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SEO/Online Marketing Tip of The Month



Meta Tags are an important part of SEO. The keywords & descriptions used on each web page should be located within the actual page content. Search engines may deduct points from a website that uses keywords which are not located in the page content.

Visit us online to find out more about [Search Engine Optimization and Online Marketing](#)

Affiliate of the Month



North American K-9 Services provides the highest quality untrained police dogs to law enforcement agencies all over the country.

Visit [NAK9 Services](#) to view available police dogs and learn more about K9s or check out

All online stores are NOT created equally. Most online stores try to accomplish the same thing, which is to sell products online; however, the way each online store goes about accomplishing that goal varies from store to store. The developers at WebDuck Designs have created several online ecommerce solutions using various "box stores" or pre-made shopping carts. With each application there are always a couple of things that could be done differently to increase security, make it more user friendly, or in many cases just make sense.

Instead of complaining about it, the developers at WebDuck Designs have created a 100% completely custom online store from the ground up. This new online store can be viewed at www.livehealthytoday.org. The new WebDuck Designs custom online store which has been named **ShoppingDuck**, is still being tweaked and modified based on user feedback. Once **ShoppingDuck** is finished, we will be able to offer clients a unique opportunity to "lease" or "rent" an online store for a low monthly fee. Not only does this new lease or rental plan help ease the burden of having an expensive online store setup, it also gives potential online retailers the ability to sell products online with a fully customized online store with no long term commitment and minimum costs upfront. For more information regarding **ShoppingDuck**, contact WebDuck Designs at 860.781.6028 or purchase some fish oil supplements from livehealthytoday.org. Further details about **ShoppingDuck** and an online demo are coming soon.

Tait Chambers

Owner, WebDuck Designs

Is Your Website User Friendly?

Website usability refers to how well visitors interact with a website. Websites with good usability allow users to surf a website quickly and easily. A website which has good usability is designed with the site visitor in mind. Websites which are focused on a visitor's expectations have a better chance to succeed.

In order to have good usability, websites should be carefully planned out focusing on visitors needs. The goals of a website should be determined in order to be designed around those goals. The needs of a website visitor should also be considered in the planning stages of a website. Placing yourself in the shoes of a visitor and going to your competitor's websites will help you determine exactly what a site visitor needs and what your site should have.



Websites vary in nature so it is impossible to generalize what makes a website have good usability. It is however possible to point out usability requirements that can be generalized for all websites. The navigation of a website is one of the biggest factors in determining usability.

Navigation on a website should be consistent throughout an entire site. The home page and inner pages of a website should all have the same or similar navigation bar links to allow visitors ease of use. If navigation bars are not consistent, visitors will get confused or frustrated which will cause them to leave your website.

Aside from navigation and links, the content on a website can also increase or decrease usability. Website content should be clear and simple. You never know who is visiting your website, so having content that is easily understood by most people is important. If a website's content has long, difficult words visitors will get confused and will probably leave the website.

[Click to Read More Factors that Affect Site Usability](#)

[Contact](#) the experts at WebDuck Designs to get a website analysis to determine visitor usability or if you are having problems with usability on your current website.

Internet Buzz Words

Not many people are very familiar with the Internet and the new vocabulary it has brought about. On the web there are many words, or buzz words as they are called, that often get thrown around and the definitions of them are not known. Below are a few common buzz words on the Internet. [Click Here](#) to read a more detailed list of buzz words:

CMS – short for content management system. CMS allows a website owner to change information on their website using a password protected administrative panel. CMSs can be premade or custom using PHP, ASP and Coldfusion. [Contact](#) WebDuck Designs to have a CMS in your website.

CSS – short for Cascading Style Sheet. CSS is a set of rules for how a website or web page is formatted. All websites built by WebDuck Designs are made using CSS. [Click here](#) to learn more about CSS.



the NAK9 police dogs in action on [YouTube](#).

[Visit Our Affiliate](#)

The Search Engine Optimized NAK9 website was built by WebDuck Designs.

Search Engine Marketing – also known as Online Marketing, are tactics that are performed with the goal of increasing traffic to a website which will in turn increase a website's ranking. Click here to read more about Search Engine Marketing.

Web 2.0 – a concept referring to the second-generation or next generation of the web. With the web constantly changing the services available online are also constantly changing. Web 2.0 web design is aimed more at creativity, the sharing of information and user collaboration. Services included in the Web 2.0 movement involve web-based communities and include: blogs, wikis and social networking sites.

[Read Full Article](#)

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