



Grey
Goose
Graphics



Making Your Website Work for You





About Me...

John J. Hussar

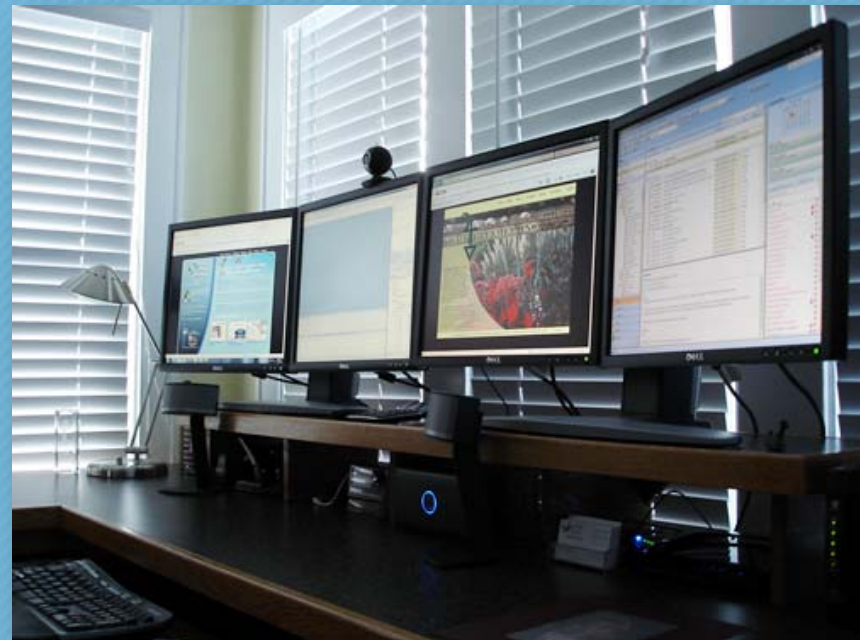
- Previously certified as NREMT-P, NYS-CIC, Regional faculty ACLS & PALS Instructor.
- Retired Paramedic with 22 Years of experience, including Chief, Director & Senior Management.
- Currently an active interior firefighter with The Endwell Fire Department.





Our Studio...

- Opened our doors in February 2006.
- Currently providing services to over 150 active clients.
- Our Clients represent many industries and are located from Orlando, FL to New London, CT.





And you...

- Anyone a professional web designer/developer?
- Anyone responsible for their organizations website?
- Anyone complete their web updates themselves?
- Who has a website?
- Who does not have a website?



The plan...

BREIFLY discuss the following:

- Components of a website
- The Website Cycle
- Content Development & Delivery
- The Return on Investment of a Website
- Getting Found on the Web



The plan...

- Features which make a good site great.
- Special Considerations with some features.

Who is holding the keys to your site?

Q & A / Open Discussion



Components of a website

Domain Name: The address people use to find you on the web. www.GreyGooseGraphics.com

Hosting Account: The disc space used to store your website which is connected to the internet.

Design: The code and content which creates the desired user experience.





The domain...

Make it meaningful.

www.NAVAC.org

NAVAC
North Area Volunteer Ambulance Corps

HOME ABOUT US PROGRAMS MEMBERSHIP COMMUNITY INFO LINKS CONTACT US

Welcome to NAVAC!

Emergency care has sure changed since 1970 when NAVAC had its humble start in the basement of the North Syracuse Police Station. Back then, we responded to about 500 calls a year with 15 volunteers and the single vehicle that was donated by Ferguson Funeral Home. Training was minimal, but the drive to serve our community was unstoppable.

Today, our over 140 volunteers and approximately 35 compensated staff respond to nearly 7,000 calls annually. Our people are highly skilled experts in out-of-hospital emergency medical care. The tools that we use to bring the emergency room to you are more sophisticated so as to provide the best medical care possible.

Emergency calls are the heart of NAVAC's mission. But we offer much more for the safety and health of our community. NAVAC offers first aid and CPR classes, Wilderness First Aid classes, and safe driving courses. Other public safety roles that we perform are water rescue, air medical response, and assistance to area firefighters.

This is but a brief summary of what NAVAC does. Please take a few moments to "get to know" NAVAC by reviewing this web site. I'm sure you will see that as we have been a leader in EMS and changed with the time, the one thing that has not changed is that unstoppable passion to serve our community.

Sincerely,
Christopher Stiner, MBA, EMT-P
Executive Director

NEWS

Date	News Item
02-19-10	Join us for the 2010 Daddy Daughter Dance, 3/26/10
02-10-10	Members of NAVAC honored by the American Red Cross
11-04-09	Operation KidSafe at Moyers Corners Fire Department Nov. 18, 2009
10-19-09	NAVAC Executive Director Acknowledged

Click on item name to open article.
Click here for more news items.

603 North Main St. • North Syracuse, NY 13212 • Phone: (315) 458-7514 • Fax: (315) 458-3567
© 2008 North Area Volunteer Ambulance Corps, All Rights Reserved.



The domain...

Size Matters!

www.UnionCenterFire.com
or
www.UCFD.org

Union Center Fire Company
"Serving our community since 1947"

Home
About Us
Our Services
Our Apparatus
Our Stations
Officers
Join UCFD
Open Burning
Photo Gallery
Fire Prevention
Dept. Links
Engine 98
Contact Us
Member Area

Welcome

On behalf of the Members, Officers, and Board of Directors of the Union Center Fire Company, we welcome you to our website where you can learn [about our members](#) and the [services](#) we provide, see our [apparatus](#) & [stations](#), and view [photos](#) of some of our alarms.

We hope you enjoy your time with us and welcome you to [contact](#) us with any questions or comments.

**ALL New York Homes
Must Have Carbon Monoxide Alarms
as of February 22, 2010**

A new state law, known as Amanda's Law, was effective as of February 22, 2010, and requires all residences, both new and existing, to have carbon monoxide alarms installed.

The law is named for Amanda Hansen, 16, of West Seneca, New York, who was found unconscious at a friend's house in January 2009. Officials later determined she had been exposed to lethal levels of carbon monoxide in the home's basement, where she and her friend were having a sleepover. She later died at South Buffalo Medical Hospital. A malfunctioning boiler in the home caused CO to build up causing her death.

The new law requires all homes to have a carbon monoxide detector installed to alert residents of the presence of carbon monoxide. Homes built before Jan. 1, 2008, will be permitted to have battery-powered alarms while homes built after that date will need to have the alarms hard-wired in. The gas is odorless and colorless and can cause flu-like symptoms. Without the detectors residents often do not realize their home is filling with CO. CO is the leading cause of poisoning deaths in the U.S. "Carbon monoxide alarms save lives," said State Fire Administrator Floyd A. Madison, adding that carbon monoxide poisoning is the number one cause of poisoning deaths in the United States. "More than 2,100 people die from carbon monoxide poisoning every year and over 10,000 people are injured, including, on average, 100 New Yorkers.

Carbon monoxide can be produced when burning any fuel such as: gasolines, charcoal, propane, natural gas, kerosene, oil, wood, or coal. If any flammable or combustible material burns incompletely, carbon monoxide is produced. Carbon monoxide can kill in minutes or hours depending on the level of carbon monoxide in the air.

Detectors should be installed near bedrooms, common hallways, areas and near

PLEASE!
Put your carbon monoxide alarm here



The domain...

Size Matters!

www.GreyGooseGraphics.com

The screenshot shows the website's layout. At the top is a navigation menu with links: Home, About Us, Services, Portfolio, Shop, Library, Contact. The main content area is split into two columns. The left column features the company logo, the phone number (607) 743-3509, a small image of a goose with the text 'We pride ourselves on exceeding our clients expectations. Contact us to learn how we can do the same for you!', a testimonial from Michael J. Masterson, Jr., and a 'Proud Member' badge for the National Association of Patching/Polishing. The right column has the headline 'AFFORDABLE, CUSTOM SOLUTIONS WHICH EXCEED CLIENT EXPECTATIONS!' followed by a paragraph about their services and a video player showing a red smiley face and the text 'THE ONLY ONE'. At the bottom, there is a footer with copyright information, address, phone number, and links for Terms, Privacy, and Map.

Home About Us Services Portfolio Shop Library Contact

Grey Goose Graphics

(607) 743-3509

We pride ourselves on exceeding our clients expectations. Contact us to learn how we can do the same for you!

Why the goose?

"The Results exceeded our expectations."
-Michael J. Masterson, Jr.,
President, New York State Volunteer Ambulance and Rescue Association

Click here for additional client testimonials.

Proud Member
N.A.P.P.
National Association of Patching/Polishing

AFFORDABLE, CUSTOM SOLUTIONS WHICH EXCEED CLIENT EXPECTATIONS!

We are a full service studio... We develop custom solutions! From creating a marketing plan, establishing a new corporate identity to the development of a custom website (and even designing team apparel or promotional give away items...) we can help!

THE ONLY ONE

In a relationship, sometimes things just don't work out. If you are not happy with the time, attention, or service your current team is providing you, let us show you the difference.

© 2006-2009 Grey Goose Graphics, LLC 2704 Robins Street • Endwell, NY 13760 • (607)743-3509 Terms | Privacy | Map



The domain...

Size Matters!



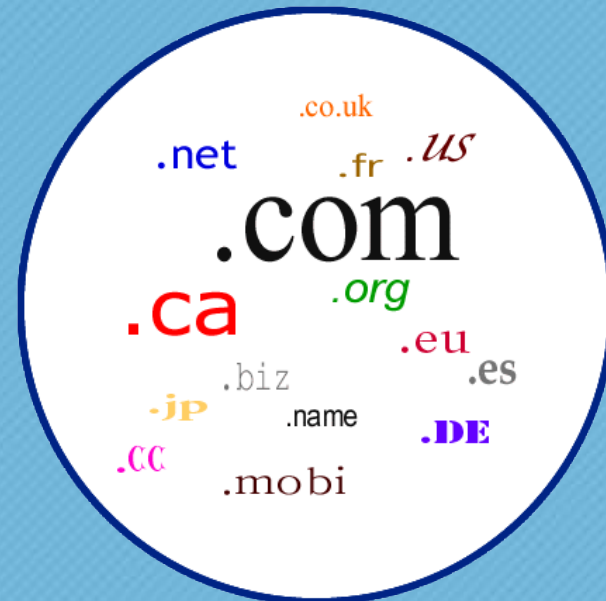
www.InternationalCollegeOfHealingArts.com



The domain...

