



**LOOKING AT  
YOUR WEBSITE  
WITH 2020  
VISION**



# A BRIEF HISTORY OF “THE WEBSITE”



# A BRIEF HISTORY OF “THE WEBSITE”

The first ever website was created in 1991

## World Wide Web

The WorldWideWeb (W3) is a wide-area [hypermedia](#) information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an [executive summary](#) of the project, [Mailing lists](#) , [Policy](#) , November's [W3 news](#) , [Frequently Asked Questions](#) .

### [What's out there?](#)

Pointers to the world's online information, [subjects](#) , [W3 servers](#), etc.

### [Help](#)

on the browser you are using

### [Software Products](#)

A list of W3 project components and their current state. (e.g. [Line Mode](#) ,[X11 Viola](#) , [NeXTStep](#) , [Servers](#) , [Tools](#) , [Mail robot](#) , [Library](#) )

### [Technical](#)

Details of protocols, formats, program internals etc

### [Bibliography](#)

Paper documentation on W3 and references.

### [People](#)

A list of some people involved in the project.

### [History](#)

A summary of the history of the project.

### [How can I help ?](#)

If you would like to support the web..

### [Getting code](#)

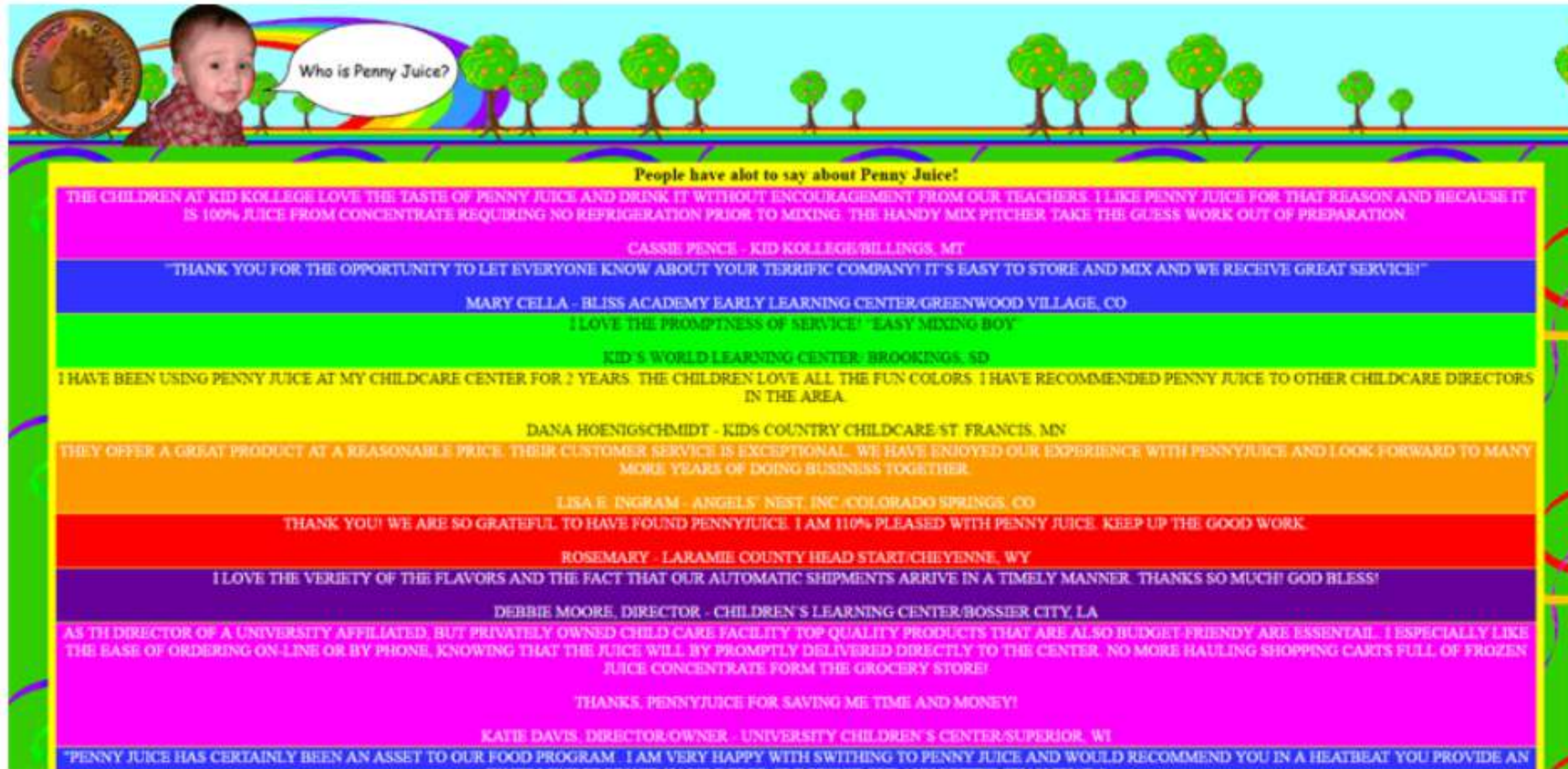
Getting the code by [anonymous FTP](#) , etc.



# A BRIEF HISTORY OF “THE WEBSITE”

*And then have been some pretty ‘garish’ examples between then and now - particularly in the early days in the 90’s...*

# A BRIEF HISTORY OF "THE WEBSITE"



The screenshot shows a website page with a vibrant, multi-colored background. At the top left, there is a small image of a baby and a penny. A speech bubble next to the baby asks "Who is Penny Juice?". Below this, a section titled "People have alot to say about Penny Juice!" contains several testimonials from various childcare centers and schools. The testimonials are arranged in a vertical stack, each with a different background color. The text is white and centered within each colored block.

Who is Penny Juice?

People have alot to say about Penny Juice!

THE CHILDREN AT KID KOLLEGE LOVE THE TASTE OF PENNY JUICE AND DRINK IT WITHOUT ENCOURAGEMENT FROM OUR TEACHERS. I LIKE PENNY JUICE FOR THAT REASON AND BECAUSE IT IS 100% JUICE FROM CONCENTRATE REQUIRING NO REFRIGERATION PRIOR TO MIXING. THE HANDY MIX PITCHER TAKE THE GUESS WORK OUT OF PREPARATION.

CASSIE PENCE - KID KOLLEGE/BILLINGS, MT

"THANK YOU FOR THE OPPORTUNITY TO LET EVERYONE KNOW ABOUT YOUR TERRIFIC COMPANY! IT'S EASY TO STORE AND MIX AND WE RECEIVE GREAT SERVICE!"

MARY CELLA - BLISS ACADEMY EARLY LEARNING CENTER/GREENWOOD VILLAGE, CO

I LOVE THE PROMPTNESS OF SERVICE! "EASY MIXING BOY"

KID'S WORLD LEARNING CENTER- BROOKINGS, SD

I HAVE BEEN USING PENNY JUICE AT MY CHILDCARE CENTER FOR 2 YEARS. THE CHILDREN LOVE ALL THE FUN COLORS. I HAVE RECOMMENDED PENNY JUICE TO OTHER CHILDCARE DIRECTORS IN THE AREA.

DANA HOENIGSCHMIDT - KIDS COUNTRY CHILDCARE-ST FRANCIS, MN

THEY OFFER A GREAT PRODUCT AT A REASONABLE PRICE. THEIR CUSTOMER SERVICE IS EXCEPTIONAL. WE HAVE ENJOYED OUR EXPERIENCE WITH PENNYJUICE AND LOOK FORWARD TO MANY MORE YEARS OF DOING BUSINESS TOGETHER.

