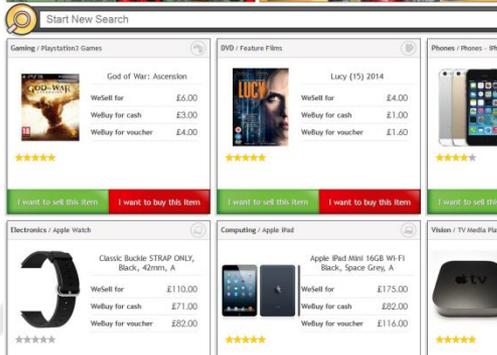
This gives mobile friendly websites preference in rankings over non mobile friendly.

You can check if your website is mobile friendly at the following address.

<https://www.google.co.uk/webmasters/tools/mobile-friendly>



Not Google Mobile friendly



Mobile Guide Get Started Documentation Mobile-Friendly Test

Mobile-Friendly Test 8.1

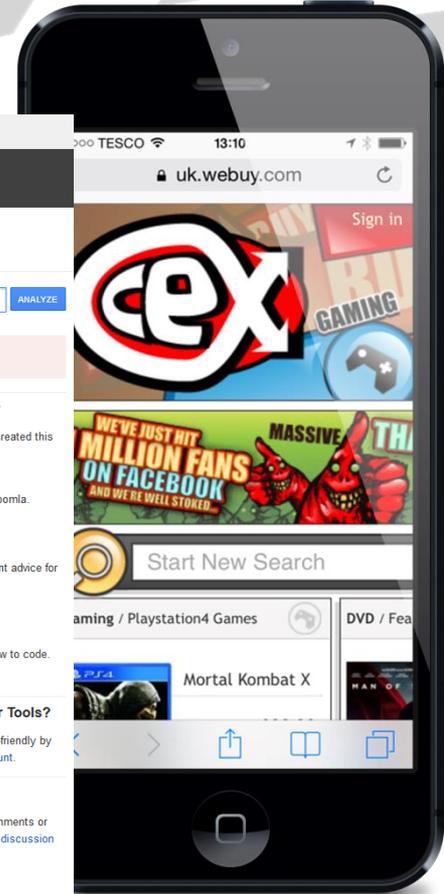
https://uk.webuy.com/ ANALYZE

Not mobile-friendly

- Page appears not mobile-friendly
 - Content wider than screen
 - Links too close together

This page may appear not mobile-friendly because the robots.txt file may block Googlebot from loading some of the page's resources. [Learn how to unblock resources for Googlebot.](#)

If you've made sure Googlebot is not blocked, you can see [Pagespeed Insights](#) for more details on detected issues. [Learn more about the differences between the two tests.](#)



Make this page mobile-friendly

Pick the option that describes how you created this site:

- I used a CMS**
I used software such as WordPress or Joomla. Next
- Someone built this site for me**
I hired someone to build this site and want advice for working with a developer. Next
- I built this site myself**
I built this site myself and understand how to code. Next

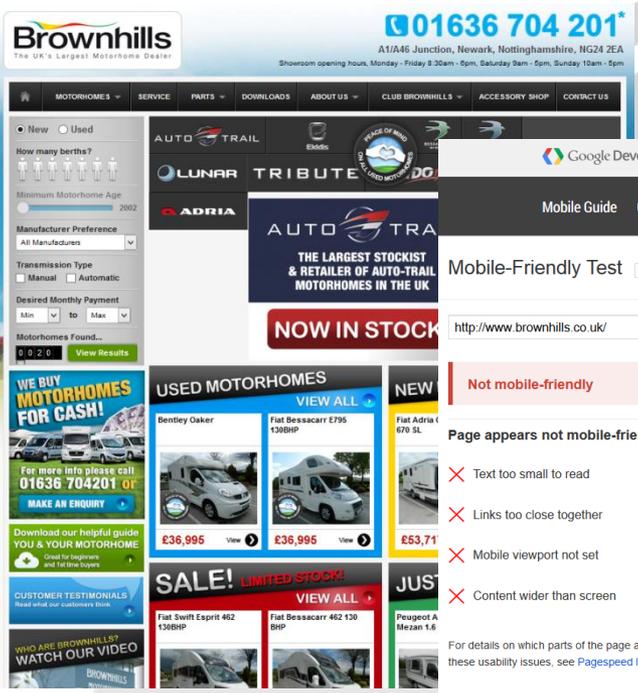
Do you use Google Webmaster Tools?

See how many of your pages are mobile-friendly by signing into your [Webmaster Tools](#) account.

Give feedback

Encountered an issue with the test? Comments or questions about the results? Post to our [discussion group](#).

Not Google Mobile friendly



Google Developers

Mobile Guide Get Started Documentation Mobile-Friendly Test

Mobile-Friendly Test 8+1

http://www.brownhills.co.uk/ ANALYZE

Not mobile-friendly

Page appears not mobile-friendly

- ✗ Text too small to read
- ✗ Links too close together
- ✗ Mobile viewport not set
- ✗ Content wider than screen

For details on which parts of the page are affected by these usability issues, see [Pagespeed Insights](#).

How Googlebot sees this page



Make this page mobile-friendly

This page appears to use Magento. To learn how to make this page mobile-friendly, use our technical guide for Magento, or share the guide with your web developer.

Next

› I do not use Magento.

Do you use Google Webmaster Tools?

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Give feedback

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A temporary error occurred. 44 resources on this page could not be loaded. The results and screenshot may be incorrect. You may want to try again later.

Google Mobile friendly Requirements



Digital Marketing Services Digital Spotlight Contact

Design
Slick, modern and responsive...

Why Digital Spotlight
The team at Digital Spotlight have over 25 years experience working in Digital Marketing and know the importance of understanding the fast paced changes in digital marketing and its techniques.
We work with our clients to provide them with integrated and cross platform strategies and solutions, enabling them to utilise a combination of both digital and traditional marketing to obtain the best possible results.
Engagement is a key part of any marketing strategy and our social media team work with clients to maximise their coverage across social platforms.
The importance of monitoring the outcome of your marketing is crucial. We can provide you with a range of data solutions enabling you to measure the success of your campaigns.
Digital Spotlight - bringing your marketing together.