Extensions

- **.com, .net, .org**
- .biz and everything else





The domain...

Common Pitfalls

- Punctuation
- Misspellings (intentional or unintentional)
- Creativity
 - Graphics – Graphix – Graffix
- Name interpretation



The domain...

Interpretation



Santé Women's Health Care
Johnson City, NY



The domain...

Interpretation

Santé Women's Health Care
Johnson City, NY

Owned by Dr. Dhruv Agneshwar





The domain...

Interpretation

www. DoctorAg.com

The screenshot shows a website for Dr. Dhruv Agneshwar, MD, FACOG. The header includes a navigation menu with links: Home, Our Staff, Our Services, Our Office, Library, Resources, Patient Info., and Contact Us. The main content area features the 'Santé' logo with a goose icon and the tagline 'Comprehensive Women's Healthcare' by Dr. Dhruv Agneshwar, MD, FACOG. A green banner below the header states: 'We are currently accepting new patients... please call us today to schedule your appointment with Dr. Agneshwar or Jennifer Brenner, FNP.' The 'Welcome' section includes a message from Dr. Agneshwar and a list of services. A 'News' sidebar on the right highlights 'Jennifer Brenner's Monthly Blog' for June 2010, focusing on 'Urinary Incontinence' and 'Her Option' treatment.

Dhruv Agneshwar, MD, FACOG

Home
Our Staff
Our Services
Our Office
Library
Resources
Patient Info.
Contact Us

Santé
Comprehensive Women's Healthcare
By Dhruv Agneshwar, MD, FACOG

We are currently accepting new patients... please call us today to schedule your appointment with Dr. Agneshwar or Jennifer Brenner, FNP.

Welcome A message from Dr. Agneshwar

Santé was formed in February of 2006 to provide the women of Greater Binghamton, the finest healthcare possible.

At Santé we offer our patients a different health care experience.

- We have providers who are not only dedicated to get to know you personally and cater to your needs, but will be there consistently when you need them.
- Our office staff consists of caring, competent, well trained professional individuals who are part of a responsive team. We work diligently to not only return phone calls and messages on the same day, but personally notify each and every patient of every test result in a timely fashion. We do not believe in the theory of no news is good news.
- We provide state of the art care in a warm, home style atmosphere. Many of our patients describe it as a "Boutique Setting." We are equipped and trained to perform many in-office treatments and procedures, which allows our patients to receive quality patient care in a comfortable setting.

Feel free to browse our web site and/or stop by our Johnson City office and experience the difference for yourself. Our friendly staff will be

News

NEW!

Jennifer Brenner's Monthly Blog
June 2010 -Urinary incontinence
[Click Here!](#)

Santé is proud to perform a new treatment for abnormal uterine bleeding: Her Option, an in office cryoablation therapy.

We are the only practice in the area to offer this treatment. If you are suffering from abnormal uterine bleeding, CONTACT US today for an appointment and see if Her Option is right for you. (Check back for more information soon!)

Santé participates in Docs On Call with WBNG-TV.
We are proud to announce Dr.



The domain...

Interpretation

www. DrAg.com

18 **DRAG.COM**
ADULT CONTENT AHEAD

Welcome to Drag.com. This site has been created for divas and the men who love them. We are here to let you know about all the newest circuit parties, club nights, all over town and just simply hooking up with the hottest guys in town.

If you are unfamiliar with homosexual sex, drag queens and transies, or are offended by homo erotic content or have no idea what we are talking, now is your chance to flee. This site contains highly graphic imagery and text. If it is a violation of the standards of your community or if you find graphic content personally offensive, you should leave now.

To view, bookmark or otherwise use this site you must agree to the [Terms of Use](#).

By checking the box you agree to abide by the terms and condition of drag.com

PULL OUT **CUM IN >>**

Parents please help protect children from viewing sexually explicit material.
Please Download: [Cyber Patrol](#) | [Net Nanny](#) | [CyberSitter](#) | [SurfWatch](#)

"Proud Member of the Free Speech Coalition"
Copyright © 2006. Please read our [Privacy Policy](#), [2247 Terms & Conditions](#)

Click here if you care enough to fuck the very beast.
For the Hottest Bear and Cub action on the Internet go to www.bearclub.com



The domain...

- How to overcome a domain issue
 - Change your domain name
 - Add a domain name
 - Modify your marketing strategy
 - The best way to overcome an issue is to THINK and prevent an issue.



- Disc space is not created equally
 - Properly Sized
 - Host Reliability
 - Service Uptime
 - Server Redundancy
 - Cost
 - (Evaluate renewal not initial)





Hosting...

- Customer Support
 - English
 - 24x7x365
 - Service Ticket Turn around
 - Access to teleprompter-operators vs. Engineers



- Top Hosts
 - Network Solutions
 - Complete package
 - Fat Cow
 - reliable, cost effective, green company, (**tech support**)
 - Go Daddy
 - reliable, cost effective, (**tech support – interface**)





Design...

– Holding it all together



- Coding: HTML, PHP, JavaScript, ASP, FLASH
 - Validation vs. hacks
 - Determines SEO success
 - WYSIWYG vs. Hand Coding



```
public int[] checkPos = {0, 1, 2, 4, 6, 16, 32, 64};  
public final int MAX_MESS_LEN = MAX_RES_LEN - MAX_CHK_LEN;  
private int[] m = new int[MAX_CHK_LEN][MAX_RES_LEN];  
private int[] m0 = new int[MAX_RES_LEN];  
public int  
or (int  
or (in  
ise (i  
or (i  
ubl  
or (i  
esic  
nsert  
etur  
it. i  
oc = 0;  
+e (i  
(m0[loc] == 1) buff[loc] = mess[i++];  
f (loc >= MAX_RES_LEN) System.exit(1000 + 1);  
oc++;  
[] mess = new int[1++];  
oc++;  
[loc] >= MAX_RES_LEN) System.exit(1000 + 1);  
[loc] == 1) buff[loc] = mess[i++];  
oc++;
```

Cross browser
compatibility.



Internet Explorer



TheWorld



Opera



Safari



Mozilla Firefox



Netscape



Tencent Traveler



Maxthon



Chrome



Design...

Tech battles



vs.



HTML5.0

- Designer Experience
 - Looks good, loads fast
 - Solid code
 - Functional features
 - SEO complaint
 - Cross browser compatibility
 - Cost effective



- Content
 - Text
 - Photos
 - Graphics
 - Video
 - Special Functions

Antique Andirons

[home](#) [andirons](#) [fenders](#) [tools](#) [misc](#) [contact](#)

Welcome to antiqueandirons.com featuring one of America's foremost dealers in 18th and 19th century fireplace equipment. For 33 years, James Gallagher has furnished museums, historic restorations and private homes with all manner of antique fireplace equipment.

We stock antique *andirons*, *fenders*, *fireplace tools*, *fireplace tool holders*, *jamb hooks*, *coal hods* and *hearth footman*. Pictured on our website is a small fraction of our large and varied inventory.

Our andirons are professionally polished to a glowing shine while leaving the vestiges of centuries of use intact. The andirons are never lacquered, and will acquire a satin sheen over time.

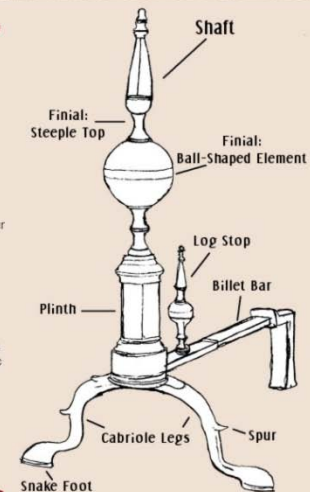
Over the past ten years gas modified fireplace treatments have become popular and very realistic. Our antique andirons easily blend with these treatments by positioning their ceramic log holders on the billet bars of the antique andirons. Assorted crushed ceramic chips form a mound around the billet bars that is both realistic and beautiful when ablaze.

We also offer plating services for clients who desire a Silver like finish as well as expert polishing services. *Contact us* for more information.

