ĐƠN GIẢN LÀ KHÁC BIỆT

DIGITAL MARKETING

Assoc. Prof., PhD. Dinh Tien Minh

LECTURE 02: WEBSITE →

ĐƠN GIẢN LÀ KHÁC BIỆT

Table Of Content

01. Website

02. Make a website

ĐƠN GIẢN LÀ KHÁC BIỆT

WEBSITE

ĐƠN GIẢN LÀ KHÁC BIỆT

WEBSITE

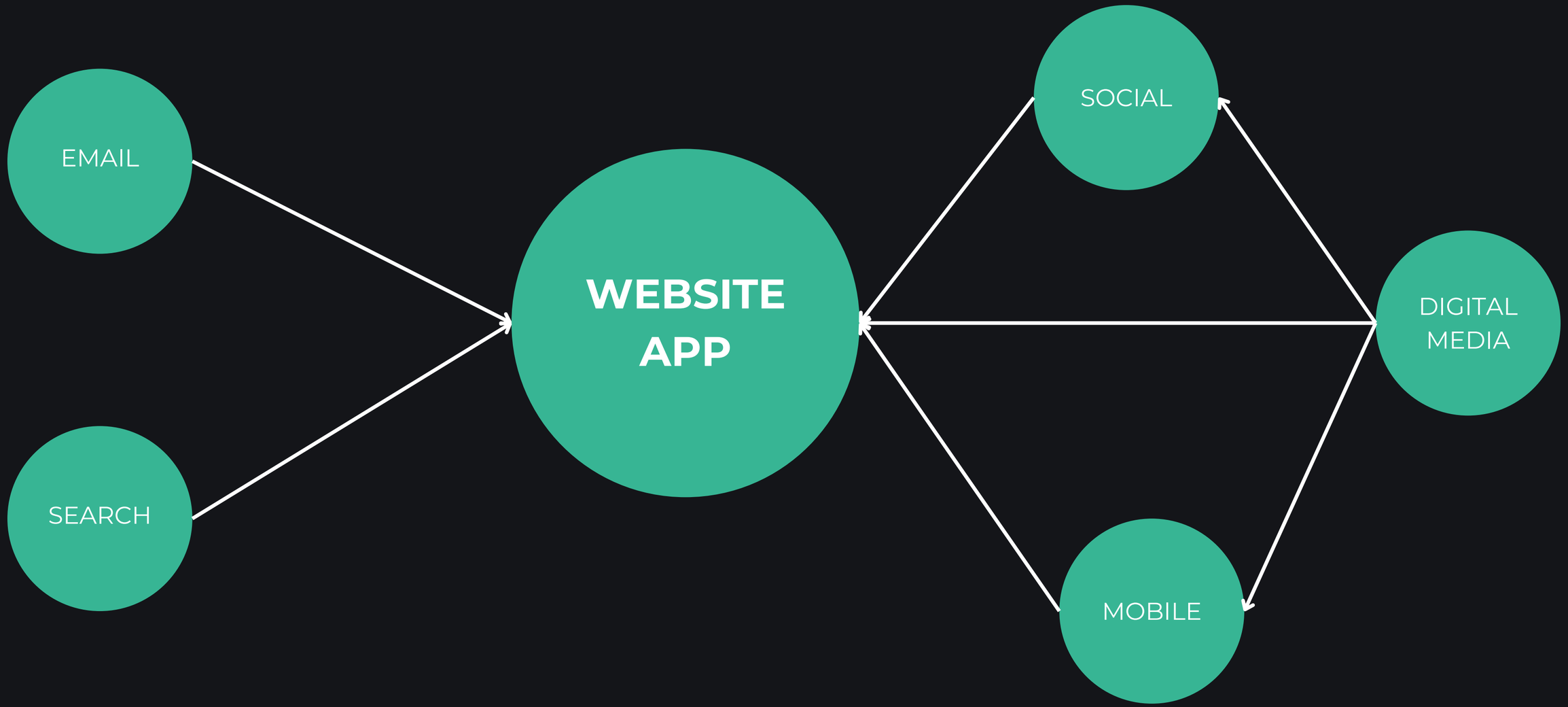
01. Website insights

02. Types of website