- Website Design
- SEO Search Engine Optimisation
- Mobile Marketing Mobile App Development
- Email Marketing
- Social Media
- Graphic Design
- Print Management

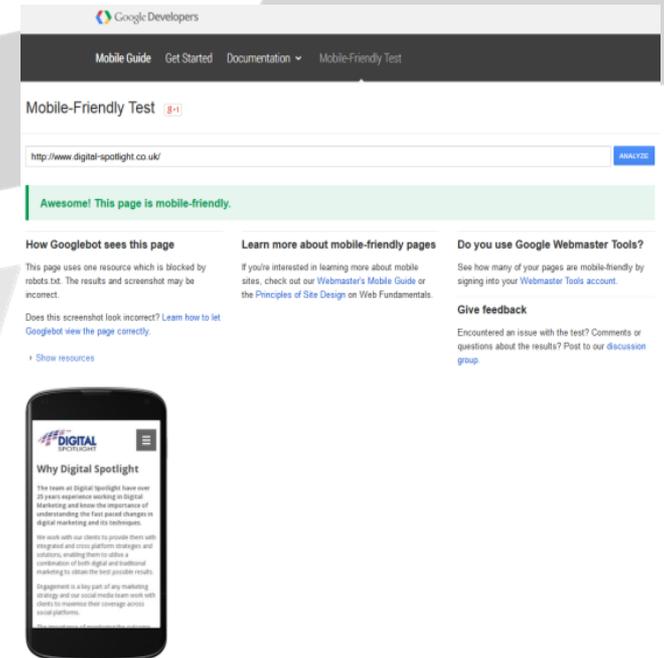
Tweets

Digital spotlight @digspot 29 Jun
Happy 1st! on Twitter this week
5 New Followers, 4 Mentions,
2 OK Mentions. Yeah. How'd
your week go? via
sumail.com/myweek
@sumail Summary

Tweet to @digspot

Digital Marketing Strategy Design Build Promote Engage Measure
Services Website Design Search Engine Optimisation Mobile App Development Social Media Email Marketing Graphic Design Print Management
Digital Spotlight About Digital Spotlight The Team Website Portfolio Tech Blog
Contact

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Google Developers

Mobile Guide Get Started Documentation Mobile-Friendly Test

Mobile-Friendly Test

http://www.digital-spotlight.co.uk/ ANALYZE

Awsome! This page is mobile-friendly.

How Googlebot sees this page
This page uses one resource which is blocked by robots.txt. The results and screenshot may be incorrect.
Does this screenshot look incorrect? Learn how to let Googlebot view the page correctly.
+ Show resources

Learn more about mobile-friendly pages
If you're interested in learning more about mobile sites, check out our [Webmaster's Mobile Guide](#) or the [Principles of Site Design on Web Fundamentals](#).

Do you use Google Webmaster Tools?
See how many of your pages are mobile-friendly by signing into your [Webmaster Tools account](#).

Give feedback
Encountered an issue with the test? Comments or questions about the results? Post to our [discussion group](#).

Why Digital Spotlight
The team at Digital Spotlight have over 25 years experience working in Digital Marketing and know the importance of understanding the fast paced changes in digital marketing and its techniques.
We work with our clients to provide them with integrated and cross platform strategies and solutions, enabling them to utilise a combination of both digital and traditional marketing to obtain the best possible results.
Engagement is a key part of any marketing strategy and our social media team work with clients to maximise their coverage across social platforms.

Website Contents

Websites need to contain engaging & relevant content that will connect with your target audience and that they will want to share with others.

This in turn will:

- Increases visitors to websites
- Raises brand awareness
- Increase brand trust
- Increases sales
- Help improve Google rankings



Content is King

Your websites content can include:

Product or Service Information

Blog posts

News

Case studies

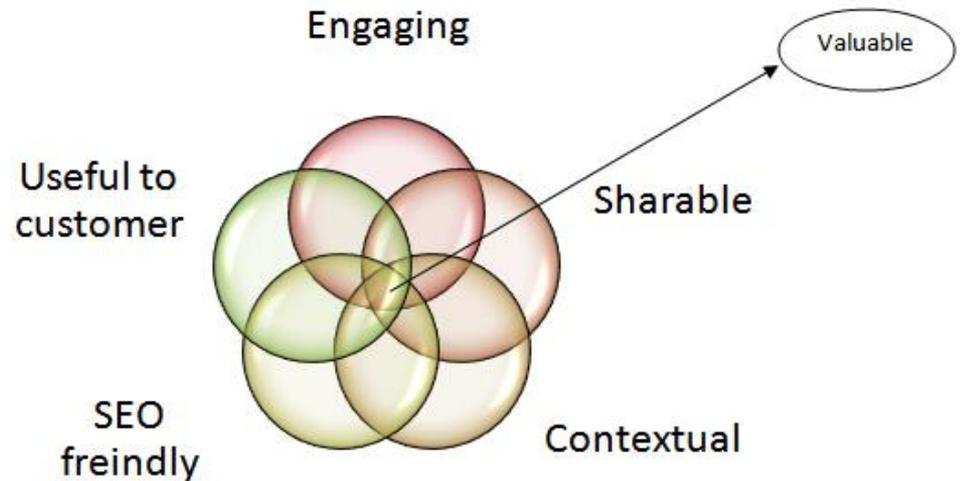
Videos

Product Reviews

E-Commerce

Team

Archive



Photographs

Invest in bespoke photography for your products/services/venue



Photographs



+ Enlarge Image

▶ Play Video



THE CHEQUERS
TRADITIONAL FAMILY PUB IN LOOSE, MAIDSTONE, KENT

 01622 743 125
 07977 289 171
 info@theloosechequers.co.uk

[Home](#) [Access Statement](#) [Contact Us](#)



Get in Touch Today!

Name

Email

Message

Send Message



Traditional Pub Food



Beer Garden



Real Ale Selection

Traditional Pub Food in Loose, Kent

For traditional Sunday lunches in the South East and many other enjoyable experiences from real ales to warm welcomes, please get in touch with Chequers Inn today. We are ready to help you enjoy your meal, evening or stay in the area so drop in and say hi soon.

Location

We are located just outside Maidstone, the county town of Kent and we offer a friendly and welcoming service with an excellent selection of drinks, real ales and meals.

Whether you are stopping in for a quick chat with your friends or looking for a place to spend a relaxed and enjoyable evening with your family, we are happy to provide the place for you.

Our restaurant delivers a blend of international and traditional favourite cuisine with something for everyone and an extensive selection of bar snacks. We also offer many vegetarian options.

