

What's New In Web Design

How sites designed in 2010 differ from the past

1 Huge headers that make your visitors remember you.




#2 Hand-drawn Design

- Used to personalize standard web copy in new and exciting ways
- Handwriting style is also gaining popularity



#3 Bold letters / slab typefaces

- Commonly all capital letters; bold and imposing
- Demand the reader to take notice
- Think of the old Wild West “Wanted” posters



4 Typography as a main design element

- Mixing varying font sizes together
- Try some larger, more happening fonts to make your site stand out



5 One-page Layouts / Magazine Layouts

- The “business card” look is another web design trend for future
- Give the user all info at one place
 - <http://www.creativeswitch.net>



#6 Huge Images

- Create a visual impact that the visitor won't soon forget
- Used to invite visitors in



#7 Interactive design will make a come-back

- Sites that are slightly more intuitive than in the past
- More subtle use of Flash



#8 Modal Boxes

- The popup's more sophisticated older brother
- Tool for displaying images, html content and multimedia in a Mac-style "lightbox" that floats overtop of web page – jQuery plugin



#9 Intro Boxes

- Hi, My name is...new pick up lines
- Forces you to condense who you are into a relatively small amount of space



#10 Minimalism

- Lots of white space but with bold typology and surprising color schemes
- Use white or nude background colors



#11 Better Use of Larger Monitor Sizes

Windows Resolution (96 dpi)	Viewable/ "Perfect" Size	Closest "Advertised" Size
640x480	8.3"	12" - 13"
800x600	10.4"	12" - 14"
832x624	10.8"	12" - 14"
1024x768	13.3"	15"
1152x870	15"	17"
1280x960	16.7"	17" - 19"
1600x1200	20.8"	21" or 24"

Resolution to Monitor Size Values for Windows 96 dpi Computers



Web sites are more than just an online brochure
NIFTY WAYS TO IMPROVE YOUR WEBSITE



You-Tube is the #2 Search Engine

- Adding different media to your web site increases search results – add a video to You Tube, link to your site
- Descriptive names and meta descriptions are essential

Understand and Use Meta Data

- Meta data controls how your company is presented in search results and search visibility

Active Managers Resource Center Offers Marketing Support for Investment Advisers

On this site, you will find marketing tools for investment managers who believe that successful investing requires more than buying and holding a —
www.activemanagersresource.com/ Cached - 10/1/09

- `<title>Active Managers Resource Center Offers Marketing Support for Investment Advisers</title>`
- `<meta name="description" content="On this site, you will find marketing tools for investment managers who believe that successful investing requires more than buying and holding a diversified portfolio of mutual funds and securities.">`
- ``

Optimizing the Value of Your Site

- Collect contact information – the FREE offer
 - Newsletters
 - Special reports
 - Email market updates
- Provide login access to client accounts
 - Link to your custodian's site
- Download access to forms, reports, newsletters
 - Put the printing costs on the recipient
- Links to publications and articles that publicize your firm or support your management style
 - Comply with copyright laws

Optimizing the Value of Your Site

- **Personalize your firm**
 - Page that you update regularly with photographs, company news, etc.
- **Publicize blogs, Linked-In, other online activities**
 - Two-way process. On line activities should drive traffic to your site.

Financial Communications Associates, Inc.

Linda Ferentchak, President

**3567 S. Pennsylvania Street
Englewood, CO 80113
303-989-5656**

**www.activemanagersresource.com
fcai@effectivewords.com**