

## Welcome to Vault

Vault is a storehouse of valuable knowledge and ideas, brought to you by Versa. It's a place to come and rest for a while, explore concepts, share thoughts, be inspired and absorb observations and opinions. We are continually adding articles and reviewing new and interesting places that inspire creativity to entice you to visit often. Venture into Vault for insights and eclectic delights.

Volume 2/February 2002

WELCOME TO VAULT  
STRATEGIC PARTNERS  
E-MARKETING TIPS  
TYPOGRAPHY  
COMMUNICATION

### Kathy's comment

We're now eight months on from our launch of Versa and as usual haven't been sitting idle. We're out, charging around Sydney constantly expanding our knowledge and challenging the way we do things so that we're able to push our standards of excellence even further. On that note, remember that we love to hear your comments and get your [feedback](#) on how we're rating with you.

I also want to this opportunity to introduce two new members of the Versa team; Zara Williams and Lee Miller. Zara's been busy helping me expand our business. Looking at newer and better ways of doing things. Zara comes from a multimedia background and has thrown herself wholeheartedly into the new world of Versa. Lee Wilson has joined us as our new studio manager. Lee brings specialised managerial skills and experience to Versa and is busy familiarising himself with the studio as we speak!

Now back to the drawing board, with a couple of things:

I just want to remind you (in case you could ever forget) that it's coming up to that annual report time again and we'd just like to nudge you that Versa has a huge amount of experience in this field. [Click here](#) to have a look at our impressive annual report portfolio. Or to make an appointment with me just contact [kathy@versacreative.com.au](mailto:kathy@versacreative.com.au)

Meanwhile, if you want to see some of our most recent projects, then [click here](#).

And finally, we hope you enjoy the second edition of Vault!

**Kathy Wong**  
Managing Director, Versa

## Strategic Partners

### BUILDING TRAFFIC

1. LIST YOUR SITE WITH DIRECTORIES AND SEARCH ENGINES
  2. DEVELOP A STRATEGIC LINKING PLAN
  3. USE PR TO PROMOTE YOUR SITE
  4. PURCHASE BANNER AND EZINE ADVERTISING
- BUT WHAT IF YOU HAVE A LIMITED BUDGET AND LIMITED TIME?

Volume 2/February 2002

WELCOME TO VAULT  
STRATEGIC PARTNERS  
E-MARKETING TIPS  
TYPOGRAPHY  
COMMUNICATION

Katrina Drewer of Creative Thinking shares her views on Marketing matters on the internet.

If you want visitors to find your Website, then you need to let them know it exists which can be easier said than done. You can do this through search engine registration, reciprocal linking, online and offline networking, and traditional forms of promotion, such as PR and advertising.

### Building traffic

The real question isn't how do you build traffic to your site, but how do you build good, qualified leads.

There are three primary ways in which people find you on the Web: search engines, links and promotion.

#### 1. List your site with directories and search engines

When budgeting your Website construction and ongoing maintenance, earmark funds for search engine registrations, content updates and then further regular (ie. weekly) search engine follow-up. This is an ongoing rather than a once off process. Done well it will reap dividends, especially if your competitors are not doing it.

The objective is to appear in the top 20 positions of the best search engines because people rarely scroll past two pages of results.

- First of all, design the site in a "search friendly" way. That means making sure your designers know how to write the code for your pages in such a way that it's easy for sites to index and find the words you want them to find;
- Register with all the major search engines through a manual submission process - the automatic or free services are not really worth the time - remember there is no such thing as a free lunch;
- Register with specialty search engines and search sites, otherwise known as Directories;
- Review content regularly to ensure it reflects your key words and always make sure you use key words that people will enter when searching for your product or service rather than providing a descriptive sentence.

#### 2. Develop a strategic linking plan

In addition to search engines, people will find you using links from advertisements on other sites. The strength of the Web is the links BOTH within and between sites.

Links come in two forms: paid and free. Paid links are a form of advertising and generally are not reciprocal.

Free links, on the other hand, generally are reciprocal. So:

- Develop a list of potential paid links and free links;
- Take advantage of as many free listings as possible eg Austrade online, open directory, green pages, etc.;

Volume 2/February 2002

WELCOME TO VAULT  
STRATEGIC PARTNERS  
E-MARKETING TIPS  
TYPOGRAPHY  
COMMUNICATION

- Develop reciprocal links with industry and trade organisations. It's often worthwhile to pay for listings in trade directories as they will bring you targeted traffic;
- Join a Banner Exchange program - in the early days this may be a way to boost traffic eg.  
<http://www.linkexchange.com>,  
<http://www.earthlink.com.au>,  
<http://www.ozrefer.com>

But remember, once you get them to your site, your job's not over. You've got to work on making sure they keep coming back. back to top

### 3. Use PR to promote your site

- Target ezines with informational articles. The article must pertain to their business not just be a glorified advert. Include your email and Web address;
- Issue news releases. back to top