 [Download Our Menu](#)

 [Download Wine List](#)

 [Download Xmas Menu](#)



Videos

Interesting and relevant content that is updated regularly will appeal to and engage visitors.

Videos are also a great way of helping with search engine rankings
YouTube is the second largest search engine in the world.

Upload Videos to YouTube and include links to your website
the description and in the video where possible.

The other Video site to upload videos to is www.vimeo.com

Simply Hike

Camping Clothing & Equipment

Product Video has 11,778 Views on YouTube

[Marketing Video](#)

Will it Blend

Completely Mad Series of Videos to promote the Blendtec

This video has had 11,300,013

[Blending Glow Sticks](#)



BROUGHT TO YOU BY
Blendtec



[Try this at home](#)
[Don't try this at home](#)
[Our Blenders](#)
[Contact Us](#)
[Our Sites](#)

Will it Blend? Apple Watch



Don't try this at home.



[Watch more blends](#)

Try this at home.



[Watch more blends](#)

More Will it Blend?

 <p>Tom's TomTom Don't Try This At Home Tom gets a new personal navigation system that is getting...</p>	 <p>Rubik's Cube Don't Try This At Home There are many different methods for solving Rubik's cube...</p>	 <p>Golf Balls Don't Try This At Home We give new meaning to the term 'slicing the ball'.</p>
 <p>Bottled Beverage Don't Try This At Home Blended bottled beverage. Something tells me you shouldn't...</p>	 <p>Ford Fiesta Don't Try This At Home When Tom meets a Ford Fiesta Movement Agent, he uncovers a...</p>	 <p>Coffee Try This At Home Coffee grinder?! We don't need no stinking coffee grinder!</p>

<p>Blenders Total Blender Designer Series Signature Series Tom Dickson Extreme</p> <p>Terms of Service</p>	<p>Company About us Career Opportunitas Contact Us</p>	<p>Resources Blog User Guides Product Registration</p>	<p>Our Sites Blendtec Commercial Blog Will It Blend</p> <p>Contact</p>  <p>© 2013 Blendtec, a division of K-TEC. All rights reserved.</p>
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Short Animations

[White Board Animation](#)

News

 **Marshall's Yard**
Gainsborough

Home About MY Shopping MY Lifestyle MY Food Offices Events Markets News Contact

Latest News From Marshall's Yard
Home » News

**Marshall's Yard serves up an ace weekend of tennis and foodie fun**
11 Jul 2015
Food lovers are in for a treat when the team at Marshall's Yard serve up another fantastic "Big Food Event" at the Gainsborough shopping centre. Local Chefs will be showcasing their culinary skills using some delicious regional produce throughout the day on Saturday July 11th when a bumper Farmers'... [Read more »](#)

**Stores take their styles to the catwalk for Gainsborough's big summer fashion event**
2 Jul 2015
The fashion stores at Gainsborough's Marshall's Yard are stepping out in style to get customers dressed up for the races with the centre's first ever fashion event. With the St Leger just around the corner it's a fantastic excuse to hold a fashion show displaying the offer from the Yard's stores... [Read more »](#)

**Salon steps up into new cutting edge premises at Marshall's Yard**
22 Jun 2015
The popular Gainsborough hair salon Stringers has this week unveiled the company's brand new salon in a new location at Marshall's Yard. Stringers, which also has a sister salon in Lincoln, has been based at Marshall's Yard since the centre opened in 2007. The company now has a brand new and modern... [Read more »](#)

**We need you! In Bloom group appeals to Gainsborough public for more help**
22 Jun 2015
With only two weeks to go until the In Bloom judges arrive in Gainsborough, local businesses

Having news articles on your website is a great way of providing engaging and targeted information on a regular basis.

News tends to comprise of short articles often promoting events or offers.

Always include images, links and ability to share to social media.

WordPress and Magento - are there hazards lurking beneath the surface?

There are a profusion of website development companies that offer their clients solutions based around quick build 3rd party software, such as Magento and Wordpress. Their solutions seem to offer everything you could possibly require, but are there hazards lurking beneath the surface?

In a word yes!

This is illustrated by a critical vulnerability found in January 2015 in Magento, the most popular E-Commerce quick build solution, affecting over 100,000 E-Commerce websites. Although a patch to close the vulnerability was issued in February 2015, as of the 24th of April 2015 approximately 98,000 websites remain un-patched and vulnerable.

This particular vulnerability enables hackers to by-pass all security, to gain full access and control over both the store and its content; allowing criminals to access shoppers personal information, payment card information, change item prices and create voucher codes. Such is the urgency on installing this patch, Magento, owned by Ebay, have been forced to email users of the system, instructing them to apply the patch urgently.

See this video to see how easy it is to steal from a Magento E-Commerce website that has been hacked.



Quick build software products, such as WordPress and Magento, used by less experienced developers to provide quick and cheap web solutions, are the victim of repeated hacks because of their popularity, and the public availability of the code base.

The number of plugin vulnerabilities for WordPress in early 2015 was so widespread the FBI issued warnings.

When considering the options for your websites it is important to consider the security of your website and your client's data. **Can you afford the financial loss or the damage to your reputation if your site is hacked?**

Further reading

[Net Security Organisation](#)

[The Register](#)

[Federal Bureau of Investigation](#)

Current Rating: ★★★★★

Rate this article

First name:

Last name:

Email:

Rating:

sign up for our technical updates

I'm not a robot



Privacy Terms

Blogs

These tend to be longer articles that provide engaging and targeted information.

Lizzie Jordan

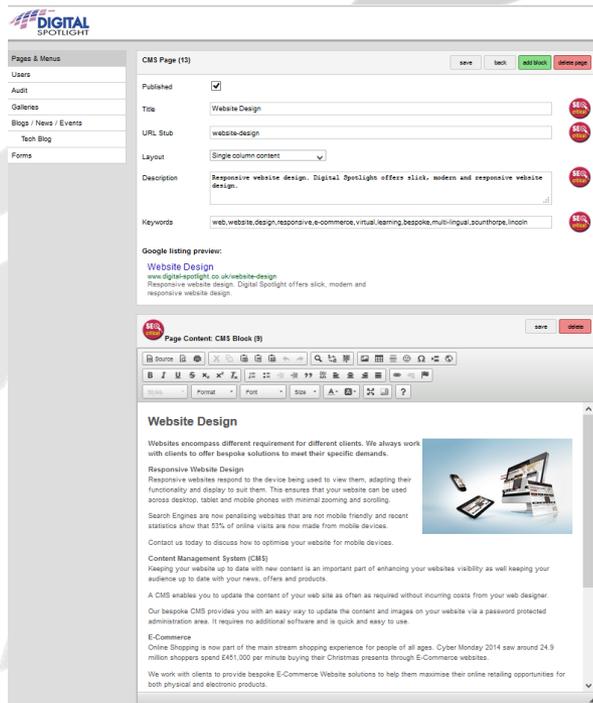
How to write a successful blog.