[CLICK HERE FOR INQUIRES OR TO CONTACT US.](#)

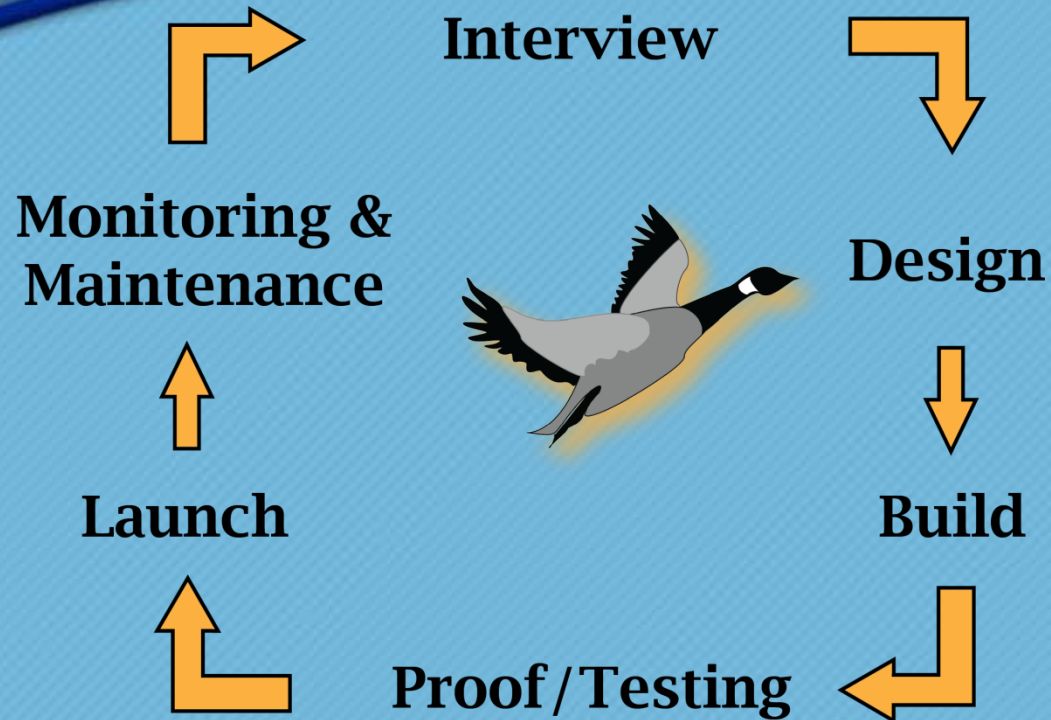
[Click Here to see our custom made hearth screens.](#)

© 2007-2010 J Gallagher - PO Box 69 - North Norwich, NY 13814 - 607-334-4020 - Fax 607-336-7655





The website cycle...



The website should be an always evolving reflection of an individual or organization.

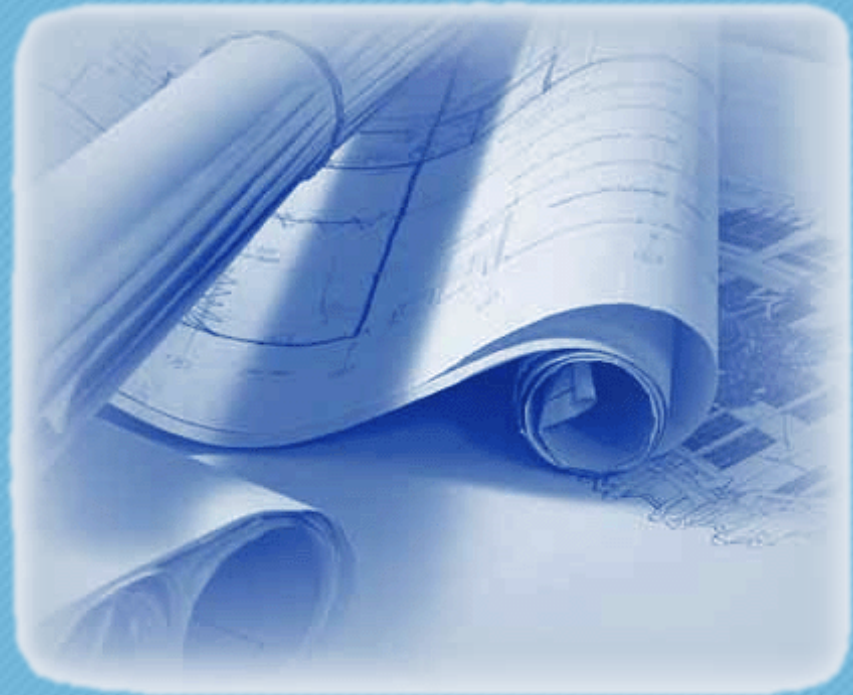
- Interview
 - Establishes goals
 - Discuss features
 - Establish budget





The website cycle...

- Design
 - Convey or define identity
 - Site map with content & features
 - Site mock ups to establish Look & feel





The website cycle...

- Build
 - Coding
 - Assembly of content





The website cycle...

- Proof/testing
 - Page by page review
 - Comprehensive spell check
 - Function & Feature testing
 - Link review





The website cycle...

- Launch
 - Go live
 - Search engine submission
 - Release internally
 - Release externally





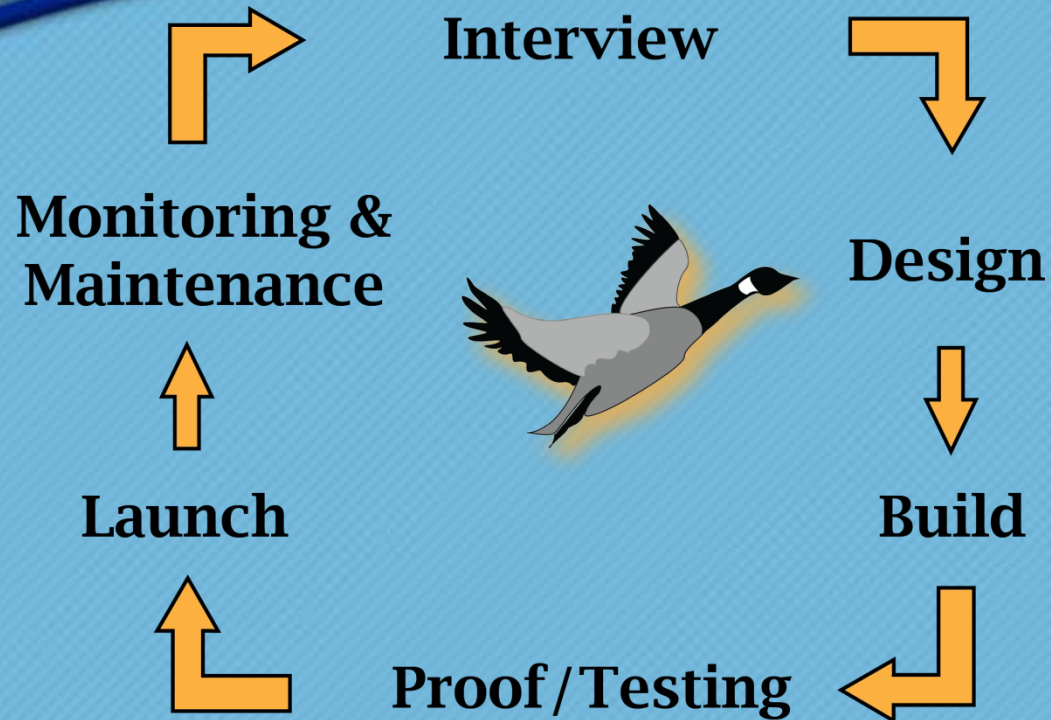
The website cycle...

- Monitoring & Maintenance
 - Stats
 - Operation
 - SEO Activities
 - Pay Per Click (PPC)





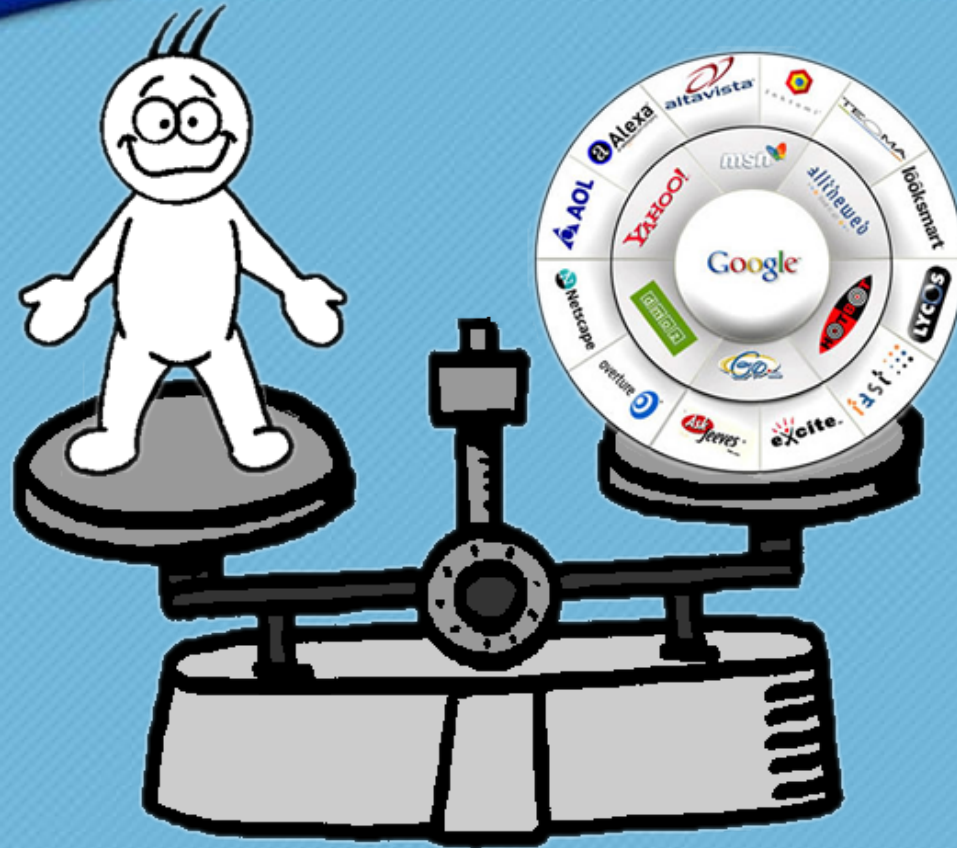
The website cycle...



The website should be an always evolving reflection of an individual or organization.



Content Development...



Good content is a balancing act!



Content Development...