LISA E. INGRAM - ANGELS' NEST, INC./COLORADO SPRINGS, CO

THANK YOU! WE ARE SO GRATEFUL TO HAVE FOUND PENNYJUICE. I AM 110% PLEASED WITH PENNY JUICE. KEEP UP THE GOOD WORK.

ROSEMARY - LARAMIE COUNTY HEAD START/CHEYENNE, WY

I LOVE THE VERIETY OF THE FLAVORS AND THE FACT THAT OUR AUTOMATIC SHIPMENTS ARRIVE IN A TIMELY MANNER. THANKS SO MUCH! GOD BLESS!

DEBBIE MOORE, DIRECTOR - CHILDREN'S LEARNING CENTER/BOSSIER CITY, LA

AS TH DIRECTOR OF A UNIVERSITY AFFILIATED, BUT PRIVATELY OWNED CHILDCARE FACILITY TOP QUALITY PRODUCTS THAT ARE ALSO BUDGET-FRIENDLY ARE ESSENTIAL. I ESPECIALLY LIKE THE BASE OF ORDERING ON-LINE OR BY PHONE, KNOWING THAT THE JUICE WILL BE PROMPTLY DELIVERED DIRECTLY TO THE CENTER. NO MORE HAULING SHOPPING CARTS FULL OF FROZEN JUICE CONCENTRATE FORM THE GROCERY STORE!

THANKS. PENNYJUICE FOR SAVING ME TIME AND MONEY!

KATIE DAVIS, DIRECTOR/OWNER - UNIVERSITY CHILDREN'S CENTER/SUPERIOR, WI

PENNY JUICE HAS CERTAINLY BEEN AN ASSET TO OUR FOOD PROGRAM. I AM VERY HAPPY WITH SWITHING TO PENNY JUICE AND WOULD RECOMMEND YOU IN A HEATBEAT YOU PROVIDE AN



# A BRIEF HISTORY OF "THE WEBSITE"



**ACCEPT JESUS FOREVER FORGIVEN**

Behold, now is the accepted time; behold, now is the day of salvation. - 2 Cor. 6:2

For the wages of sin is death;  
but the gift of God is eternal life  
through Jesus Christ our Lord.  
-Romans 6:23

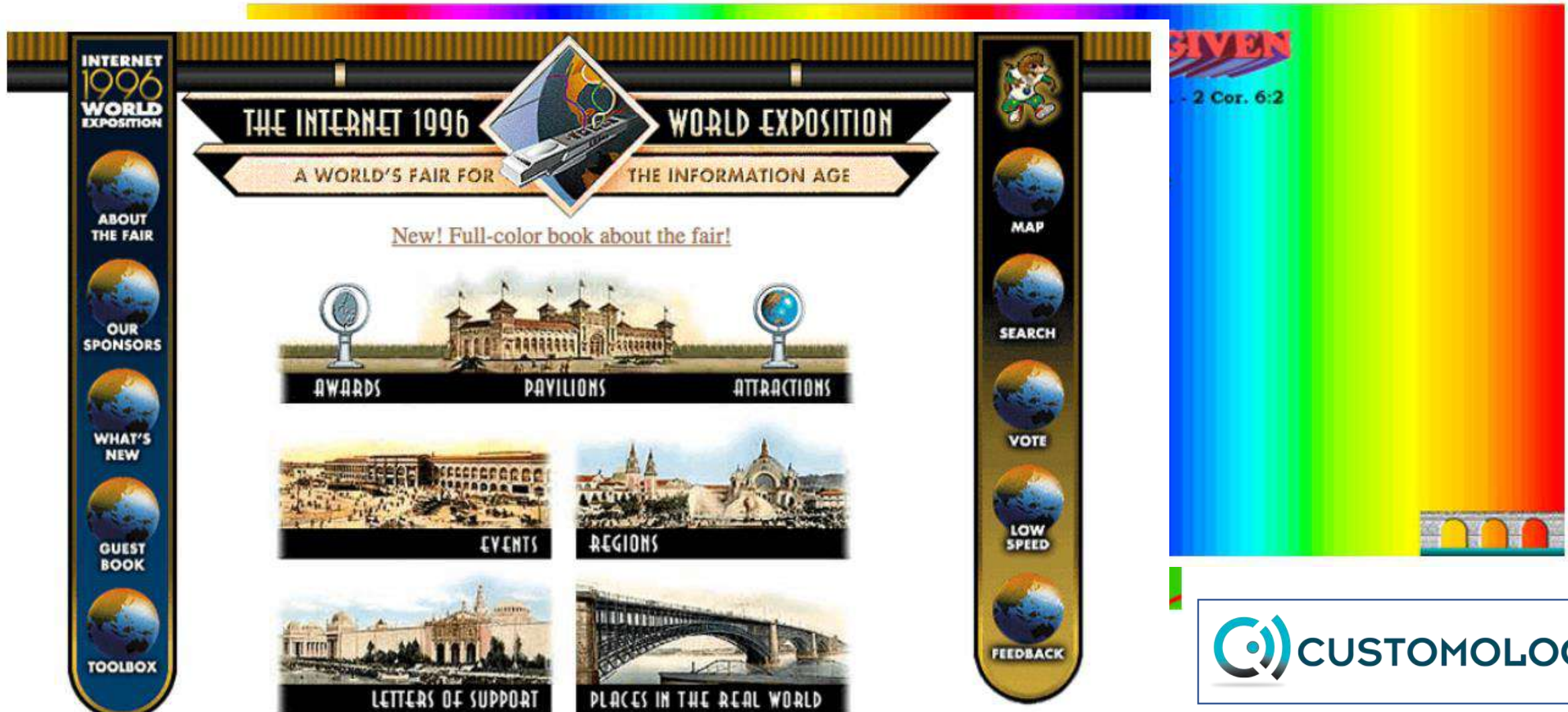
**MAVERICK CHRISTIANS  
.COM**

GIFTS • MAIN • LIST • PAGES • SELECT • EXPLORE

KATIE DAVIS, DIRECTOR/OWNER, UNIVERSITY CHILDREN'S CENTER/SUPERIOR, WI  
PENNY JUICE HAS CERTAINLY BEEN AN ASSET TO OUR FOOD PROGRAM. I AM VERY HAPPY WITH SWITHING TO PENNY JUICE AND WOULD RECOMMEND YOU IN A HEATBEAT YOU PROVIDE AN



# A BRIEF HISTORY OF "THE WEBSITE"



# A BRIEF HISTORY OF "THE WEBSITE"



## Welcome to Amazon.com Books!

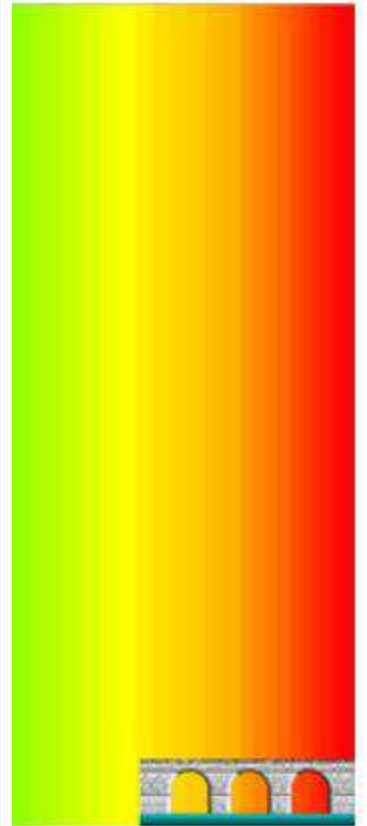
One million titles,  
consistently low prices.