### 4. Purchase banner and ezine advertising

Targeted banner placement and the right advertising buys in ezines can drive qualified prospects to your site:

- Banner ads for the first two months of your campaign can boost name recognition when used as part of an integrated marketing program. Expect to pay \$10-\$40 per thousand people who see the advertisement and achieve a click through rate of 0.5% to 1%. Media brokers are best to consult here;
- Advertisement swaps with other ezine publishers are a lower cost alternative. The best way to find them is to look for non-competitive lists that target the same market. back to top

## But what if you have a limited budget and limited time?

There is much that can still be done. Here are a few things that you can do yourself or for a relatively low cost:

1. Keep your emails content fresh with regular updates, current information.
2. Add an eye-catching signature tag at the end of your email.
3. Participate in online discussion lists regularly, also using your signature tag. Viral marketing relies on chat rooms, Web boards and special interest groups.
4. Add your URL and email address to all written materials (business cards, letterhead, brochures, publications, products, etc.), and include it in all advertising. Your Web address should be as widely available as your telephone number.
5. Tell your friends about the Website. Word of mouth is very powerful.
6. Send out announcements about your Website, and send out news and updates.
7. Produce an e-mail-based newsletter of interest to your target audience. It is a great way to build your brand, advertise sales promotions, develop a lead database and craft an "expert's voice" in your industry.

The important thing to remember is that the medium maybe new, but marketing still matters.

Katrina Drewer is a principal of Creative Thinking Asia Pacific, a marketing and communications consultancy based in Sydney. To subscribe to our free monthly newsletter visit [www.creative-thinking.com.au](http://www.creative-thinking.com.au)

## E-marketing tips

DESIGN & CONTENT  
INFORMATION/COMMUNICATION  
ACCOUNTABILITY  
SEARCH ENGINE

Volume 2/February 2002

WELCOME TO VAULT  
STRATEGIC PARTNERS  
E-MARKETING TIPS  
TYPOGRAPHY  
COMMUNICATION

### Design and content

- Ensure your design carries a strong theme/flavour that shows your company knows what it's doing extremely well.
- Keep the copy succinct and keep the pages short. So that the frame holds pretty much all the information you want to convey and the scrolling is kept for subsequent information.
- Ensure there's a clear index available throughout the website so that each page can link to the rest of the website elements not just to home and key categories.
- Photography of staff needs to be exceedingly creative to be worthwhile.
- Dependent upon your budget, Flash or an equivalent software can be used to provide a more interactive, dynamic site.

### Information/ communication

- Provide a PDF facility so the pages can be downloaded in a presentable format.
- There should be an email capture button on every page.

### Accountability

Software needs to be trackable so you can discern between numbers and unique visitors. This is still very much a guessing game but at least one that you can start forecasting by. See Bill Winett's article Tracking Your Visitors at webmonkey/e-business.

### Search Engine

- The website should be registered on Google and Northern Light as they are the largest.
- The descriptor should be key words not a sentence in order to facilitate and maximise hits. This should be checked regularly in order to ensure that this is being maximised.
- Framed sites can stop the effectiveness of search engines as the search only covers the framed area. But if the website has been constructed with include files this then allows the search of the entire website.
- Register a number of .com's covering variations in your name and your service/product offering which are then programmed to come back to your website.

## Typography

THE NEED FOR SMOOTH PIXELS  
BROWSERS STILL HAVE A LOT TO ANSWER FOR  
THE BUILDING BLOCKS  
HOW DO I LOOK?  
LOOK! THERE'S MORE  
WHERE AM I?

Volume 2/February 2002

WELCOME TO VAULT  
STRATEGIC PARTNERS  
E-MARKETING TIPS  
TYPOGRAPHY  
COMMUNICATION

Typography is the art of laying out a page using type to achieve legibility and readability. For most of us, often without a second thought, a certain typeface evokes certain connotations, memories and even products! With the use of website fast expanding the need for legibility and fast intake of information has become even more important, but many of the rules are still being made and, for that matter, being broken!

Add to this that you need to remember when laying out a web page from a typographical perspective that the rules associated with type were developed for print and not for website.

Though many of these rules are still relevant, here are some thought provoking considerations:

- There's a Pandora's box of variables that affect your types appearance including operating system, browser, window size, font, set of installed fonts and graphics hardware.
- You're now working with a landscape rather than a portrait format and therefore only about half the material that is visible at any one time on a printed page is visible on the web page;
- You have less control over the font and for that matter over the formatting;
- Fine detailed fonts dont work well because of the screen pixel resolution and so this slows the r eading speed down by about 30%;
- This means that readers tend to

scan the information and retention is reduced by as much as 50% of its printed counterpart.

So the number one rule still remains the same. The page must be legible, and able to be easily read. Then we can start considering the matter of appearance. For language is capable of conveying more information, more flexibly than any iconic system.