Successful Content Develop starts with defined goals

- General information
- Sales & Marketing
- Transact Business

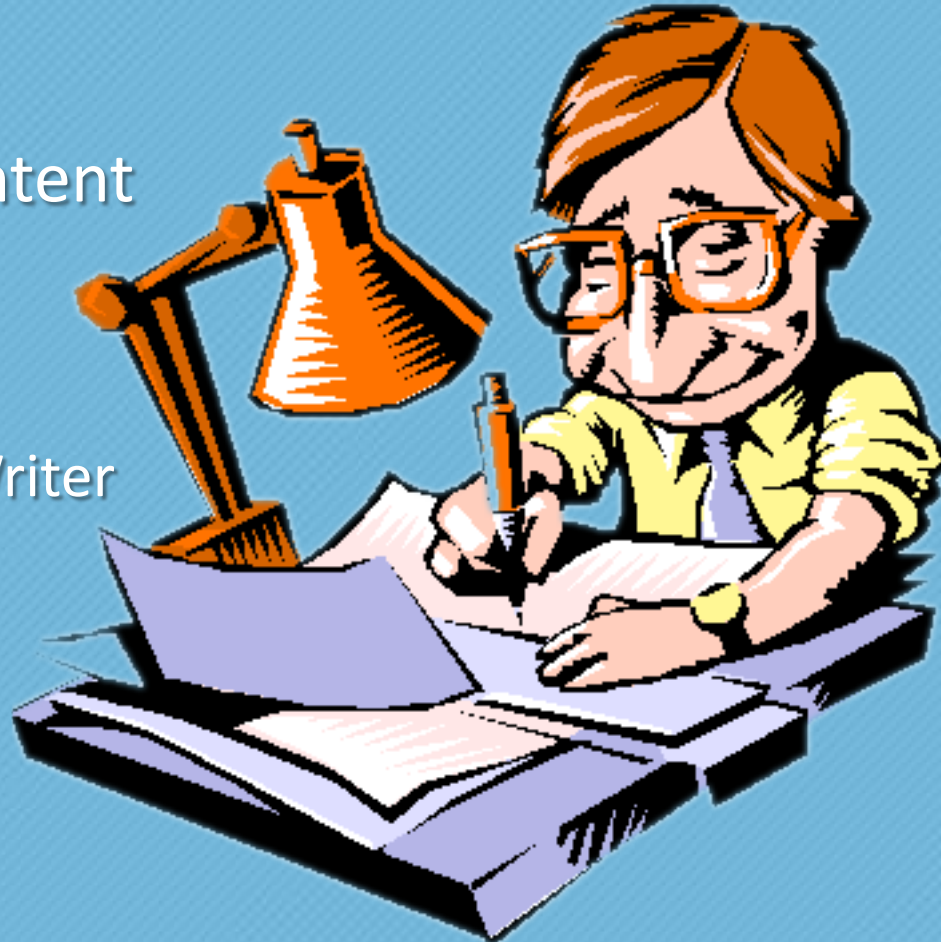




Content Development...

Creation of Content

- Sources:
 - Self
 - Technical Writer
 - Developer





Content Development...

Content Tips

- Clear
- Concise
- Relevant
- Keyword Consistency
- Proof, Proof, Proof!

A yellow sticky note with a red tab at the top, pinned to a blue background. The note has the words "Helpful" and "Tips" written in black marker, one above the other.

Helpful
Tips



Content Development...

Delivery Options

- Text
- Photos
- Graphics
- Audio
- Video
- Custom Applications





Content Development...

Delivery Considerations

- User experience
- Bandwidth consumption
- Browser Compatibility





Content Development...

Delivery
Implementation
– “MacGyver” it.





Content Development...

Common Content Pitfalls to avoid

- SEO Compliance
 - Frames
- Custom Scripting
- Text as graphics





Content Development...

Content & Cost





Your web budget...

- How much should a website cost?





Your web budget...

- You first...
 - How much should a new house cost?





Your web budget...

House

- 3 Bedroom
- 2 ½ bath
- Corner Lot
- \$145,000





Your web budget...

- How much should website cost?
 - Initial cost is dependant on...
 - Size of site (number of pages)
 - Features
 - Turn around time





Your web budget...

How much should website cost?

- Labor
 - By the project
 - By the Hour
 - Hourly Minimums
 - Defined Rates
- Make sure you have a **WRITTEN CONTRACT**





Your web budget...

How much should website cost?

- By the numbers
 - Domains <\$35/year
 - Hosting <\$135/year
 - If you can take advantage of significant savings at the time of signing up for hosting or transferring to a new hosting package.





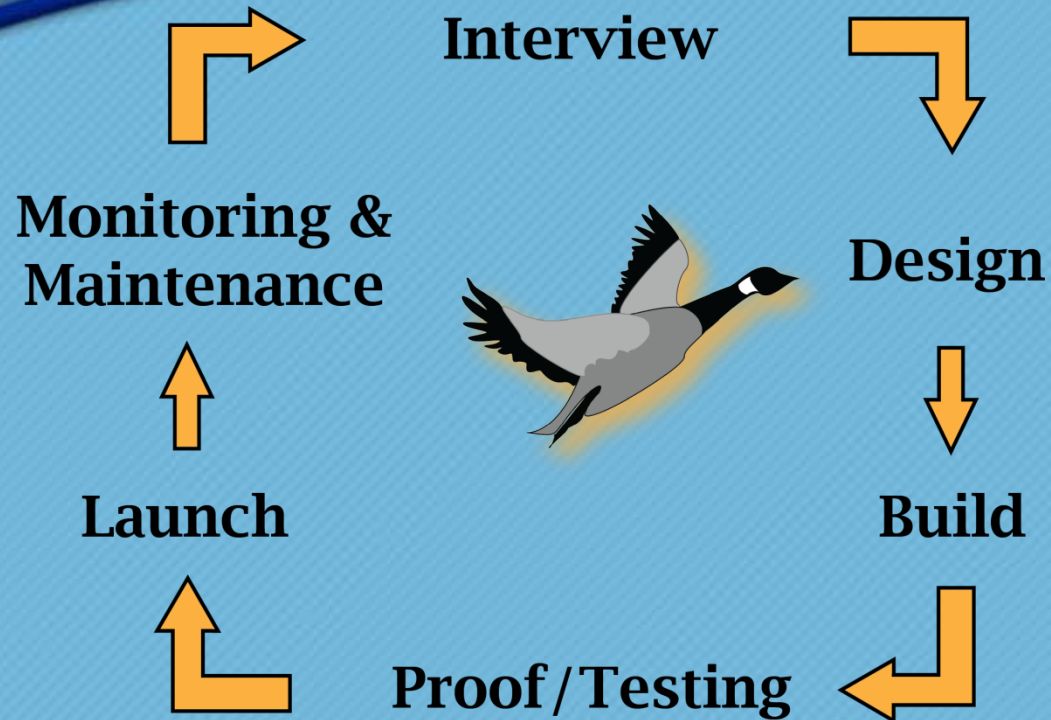
Your web budget...

Special Note about Cost





The website cycle...



The website should be an always evolving reflection of an individual or organization.



Your web budget...

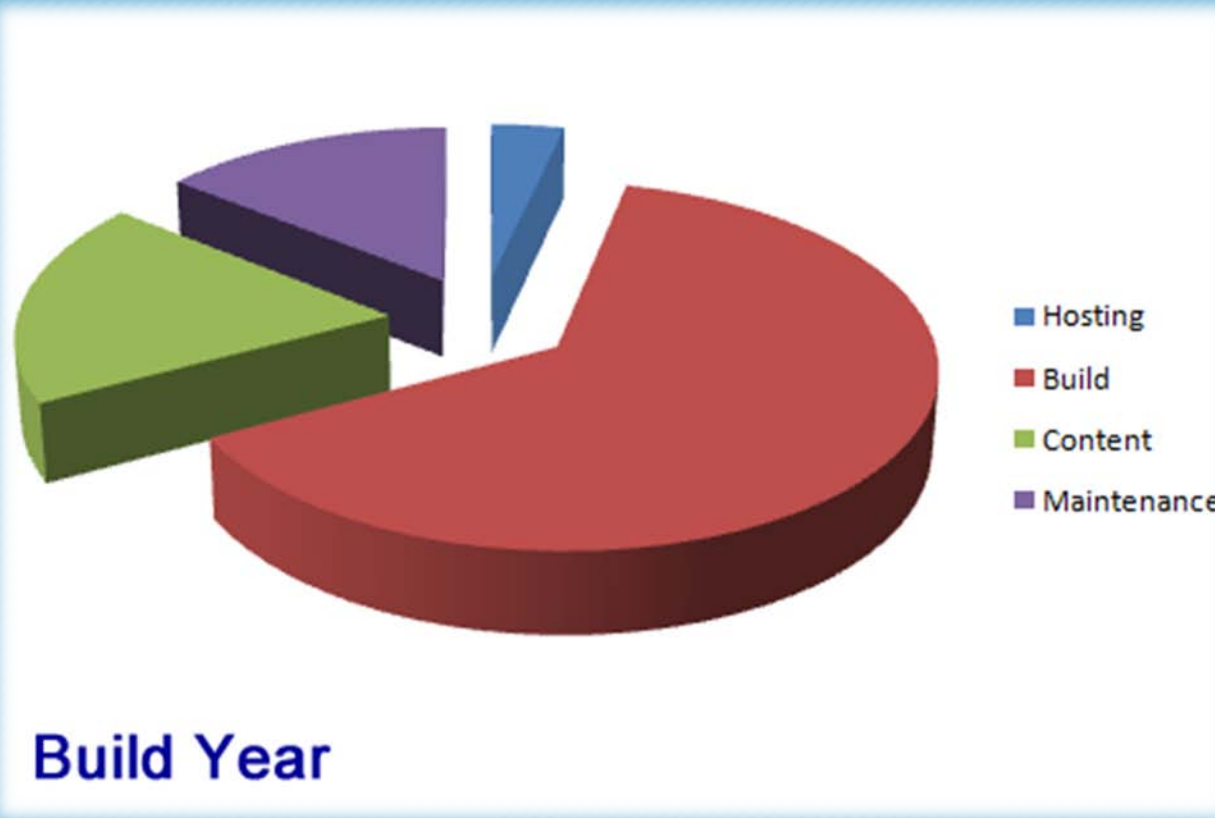
Do not spend your entire
budget on development...