03. Elements of website

ĐƠN GIẢN LÀ KHÁC BIỆT

WEBSITE INSIGHTS



WEBSITE INSIGHTS

Brand Experience

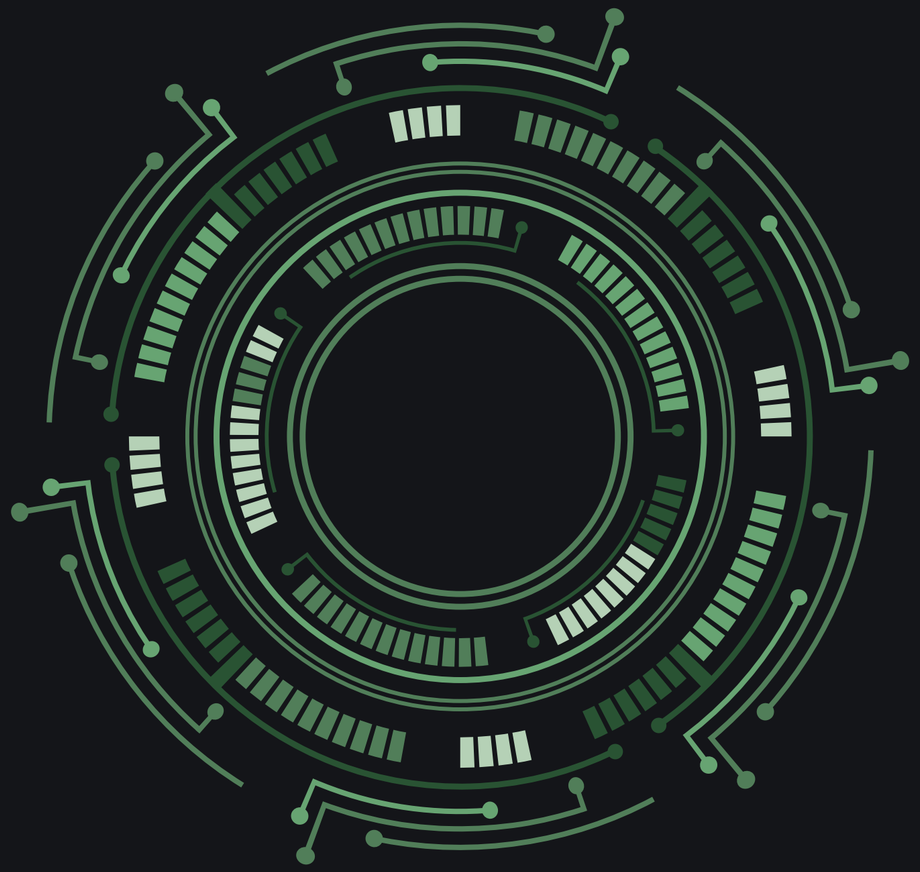
Acquisition

Branding

Content

Measurement

WEBSITE INSIGHTS

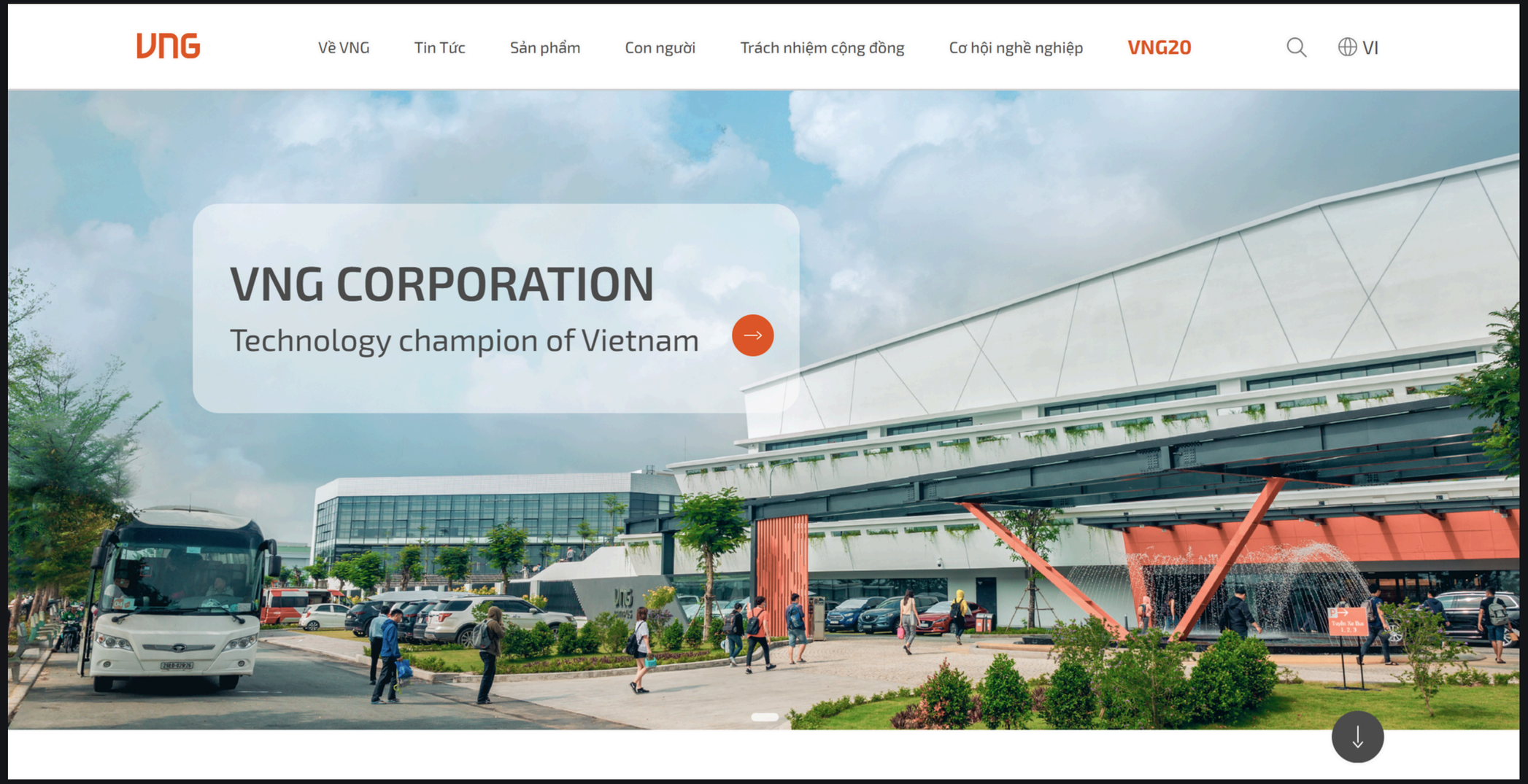


To engage and convert

The central landing page of content, paid activities and search results.

