



Web

An overview

November 23°, 2013 – Venice

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Two words about us

- An Italy-based web boutique
- Focused on channel strategy, information architecture and design
- Mobile first, content first approach
- Marketing oriented
- Open source platforms
- Oh-so-nice

(Ok, one more)

“Web redesign”

www.mentine.net

Two words about me

- I'm a web architect
- I interpret needs and goals
- I design scenarios
- I design information
- And also I am Oh-so-nice



IN THE MAKING

VENEZIA
TERMINAL S. BASILIO
22/24 NOVEMBRE 2013

[OPEN DESIGN ITALIA 2013](#)

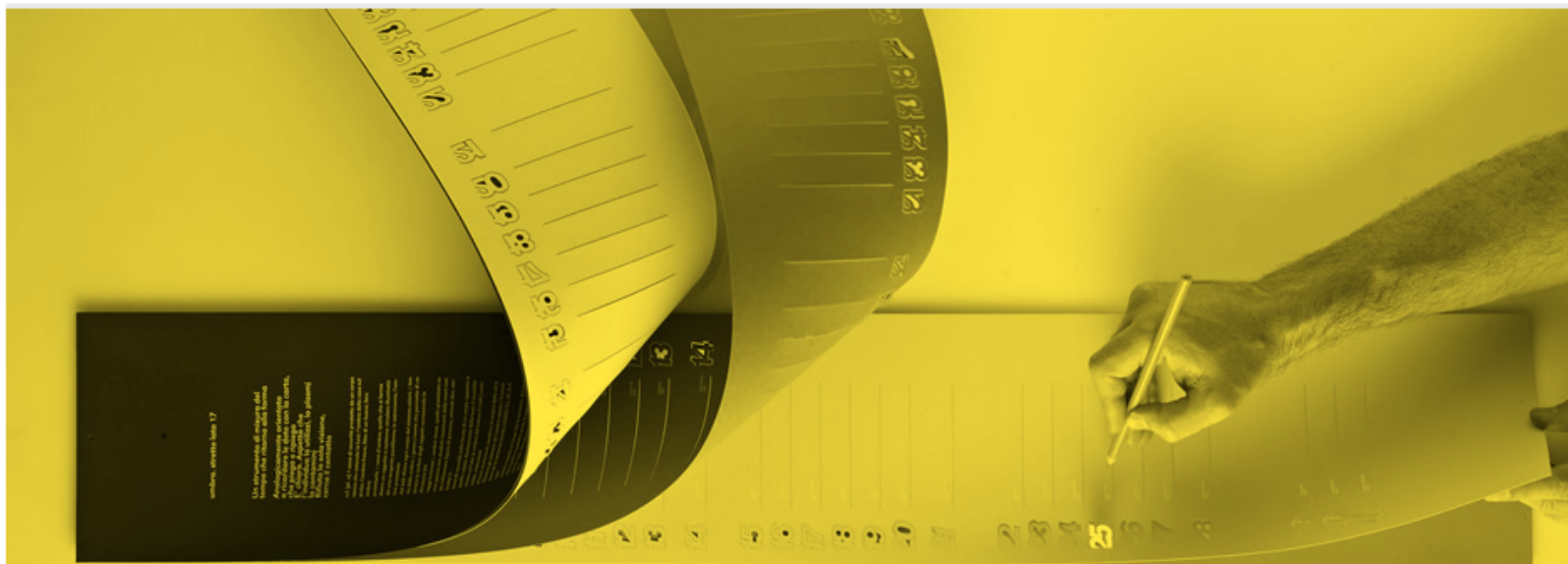
[MOSTRA MERCATO](#)

[PROGRAMMA](#)

[NEWS & PRESS](#)

[PARTNER](#)

[COME ARRIVARE](#)