Like a house a good website
requires regular
maintenance





Your web budget...



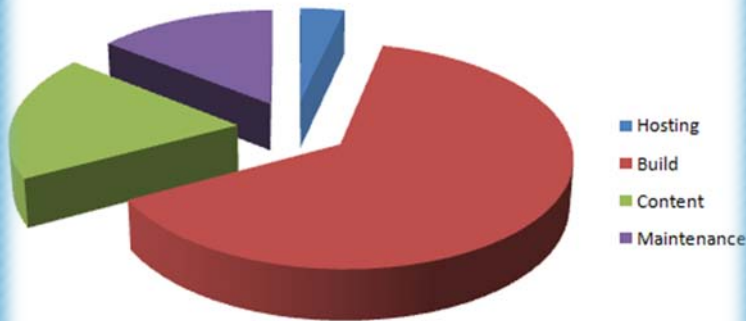


Your web budget...

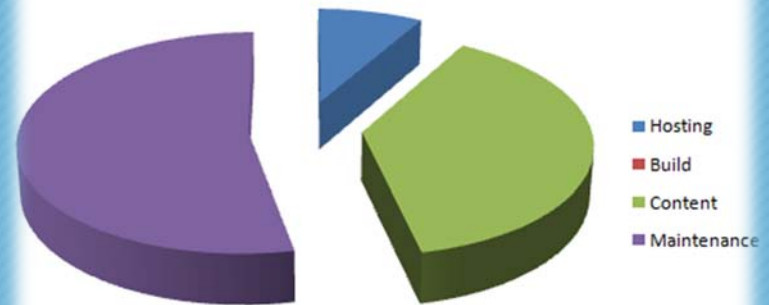




Your web budget...



Build Year



Maintenance Year



Measuring ROI...

How do you measure

Return on investment(ROI)?





Measuring ROI...

Return on investment is goal driven!





Measuring ROI...

- Short term comfort
 - A comfortable and safe place to live
- Long term equity
 - Savings vs. paying a landlord
- Market appreciation
 - Investing in the future





Measuring ROI...

What about
ROI on a website?

The screenshot shows the homepage of the Traditions at the Glen Resort and Conference Center website. At the top, there is a navigation menu with links for Home, About Us, Accommodations, Spa, Golf, Weddings, Banquets, Meetings & Events, Food & Beverage, Library, and Contact Us. The main content area is divided into several sections:

- Welcome to Traditions!**: A text block describing the resort's amenities, including an 18-hole championship golf course, a full-service spa, and luxurious accommodations. It includes a call to action: "Explore our hotel online or make your reservations today! Contact us for reservations by phone."
- Happenings:**: A list of current events and promotions, such as "PRE-SEASON GOLF RATES HAVE BEEN EXTENDED THROUGH 6/30/10!" and "Cans & Clams is back and Bogey's is the place to spend your Friday evenings."
- Room Packages**, **Resort & Golf Specials**, **Spa Specials**, **2010 Golf Rates**, and **Upcoming Events**: Five dark red buttons arranged vertically on the right side of the page.
- Book Here Now & Save! - No Booking Fee!**: A reservation form with fields for Arrival Date (August 03, 2010), Departure Date (August 04, 2010), Adults (2), Children (0), and Home Code. It also includes a "Rate Selection" dropdown menu set to "Standard Rate" and a "Check Availability" button.
- Sign up for our newsletter!**: A form with an "Email:" field and a "Submit" button.

At the bottom of the page, there is a footer with the Traditions at the Glen logo, contact information (4321 Welch Boulevard, Johnson City, New York 13760 • (807) 797-2381), and a photo credit: "Photos by Traditions Staff, Dave Hartman, & Anderson Photography - Site Map".



Measuring ROI...

- General Information
- Sales & Marketing of services or events
- Transacting business

The screenshot shows the website for Traditions at the Glen Resort and Conference Center. At the top, there is a navigation menu with links for Home, About Us, Accommodations, Spa, Golf, Weddings, Banquets, Meetings & Events, Food & Beverage, Library, and Contact Us. The main content area is divided into several sections:

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- Room Packages**, **Resort & Golf Specials**, **Spa Specials**, **2010 Golf Rates**, and **Upcoming Events**: Five red buttons arranged vertically on the right side of the page.
- Reservation Form**: A section titled "Book Here Now & Save! - No Booking Fee!" with dropdown menus for arrival and departure dates (August 03-04, 2010), a dropdown for the number of adults (2) and children (0), and a "Check Availability" button.
- Footer**: Includes the Traditions at the Glen logo, contact information (431 Welch Boulevard, Johnson City, New York 13760), and a "Sign up for our newsletter!" form with an email input field and a "Submit" button.



Measuring ROI...

Inform

- Educate about organizations existence (about us)
- What you do (services)
- Resource for industry (library)

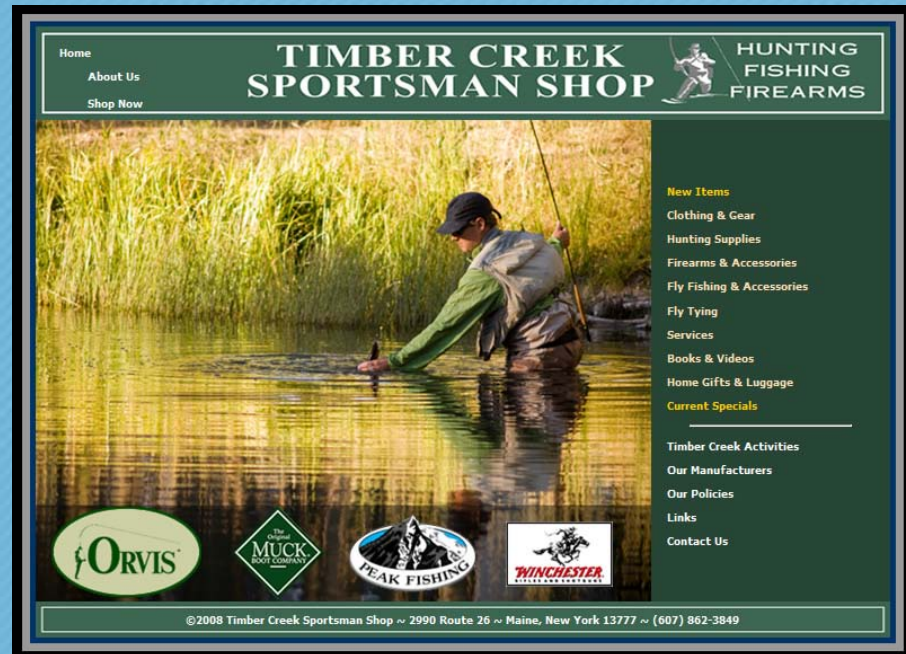




Measuring ROI...

Sales & marketing

- Market a product or service
- Create a demand
- Event marketing / promotion
- Sell items or services





Measuring ROI...

Transact business

- User interaction
- Meaningful to user
- Easy to complete a transaction
- Mutually beneficial
- Demands timely response

The screenshot shows the homepage of Northern Scapes Lawn & Landscape Services. The header features the company logo, a navigation menu (Home, About Us, Our Services, Library, Contact Us), and a celebratory message: "Celebrating our 26th year of operation!". A yellow arrow points to a link: "Click here to request an appointment for landscape services". The main content area is titled "Welcome to Northern Scapes Online!" and includes a large image of a stone gate. Text on the page describes the company's 26-year history and services, including custom design, retaining walls, stairs, and property management. It also lists accepted payment methods: Visa, MasterCard, and Discover. A "Northern Scapes News" section contains an announcement about the closure of the Gift Shop and a notice about a new location in Maine. A "Commercial Division Spotlight" section features an image of a large house and text about commercial landscaping growth in 2009 and 2010. The footer contains contact information and a "Site Map" link.

NORTHERN SCAPES
Lawn & Landscape Services

Home About Us Our Services Library Contact Us

[Click here to request an appointment for landscape services](#)

Welcome to Northern Scapes Online!

Thank you for visiting Northern Scapes online. This web site has been designed for our customers to learn more about our company, our employees and the work we perform. Please take some time to look through the residential and commercial photo galleries to see examples of the work we designed, installed, and/or maintain.

From **custom design services** and **quality installation** to **retaining walls, stairs, or property management**, we have you covered! Northern Scapes has been performing landscape services for over 26 years. Let our professionally trained and **experienced staff and crews** help you with your project or property needs.

Contact us today to learn how we can help you with your landscaping services!

Now is the time to prune your shrubs. Call now for an appointment.

For our clients convenience we proudly accept Visa, Master Card, and Discover.

Northern Scapes News

- The Northern Scapes Gift Shop is now closed. As a result of our continued growth and expansion of our landscaping divisions, we are maintaining our focus on our core business.

We would like to thank all of our loyal customers who made our last 11 years a success. We hope you will contact us today to utilize us for what we do best - landscaping services.

Space is available for lease our previous location in the Town of Maine - call for details.

[Click here for more news...](#)

Commercial Division Spotlight

Commercial Landscaping continues to be an area of growth for us. We had a record year in 2009 and 2010 is shaping up to be another a busy season.


[Click here to learn more about this division!](#)

© 2007-2010 Northern Scapes • 2553 Dutchtown Road • Endicott, NY 13760 • 607.748.9186 • 607.748.5646 (fax) [Site Map](#)




Measuring ROI...

How does this apply to you?



SUPERIOR AMBULANCE SERVICE, INC.

"EXCELLENCE IN EMS SINCE 1964"




HOME ABOUT SERVICES TESTIMONIALS LIBRARY EMPLOYMENT CONTACT

Welcome to Superior Ambulance!

Superior Ambulance Service, Inc. is a full service ambulance service located in Binghamton, NY serving the residents and guests of Broome County and the surrounding region.