15th July at 9.30

26th August 9.30

Content Management Systems (CMS)

Enable you to update your sites content as often as required without incurring charges from your web developers.



DIGITAL SPOTLIGHT

Pages & Menus
Users
Add
Galleries
Blogs / News / Events
Ton Blog
Forms

CMS Page (13) save lock add block delete page

Published

Title Website Design 55%

URL Slug website-design 55%

Layout Single column content

Description Responsive website design. Digital Spotlight offers slick, modern and responsive website design. 55%

Keywords web, website design, responsive e-commerce, virtual learning, bespoke, multi-lingual, southpore, incoon 55%

Google listing preview:
Website Design
 www.digital-spotlight.co.uk/website-design
 Responsive website design. Digital Spotlight offers slick, modern and responsive website design.

Page Content: CMS Block (8) save delete

Source 

Website Design

Websites encompass different requirement for different clients. We always work with clients to offer bespoke solutions to meet their specific demands.

Responsive Website Design
 Responsive websites respond to the device being used to view them, adapting their functionality and display to suit them. This ensures that your website can be used across desktop, tablet and mobile phones with minimal zooming and scrolling.

Search Engines are now penalising websites that are not mobile friendly and recent statistics show that 52% of online visits are now made from mobile devices.

Contact us today to discuss how to optimise your website for mobile devices.

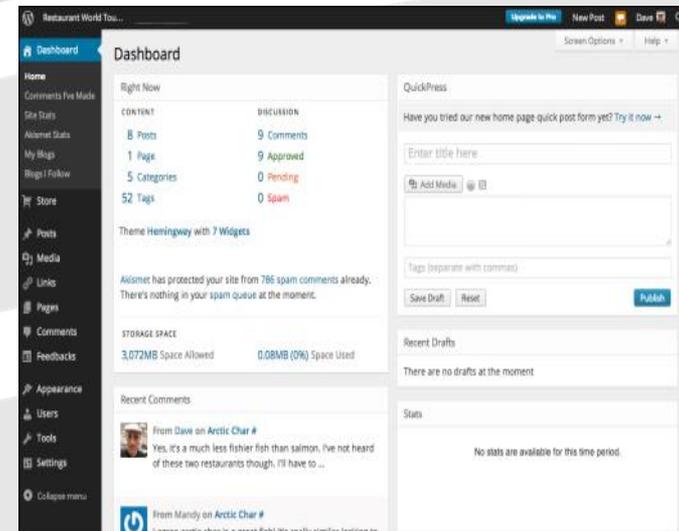
Content Management System (CMS)
 Keeping your website up to date with new content is an important part of enhancing your websites visibility as well keeping your audience up to date with your news, offers and products.

A CMS enables you to update the content of your web site as often as required without incurring costs from your web designer.

Our bespoke CMS provides you with an easy way to update the content and images on your website via a password protected administration area. It requires no additional software and is quick and easy to use.

E-Commerce
 Online Shopping is now part of the main stream shopping experience for people of all ages. Cyber Monday 2014 saw around 24.9 million shoppers spend £461,000 per minute buying their Christmas presents through E-Commerce websites.

We work with clients to provide bespoke E-Commerce Website solutions to help them maximise their online selling opportunities for both physical and electronic products.



Restaurant World You... Upgrade to Pro! New Post Dave Help

Screen Options Help

Dashboard

Home
Comments: 156 Made
Site Stats
Akismet Status
My Blogs
Blog: 1 Follow
Store
Posts
Media
Links
Pages
Comments
Feedbacks
Appearance
Users
Tools
Settings
Collapse menu

Right Now

CONTENT	DISCUSSION
8 Posts	9 Comments
1 Page	9 Approved
5 Categories	0 Pending
52 Tags	0 Spam

Theme: Hemingway with 7 Widgets

Akismet has protected your site from 786 spam comments already. There's nothing in your spam queue at the moment.

STORAGE SPACE
3,072MB Space Allowed 0,08MB (0%) Space Used

Recent Comments

From Dave on Arctic Char #
Yes, it's a much less fishier fish than salmon. I've not heard of these two restaurants though, I'll have to...

From Mandy on Arctic Char #
I agree arctic char is a great fish! Its really similar looking to...

QuickPress
 Have you tried our new home page quick post form yet? Try it now →
 Enter title here
 Add Media
 Tags (separate with comma)
 Save Draft Reset Publish

Recent Drafts
 There are no drafts at the moment

Stats
 No stats are available for this time period.

Quick Build Solutions

Mass market quick build solution usually used by less experienced developers who generally have graphics skills but not coding.

However their wide spread use makes them a target for hackers

- Wordpress
- Magento - E-commerce solution owned by Ebay



Vulnerabilities

Due to their open source nature and widespread use they are repeatedly targeted by hackers

This is illustrated by a critical vulnerability found in **January 2015** in **Magento**, the most popular E-Commerce quick build solution.

It affected over **100,000** E-Commerce websites.

Although a patch to close the vulnerability was issued in February 2015, as of the 24th of **April 2015** approximately **98,000** websites remained un-patched and vulnerable.



Vulnerabilities

This particular vulnerability enables hackers to by-pass all security, to gain full access and control over both the store and its content; allowing criminals to:

Access shoppers personal information

Payment card information,

Change item prices

Create voucher codes.

Such is the urgency on installing this patch, Magento, owned by Ebay, have been forced to email users of the system, instructing them to apply the patch urgently.

