Wk 2: GOOD EC/Web Marketing Examples?

Author	Message

01/20/2012 11:02:49 AM **Subject:** Wk 2: GOOD EC/Web Marketing Examples? quote

Mimi Will

Messages: 66
Location: Bay Area

Please tell us about a GREAT online business website that you found by describing what was effective, interesting, unusual, etc. -- **from a consumer's viewpoint, and from a technical perspective**/Web designer's viewpoint, and Web marketing viewpoint (look for additional marketing opportunities they use besides just the website)

Some thought points include:

- why do you like it?
- how easy it is to 'find'
- what greets you first
- is it fast loading or slow with too much Flash or scripts
- how is navigation throughout the site handled
- is it 'easy to buy'
- what about customer service
- what kind of use/privacy/legal info does the home page contain
- who designed it
- does this kind of Website design fit with your own idea of your website business?
- have you bought from this site? How was the customer service?
- etc.

Note: Last year, former Classmates voted for these as their faves:

alibaba.com / Apple / Amazon / Dell.com / ebay.com / etsy.com / Expedia.com / Karmaloop.com / Nike.com / stumbleupon.com / Zappos.com / www.zdnet.com / Google.com

-- All viewpoints welcome, just tell WHY!

5+ sentences, specific examples & Post Reply

profile pm

01/20/2012 01:07:50 PM **Subject:** Re:Wk 2: GOOD EC/Web Marketing Examples? quote

Ellen Wong

Last edited: 01/20/2012 05:45:41 PM
Messages: 10

Southwest.com has always been on the top of my list for a great online business website. From a consumer's viewpoint, the website is well organized and easy to navigate. The format stays the same from web page to web page, making it easy for the consumer to learn the navigation pattern. It's easy browsing with little thinking/confusion involved when exploring the website or finding what the consumer is looking for. Southwest's great customer service is also translated onto their website. It is apparent that customer service is their top priority.

From a technical perspective, the web design is very well thought out and organized. The important information and navigation buttons are distinguished by customization of font. There is a clear hierarchy of the information presented on each web page.

From a web marketing viewpoint, Southwest.com is smart with their use of web space. They make use of pictures consumers can relate to and display their Southwest deals strategically

within the vivid photos. Southwest also makes the search and checkout process easy. With a hiccup in that process, many consumers may be deterred from making a purchase or using the website again.

profile pm

01/20/2012 04:06:03 PM **Subject:** Re:Wk 2: GOOD EC/Web Marketing Examples? quote edit

Martha Raup



Last edited: 01/20/2012 05:45:25 PM
Messages: 34
Location: San Francisco

I'll offer **SitePoint** as a website that has a lot of plusses. It seems to be modeled as a blog, which works very well for what this site is all about. They offer advice and education about web topics. In fact, they offer so much of it, so freely, that the commercial aspect is appreciated. What I most like about the site is that it practices what it preaches - it demonstrates cutting-edge techniques, as well as teaches, in a warm and welcoming way, how to achieve the same results. A student recommended this site, when there was a 5-books-for-$30 offer, and I've been coming back ever since. I signed up for a few newsletters, and appreciate them - they are unobtrusive, and deliver as promised: weekly, or monthly, with short snippets of info, and links to the complete article. The classes are well run, and they use video as well as pdf and webinar. The website is "clean" looking. What's available is clearly visible. It operates the way a Website should! One drawback - it's a little slow coming in - is that because it's from Australia? I've even bought two books by them at Barnes & Noble (meaning, they are actually DO publish books) - good info, sizable print, fun examples, and good price. Online, they typically offer several formats, including pdf and I think 2 forms of eBooks. That way, I can access the info with whatever tool I have.

It seems like I'm assessing the website mainly on its content - what it has to offer. And actually - that's as it should be! If it doesn't have what I want, I don't care how it looks and functions. And that's the big objection I have to the Southwest Air site - I spent a very frustrating time trying to buy a ticket there recently, and finally gave up. Why? They refused to tell you WHERE their planes stopped! Just telling me there is one stop is useless - is it Denver i(n the winter?!), or too far east? So obviously personal preference comes into the question...

