

Web Dev Redux: fixing existing sites.

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Homepage.

Too many words. A scattered, unbalance design. No meaning to images. Poor user experience choices.

(Squiggles are one stage of notes on this fix.)

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What's New The Rise of the Dynamic Web

Featured Content Solution Brief: Cache Replication with Gear6 Web Cache
Solution Brief: Scaling HTML Content with Gear6 Web Cache
Solution Brief: MySQL Caching
Customer Case Study: Answers Corporation

News and Events Register For This Upcoming Webinar: Memcached and the Rise of the Dynamic Web
Screen Cast: Open Source Tools for Memcached
Gear6 Memcached Distribution Now Available on VMware
Gear6 Recorded Webinar: Implementing High Availability Services For Memcached
Gear6 Recorded Webinar: Controlling the Addiction: Best Practices for Scaling with Memcached (a.k.a "Crack for Developers") & the LAMP Stack

What can go wrong?

Common problems include:

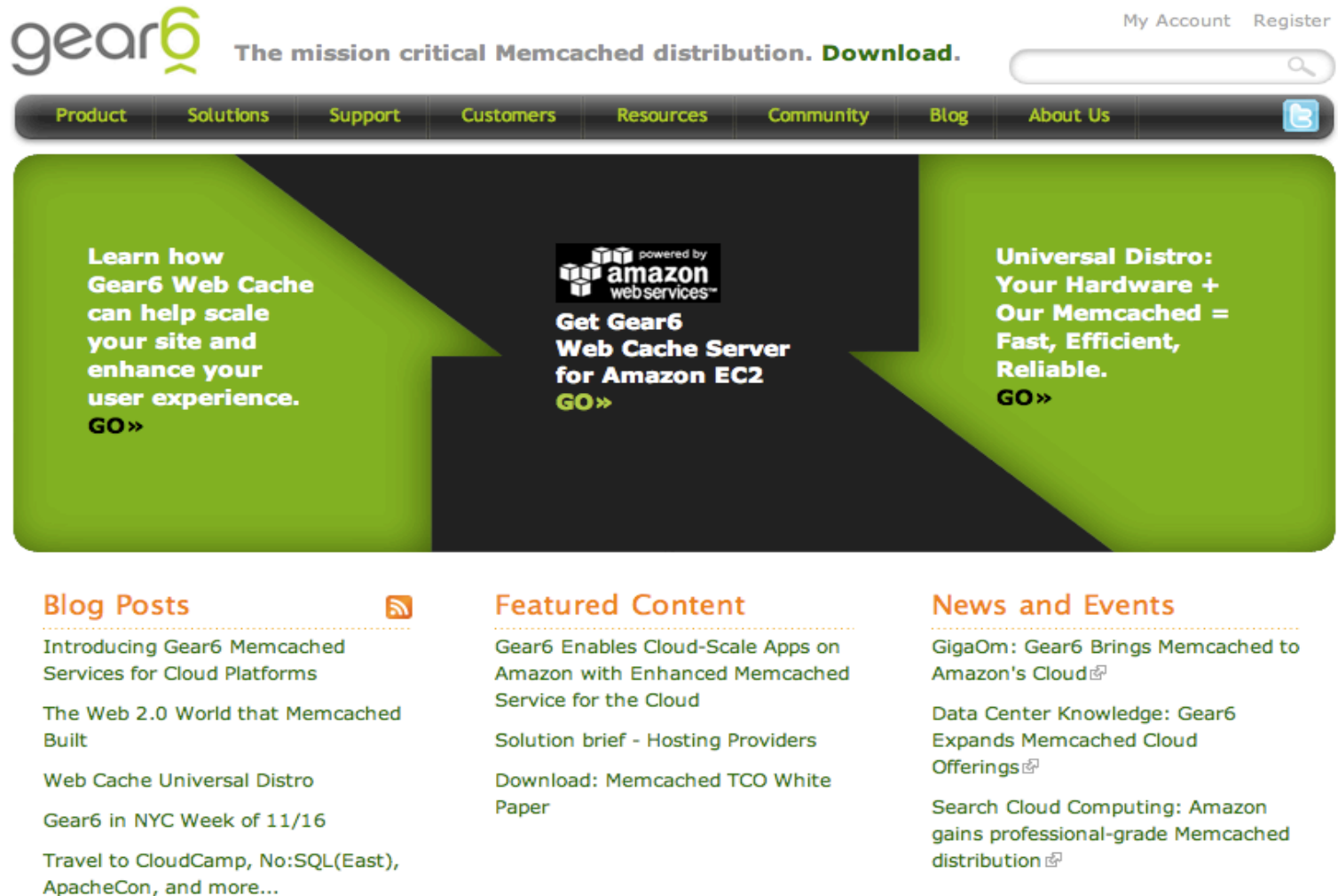
- Indirect navigation
- High bounce rate
- No lead capture
- Unclear message
- Incorrect configuration
- Difficult to update
- Broken SEO
- Poor design
- Bloated copy
- Et cetera

Better but not finished.

Improved:
- navigation
- layout
- editability

Simplified offers, added a blog and twitter icon.

Improved **SEO** and **landing pages** for **Adwords**.



What's right?

Web **pages** must not just look good. They must contain the minimum number of words needed to communicate.

Web **sites** must be findable, readable, navigable. They must attract, engage, inform and convert.

Done.

Explains benefits.

Highlights products

Logo informs design.

All info is one click away.

Results:
Next page.

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Blog Posts

- Robert Scoble interviews Mark Atwood and Joaquin Ruiz at the MySQL Conference
- Addressing the Challenges of Scaling at MySQL Conference
- Reacting to "Memcached is not a store"
- MySQL+Memcached is still the workhorse
- The death of Memcached is greatly exaggerated

Featured Content

- What's New: Query and Persistence
- HP+Gear6: Solutions now available
- Case Study: Jigsaw Corporation
- Solution Brief: Caching in the Cloud
-  Using Cloud Cache? Get support here.

News and Events

- Gear6 Memcached Now Scales Both SQL and NoSQL Applications: Native Query Support and Redis Integration
- Gear6 Memcached Now Supported on Ubuntu Server Editions Including Ubuntu 10.04 LTS
- MySQL Conference: Answers.com and Gear6 present on scaling with Memcached & MySQL
- Database Journal: Open Source NoSQL Databases Ramp Up

Results: Clarity and Leads

The Gear6.com site increased:

- Page views per visit.
- Lead gen. 3 leads in 9/9 to 170 leads in 11/09.
- SEO. Gear6 was #5 on Google, up from 99 for search term Memcached.

Redo your site right.

For more information, please contact Jeffrey Goldsmith, Marketing Consultant via <http://jeffreycastlesmith.com>