Strategy

Content

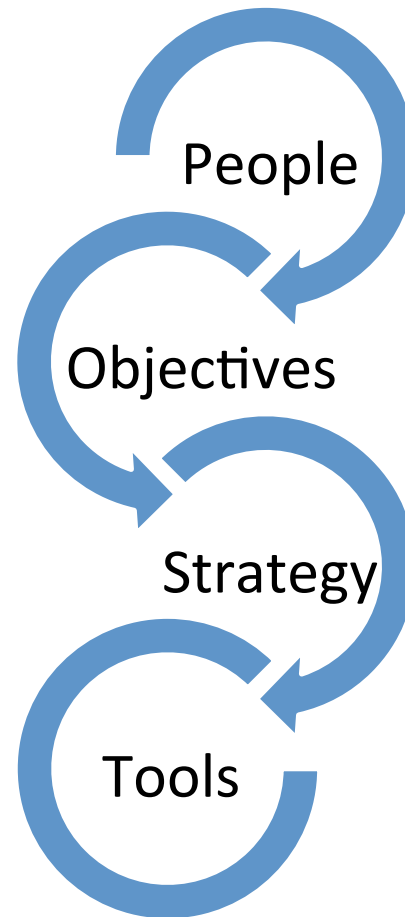
Social
media

E-mail
marketing

E-
commerce

Web
analytics

P.O.S.T.



People

Personas.

- Define your user as he was a “real person” (she is, really)
 - Age
 - Sex
 - Geographical info
 - Income
 - ...

Ask yourself

- Which problems do they need to solve?
- Which is their most important need?
- What do they look for?

Define

- End goals
- Experience goals
- Life goals

No more than 3 personas in the room, please

Choose. Position your company, your product,
your brand. You can't talk to all the world, as
the world won't listen.

Choose your niche
and do good for them.



Also meat is murder!

Goals

Ask yourself “why”

I need a website. Now.

Ask yourself “why”

My website looks old.
I definitely have to redesign it.

Ask yourself “why”

Everybody's got a website, why shouldn't I?

Ask yourself “why”

I want to sell.

No, have a plan, instead

- Define your goals
- Get all the information you need to make good choices

→ Have a design process.

Goals

If you can't measure it, it's not a goal.
(Anyway, any project has goals)

+ 45% sales next year

2.500.000 € income

+ 3.000 subscribers

+25% page views

~~More beautiful~~

How do you get there?

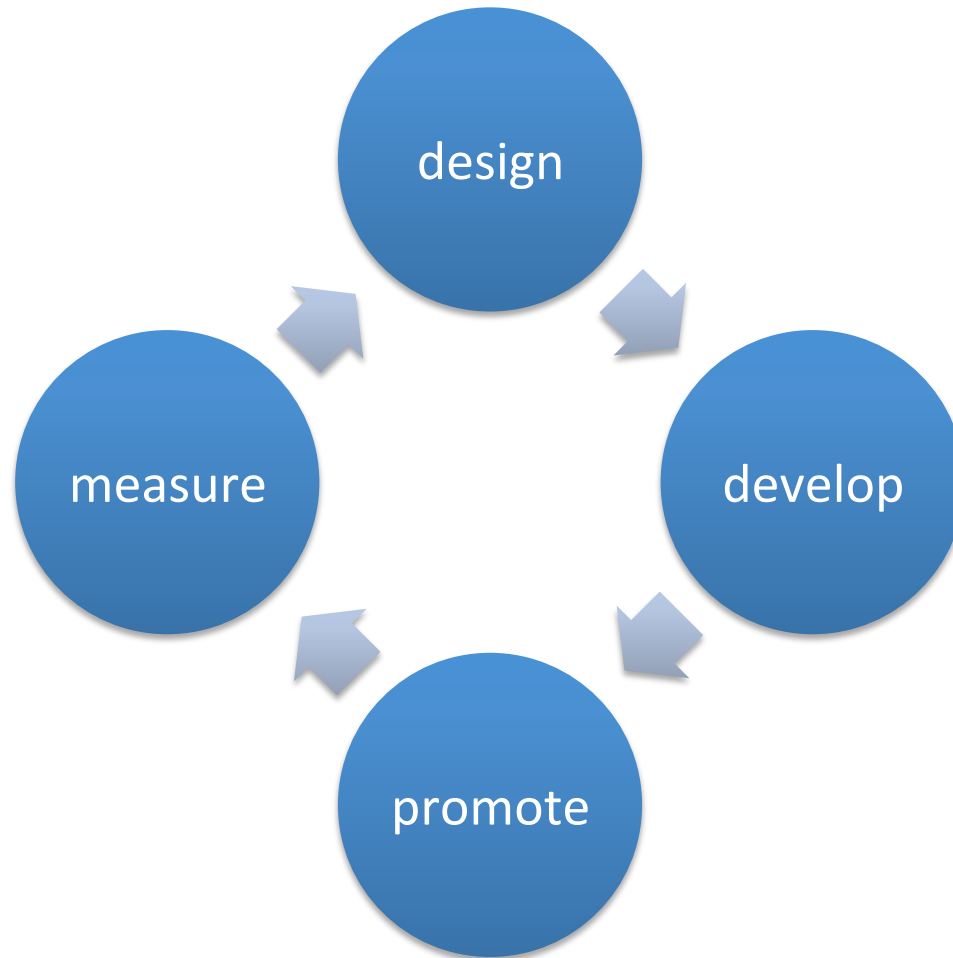
Build a project focused on conversion points.
Turn them into calls to action.