(If you explore just one thing, make it our personal notification service. We think it's very cool!)

### SPOTLIGHT! -- AUGUST 16TH

These are the books we love, offered at Amazon.com low prices. The spotlight moves EVERY day so please come often.

### ONE MILLION TITLES





# A BRIEF HISTORY OF "THE WEBSITE"

The screenshot shows the website's layout. At the top left is a photo of a green Rover P6. The main header features the text "MGBD Parts & Services" in large red letters, with "Rover P6 Parts Specialist" below it. A navigation menu on the left includes links for HOME, PARTS WEBSTORE, P6 NEWS, ABOUT US, EVENTS, CARS FOR SALE, PRESS & TV, and LINKS. The central content area has a dark background with "MGBD PARTS & SER" at the top, followed by "MGBD Parts by Mark & Angie Gray", "ROVER P6 PARTS Online Store" in red, and "Click here to go to our shop" in cyan. Below this are sections for "Re-manufactured" parts (Road Springs, Brake Discs, Ball Joints, Water Hoses), "Service Exchange Refurbished Parts" (Calipers, Servo, Water Pumps), and the Rover logo. On the right side, there are several photos of Rover P6 cars in various colors and settings. At the bottom, there are two buttons: "LETTERS OF SUPPORT" and "PLACES IN THE REAL WORLD".

This last one is actually still live on the World Wide Web today!



# A FEW EXAMPLES OF MY FIRST WEBSITES



# A FEW EXAMPLES OF MY FIRST WEBSITES



**The header of my first ever website in 2011  
- the site no longer exists**

# A FEW EXAMPLES OF MY FIRST WEBSITES



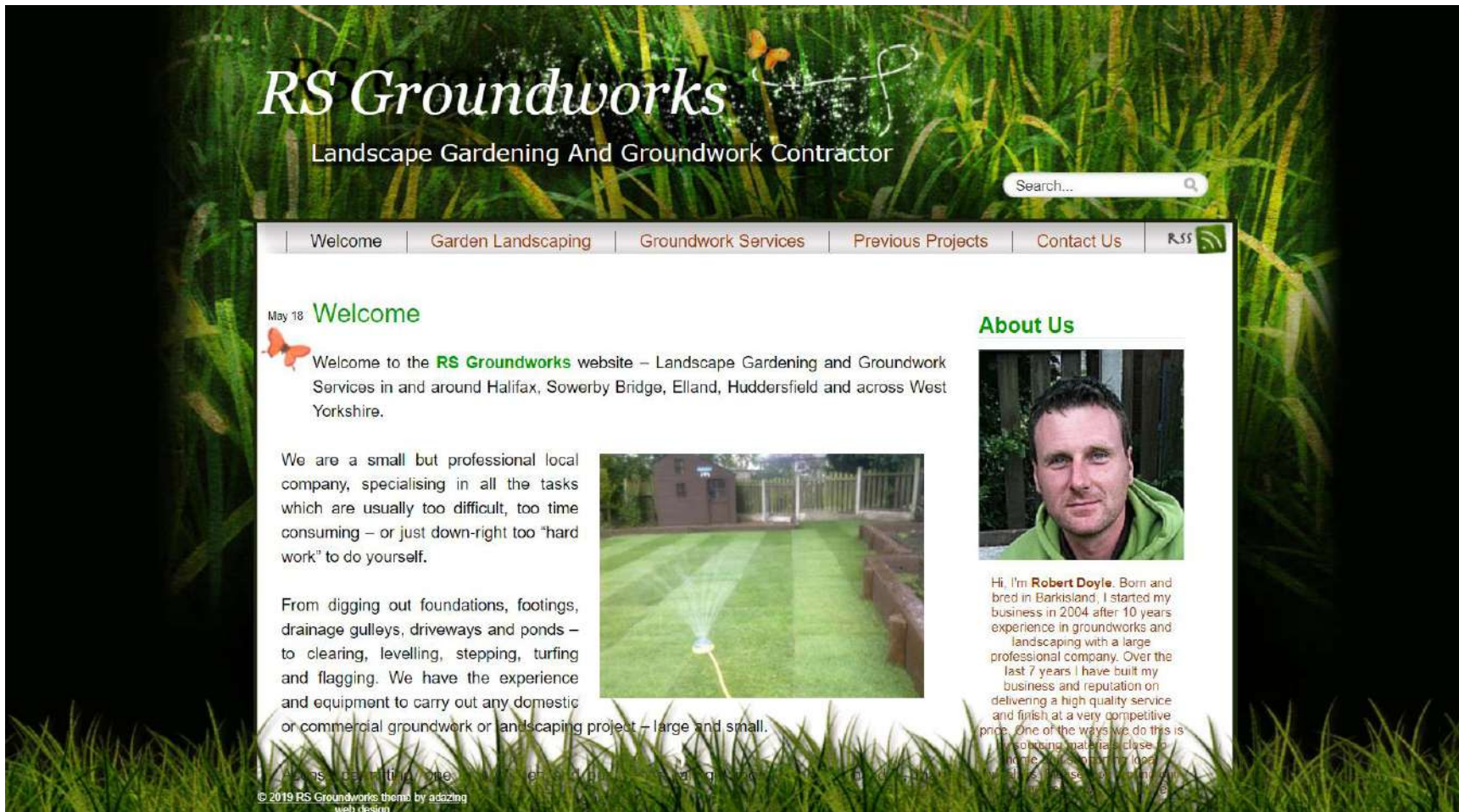
**The third and present version of the website for this hairdresser in Brighthouse**

We use cookies to ensure you get the best experience on our website. Click **OKAY** to continue, or **LEARN MORE**.

**OKAY**



# A FEW EXAMPLES OF MY FIRST WEBSITES



This website, built in 2011 is the only site still live in its original form – it's still bring in business!



# WHY MIGHT A BUSINESS NEED A WEBSITE?



# WHY MIGHT A BUSINESS NEED A WEBSITE?

*Does every business need a website?*

# WHY MIGHT A BUSINESS NEED A WEBSITE?

*Maybe not if they...*

1. Have enough customers and do not need/want to grow anymore
2. Get enough leads through other means;
  - Personal recommendations
  - Facebook
  - Referral websites such as Airbnb or Ebay / Etsy etc



# WHY MIGHT A BUSINESS NEED A WEBSITE?



# WHY MIGHT A BUSINESS NEED A WEBSITE?

- 1. Bring In More Enquiries & Business**
- 2. Present Examples Of Previous Work / Testimonials**
- 3. Increase Your Profile & Positioning Amongst Competitors**
- 4. Expand Your Business Beyond Yourself**
- 5. Increase Its Value In Preparation For Sale**