TYPES OF WEBSITE

Corporate Website

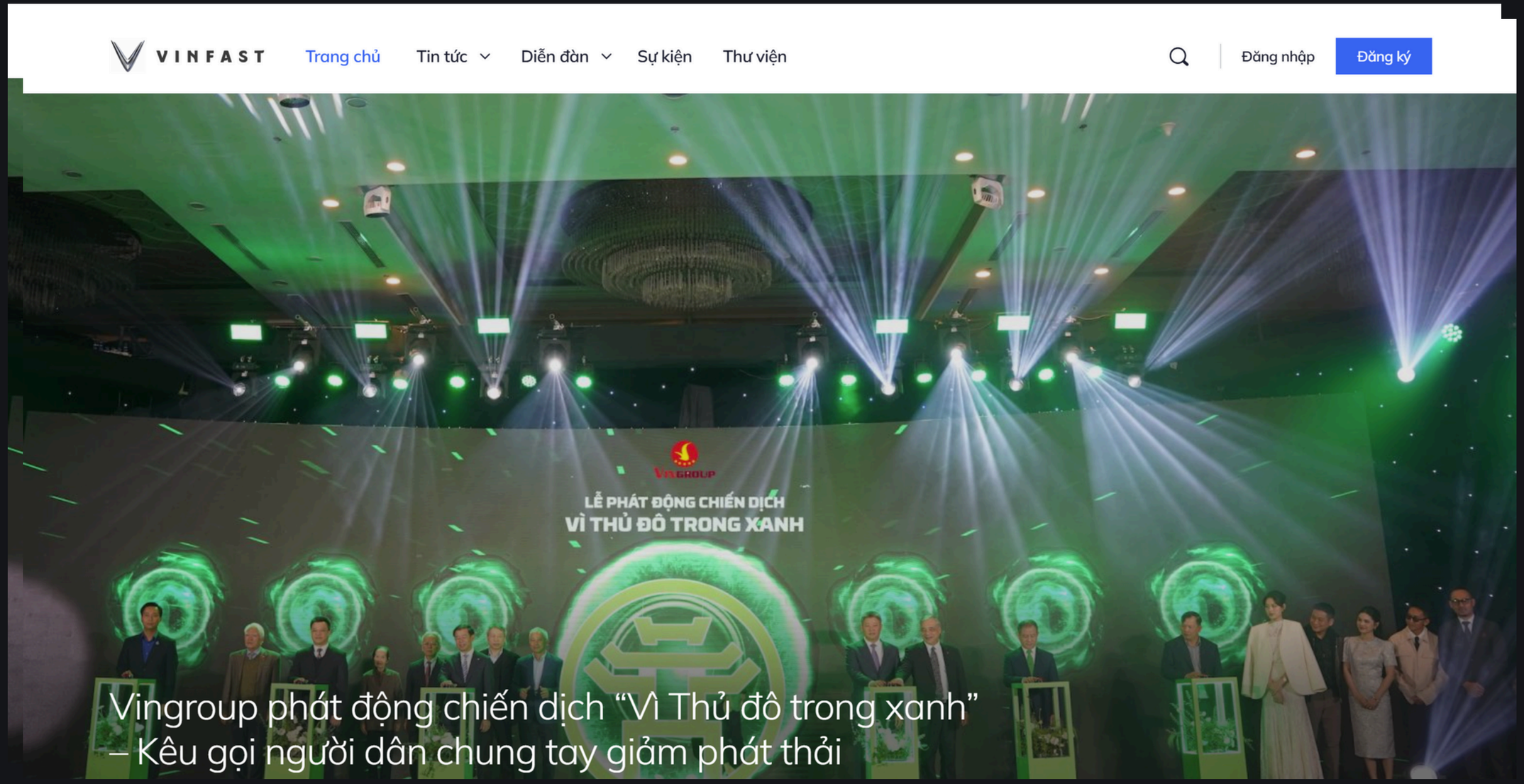


TYPES OF WEBSITE

Brand site

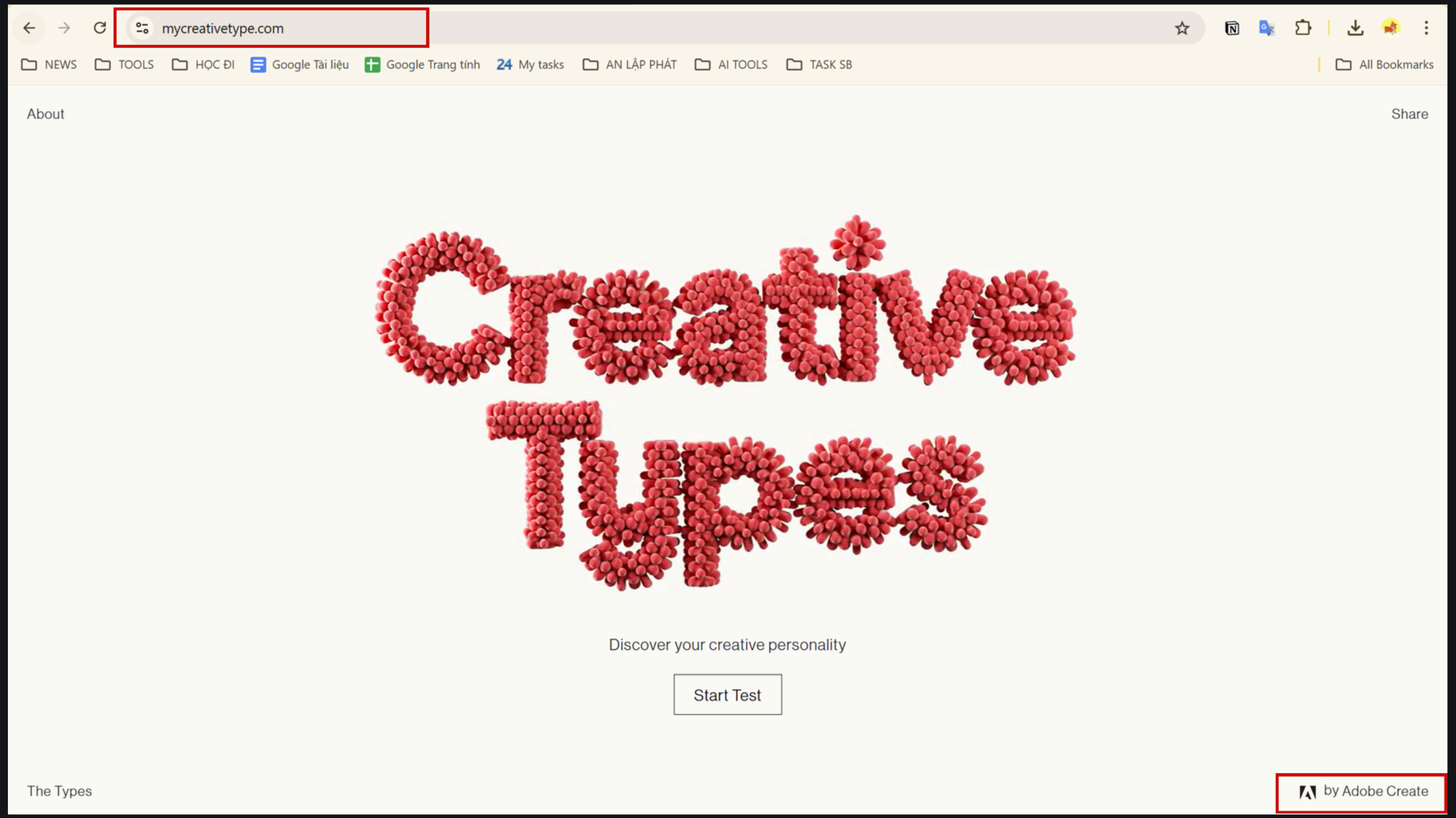