- Purchases
- Newsletter subscription
- Ask a quote
- Contact
- Social share
- Comment
- Download
- ...

Answer this

How do I define “success” for my web project?

How do you get there?



Strategy

You probably have a problem

- You design solutions for problems that people don't know to have
- People won't probably search for keywords like "how to change my way of life"
- People don't know you personally

Which are your pluses?

Define them and design around them.

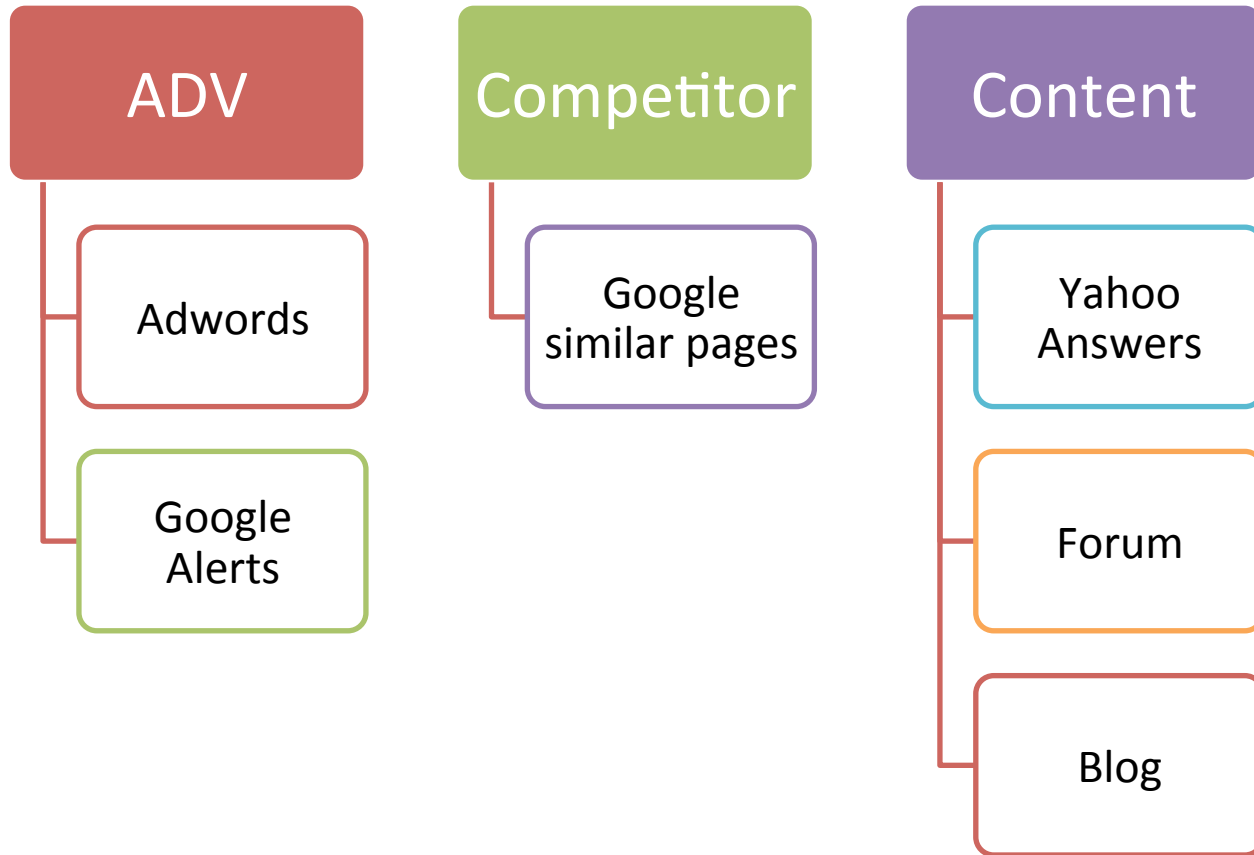
Unknown
niches

Customization

Storytelling

Values

What about competitors?