Magento Vulnerabilities

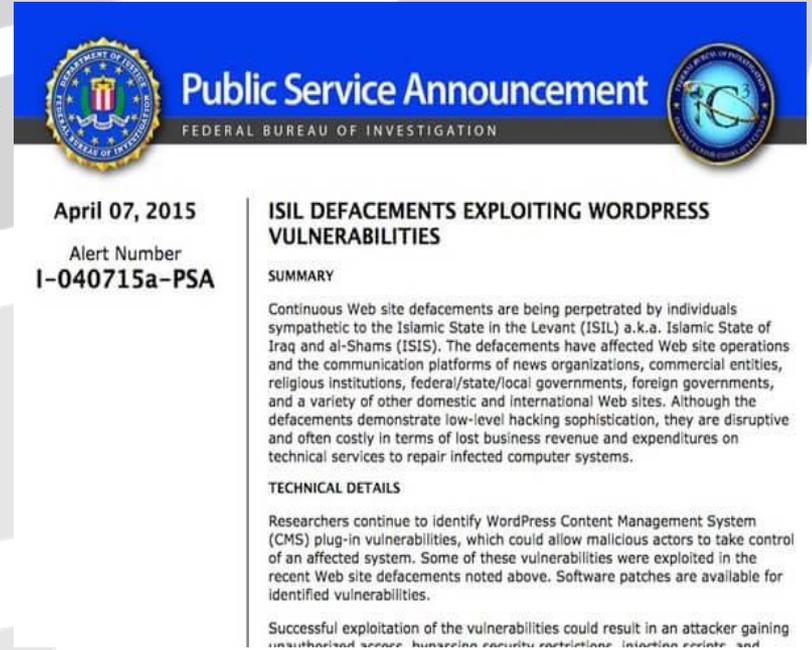
Patches

Vulnerabilities or Hacks are dealt with when Wordpress or Magento issue patches to close the access.

Your developer then has to install this patch on his system to protect your sites.

You are relying on your developer to take this action to protect your company and customers.

The number of plugin vulnerabilities for WordPress in early 2015 was so widespread the FBI issued warnings.



Public Service Announcement
FEDERAL BUREAU OF INVESTIGATION

April 07, 2015
Alert Number
I-040715a-PSA

ISIL DEFACEMENTS EXPLOITING WORDPRESS VULNERABILITIES

SUMMARY

Continuous Web site defacements are being perpetrated by individuals sympathetic to the Islamic State in the Levant (ISIL) a.k.a. Islamic State of Iraq and al-Shams (ISIS). The defacements have affected Web site operations and the communication platforms of news organizations, commercial entities, religious institutions, federal/state/local governments, foreign governments, and a variety of other domestic and international Web sites. Although the defacements demonstrate low-level hacking sophistication, they are disruptive and often costly in terms of lost business revenue and expenditures on technical services to repair infected computer systems.

TECHNICAL DETAILS

Researchers continue to identify WordPress Content Management System (CMS) plug-in vulnerabilities, which could allow malicious actors to take control of an affected system. Some of these vulnerabilities were exploited in the recent Web site defacements noted above. Software patches are available for identified vulnerabilities.

Successful exploitation of the vulnerabilities could result in an attacker gaining unauthorized access, business security, operations, information, and

Search Engine Rankings

There are several areas that can help improve your search engine rankings:

Quality Content: Provide relevant and interesting content.

Update Content: Refresh your content on a regular basis:

News

Blogs

Special Offers

New Products or Services



Links

Build relevant links to your website:

Trade Association Websites

Blog Articles

Social Media

Encourage Sharing

Forum Discussions

Exchange Links with others relevant websites

Videos



Encourage Visitors to Share

Share this article:



Current Rating: ★

Rate this article

First name:

Last name:

Email:

- More
-  Gmail
-  Favorites
-  Reddit
-  Tumblr
-  Google
-  More... (294)
-  AddThis

Videos

Set up a Youtube account for your videos and include links in the description

Remember Youtube is the 2nd largest search engine in the world and is owned by Google.

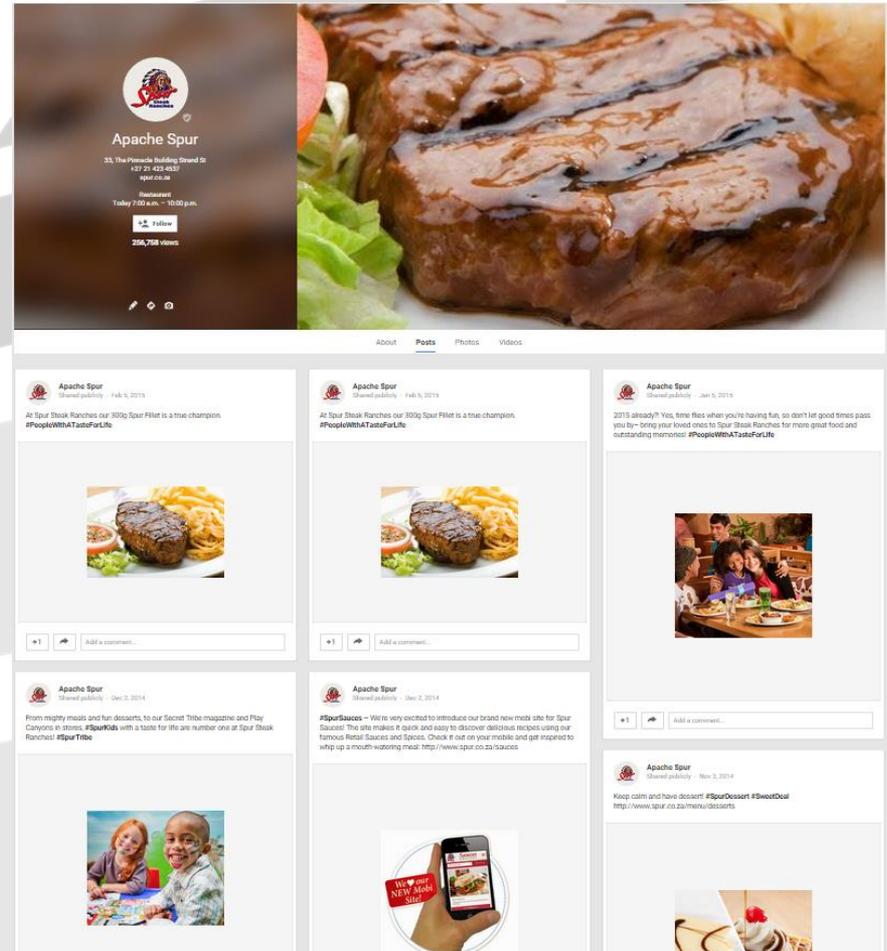
Upload videos to Facebook etc. with links back to your website