TYPES OF WEBSITE

Brand Site



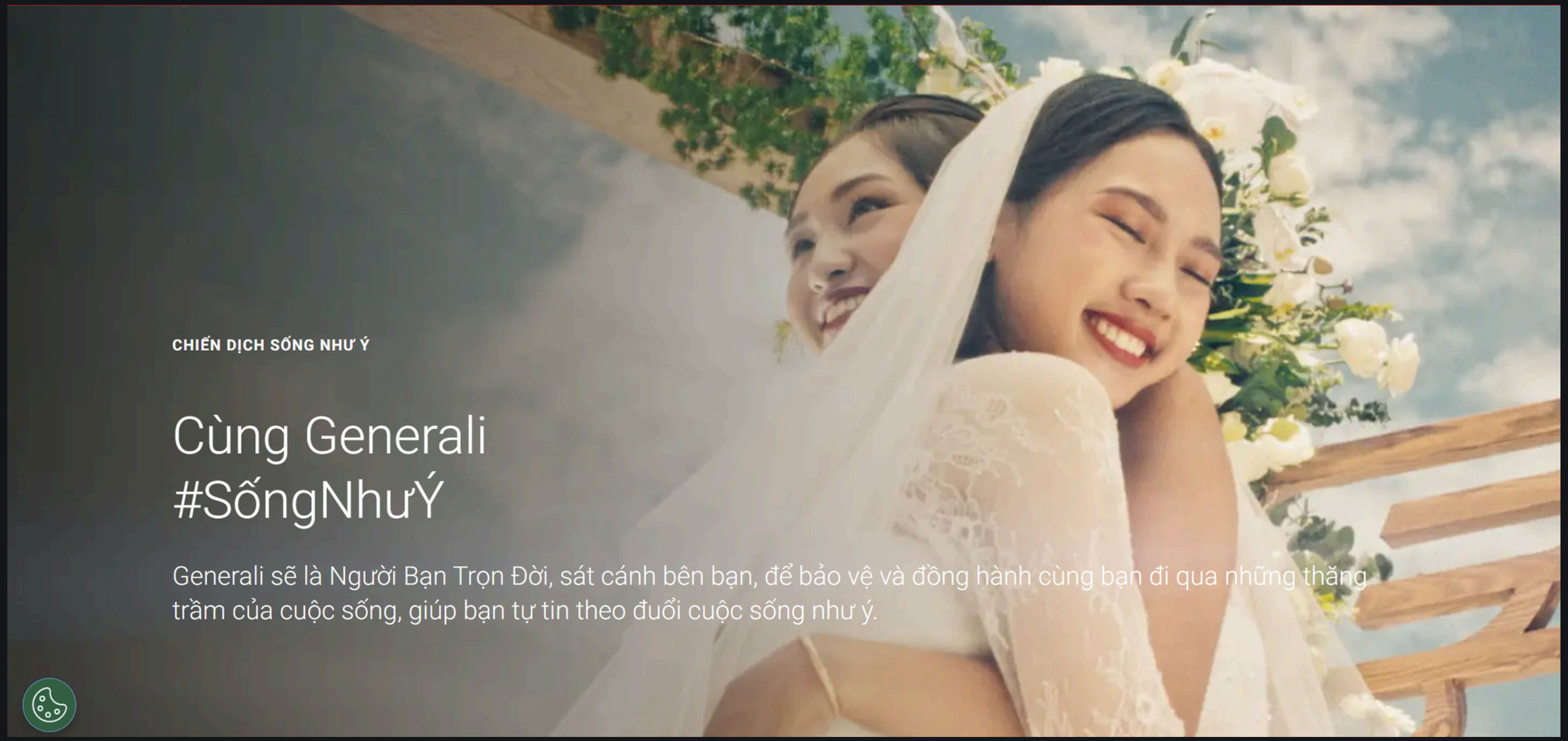
TYPES OF WEBSITE

Microsite/Campaign site



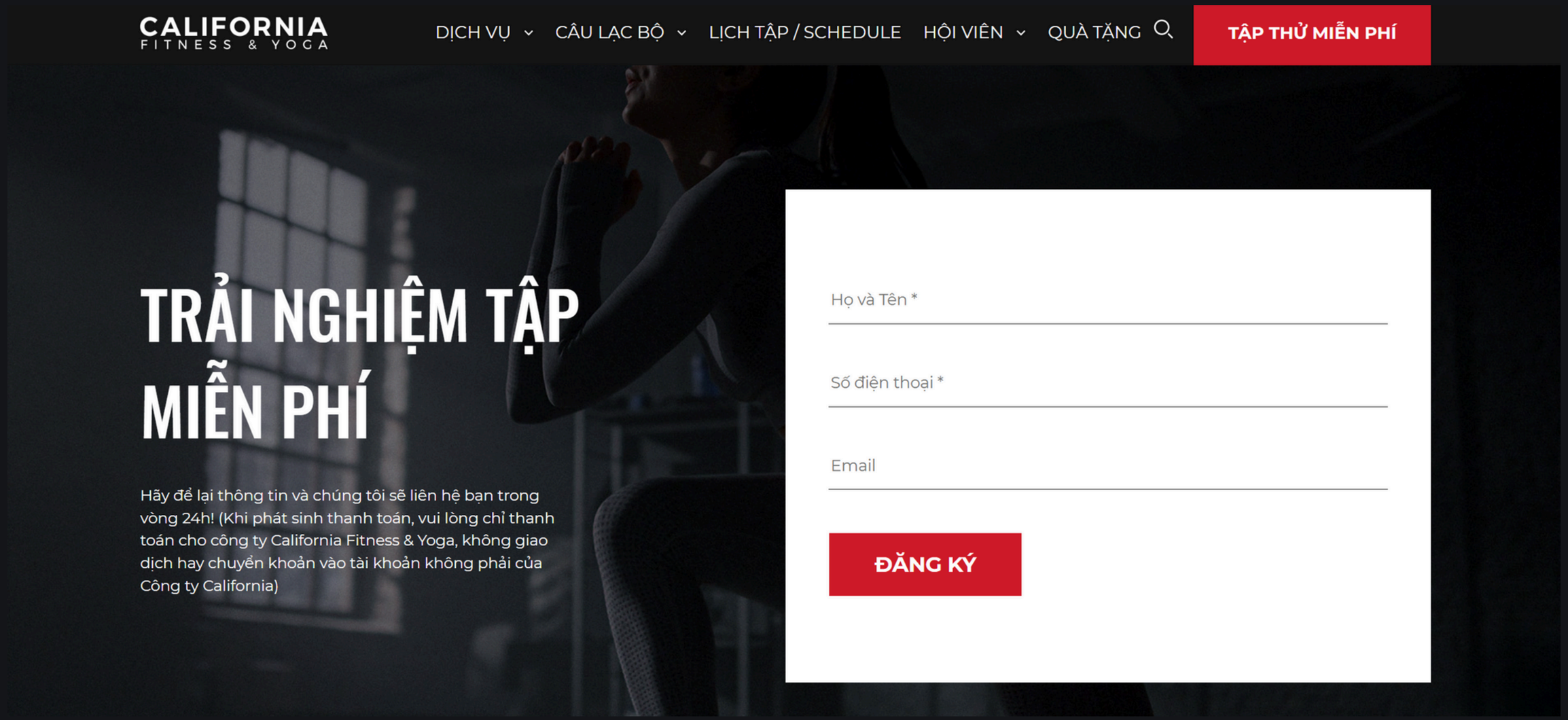