### The need for smooth pixels

With the increased accessibility and pervasiveness of digital devices such as computers, PDAs, cell phones and digital projectors has come the availability of "on-screen only" applications for type. Unfortunately legibility is limited by their screen resolution capability (measured in pixels). Then there's the issue of "anti-aliasing" to provide the illusion of smoothness for on-screen type. This works by filling in the jagged shapes around curves in letterforms with lighter pixels, tricking the eye into seeing a smoother outline. However, legibility is again compromised when dealing with such letterform elements as thick and thin strokes of serif typefaces, especially at lower screen resolutions.

The solution has been "pixel fonts" which have been specifically designed for digital display. These are legible even when displayed at a smaller size as there's no smoothing needed. This has in itself been an interesting development not dissimilar to the evolution of type by printers in the 15th Century - only faster!

Volume 2/February 2002

WELCOME TO VAULT  
STRATEGIC PARTNERS  
E-MARKETING TIPS  
TYPOGRAPHY  
COMMUNICATION

## Browsers still have a lot to answer for

Up until recently, the myriad ways browsers handled type meant that designers were given limited control over how text appeared online. With the introduction of Cascading Style Sheets (CSS) the designer has again achieved some measure of control. While HTML allows for the specification of only font family, relative size, and basic font styles, CSS specifies exact size increments, word and letter spacing, line-height, and degrees of boldness. There are still variations between browsers and platforms, but it is now possible to create more consistently readable Web pages.

So when CSS2 positioning is fully enabled in the major browsers, it will be possible to specify your page layout. So that pages will appear with the specified font, and with the specified formatting.

## The building blocks

Going back to basics is a precedent. With the limitations of the browsers and screen resolutions, let alone what fonts the reader has on their computer, we need to focus on legibility and accept that only a small selection of fonts are going to work well at this stage to achieve higher readability.

But as we know choosing a font is simply the beginning, then there's the issue of leading to ensure we keep that legibility thing going.

Add to this the issue of optimal line length from a physiological and typographical stand point. The eyes can easily scan a width of about 6 inches from a foot and a half away, without moving the head. But if the width is greater than this the head starts to move while scanning the line and this slows down reading as lines get skipped or re-read. So long lines need to have increased

leading. This factor is one of the main reasons why reading on the computer screen is about 30% slower than reading the printed page.

And finally to the matter of paragraphs. This again needs to be constructed differently on the web to its more traditional counterpart. It needs to fit on a single screen rather than a single page. Therefore its going to be 50 to 66% shorter in content than its print equivalent. back to top

## How do I look?

For the website, colour is exciting because unlike its print counterpart, its not expensive. It can be used to introduce paragraphs, highlight words, articles of interest and even reflect mood - and thats just for starters. But again, you need to consider the font chosen, leading, and word and letter spacing. And then not abuse all these choices as the result can be pretty scary.

## Look! Theres more

This is where scrolling comes into itself. Each screen can provide as much or as little information as can be readable, but the opportunity to scroll needs to be made easy.

## Where am I?

Because there's no numbering on a screen it's a good idea to allow the reader to orientate themselves. Keep the information short and easily scrollable, provide a good table of contents, a good index and/or series of links as well as a series of numbered sub headings.

These again need to be clearly set up to indicate a fresh screen or topic or further information so that the user can confidently navigate your website and actually find the information theyre after.

## Communication

WE'VE BEEN SURFING THE WEB AND HAVE FOUND SOME ARTICLES THAT WE THINK MAY BE OF INTEREST TO YOU:

Volume 2/February 2002

WELCOME TO VAULT  
STRATEGIC PARTNERS  
E-MARKETING TIPS  
TYPOGRAPHY  
COMMUNICATION

### 1. 10 Mistakes in Site Planning by Steve Franklin, Web Review at

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

Measured in Internet time, the Web is a fairly old and established technology. By now, you would think we'd know how to build Websites with the balance of aesthetics and functionality that meets our audience's needs. Somehow, that isn't always the case..

### 2. Bill Winett's article Tracking Your Visitors at

[hotwired.lycos.com/webmonkey](http://hotwired.lycos.com/webmonkey)

So you've created the ultimate Website, and now you're sitting back watching your hit counter go wild. You may ask yourself, "I wonder how many pageviews my help page is getting?" Problem is the best solution is still a guesstimate.

### 3. Type & Typography by Paul Neubauer at

[home.bsu.edu/prn/type.html](http://home.bsu.edu/prn/type.html)

A well-known proverb asserts that "a picture is worth a thousand words." As is often the case with proverbs, there is a grain of truth in it, but as is approximately equally often the case, this grain of truth must be taken with a grain of salt.

### 4. Privacy and your business by Judy Anne Feeney at

[www.abn.org.au/womeninbusiness/newsletterissue16/judyanne\\_feeny.html](http://www.abn.org.au/womeninbusiness/newsletterissue16/judyanne_feeny.html)

The new Privacy Amendment (Private Sector) Act 2000 came into effect for most private sector organisations on 21 December 2001. By complying, have you had to change how you source information from people?