# IMPORTANT ELEMENTS OF A “GOOD”

## WEBSITE IN 2020



# IMPORTANT ELEMENTS OF A “GOOD” WEBSITE IN 2020

## 1. Secure

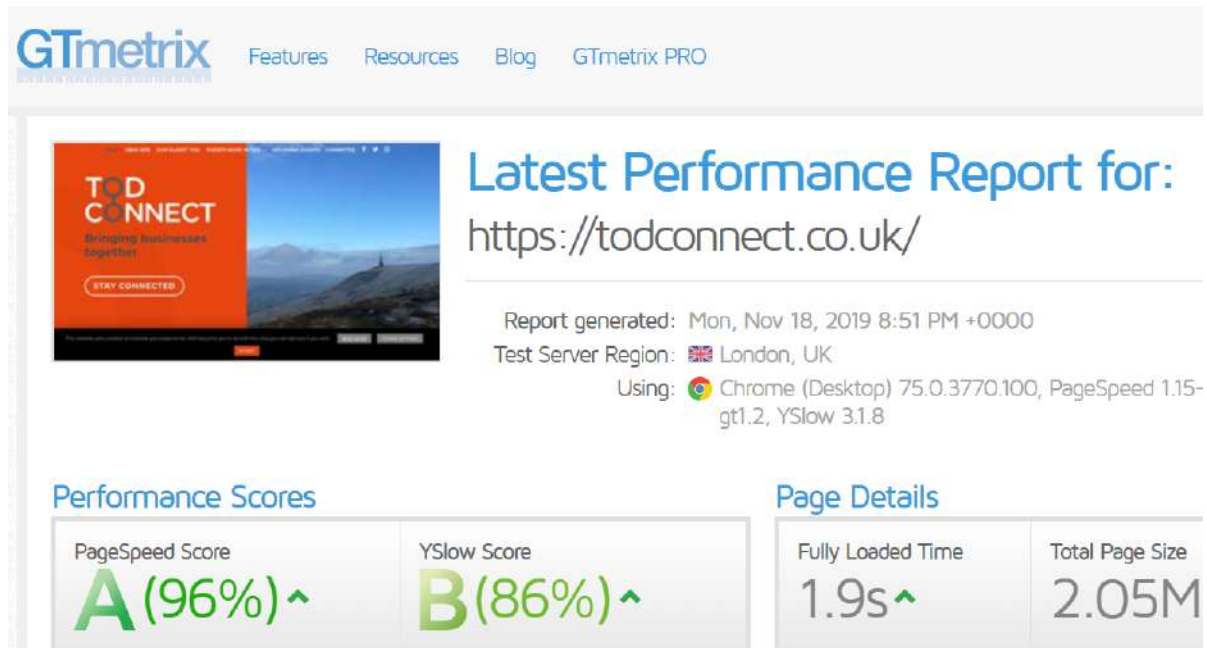


 Why No Padlock?



# IMPORTANT ELEMENTS OF A “GOOD” WEBSITE IN 2020

## 1. Secure | 2. Fast Loading



The screenshot shows a GTmetrix performance report for the website <https://todconnect.co.uk/>. The report was generated on Monday, November 18, 2019, at 8:51 PM +0000, from a test server in London, UK, using Chrome (Desktop) 75.0.3770.100, PageSpeed 1.15-gt1.2, and YSlow 3.1.8.

**Performance Scores**

PageSpeed Score	YSlow Score
<b>A (96%)</b> ^	<b>B (86%)</b> ^

**Page Details**

Fully Loaded Time	Total Page Size
<b>1.9s</b> ^	<b>2.05M</b>



[www.tools.pingdom.com](http://www.tools.pingdom.com)



# IMPORTANT ELEMENTS OF A “GOOD” WEBSITE IN 2020

1. Secure | 2. Fast Loading | 3. Optimised for “Mobile First”



# OTHER IMPORTANT ELEMENTS...



# OTHER IMPORTANT ELEMENTS...

**Easy & Intuitive To Use**

**Provide Information Your Visitor Is Looking For  
- & What You Want Them To Find**

**Clear Text & Language**

**Visually Appealing - Images / Video**

**Make It Clear What Action You Want Them To Take**





# WEBSITE TRENDS FOR 2020



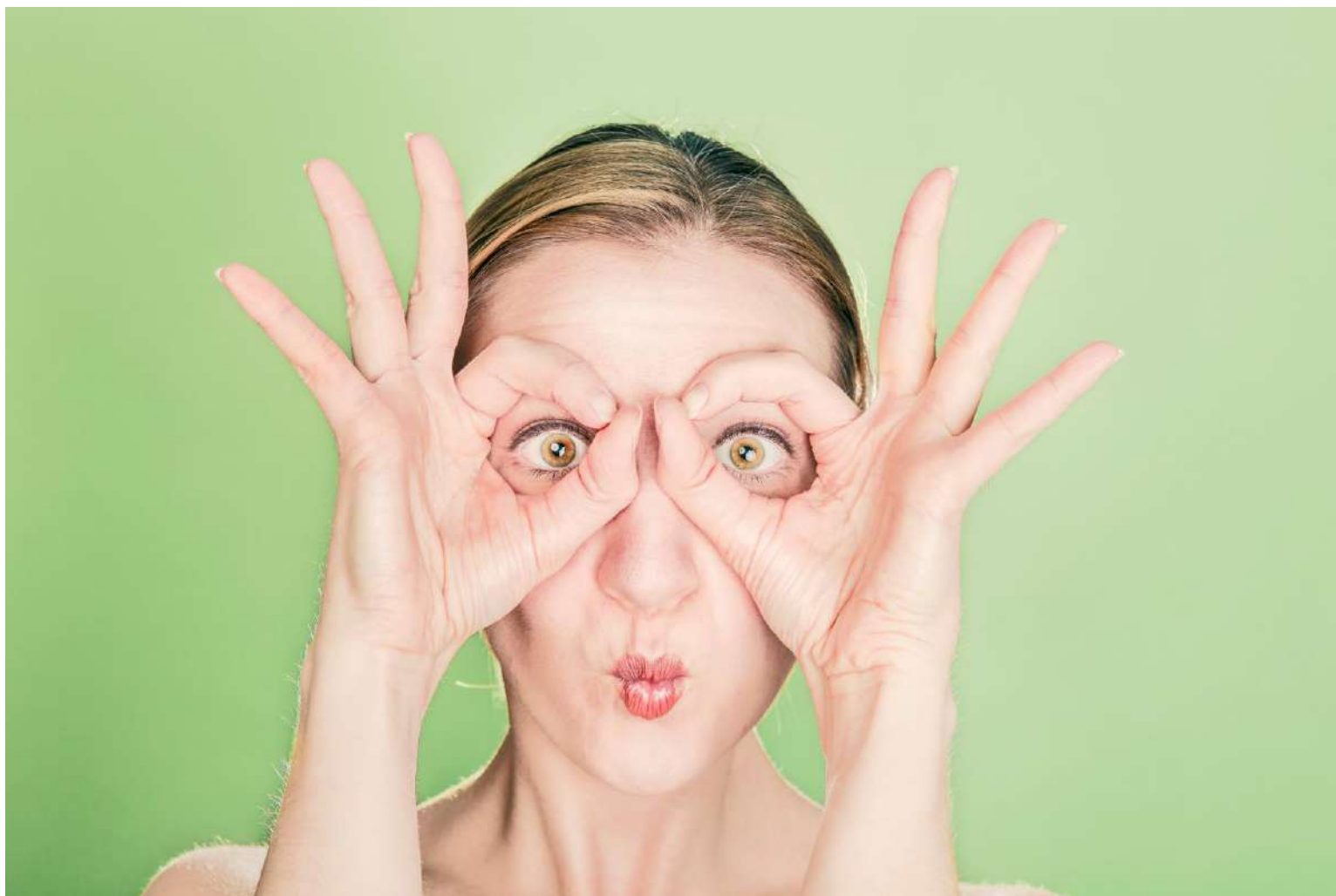
# TOP 5 WEBSITE TRENDS FOR 2020

- 1. Minimalism - Oversize Lettering - Bold Colours - White Space**
- 2. Animation - Microinteractions**
- 3. 3D Modelling & Rendering**
- 4. Chatbots**
- 5. Voice Interaction**

# A FEW TIPS & RESOURCES



# IMAGES



# STOCK IMAGES



Search free high-resolution photos

Collections Explore ...