Google+

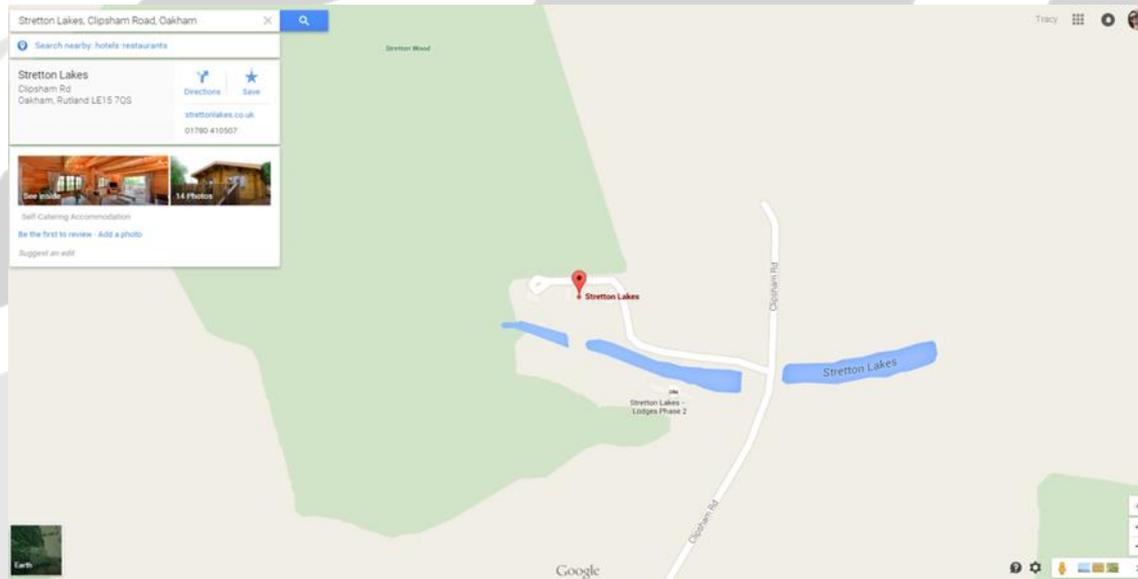
Set up a page, this boosts you in the search engine rankings.

Include links to your sites when you add images, blogs, news etc.



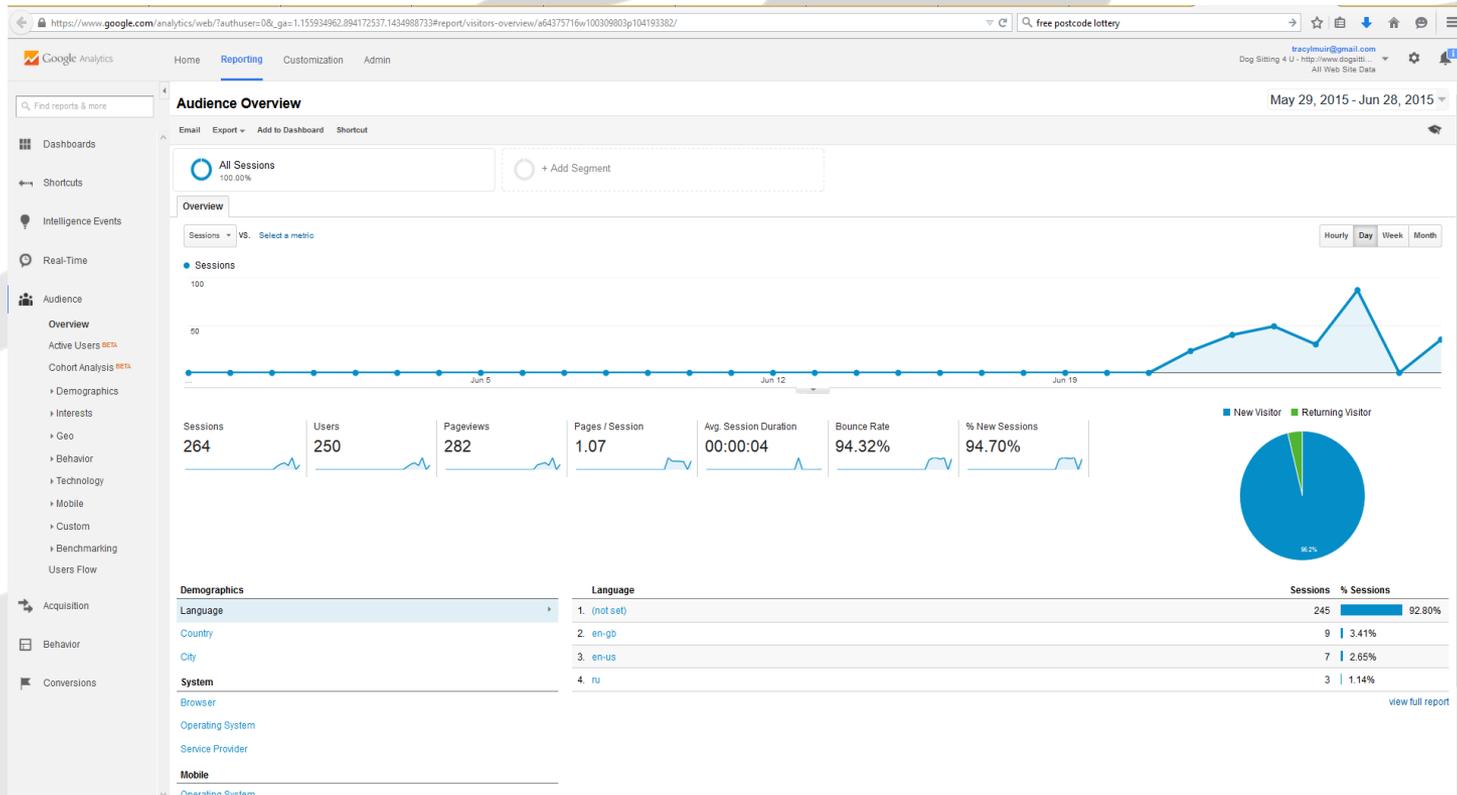
Google Virtual Tours

Can be included in your Google+ page and help promote your site by including the tour in your listing. Only from Google approved partners.