TYPES OF WEBSITE

Microsite/Campaign site



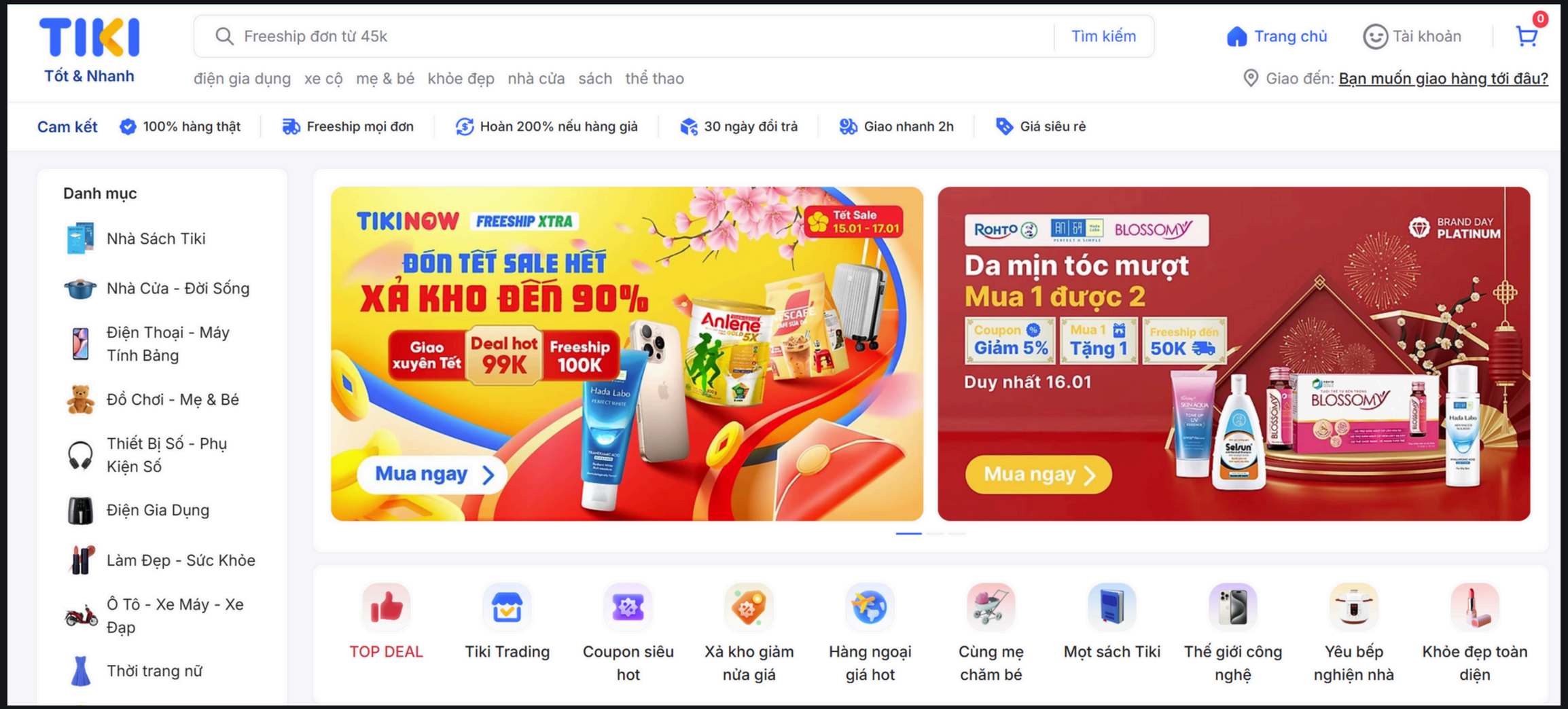
TYPES OF WEBSITE

Landing Page

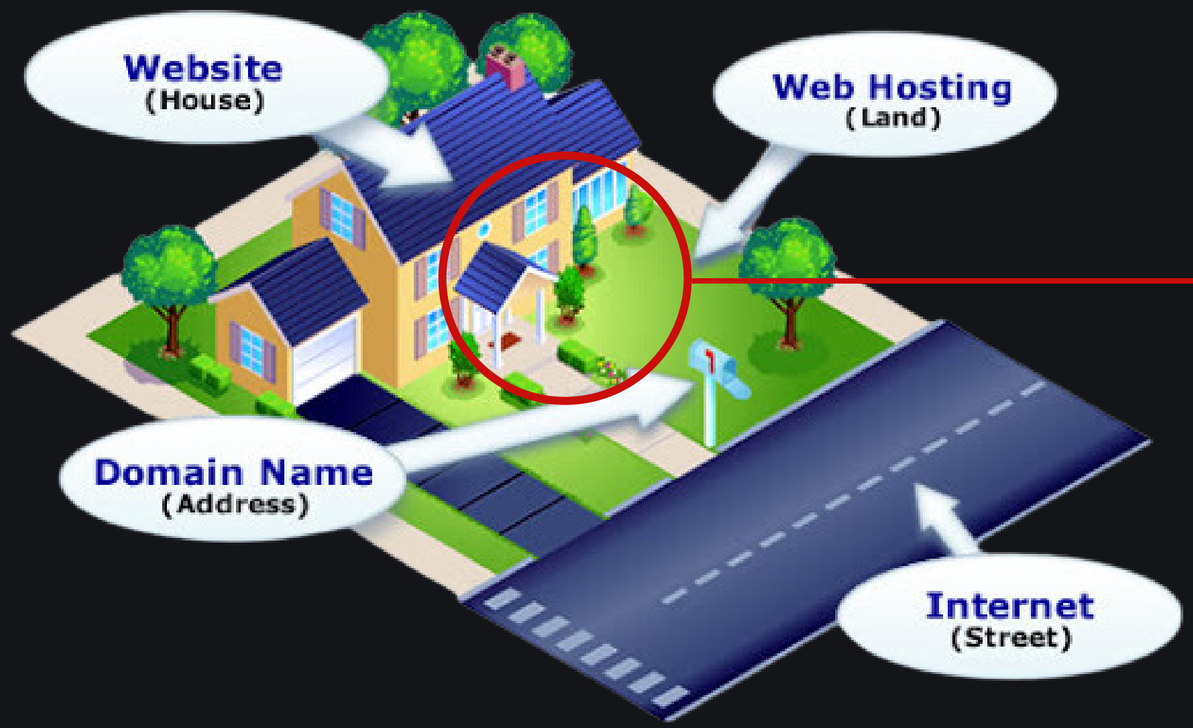