Martha

profile pm email www YIM

01/22/2012 07:28:47 AM **Subject:** Amazon quote

Tzivia Gettinger

Last edited: 01/22/2012 07:32:28 AM
Messages: 10

I am being unoriginal but I really like amazon.com. I have bought many things on Amazon and I have always been satisfied. The customer service is really good. One time I ordered a movie online and they offered to refund me because it was blurry, I did not even ask, they just made the offer and put the money back on my credit card. Everything that I purchased came on time and I was happy with. I have also sold things on Amazon and it is very easy to do. I had no idea what I was doing and the website made it very easy to do. I think that because it is an easy site to use, it is more successful. I also think that so many people shop on Amazon because they have such a variety. I know that I can go there for movies, college textbooks, electronics, and so many things that I buy online. Amazon makes it easy to buy things. They store your payment method so you do not need to reenter all of your credit card information every time you make a purchase. I believe that the convenience of having such variety and storing your billing information keeps consumers coming to Amazon. Another tool that Amazon uses is that it remembers what you purchase and then suggests other things that you might like. It sometimes comes up with good recommendations for movies and books. It is fun seeing what the computer comes up with for you. The proof that it is such a good webmarket is that it is so successful.

profile pm

01/22/2012 07:41:04 AM **Subject:** Re:Wk 2: GOOD EC/Web Marketing Examples? quote

Tzivia Gettinger

Messages: 10

Ellen Wong wrote:

> **Southwest.com** has always been on the top of my list for a great online business

> website. From a consumer's viewpoint, the website is well organized and easy to navigate. The format stays the same from web page to web page, making it easy for the consumer to learn the navigation pattern. It's easy browsing with little thinking/confusion involved when exploring the website or finding what the consumer is looking for. Southwest's great customer service is also translated onto their website. It is apparent that customer service is their top priority.
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I agree. I really like the way that it shows the tabs for other dates so that you can easily move between dates. On some airlines you have to go back to the home page and reenter your search just to find out the price of the day before or after. Very easy to maneuver on the Southwest website.

profile pm

01/22/2012 02:02:15 PM **Subject:** Re:Wk 2: GOOD EC/Web Marketing Examples? quote

Mimi Will

Messages: 66
Location: Bay Area

MW on 1/22: Good examples so far, Class....let's add some more during Wk 3.

Your points for Wks 1-2 have been updated,

profile pm

01/22/2012 06:27:23 PM **Subject:** Re:Wk 2: GOOD EC/Web Marketing Examples? quote

Johan Ruiz



Last edited: 01/22/2012 06:30:20 PM
Messages: 7

Sticking to the traveling theme, I really enjoy the layout and ease of use of the Kayak app for the iPad. Although not necessarily a webpage, it streamlines the purchasing experience to few options and performs as promised - quickly outputting a sortable list of results. The ability to search various websites within a single point of contact makes this the webpage/app I always visit when making travel plans. Their no frills approach demonstrates to me that Kayak understands their customers well and delivers a service that fulfills their needs. In the online world as much as in the real world, it appears the old adage holds true: less is more.

profile pm

01/22/2012 09:51:48 PM **Subject:** Re:Wk 2: GOOD EC/Web Marketing Examples? quote

Samuel Jin

Messages: 6

I like sfgate.com. The landing page has everything that I need to know both locally and globally, along with my weather and favorite deal of the day. I also notice that the comments on the articles and ratings (thumbs up/down) is used far more than other websites I've been to. Maybe it's the bay area, but people love to give opinions :) I also feel that the websites colors and photographs are very engaging, along with their unique "day in pictures".

profile pm

01/23/2012 12:31:08 AM **Subject:** Re:Wk 2: GOOD EC/Web Marketing Examples? quote