[Online Tour](#)

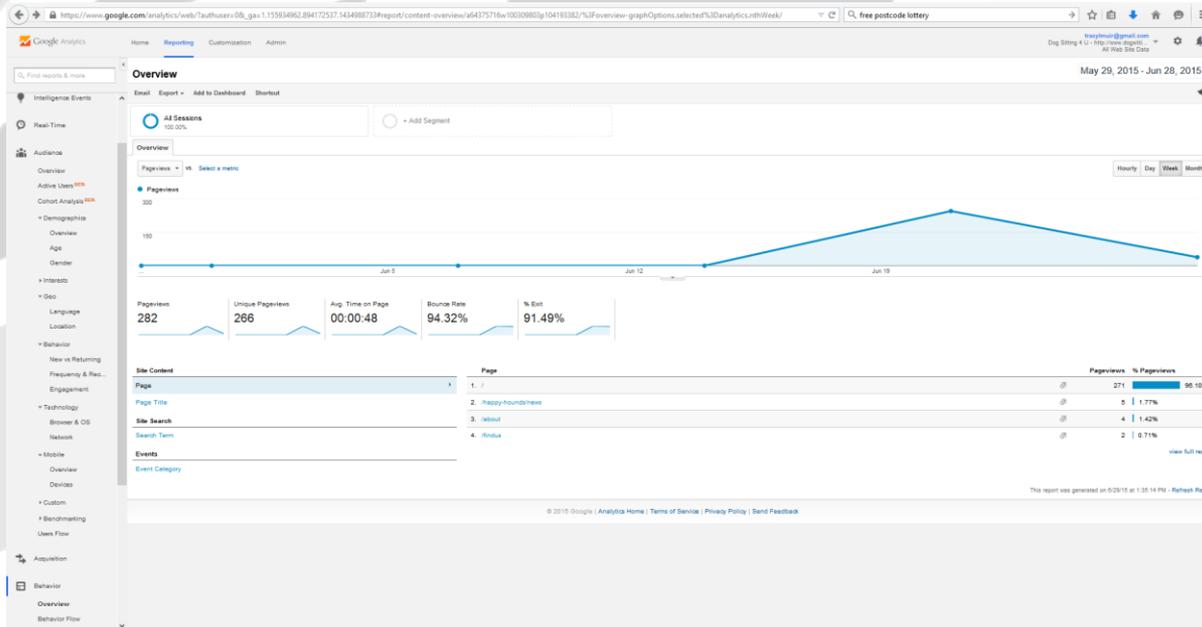
Website Visitors and Analytics



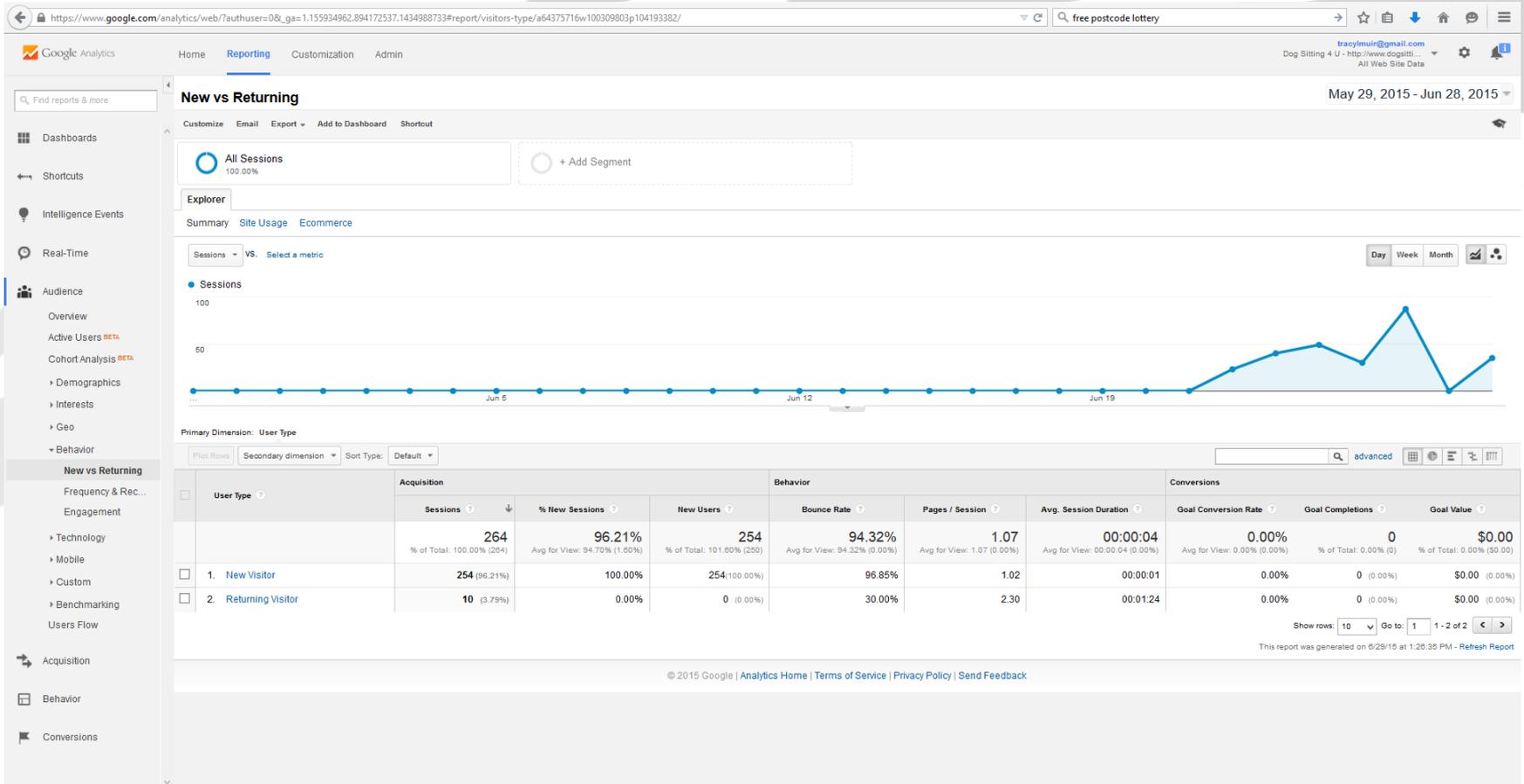
Track visitors Journey

It can be very useful to track users journey through your site, very useful to see which pages are attracting the largest number of visitors and time spent on the page.

