Step 12 - Sample Interactive Design Spec

1. **Web Page Layout and Interactive Design Spec**
    a. <u>Terminology and Interactive Design Overview</u>
    b. There are 2 hand- marked-up "current pages" with numbers that relate to this "Terms Key":
        i. "<u>Header</u>" and "<u>Banner</u>" are used interchangeably
            1. Banner / Header and Footer of each page
                a. Make the header slightly larger to accommodate the phone number / email link
        ii. NEW "<u>phone number / email lin</u>k" GOES IN BOTH <u>header and footer</u> copy
            1. In the header it goes under the logo and in the footer on the bottom left as in the Kabeelo design
                a. The copy for the header/footer phone number / email link is:
                    i. "For more info call 1-408-733-4197 or email <u>info@strategic-reports.com</u>
                b. Unlike Kabeelo, the email link in both the header and footer will not activate the visitor's email program write screen
                    i. Instead, and in order to track emails from the Website more accurately, the <u>email link button</u> the email link button will go to an on-site <u>special page</u> that can be monitored by <u>Awstats</u> and Google Analytics. See also #4 below re/ email.
                c. This will be a standard Interactive design feature for all Web Designs.
                    i. Our policy is that people should be able to respond from anywhere with minimum clicks or scrolling
        iii. NEW 3-row "<u>Main NavBar</u>" = <u>Top NavBar</u> used interchangeably
            1. Height and font size
                a. Use fonts the same size as Kabeelo. [Now, they are too small]
            2. The site will have multiple Main NavBars in the style of Kabeelo.
        iv. Expanding to 14 buttons from 9
        v. There are 11 NEW "<u>Main NavBar Landing Pages</u>" and many new <u>Sample Pages</u>
            1. There are 11 <u>NEW Home pages</u> for "Services" specified with URLs below.
            2. Each of the 11 Services on the Main NavBar links [Buttons #2 through #12] links to a "Service Home page" [e.g. "<u>Web Design Home</u>"]
                a. Each <u>Service</u> is described in <u>Page Copy</u> for that <u>Service's Page</u>
                    i. <u>Page Copy</u> for <u>Sample Pages</u> appears above that particular Service's <u>Page Image</u> on that <u>Services Home page</u>
                b. When <u>Instructions</u> are mixed in with <u>Page Copy</u> –
                    i. The instructions will be in red
                c. Heads and Subheads
                    i. These appear as specified in the copy.
                d. Spacing
                    i. There is one space between copy
                e. When Links appear in page copy
                    i. The links will be in Blue
                f. Thus when pasting a cutting copy into HTML on pages all that needs to be done is to eliminate the red instructions and you will be left with the copy and the links – which of course will need to be activated.
            3. With Services, Customers and Contact this makes #14 Main NavBar pages
            4. The first button on the 11 Services Buttons is always the Service Home Page. [e.g. "Web Design Home" is the first link in the drop down menu for the "Web Design" button; "<u>Campaigns Home</u>" is first for Campaigns etc.
                a. The style is that of <u>http://www.hds.com</u> [Check it out]

    5. The "Services Home pages" are designed to be "<u>Landing Pages</u>" for Google AdWords campaigns and also for "<u>back linking</u>" we will do

 vi. NEW "<u>Drop down menu links</u>" are the links that drop down from the "Button"
    1. NEW "<u>drop down menu links</u>"
      a. These are the indented items under the button name
      b. They should be in the style of www.hds.com [Check it out]
    2. The "drop down menu links" should appear when the "cursor hovers" over a Top NavBar buttons.
    3. "Drop Down Menu Links" appear in "**Publications List for Joey**" and in #6
    4. Style of the "drop down menu links" is = http://www.hds.com
      a. In other words same font size as button copy
    5. Specs in table below for the "drop down menu links"

 vii. "<u>Left column list of links</u>" [or just "<u>Links List</u>"] **use the same terms** as the "drop down menu links" [e.g. SAG I is a link in Content Offers drop down menu and is also a Left Column Link. [i.e., The "Left Column List of links" = the "drop down menu link"
    1. This allows site <u>visitors</u> to have multiple ways to go to a Page describing a sample of the service.
    2. This allows visitors to more easily navigate from a Services Home page.