Su

Editorial | Wallpapers Textures & Patterns Nature Current Events Architecture Business & Work Film Animals Travel Fashion Food & Drink Spirituality

## Unsplash

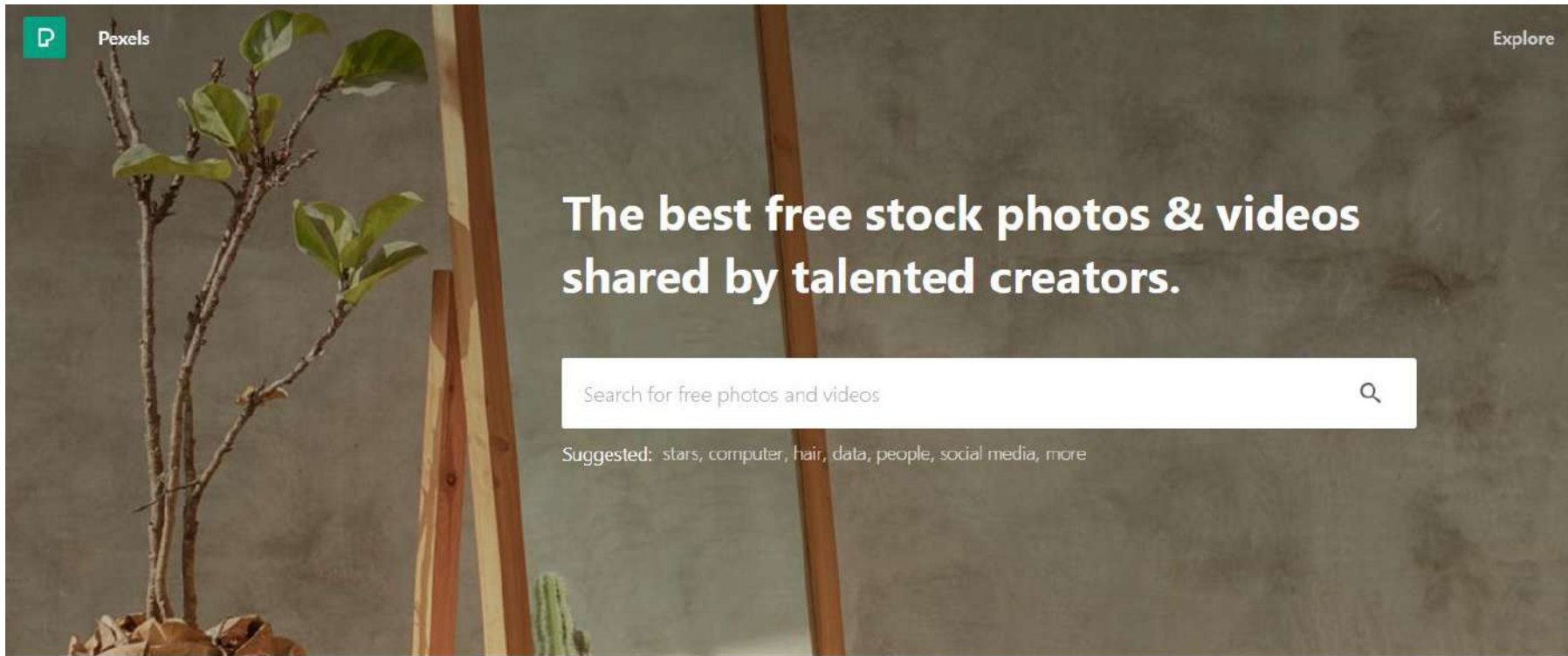
The internet's source of freely usable images.  
Powered by creators everywhere.

Search free high-resolution photos

Trending: flower, wallpapers, backgrounds, happy, love



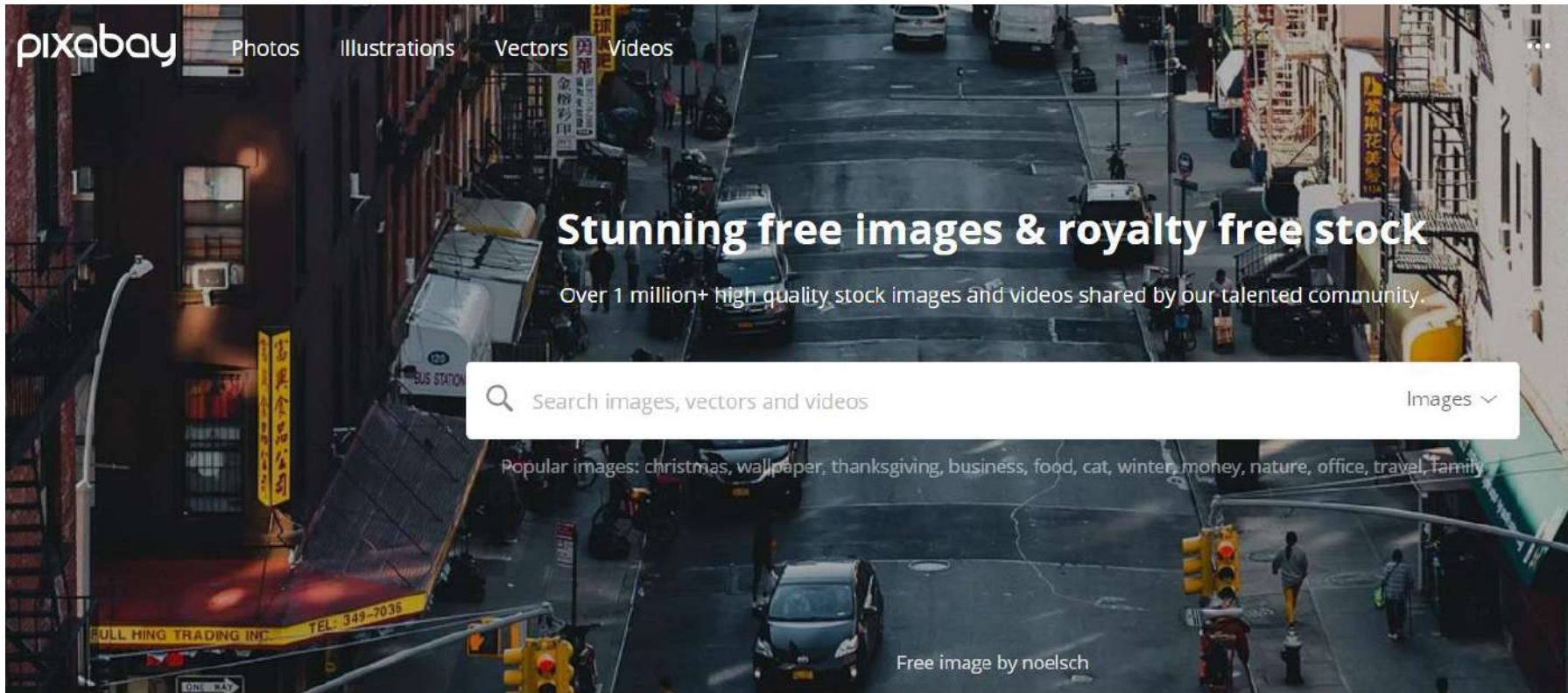
# STOCK IMAGES

The image shows the top section of the Pexels website. On the left, there is a small green square with a white 'P' logo, followed by the word 'Pexels' in a sans-serif font. In the top right corner, the word 'Explore' is written in a smaller font. The background is a photograph of a small potted plant with green leaves and a cactus, set against a textured, greyish-brown wall. In the center, there is a large white text block that reads 'The best free stock photos & videos shared by talented creators.' Below this text is a white search bar with the placeholder text 'Search for free photos and videos' and a magnifying glass icon on the right. Underneath the search bar, there is a line of suggested search terms: 'Suggested: stars, computer, hair, data, people, social media, more'.