Since 1964 we have provided high quality, state of the art patient care to those in need. With over 100 employees who exemplify a high standard of competence and compassion we establish over 10,000 patient contacts each year in both the emergency medical system (911) and interfacility transports. We maintain a fleet of vehicle in a state of readiness to respond to calls for assistance 24 hours a day, 365 days per year.

Contact us today to learn more about our services and quickly realize why we are the EMS providers of choice in our region.




[Click here to learn more about our agency.](#)

Proud member of the
UNYAN UNITED NEW YORK Ambulance Network

Superior Ambulance participates and featured in UHS LifeNet system rollout...

Page 4 December 16, 2009 Topical



First responders get a firsthand demonstration of the new LifeNet system used to provide an all connected air-land-to-hospital system.

First-responders learn about new LifeNet system here

United Health Services next month will begin using new web-based technology to speed up door-to-door time (EDT) - the time it takes certain heart attack patients to receive life-saving treatment in the Corliss Calibration Lab center at Wilson. The new LifeNet system uses specialized computer software to transmit a 12-lead electrocardiogram (ECG) using a secure Web connection directly from the ambulances to the Emergency Department at Wilson. Brevette patients who experience a type of heart attack called ST elevation myocardial infarction (STEMI). United Health Services Hospitals hold an international license on the new system for a number of first responders and members of the news media in the region. The system included presentations by cardiologist Nicholas Sussano, M.D., Elias Farrell, M.D., attending physician in Emergency Medicine, and Frank Piana of Physio-Control Corp.

Superior Ambulance Service, Inc. is a for-profit ambulance based in Binghamton NY which provides services to the residents and guests of Broome County. In 2009, their team of nearly 70 employees responded to over 9100 calls for assistance, utilizing a fleet nine ambulances, two are custom designed for their contract with United Health Services Hospitals where they provided exclusive first call service for the UHSB Binghamton General Hospital & Wilson Memorial Regional Medical Center Campus.

More News at Superior Ambulance...


- Susquehanna Regional Emergency Medical Services Council Recognizes Superior Ambulance Service
- Superior Ambulance Service, Inc. announces order of Stryker Power Pro Stretchers
- Superior Ambulance Service, Inc. announces acquisition of a new vehicle.

(Click on Article Name for Full Story)

[Click here for our News Archives.](#)

[Medical Necessity Form Click Here!](#)

© 2009-2008 Superior Ambulance Service, Inc. • 46 Exchange Street • Binghamton, NY 13901 • (607) 732-1426





Measuring ROI...

How to measure ROI

- Measure the goal against your data





Measuring ROI...

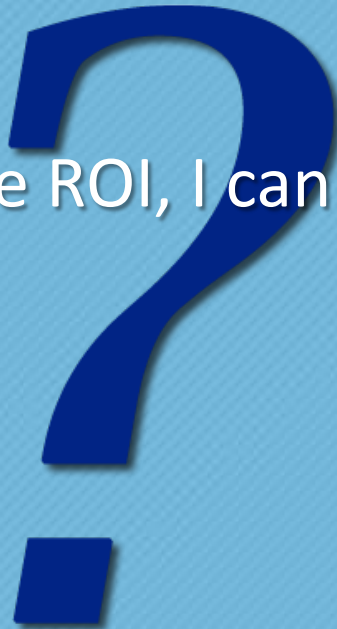
- Measurement should start in the design phase of your site or a new feature.
 - Define the goal
 - Establish base line data





Measuring ROI...

- I've evaluated the ROI, I can not measure any, now what?





Measuring ROI...

Case study

The addition of an on-line appointment request

(607) 798-9356 Home Providers Facility Treatment Hours/Directions Forms FAQs Contact Us

TIER ORTHOPEDIC ASSOCIATES, P.C.

Request an Appointment
Request a Prescription Refill

Appointment Request

Patients may request an appointment with one of our providers or for one of our services by completing and submitting the form below. Once received by our office, a member of our team will contact you to schedule an appointment.

Please note, this form is an appointment request, it does not guarantee an appointment with a specific provider or a specific appointment time and/or date.

We have added this online appointment request form for your convenience, if you are not comfortable providing any of your Personal health information in this format, or require immediate assistance, please call our office at 607-798-9356 and we will be glad to assist you.

Required Information:

Name*:

Date of Birth*:

Are you a new or returning patient?* New Returning

Which provider would you like to see?*

Have you already received orthopedic care for this condition?* Yes No

Email Address*:

Phone Number 1*: Home Work Cell

Phone Number 2: Home Work Cell

How do you prefer we contact you?

What is the best time to contact you?

Please enter your text message here.*

Please press submit only once, depending on your internet service provider you may experience a 3-5 second delay to process your request.

© 2009 Tier Orthopedics, PC - 100 Plaza Drive - Vestal, NY 13850 - (607) 798-9356 Home Privacy Site Map Contact Us



Measuring ROI...

- Goal
 - The addition of an on-line appointment request
 - Goal to obtain 300 appointment requests per month
 - Was it defined?
 - Was it real?

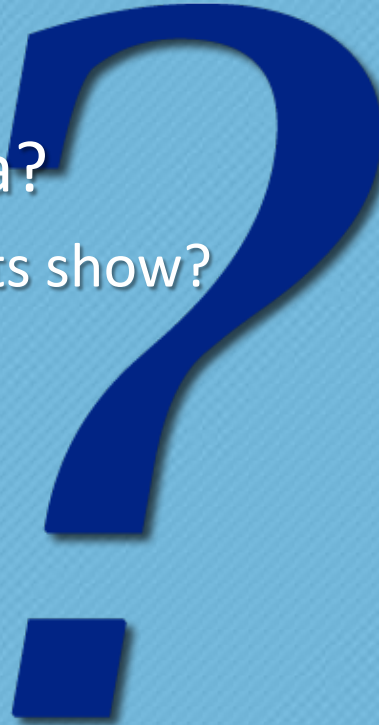




Measuring ROI...

What about the data?

- What do your stats show?





Web Stats...

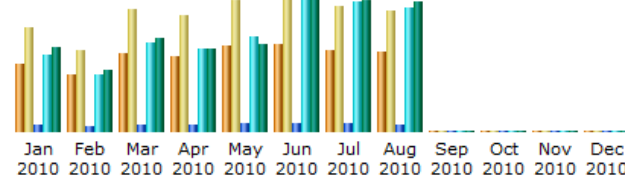
Web Stats
Should be **included**
AND
evaluated for every active website!



Web Stats...

Visitors / Time on site

Monthly history



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2010	3270	5049	20196	244582	7.58 GB
Feb 2010	2762	3945	15227	182008	5.48 GB
Mar 2010	3794	5992	22561	282197	8.36 GB
Apr 2010	3699	5661	21961	266752	7.48 GB
May 2010	4163	6427	25562	303406	7.83 GB
Jun 2010	4265	6670	27192	436724	12.28 GB
Jul 2010	3932	6113	24882	412635	11.86 GB
Aug 2010	3895	5860	23338	393540	11.69 GB
Sep 2010	0	0	0	0	0
Oct 2010	0	0	0	0	0
Nov 2010	0	0	0	0	0
Dec 2010	0	0	0	0	0
Total	29780	45717	180919	2521844	72.56 GB

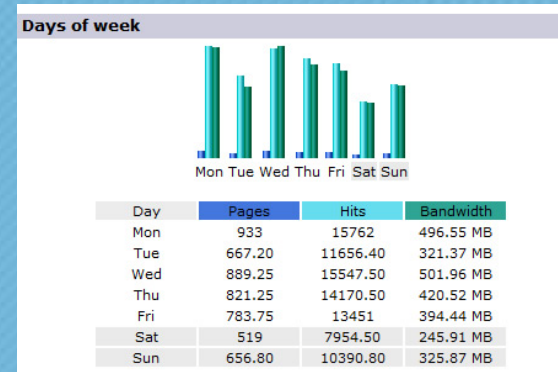
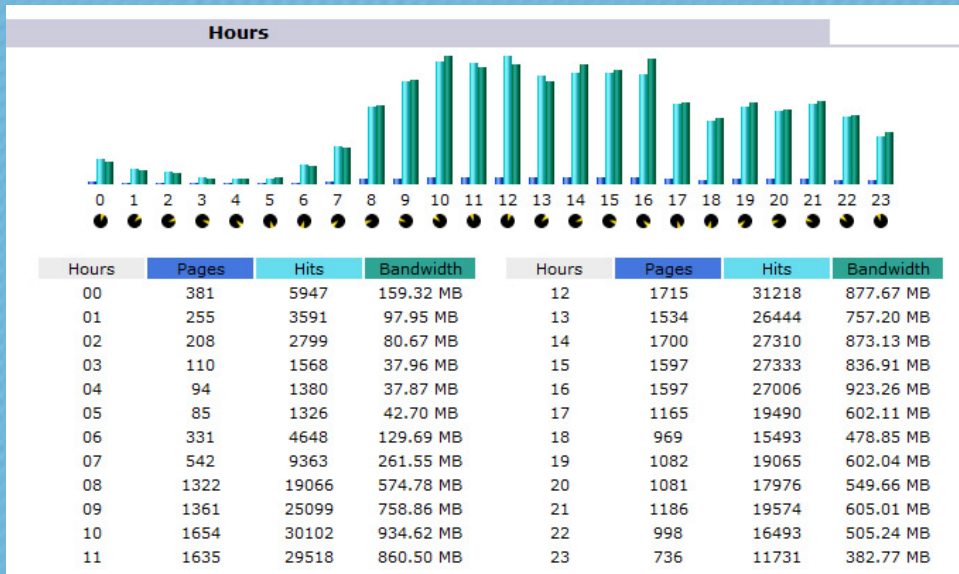
Visits duration

Number of visits: 5860 - Average: 304 s

	Number of visits	Percent
0s-30s	2773	47.3 %
30s-2mn	1109	18.9 %
2mn-5mn	826	14 %
5mn-15mn	647	11 %
15mn-30mn	233	3.9 %
30mn-1h	175	2.9 %
1h+	86	1.4 %
Unknown	11	0.1 %



Time of day / Days of week





Web Stats...