 viii. "<u>Left Column Images Links</u>"
    1. All <u>Image Links</u> are the first page of a document
    2. The <u>Image Links sequence is:</u>
      a. the same from top to bottom as the "List of Links"
      b. The same as the Pubs List.

 ix. <u>Top Image Link</u>
    1. The Top Link is abbreviated "T"
    2. The Links List appears below the Top Image on the left NavBar
    3. Other Image Links will be under the "Links List" on the left NavBar
      a. Other Image Links will continue from left to right across the page under the copy and images [if any] on a Services page.
      b. Other Image Links will not appear on Sample pages
        i. As in the current design

 x. "<u>On-page Links</u>"
    1. Some pages [like Services Home, Web Design Home, Campaigns Home have On-page Links which are links that do not appear in the Drop Down Menu or Image Links

 xi. "<u>NEW Graphics</u>"
    1. There is one NEW Graphic used three ways [**See Comp**] in the Services, Web Design and Campaigns Home pages.
      a. Subduing or ghosting is the graphic arts treatment to make an object just barely noticeable or to appear as a ghost.
        i. On the Services page neither ring in the graphic is ghosted
        ii. On the Web Design page the bottom ring is ghosted
        iii. On the Campaigns page the top ring is ghosted.
        iv. So there is one NEW graphic and +2 easy to create versions
      b. The style is in the style of the file on the CD titled MSC Title Page]
      c. Strategic Website Optimization Process]The Top Ring]
      d. Campaign Optimization [The Bottom Ring]
      e. The Integrated Campaign Marketing Optimization Process [Both Rings]

 xii. "<u>Sample Pages</u>"
    1. "Samples" [of Services [i.e. the documents contracted for in the service or the Web designs etc] are downloadable or linked from the Drown Down Menus OR from the "Links List" on the "Services Home Page" or the "Image Link" on the

2. There are three ways to get to a sample
   a. The Drop Down Menu
   b. The List of Links
   c. The Image Link
3. Samples are also accessible by clicking the "Image Link"
4. 56 NEW Sample pages as specified with URLs, copy and images in #6
   a. Combined with 12 existing Sample Pages this makes a total of 68

xiii. "Sample Page Images" or simply "Page Images""
1. As in the current design -- on each page of a Sample there is a "Page Image" above "Page Copy"

xiv. Left Column "Page Image"
1. The "Page Image" is the same image as Left Column Image Link
2. Left NavBar Top to Bottom Stackup AND is also in the footer

xv. The Left Column NavBar appears on Services pages ONLY
1. The Left Column NavBar "Stackup" of elements from top to bottom is:
   a. Captions will appear above the top left image [T] on each Services Page
      i. Caption copy is specified below for each services page
      ii. Caption will be in red as in the current design
   b. The red caption is followed by the copy: "Click Image to Download"
   c. BELOW the "top image link" [as with the current design], will be TEXT LINKS
      i. Text Links will like to the Sample Pages for each Service.
      ii. Sample pages will be a short description of the Sample
      iii. Sample pages will have links to pdf files of the sample
   d. BELOW THE LIST OF LINKS will be "OTHER IMAGE LINKS' in descending [reverse chronological] order as specified below that tie to the Pubs List
2. When clicked either the LIST OF LINKS **or** IMAGE LINKS **or** DROP DOWN MENU links will activate a download of the sample report or the featured item.
   a. In other words there will be three ways to get to a sample and the sample page provides [via drop down menu] a one stop place to get anywhere.
   b. This is in the style of windows where there are multiple ways to get to the same file or folder.
3. All IMAGE LINKS are specified on the Document Titled **Pubs List for Joey**
4. IMAGE LINKS are always the FIRST PAGE of the document being linked to.