Free Stock Photos [Trending](#) | [New](#)

An advertisement for Customology. It features a dark background with the word 'Leader' in a small font above a stylized logo consisting of three concentric circles. To the right of the logo, the word 'CUSTOMOLOGY' is written in a large, bold, white sans-serif font. Below the logo and text, the word 'TOP' is partially visible in a large font.

# STOCK IMAGES



pixabay Photos Illustrations Vectors Videos

## Stunning free images & royalty free stock

Over 1 million+ high quality stock images and videos shared by our talented community.

Search images, vectors and videos Images ▾

Popular images: christmas, wallpaper, thanksgiving, business, food, cat, winter, money, nature, office, travel, family

Free image by noelsch



# STOCK IMAGES

 Gratisography

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## Quirky, Creative, Always Free Photos.

The world's quirkiest collection of free high-resolution pictures, comprised of the world's best, most creative images - photos you just won't find anywhere else. All [completely free](#) to download without copyright restrictions.

Browse our photo [categories](#) or search for something specific below.



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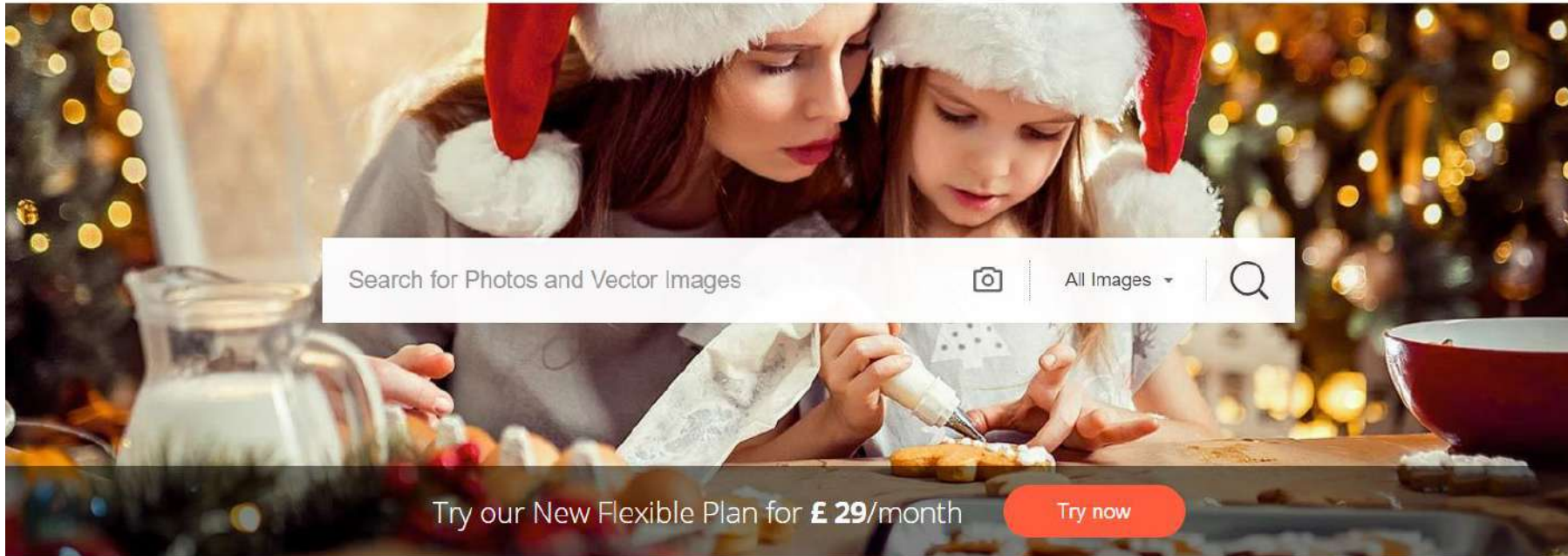


# STOCK IMAGES



Register Account

Log In



## Royalty-Free Stock Photos, Vector Images and Videos

Download more than 130 million high-quality royalty-free stock images and high-definition footage – at the best prices – to fill all your creative needs.

Amazing photos & pictures

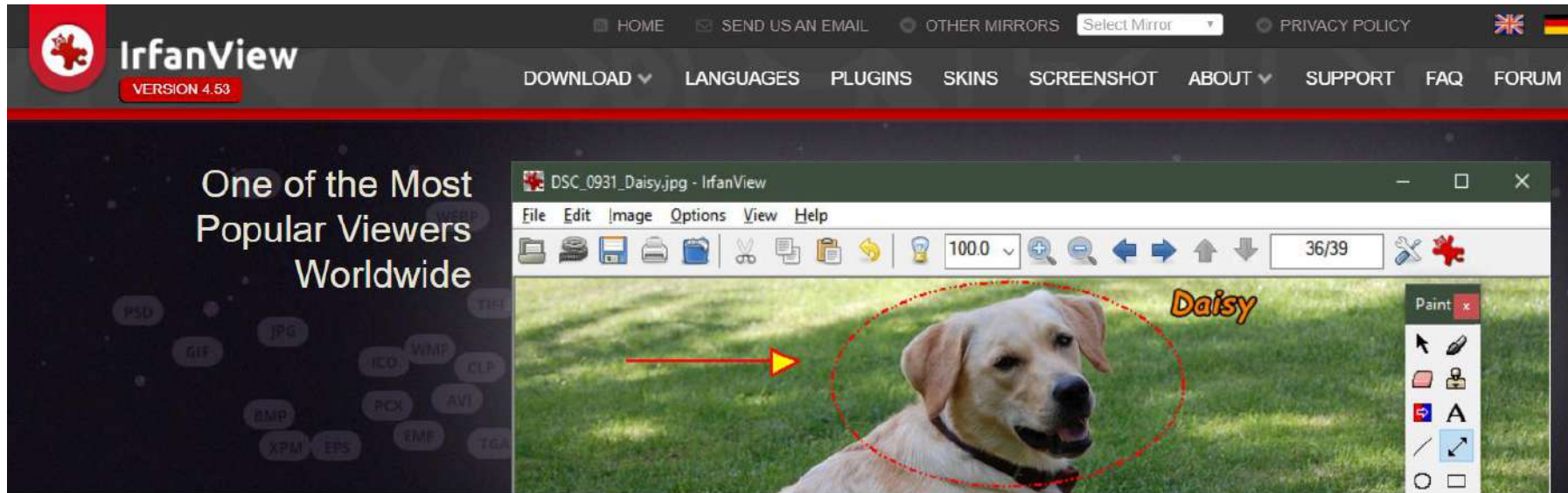
Illustrations, Vector Art and Backgrounds



# IMAGE EDITING



# IMAGE EDITING



[www.irfanview.com](http://www.irfanview.com)