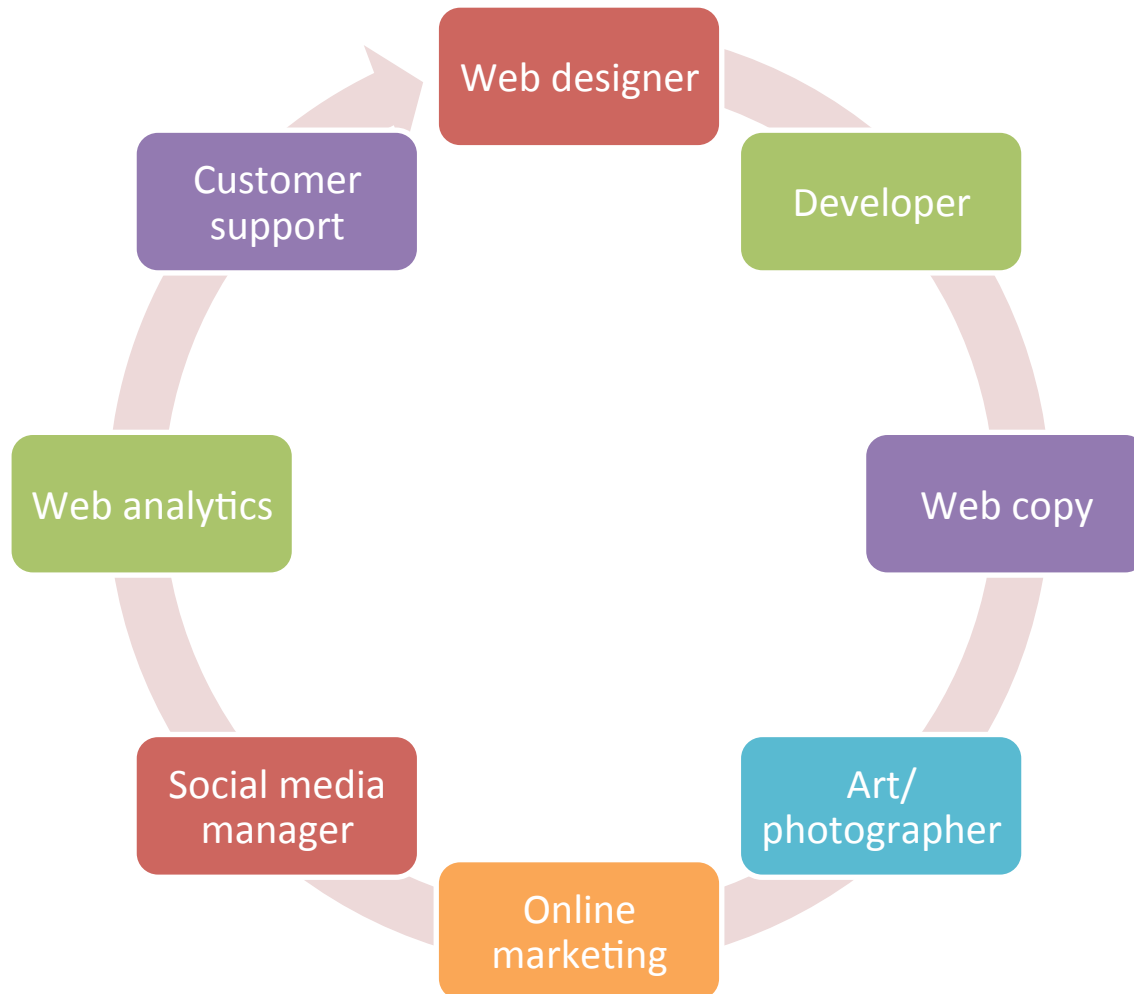


Tools

Tools



Leading actors



Budget distribution

1/3 platform

1/3 content & management

1/3 promotion

Promotion mix

30% short term: ADV e SEM

30% medium term: email marketing

40% long term: social media & contents

Acquire competences

- You're into "Self-production"
- In-sourcing everything? No, please
- Learn what's important to be awared of
- Choose the right partners
- Manage what's close to your possibilities
- Don't fall into "technology is easy" pitfall

Acquire competence

- Don't outsource
 - Content management
 - Social marketing
 - E-mail marketing
 - Conversation
 - Analytics
- It's you

Questions?
(a lot, I guess)