xvi. "Page Copy"
1. For Sample pages
   a. Is edited in hard copy markups for Existing pages
   b. Is specified in item #6 below for NEW Sample pages
2. For NEW Services pages
   a. Is specified in item #6 below for NEW Sample pages
3. For the Customers and Contact pages
   a. Is edited in hard copy markups

xvii. Link Copy Sample Page Downloads
1. All samples will have a link to a permanent pdf file or pdf of a home page using this copy To view a pdf file of this report please click here
   a. There are seven Sample Pages which will not have to be changed
      i. SAG I
      ii. SAGII
      iii. Internet Storage Architecture Guide
      iv. Software Development Architecture Guide

     v. 9900 Architecture Guide
     vi. 9900 V Architecture Guide
     vii. Thunder 9500 V Architecture Guide
   xviii. <u>URLS</u>
     1. For new Services Home Page URLs these are specified at the end of this CP
     2. For existing pages and Sample pages we are not changing URLs
     3. For new SAMPLE Page URLs they are to be determined based on the current underscore convention.
   xix. <u>Fonts and Style</u>
     1. The NavBar font size larger will be slightly larger
     2. We will minimize changes by keeping other fonts the same style and size.
     3. We will maintain the blinking lights in the logo

2. An Annotated Pubs List & CD Specifies pdf Download Samples
   i. This Change Package [CP] goes with and annotated "Publications List for Joey"
     1. This is an annotation of the Strategic Reports Pubs List
     2. It specifies the source of all downloads for samples
      a. File cross references to the CD appear in "Pubs List for Joey"
     3. The Top left Image on each page is marked "T" in the Pubs List for Joey.
     4. The left Image links and Links List on each page appear in this sequence which is reverse chronology. [Unless specified by choosing a document less old than the most recent as the top image.]
   ii. <u>Links for projects and interim work product deliverables</u> to be downloaded.
     1. Files for downloads are available from one of four places
      a. The file currently exists on the site and is linked from a "Sample Page"
      b. The file is on the CD titled "For Joey dated 3-17-09'
       i. Most NEW files are pdfs, some are Word
      c. The file is not on the site and not on the CD but exist as a link in the copy.
       i. In this case please download the file and make the pdf available
       ii. So even though the file can be linked through to a live Web site it should also be accessible from a <u>To view a pdf file of this report please click here</u> link on the Strategic Reports site
      d. In the case of home page images used as Image Links on the Web Design and Campaigns Services pages, the file is the <u>home page</u> of the Website
      e. Since Websites change over time I would want all home pages for the sites [i.e. PalmCall etc] to be permanent PDF files for use as the Page Image or Image Link
   iii. You can Identify the CD files by the first few letters of their file name
   iv. <u>Abbreviated File Names</u> on the CD
     1. When referenced in this CP, <u>Abbreviated File Names</u> on the CD are in red

3. Interactive Design for Conversion Analytics using an Onsite Email Link
  a. As I mentioned before I've lost track of how to access my email account when Web.com bought Interland
   i. Can you please figure this out and let me know.
  b. To track emails from the Website email link button the email link button will go to a special page that can be monitored by Awstats.
   i. The <u>info@strategic-reports.com</u> outlook admin account is now set up to forward ALL email traffic to the site to my <u>jcmcburney@aol.com</u> account
     1. This is the way I want to keep it
     2. I just want to figure out how to get to the strategic-reports email browser so I can sent out emails from my strategic-reports.com email account
      a. This email account is <u>jcmcburney@strategic-reports.com</u>

4. Current Page Changes – Deletions - Modifications
   a. Current <u>Pages to delete</u>
      i. Home Page
      ii. Benefits Page
      iii. Audiences Page
      iv. Objectives Page
      v. Creation Page
      vi. Press Page
   b. Current Page Design <u>Elements to delete</u>
      i. The top left image of the brochure with the hand
      ii. The top left copy "For a Sample Call
      iii. Reaction Technology Solutions Guide
      iv. Delete ALL of what I call "cursor hover copy" [i.e., copy that is seen when the cursor is floated over a Top NavBar button]
      v. For all the deleted pages above - this will be automatic
      vi. For the Customers Button -- delete the hover copy "Find out what our customers are saying"
      vii. For the Contact Us button -- delete the hover copy "Contact Us"
   c. Current <u>Pages to Keep</u>
      i. We will keep all pages except the Reaction Technology Solutions Guide and turn many of them into links from the "drop down menu"
         1. As specified in the "drop down menu" tables below
   d. Current Page Elements <u>to be re-grouped</u>
      i. All current image and text links on the left NavBar will be re-grouped as per the specs below [except the Reaction Technology Solutions Guide [5g above]