## IRFANVIEW GRAPHIC VIEWER

- ▶ Fast and compact ( just 3 MB )
- ▶ Freeware for non-commercial use
- ▶ Supports Windows XP, Vista, 7, 8, and 10
- ▶ 32 and 64 bit version
- ▶ Multi language support
- ▶ Unicode support
- ▶ Designed to be simple but powerful

[More informations about IrfanView](#)

GET IRFANVIEW (VERSION 4.53)

The program is available in 32 and 64 bit.  
Which version should I download?  
[See 64-bit info.](#)

32-BIT	64-BIT
<a href="#">DOWNLOAD</a> Current version 4.53	<a href="#">DOWNLOAD</a> Current version 4.53

USEFUL PARTNER SITES

Stempel bestellen:  
[www.stempelservice.de](http://www.stempelservice.de)

scams.info:  
[www.scams.info](http://www.scams.info)

Lunacy, Sketch for Windows:  
[icons8.com](http://icons8.com)

Top 5 UI/UX design agencies:  
[uxplanet.org](http://uxplanet.org)



# IMAGE EDITING

HOME

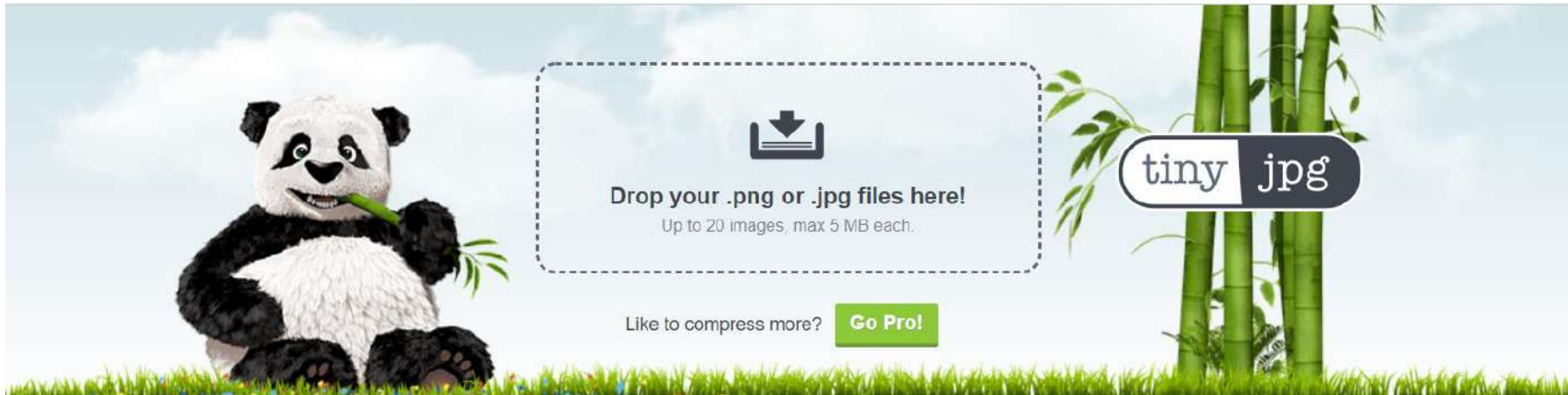
PHOTOSHOP

DEVELOPER API

THIRD-PARTY

ANALYZER

LOGIN



<https://tinyjpg.com>

## Smart JPEG and PNG compression

More than 1 billion JPEG and PNG images optimized and still counting!

### What does TinyJPG do?

TinyJPG reduces the file size of your JPEG images. Every uploaded image is **analyzed** to apply the best possible JPEG encoding. Based on the **content of your image** an optimal strategy is chosen. The result is a

### Why should I use TinyJPG?

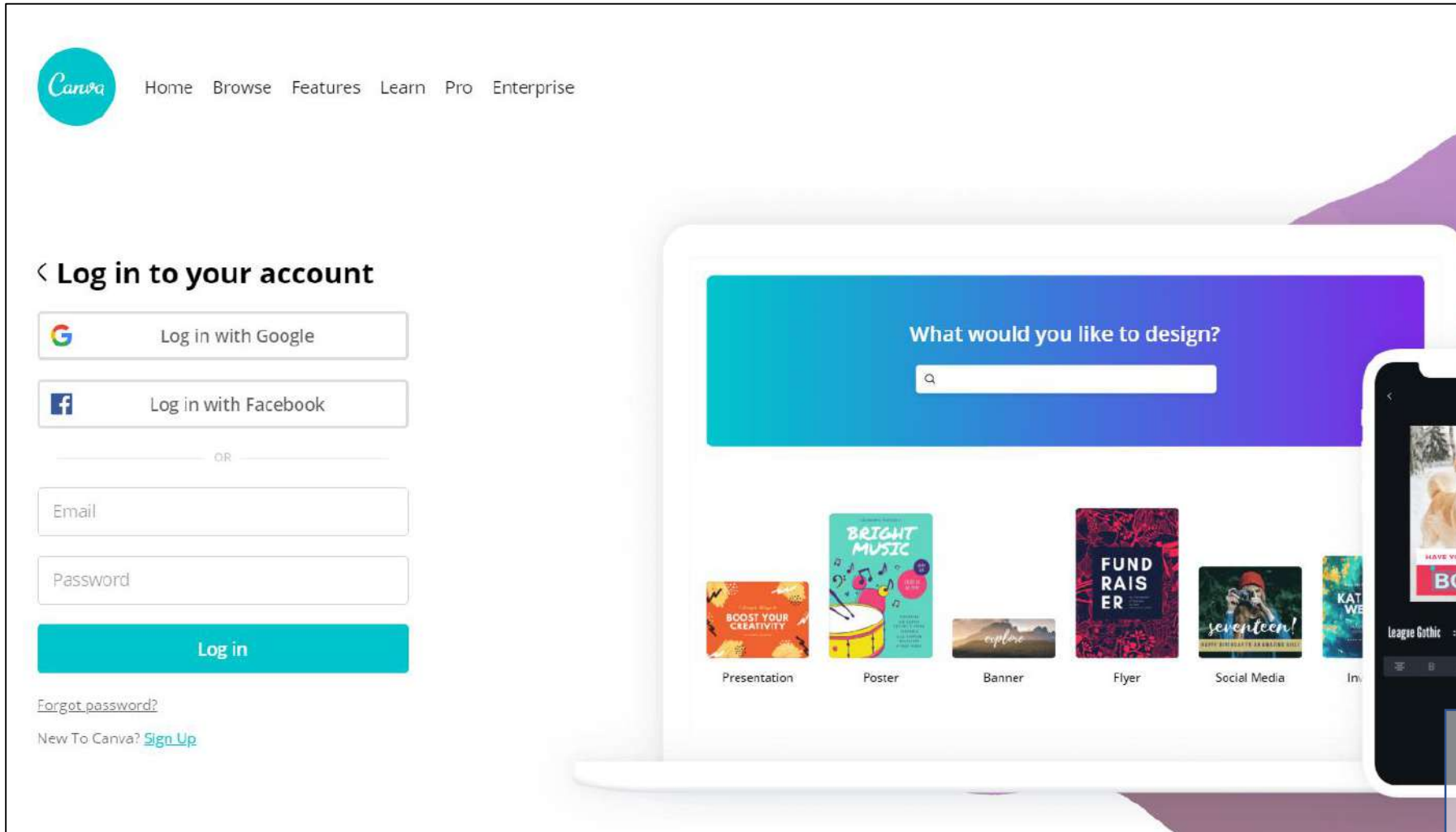
JPEG is the most popular format for photos on your websites and apps. Many JPEG files do not use optimal compression, wasting valuable bytes. Balancing **quality** and **small file size** used to be a time consuming task

### Create perfect thumbnails

The API now **resizes** images intelligently! Whenever you change the **aspect ratio**, **smart cropping** removes the boring bits.