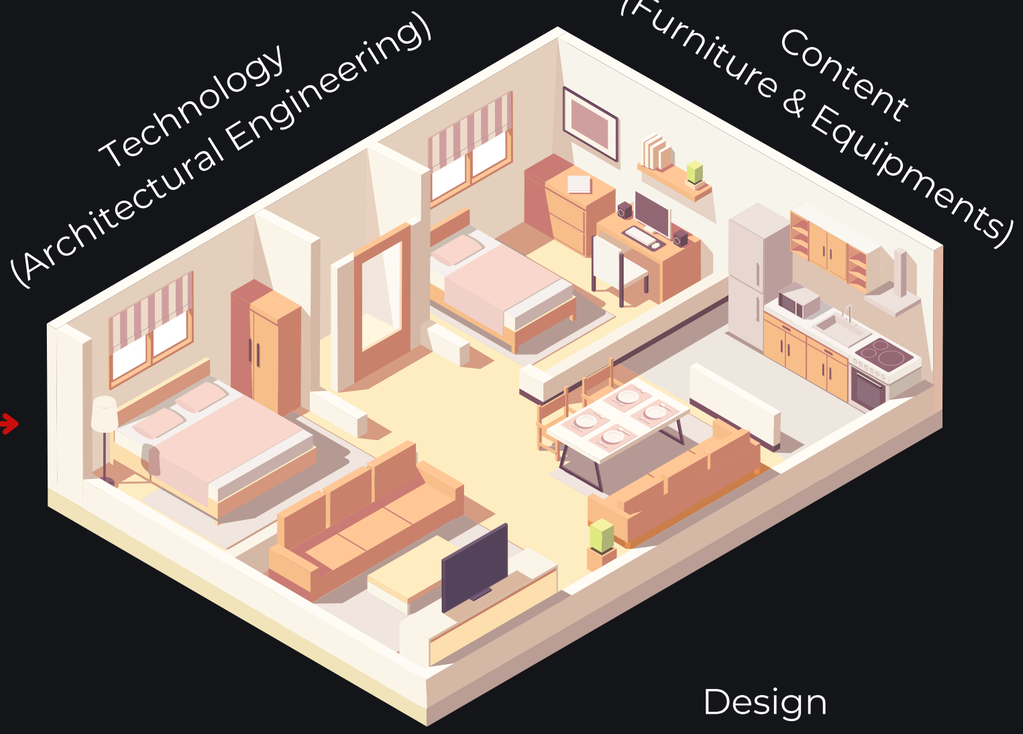
TYPES OF WEBSITE

Platform site



ELEMENTS OF WEBSITE





ĐƠN GIẢN LÀ KHÁC BIỆT

MAKE A WEBSITE

MAKE A WEBSITE