Pages visited

Pages-URL (Top 10) - Full list - Entry - Exit				
132 different pages-url	Viewed	Average size	Entry	Exit
/	6394	28.58 KB	4745	1699
/rates.html	769	35.43 KB	41	386
/massage.html	698	21.19 KB	35	157
/spa.html	687	18.96 KB	129	131
/spaSpecials.html	677	14.97 KB	21	134
/rooms.html	611	14.57 KB	29	89
/packages.html	573	30.68 KB	17	153
/suites.html	486	16.55 KB	4	69
/reserve.html	420	25.56 KB	29	209
/course.html	418	15.09 KB	22	87
Others	11605	70.21 KB	788	2735



Operating system / Browser type

Operating Systems (Top 10) - Full list/Versions - Unknown			
Operating Systems		Hits	Percent
Windows		337105	85.6 %
Macintosh		43442	11 %
? Unknown		8161	2 %
Linux		4658	1.1 %
U Unknown Unix system		174	0 %

Browsers (Top 10) - Full list/Versions - Unknown				
Browsers		Grabber	Hits	Percent
MS Internet Explorer		No	253407	64.3 %
Firefox		No	76195	19.3 %
Safari		No	53590	13.6 %
Mozilla		No	6083	1.5 %
? Unknown		?	3787	0.9 %
Opera		No	317	0 %
Netscape		No	54	0 %
OSSProxy		No	51	0 %
Samsung (PDA/Phone browser)		No	28	0 %
- Wget		Yes	14	0 %
Others			14	0 %



Mode of arrival

Connect to site from		Pages	Percent	Hits	Percent				
Origin									
Direct address / Bookmarks		8484	77.6 %	15465	85.3 %				
Links from a NewsGroup									
Links from an Internet Search Engine - Full list									
- Google	1681 1723	1963	17.9 %	2006	11 %				
- Yahoo!	190 190								
- AOL	38 38								
- Unknown search engines	21 21								
- Ask	10 10								
- Windows Live	8 8								
- MyWebSearch	7 7								
- InfoSpace	2 2								
- Dogpile	2 2								
- Yandex	2 2								
- Others	2 3								
Links from an external page (other web sites except search engines) - Full list									
- http://www.bing.com/search	105 105	473	4.3 %	654	3.6 %				
- http://www.wicz.com/golf/traditions/index.asp	41 41								
- http://ads.vemglobal.com/track/click/	30 30								
- http://www.yelp.com/biz/traditions-at-the-glen-johnson-city	28 28								
- http://www.facebook.com/l.php	14 14								
- http://www.golfink.com/golf-courses/course.aspx	14 14								
- http://www.theknot.com/Vendors/Traditions-at-The-Glen/Profile/CA...	12 12								
- http://www2.binghamton.edu/about/visiting-campus/hotels-and-mote...	11 11								
- http://lalala123.com	10 18								
- http://www.urbanspoon.com/r/91/1517081/restaurant/Binghamton/Tra...	10 10								
- Others	198 371								
Unknown Origin									



Keywords/phrases

Search Keyphrases (Top 10)

[Full list](#)

	Search	Percent
456 different keyphrases		
traditions at the glen	764	40.5 %
traditions at the glen spa	127	6.7 %
traditions at the glen golf	49	2.5 %
traditions at the glen johnson city ny	49	2.5 %
traditions at the glen resort	41	2.1 %
traditions at the glen wedding	29	1.5 %
traditions at the glen golf course	19	1 %
traditions at the glenn	16	0.8 %
traditions spa johnson city	16	0.8 %
tradition at the glen	15	0.7 %
Other phrases	761	40.3 %

Search Keywords (Top 10)

[Full list](#)

	Search	Percent
271 different keywords		
traditions	1559	19 %
the	1382	16.8 %
at	1377	16.8 %
glen	1325	16.1 %
ny	298	3.6 %
spa	284	3.4 %
city	194	2.3 %
johnson	192	2.3 %
golf	184	2.2 %
binghamton	180	2.1 %
Other words	1214	14.8 %



Measuring ROI...

What about the data?

- What do your stats show?
- What if you only had 150 requests?
- But only 160 visitors?
- Different than 1000 visitors and 20 requests?



Measuring ROI...

- Modify page support structure?

SILVESTRI DENTAL & Associates
Exemplary Care. Exemplary Smile.

Home About Us Providers Services Library Patient Info Links Contact Us

Welcome:

Mario A. Silvestri DDS, FAGD, Ryan T. Comfort DDS and staff are pleased to offer high quality dental care to every age group and every member of your family.

We are committed to helping you achieve the best possible dental results with **state of the art technology** in a **comfortable and pleasant environment**.

Prevention and **education** is very important in our practice, and we take seriously your need to understand how to take charge of and protect your own dental health. By investing time in patient education we are able to provide you with a comprehensive understanding of your treatment options. We also would want to educate you about how to obtain the best possible treatment options.

Creating and maintaining your dental health is our primary goal here at Silvestri Dental & Associates and we thank you for giving us the opportunity to pursue this goal with you.

Quick Links

- **Oral Cancer Prevention and Detection**
- **Detecting Oral Cancer Early**
- **EVALUATE YOUR SMILE**
- **Careings From Dr. Comfort**
- **NEW Summer Special!**
- **Employment Opportunity!**

- **CEREC**
- **Parent Education**
- **Dental Emergencies**

- **Request an Appointment**
- **Confirm an Appointment**
- **Find Us**

Sign up for our Email Newsletter

(607) 798-9356 Home Providers Facility Treatment Hours/Directions Forms Contact Us

Tier Orthopedics, P.C.

Request an Appointment
Request a Prescription Refill

Henry J. Kim, MD
Thomas A. Van Gorder, MD
Stephen D. Paskowitz, MD
Doreen P. Paskowitz, MD
Mark V. Wilson, MD
Matthew T. Wilson, MD
Heaven L. Harris, MPA

Welcome to Tier Orthopedics, P.C.
The Area's Premier Orthopedic Center

Welcome to Tier Orthopedic Associates, P.C. We are a comprehensive team of orthopedic surgeons serving Onondaga, Oswego County, Trigg County and northern Montgomery area for over 20 years. We are centrally located and provide medical care for you in a convenient location. Inside our web site you will meet our physicians via pictures and bios.

Human parts are marvels of design. They are the hinges of our body in the knees, hips, and shoulders, but occasionally the normal wear and tear of a lifetime requires they get some special attention. Click on a link below to find out more:

- **Knee Replacement**
- **Arrest Old Problems & Arthroscopy**
- **Hip Replacement**
- **Outlets/Inlets of the Knee & Hip**
- **Shoulder Fractures**
- **Wrist & Carpal Tunnel Syndrome**

Our friendly staff will help you schedule an appointment for any of your orthopedic needs and help you through the necessary paper work and insurance process.

For an appointment, please call (607) 798-9356, or **click here** and we'll call you.

To save time, please **click here** to print the forms you'll need for your visit with us.

Dr. Van Gorder & Dr. Wilson provide care to the

"Science is Changing Beauty..."

Progressive Laser LLC

Home About Us Services Technology FAQs Library Contact

Click here to request your appointment

Welcome to Progressive Laser

News and Updates

USLAS
Progressive Laser LLC will be having appointments for clients in their facility also making USLAS available.

USLAS
Progressive Laser LLC announces that high quality results on their new skin treatment, USLAS, has arrived.

USLAS
Progressive Laser LLC (also known as Progressive Laser) has arrived.

More news...

Sign up for our Email Newsletter

Like us on Facebook

Binghamton's Premier Laser Provider
Progressive Laser LLC is proud to offer comprehensive laser services to our clients across the Tri-County Area. Our visit is an easy and quick one as we offer the convenience of in-home visits. An appointment with us can be made at our providing laser services in a 45 day to 30 day cycle appointment table and we provide the most effective treatment in a comfortable and private setting.

Our Technology
Progressive Laser LLC is proud to provide our clients with the latest and most advanced laser technology available. Using Candela's GentleLASE™ offering, your skin is not affected and Candela's patented cryogen cooling system for laser treatment.

Our Services
Progressive Laser LLC is the premier provider of laser services in the Southern Tier of New York. Under many other medical offices where we have been a single visitation, Progressive Laser LLC provides a wide range of services from hair removal to the treatment of small surface veins and age spots or pigmentation. We have the experience and resources which will let us assist those most competitive. Our dedication to our clients is not limited to our service offering. Contact us today for more information or to schedule your appointment.

©2010 Progressive Laser LLC. All rights reserved. • 401 Hudson Street • Binghamton, NY 13904 • 607-798-6222 • Terms & Conditions • Site Map



Components...

Finger Lakes Getaways

Home About Us Lake Properties Long Term Rentals The Finger Lakes What you need to know! Contact Us

Finger Lakes Getaways is your source for vacation getaways in the **Finger Lakes** region of Upstate New York. We have properties on Keuka Lake, Seneca Lake, Waneta Lake, Lamoka Lake, Cayuga Lake, Conesus, and outlying areas.

Search for your Getaway now!

Please note the more variables you select, the quicker the result of your search will be returned!! When selecting availability, in consideration of processing time, you must select dates within the same calendar year. The greater the span of dates, the longer it will take to return your search.

Price range:

Lake Preference:

Maximum Occupancy:

Pet friendly: Yes

Arrival date:

Departure date:

[Click here to search!](#)

Check out our Fall Getaway Specials!



LR #071 ~ Keuka Lake ~ Allows 14 overnight

(Click on the above photo(s) for full property details!)