# IMAGE EDITING



[www.canva.com](http://www.canva.com)

 CUSTOMOLOGY

# IMAGE UPLOADING



File name: Theres-More-in-Todmorden-Launch-Event-with-Todconnect.jpg

File type: image/jpeg

Uploaded on: 24th September 2019

File size: 60 KB

Dimensions: 770 by 513 pixels

Alternative Text

There's More in Todmorden Launch Event with

[Describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title

There's More in Todmorden Launch Event with

Caption

Description

Uploaded By

Alan Rogers

Uploaded To

[There's More In Tod](#)

**Change the 'file name' of the image with an accurate descriptive before uploading to your website**

# FONTS



# FONTS

FontPair

Search font pairings

Typography Resources

Featured Pairs Sans-Serif/Serif Serif/Sans-Serif Sans-Serif/Sans-Serif Display/Sans-Serif Display/Serif Serif/Serif Sans-Serif/Monospace Mo

Unlimited Downloads: 1,000,000+ Fonts & Design Assets by  
envatoelements

Freebies Design Assets

Web Fonts Fonts

UI/UX Kits Graphic Templates

mailchimp

Track and manage your marketing campaigns from your phone.

Featured Font Pairs

CUSTOMOLOGY

<https://fontpair.co>

Max of 2/3

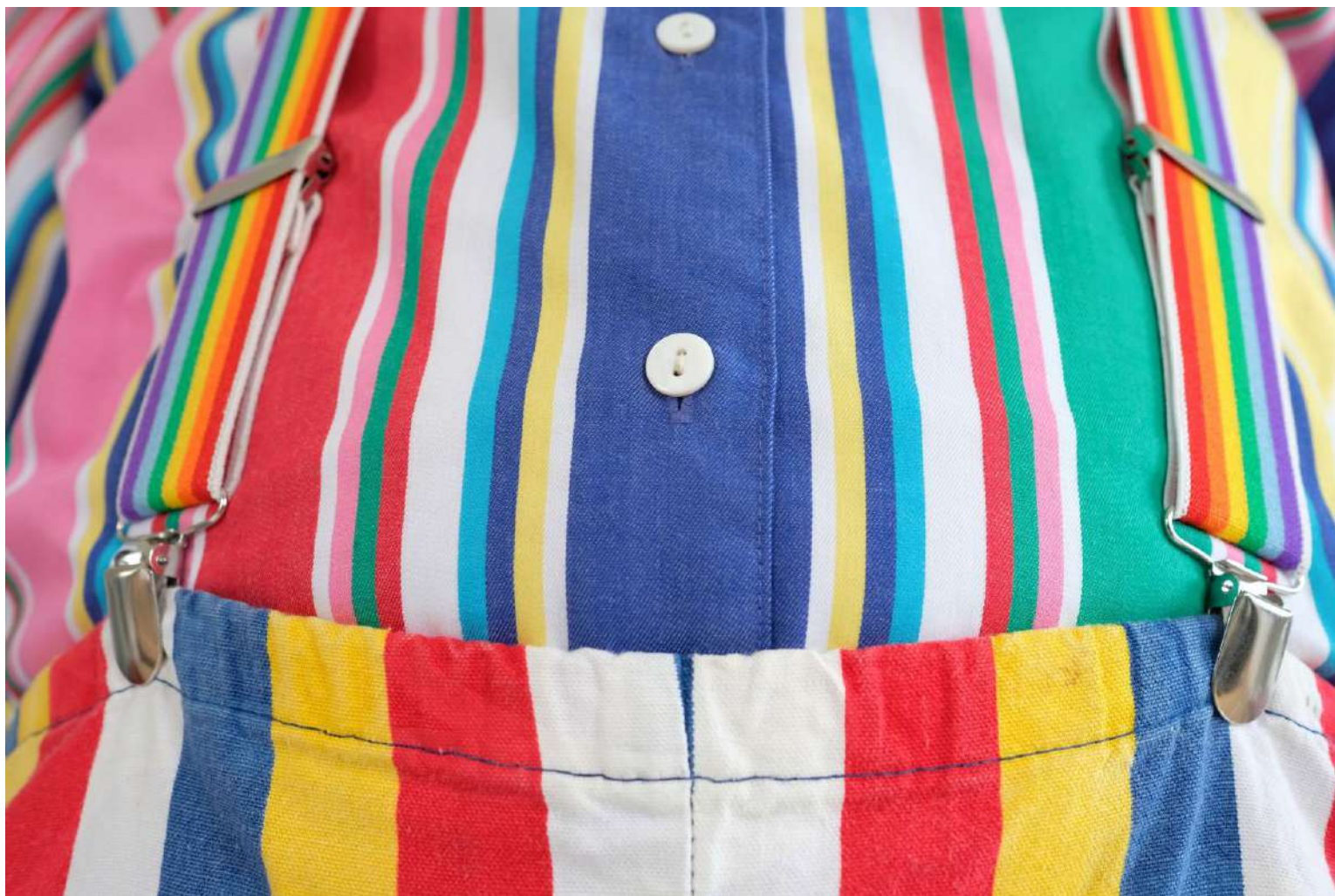
- Heading

- Body

- Other - Menu, Footer, Buttons etc



# COLOURS



# COLOURS

COOLORS + SKILLSHARE 2 months free classes >

Generate Explore iOS App

## The super fast color schemes generator!

Create, save and share perfect  
palettes in seconds!

Start the Generator, it's free!



iOS App



Adobe



<https://colors.co>



# OUTSOURCING



# OUTSOURCING

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Messages

Sa

Graphics & Design

Digital Marketing

Writing & Translation

Video & Animation

Music & Audio

Programming & Tech

Business

Lifestyle

www.fiverr.com

Hi Alan,

Get offers from sellers  
for your project

Post a Request

## Mobile Design Inspiration

And so much more. Get inspired on Fiverr Discover



MADE C  
by: pauc

### Welcome Back! Continue Browsing

Brov

Same Day Deliveries!!!



twelvepixels  
Level 1 Seller



cyrilaro  
Level 1 Seller

EDIT YOUR LOGO?

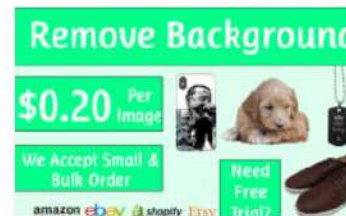


100% SATISFACTION GUARANTEED

ultrakhan22  
Level 2 Seller

Remove Background

\$0.20 Per Image

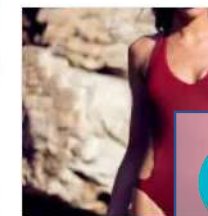


We Accept Small & Bulk Order

Need Free Trial?

amazon ebay shopify Etsy

asifhassanantue  
Level 2 Seller



harrisd467

CUSTOMOLOGY

# IN CONCLUSION...

If people are looking to find out more about you online then it all *(usually)* starts with your website.

People now have an expectation of the way a website should look and function and they will form an opinion on yours – and with it your business – very quickly.

To your visitors, your website is a reflection of your business and their perception of you will be affected by it. It is the standard bearer for you and your services in the online world.





**CUSTOMOLOGY**



**ALAN@CUSTOMOLOGY.CO.UK | 07773 430921**