Make easy for consumer to find you

Have them go inside and be impressed

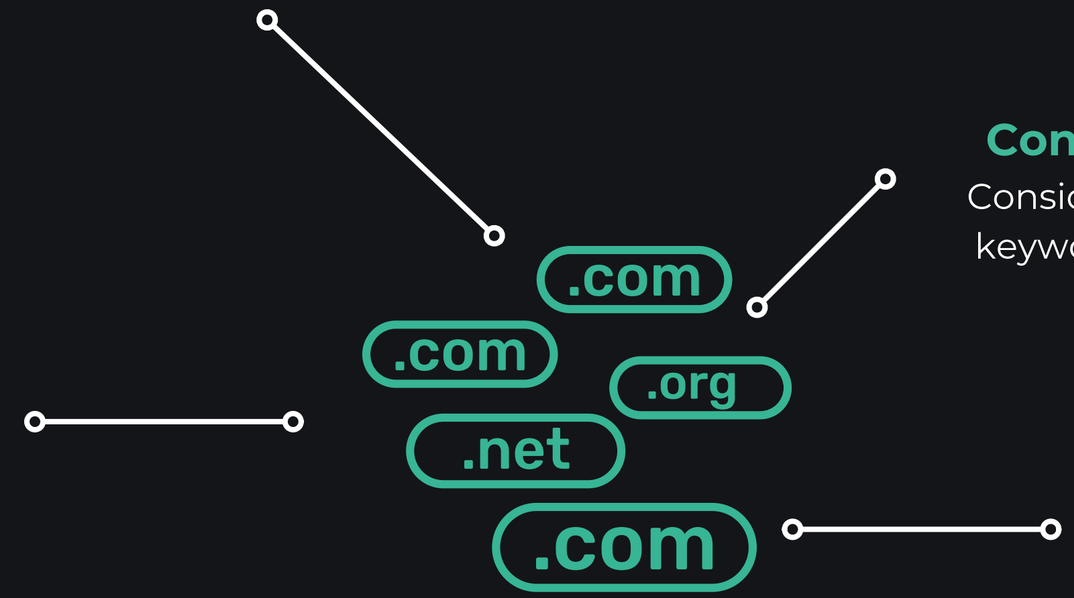
Make them stay longer and come back often