We have an escape destination for everyone...
Let us help you find your perfect vacation and/or permanent rental!

Site Map rentals@FingerLakesGetaways.com





Components...

- Interactive Features
 - Video, audio, rollover effects
 - Custom tools, graphics, animations & games
 - Flash components
 - Dynamic content , s pry
 - Automation



Components...





Components...

Interactive components

DO NOT

need to be complex and/or
expensive.



Components...

LifeNet of New York **GUTHRIE AIR**
Air Medical Transport

Home About Us Our Bases Partner Resources Photos & Video Links FAQs Contact Us

LifeNet News

- 11-16-09 Opening of EMS helicopter bases in the Hornell, NY and Sidney, NY areas.
- 11-16-09 Harris Base Achieves Pennsylvania License
- 09-21-09 Medical mannequin bleeds, chokes, teaches

[Click Here for more news...](#)

Lifenet 7-1 Lifenet 7-2 Lifenet Air 2 Lifenet 7-5 Guthrie Air Lifenet 7-7 Sidney, NY Coming Soon! Lifenet 7-8

©2009-10 LifeNet of New York. All rights reserved.
Flight Request 1-800-HEL-EVAC (435-3822)

camts **Air Methods**



Components...

Simple Rollover Effects...





Components...

Keeping your site fresh

- Current content
- Timeless photos/video
- Minimal use of dates
- New pages or content
- Not utilizing “last updated”





Components...

Use of multiple access points.



New York State Volunteer Ambulance & Rescue Association Inc.



Home
About Us
Membership
Districts
Pulse Check
Library
Contact Us

BREAKING NEWS

- 08-28-10 [American Folk legend Jean Ritchie guest of honor at free event set for Sunday at New City Volunteer Ambulance and Rescue Corps.](#)
- 08-27-10 [Drill Competition at Islip Exchange](#)
- 08-27-10 [Pediatric Advanced Life Support at Suffolk EMS Academy starts 10/5/10](#)
- 08-27-10 [EMT Basic & Refresher at Corona VAC starts 9/1/10](#)
- 08-27-10 [EMT Basic at Flatlands VAC starts 10/5/10](#)
- 08-27-10 [Paramedic \(Challenge\) Refresher Course](#)

[Read More...](#)

OUR ORGANIZATION

Representing New York's Community, Volunteer & Non-Profit EMS Sector the **The New York State Volunteer Ambulance and Rescue Association** is a statewide not-for-profit, 501(c)(3) membership organization, active since 1939. Our mission is to promote and assist the interests of the state's community volunteer and nonprofit EMS/First Responder/First Aid sector. The association continues to keep pace with the challenges facing EMS, First Response and Rescue today. Membership is open to organizations and individuals. [Learn more...](#)



UPCOMING EVENTS

- 09-01-10 District 1 meeting - Nyack Hospital, 7pm
- 09-12-10 Drill Competition at Islip Exchange
- 09-21-10 District 7 meeting at Middle Island FD 8PM
- 09-30-10 NYSVARA Board of Directors Annual Meeting
- 09-30-10 thru 10-03-10 **Pulse Check 2010**
- 10-06-10 District 1 meeting - Nyack Hospital, 7pm
- 10-14-10 District 18 Meeting @ Whitestone CAS
- 10-19-10 District 7 meeting at Community Ambulance of Sayville 8PM
- 11-03-10 District 1 meeting - Good Samaritan Hospital 7pm
- 11-11-10 District 18 Meeting @ BayCommunity VAC



NCEMSC
A Cooperative Built with you!

EMS Equipment Savings
[Click Here!](#)



Components...

pulsecheckconference.org

New York State
Volunteer Ambulance
& Rescue Association Inc.

Home | About Us | Membership | Districts | Pulse Check | Library | Contact Us

Pulse Check 2010

[2010 Conference Schedule](#)

[General Information](#) • [Registration](#) • [Awards & Scholarship](#) • [Sponsor Information](#) • [Vendor Information](#)

2010 PULSE CHECK

Join us as we celebrate our 71st year!

September 30-October 3, 2010
Holiday Inn Albany

General Information

- [2010 - Conference Flyer - New](#)
- [2010 - Conference Flyer](#)
- [2010 - Conference Brochure](#)



Components...

- Organizational Support
 - PayPal – Sell, Donate





Components...

- Organizational Support



Administration / Management Convenience



Components...

Libraries

- Reference
- Education
- Entertainment





Components...

Newsletters / e Mail Marketing

The screenshot displays the Constant Contact website interface. At the top, there is a navigation bar with links for Home, Blog, Community, MarketPlace, Partners, Local Seminars, Sign Up, and Log In. A search bar is also present. Below the navigation bar, the main content area features a large banner for "Easy, Fast, Affordable Put Email Marketing to work for you!" with a sub-headline "Email Marketing Newsletters and Communications". To the left of the banner is a sidebar menu with categories like "Email Marketing Overview", "How Email Marketing Works", and "Coaching & Support". Below the banner, there are three columns of text: "Take an Interactive Test Drive", "Social Media for Small Business", and "Constant Contact Advantage". A pricing section highlights "\$15/month" and "Ready to buy?". Below this, a section titled "Email Marketing — a must-have for building your business!" lists several benefits such as "Affordable, priced for small business", "Free personal coaching and support", "Drag-and-drop email editor", "400+ email templates", "Facebook, Twitter links", "Grow your email lists", "Anti-Spam checker", and "Track and see results". At the bottom, there is a "Get Social" button and a "Like Constant Contact?" section with a recommendation count.



Components...

Survey's

The screenshot shows the Constant Contact website interface. At the top, there is a navigation bar with links for Home, Blog, Community, MarketPlace, Partners, Local Seminars, Sign Up, and Log In. The Constant Contact logo is on the left, and a 'Help' button with the phone number (866) 289-2101 is on the right. Below this is a secondary navigation bar with links for Home, Email Marketing, Online Surveys (highlighted), Event Marketing, By Industry, and Learning Center. A search bar is also present.

The main content area is titled 'Online Surveys Overview'. It features a large central image of a woman smiling at a desk with a laptop. The text reads: 'Get the feedback you need to give your customers what they want. Online Survey Collect Feedback'. To the right of this image is a pricing section: 'Try it for 60 Days FREE', 'Buy it As low as \$15/month', and 'Pricing as low as \$15/month'. Below this is a section titled 'Why is online feedback important to your business?' with three bullet points: 'Create the online survey that's right for you', 'It's easy to get the insights you need', and 'Easily create, send, and track your online surveys'. To the right of this section is a 'See it! Watch a product tour' link and a 'Social Media for Small Business' section with social media icons and a 'Learn More' link.

On the left side of the page, there is a sidebar with a table of contents for 'Online Survey Overview':

Online Surveys Home
Why is Online Feedback Important?
Online Survey Features
Customer Examples
Live Demonstration
Pricing - Online Surveys
How to Use Online Surveys
Creating an Online Survey
Easy-to-edit Templates
Inviting Survey Participants
Analyzing Survey Results
Coaching & Support
Get Live Help From Real People!
Custom Services - Online Survey

At the bottom of the page, there is a 'Get Social' button, a 'Like Constant Contact?' button, a 'Recommend' button, and a social media share bar showing 2,485 people recommend this. A 'Hide Bar X' button is also visible.



Components...

Event Marketing

The screenshot shows the Constant Contact website's Event Marketing section. At the top, there is a navigation bar with links for Home, Blog, Community, Marketplace, Partners, Local Seminars, Sign Up, and Log In. Below this is a search bar and a 'Help' button. The main navigation menu includes Home, Email Marketing, Online Surveys, Event Marketing (highlighted), By Industry, and Learning Center. The Event Marketing page features a large banner with the text 'Successful, stress-free professional events start with Event Marketing' and a 'Take an Interactive TEST DRIVE' button. Below the banner, there are three main sections: 'Promote Events and Accept Event Registrations Online', 'Get a powerful — yet simple — tool to manage your events', 'Professional event registration reflects you at your best', and 'Track your event registrations easily'. A sidebar on the left contains a table of contents for the Event Marketing Overview, including sections like 'Event Marketing Home', 'Why Use Event Registration?', 'Types of Events You Can Host', 'Event Marketing Features', 'Customer Examples', 'Live Demonstration', 'Pricing - Event Marketing', 'How Event Marketing Works', 'Set Up Your Event', 'Promote Your Event', 'Manage Event Registration', 'Event Tracking & Reporting', 'Coaching & Support', 'Get Live Help From Real People!', and 'Custom Services - Event Marketing'. On the right side, there are promotional boxes for a 'Try it for 60 Days' offer, a 'Buy it' offer for \$15/month, and a 'Social Media for Small Business' section with a 'Learn More' link. The footer includes a 'Get Social' button, a 'Like Constant Contact?' button, a 'Recommend' button, and a 'Hide Bar X' button.



SEO...

All of this is great... But folks need to find you...





SEO...

Organic SEO

- SEO within the construction of your site.



Non-Organic SEO

- Paid Services
 - Optimization
 - PPC
 - Link Building
 - Directory
 - Publishing, etc.





SEO...

SEO can break the bank



Tips for survival

- Like politics if a campaign promise sounds too good to be true, it usually is.
- There are not guarantees with SEO. If someone is giving you one... run...



SEO...

Tips for survival

- Use a reputable company and Google them before beginning a campaign.
- Expect to pay at least \$250/month for PPC or \$500/month for a comprehensive campaign.



SEO...

Tips for survival

- Get everything in a written contract before your start!



Special Considerations...

Special considerations

- Bulletin Boards
- Chat Services
- Blogs
- Facebook-MySpace-Twitter





Security...

Who has the keys to your Kingdom?





Thank You!

Questions?

Grey Goose Graphics

John J. Hussar

(607) 743-3509

www.GreyGooseGraphics.com