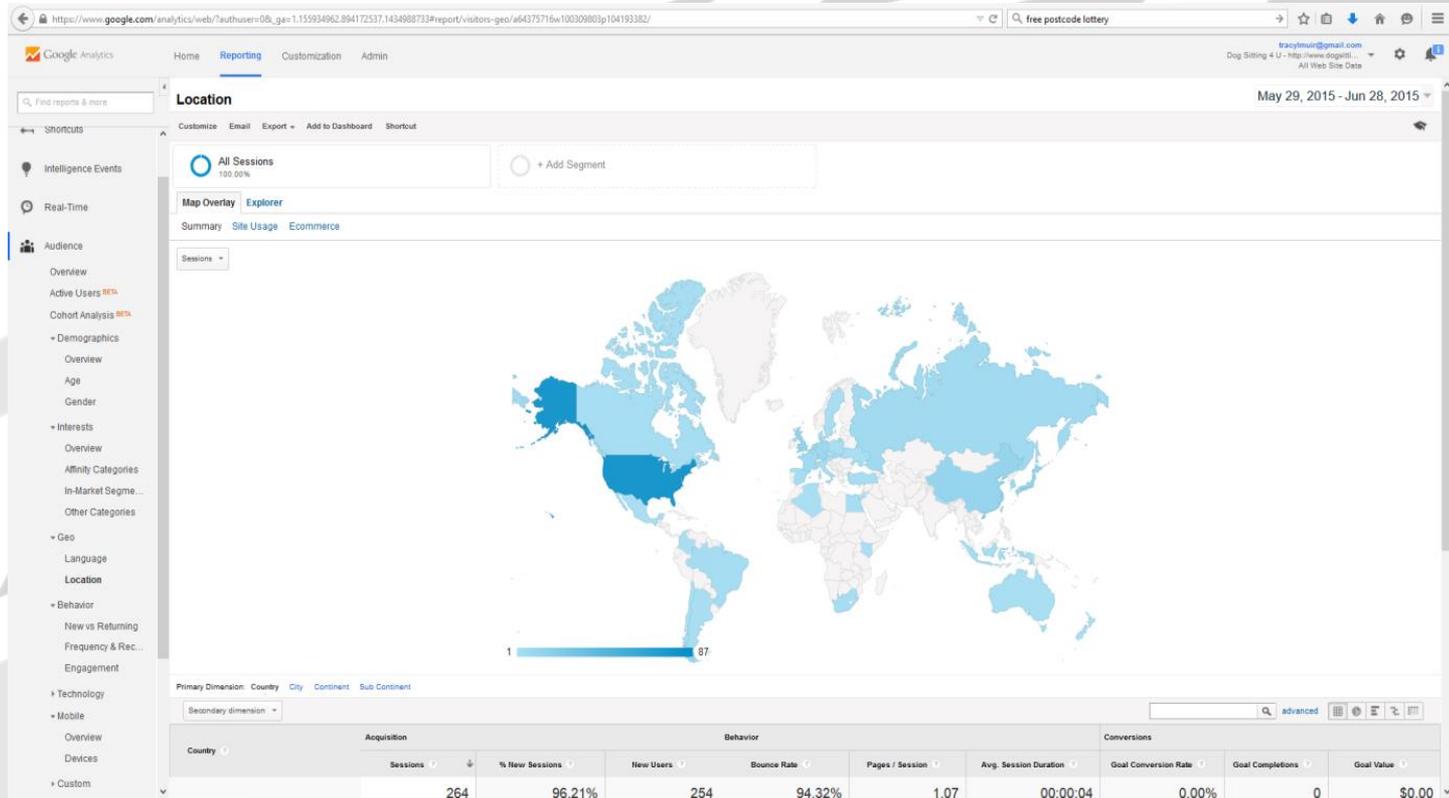
Also to track pages that are not performing so you can update the content making it more relevant to you visitors.



Drill down to find see New vs Return visitors



Geographic Location



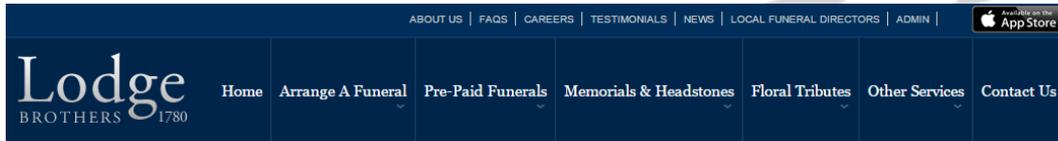
If you are obtaining a lot of sales in a other country, for example Spain, you may want to consider making your site Multi-Lingual to maximise sales.

Mobile vs Responsive Website



Depends on your business and marketing plan

Combine and Complement



You are here: Home » Blog » Lodge News Stories » New Mobile App From Lodge Brothers

New Mobile App From Lodge Brothers

January 1st, 1970



Of all the Apps you would not expect to find on your iPad or iPhone would be an App for a funeral director.

But a brand new App, created by Lodge Brothers, the 7th generation family funeral directors, has just been announced and it's available to download now. What's more it's free!

"Why not?" asks Robert Lodge, Chairman of Lodge Brothers Funerals, "We may have been around for well over 200 years but we are not stuck in the past. We've had a really great web site for years, so a handy App that will work on mobile devices is a logical step forward"

Its true that most of us, at some stage or another, will have to face-up to the difficult task of arranging a funeral for someone we

love. Knowing what to do and when to do it, is hard enough at the best of times, but trying to sort it out when you are grieving, is doubly difficult.

That's where this little App comes in. It takes you step-by-step through all the stages of handling a death and arranging a funeral, with a helpful 'to do list' and a whole section of advice covering everything from registering the death to dealing with a death abroad.

It's the sort of App that's worth downloading now and keeping until you need it. You can carry on playing games, learning French or how to cook and this little App will sit quietly on your screen ready help you when you need it.

Lodge Brothers started their family funeral business way back in 1780 and today six members of the Lodge family are actively involved in the day-to-day running of the business. It's fitting that this company, so steeped in history, should be one of the first firms of funeral directors to embrace this new technology.

You can download the App free on iTunes by searching in Apps for Lodge Brothers.

(Soon to be available for Android)

Request A Call Back

About

Arranging a funeral

Name

Email

Number

Call me

As Soon As Possible

Submit





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