Make the website durable, visible, accessble

DOMAIN

Short and concise
Easy to type and remember

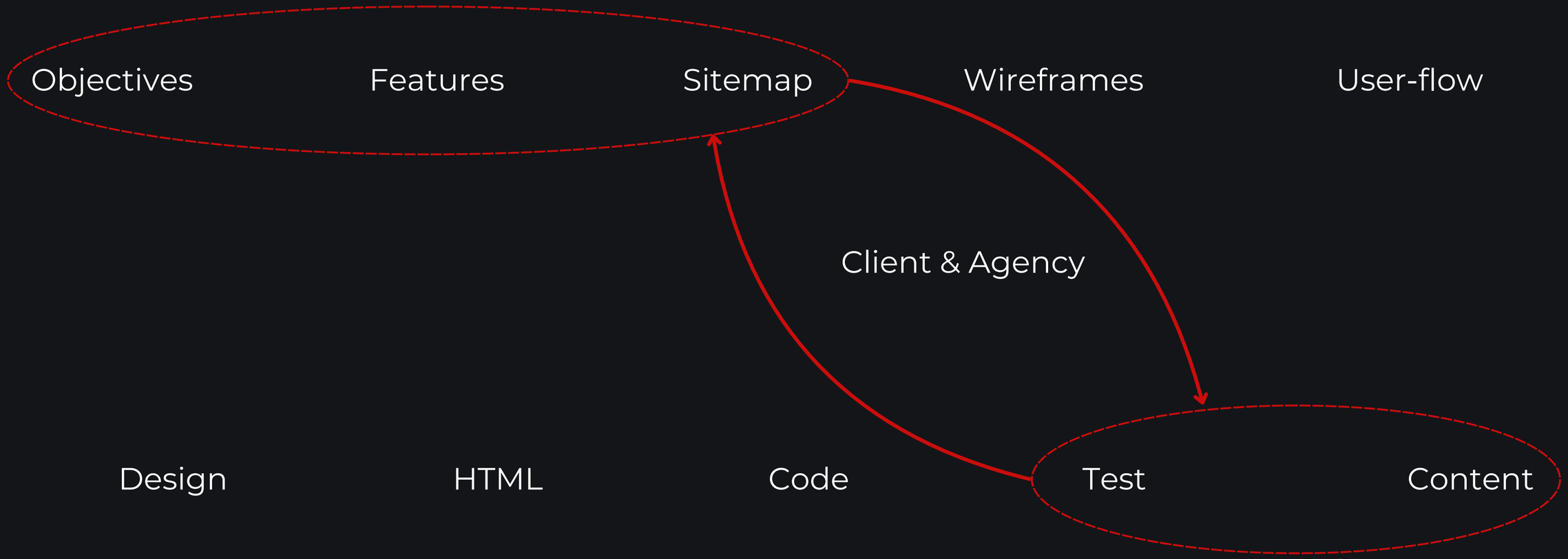
Consider SEO domains
Consider domains with relevant keywords, brand name for SEO



Be clear on domain strategies and levels
Corporate site > brand site > microsite/ landing page

Buy early. Buy all
Secure corporate and brand domain

DESIGN


Objectives
Features
Sitemap
Wireframes
User-flow
Client & Agency
Design
HTML
Code
Test
Content

DESIGN

ABC rules

Navigation & Structure

Logical UX

Aesthetic UI

Call-to-action

CONTENT

CONTENT

- Roles and objectives
- Planned sitemap
- Strategic keywords
- Action Plan

1. Brand positioning
2. Campaign Big Idea
3. Deployment Platforms

CONTENT PLAN

05 BRAND GUIDELINES
what to write, what not to write?

04 TONE AND VOICE
Brand personalities

03 BY WHOM
Author,
influencer,
opinion leader?

02 CONTENT TYPES
Editorial, pictorial, infographic,
videocontent and so on

01 TOPICS
What, who, when...

CONTENT PRODUCTION

WHO & HOW

Who is in charge of production
(writing, shooting, editing and so on)

WHO WILL RESPONSE?
RESPONSE PROCESS?

HOW AND WHEN CONTENT IS PRODUCED?

WHO WILL APPROVE FINAL CONTENT?
APPROVAL PROCESS?

CONTENT DELIVERY

When and where do we deliver?

Which platforms/channels?

Schedule: what time? What day?

Which tools to publish andmanage?
Auto, schedule, ad-hoc?

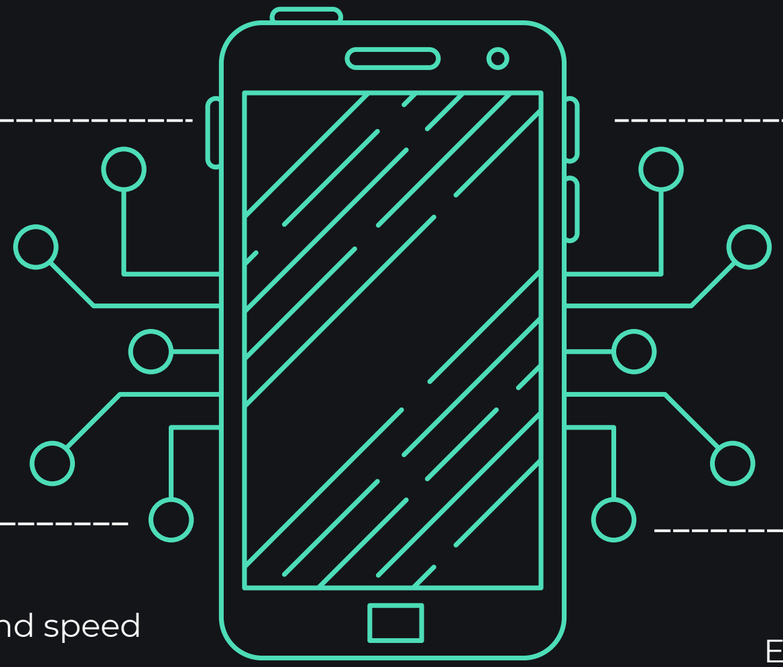
Media push?

TECHNOLOGY

3

Bandwidth Capacity

Estimate and prepare for the high (most visited) and low (normal state).
Make sure the website can handle massive traffic during peak time.



2

Search engine friendly

Make sure we have visible to Google and other search engines.
Less Flash, more valid HTML, fill in all the meta-tags, page titles and description.

4

Compatible & Responsive

Viewable on different browsers (chrome, Firefox, Safari,Internet Explorer, and so on).
Consistent tool on different devices and screen sizes using Responsive Design).

1

Speed

Server location: the nearer, the faster
Server quality: more powerful, more storage, and speed
Programming quality: only load what needed

5

Update

Easy to update and refresh content using CMS (Content Management System) Plan for maintenance and extensible updates..

ĐƠN GIẢN LÀ KHÁC BIỆT

the end

www.dinhtienminh.net

dinhtienminh@ueh.edu.vn