Bard Phelps

Currently one of my favorite websites is beyondtherack.com. Beyond the Rack's website is a marketing phenomenon. A group buying website that started out by selling high end designer apparel for a limited time of 72 hours to only its subscribed members. The website spring boarded off its social marketing offering incentives for subscribers to refer friends, family via email, twitter and Facebook. The Company started in March of 2009 with zero sales to currently



Messages: 6

grossing over $100 million in sales with a customer base of 4 million people. The website has a subscription landing page Today the website sells much more than designer apparel and accessories. The website has a free subscription landing page which is one of the main factors for it marketing success, even if you don't buy an item after subscribing you are on their emailing list to market sale events. The layout of the website is categorized by picture with content that capture the eye with imagery first and then text. This layout form makes it easy and a pleasant experience to navigate, shop and buy.

profile pm

01/23/2012 01:58:07 AM **Subject:** Re:Wk 2: GOOD EC/Web Marketing Examples? quote

Mikiko Murdock
(inactive)



Last edited: 01/23/2012 02:05:14 AM
Messages: 16
Location: San Carlos

My most favorite online business site is **Lynda.com**. It is my Bible, my multimedia guru, and a go-to resource for learning many different subjects in multimedia design. I used this site as a part of the FH online classes (JavaScript and InDesign) last quarter, and learned so much from their tutorial video lessons that it became a part of my life really.

Their membership offering is probably the most reasonable thing you'd ever find on the Internet. What they can teach you is absolutely PRICELESS!!! It's very easy to buy the membership -- just sign up, choose your membership, pay for it, and you can start taking the lessons right away.

Most of the video tutors are very knowledgeable and expert in the subjects they teach, and have great online personalities without being scholastic. So it's really fun to learn from them.

Needless to say, this site design is one of the most elaborate, well-integrated, elegantly sophisticated, and user-friendly ones I've ever seen. Their business of helping the Internet professionals enrich their skills and achieve higher goals is one of the best examples of how the Internet technologies can benefit so many people throughout the world, all at once, 24 x 7.

Lynda.com really delivers!

Miki

profile pm www

01/23/2012 06:59:10 AM **Subject:** Re:Wk 2: GOOD EC/Web Marketing Examples? quote

Annette Caves

Messages: 7

I find that I am drawn to websites that are clean, with less clutter on the home page. I hate AOL, love Google for example. When those pop ups for fighting belly fat started to appear everywhere, I wanted to leave the page. I like simple visuals. I don't like the home page of You Tube. I enjoy You Tube videos, but find their home page hard to get through. They are throwing their featured videos at me and I can't always find what I am looking for there. I usually find it elsewhere. I have been looking at a lot of travel and honeymoon websites (my daughter is getting married) A favorite home page is for the HoneyFund, but the content is not as easy to navigate. Opposite is the case for Honeymoon Pixie. A nice home page, but much better to navigate through. I get so frustrated with websites that bury their contact info- Comcast and ATT being primary offenders. Similarly, if the search function does not work well, I will leave the page.

profile pm

01/23/2012 06:22:39 PM **Subject:** Amazon quote

David Lis

Messages: 9

Tzivia Gettinger wrote:

> I am being unoriginal but I really like amazon.com. I have bought many things on

> Amazon and I have always been satisfied. The customer service is really good. ..... I did not even ask, they just made the offer and put the money back on my credit card. Everything that I purchased came on time and I was happy with. ..... I think that because it is an easy site to use, it is more successful. I also think that so many people shop on Amazon because they have such a variety. I know that I can go there for movies, college textbooks, electronics, and so many things that I buy online. Amazon makes it easy to buy things. They store your payment method so you do not need to reenter all of your credit card information every time you make a purchase. I believe that the convenience of having such variety and storing your billing information keeps consumers coming to Amazon. Another tool that Amazon uses is that it remembers what you purchase and then suggests other things that you might like. It sometimes comes up with good recommendations for movies and books. It is fun seeing what the computer comes up with for you. The proof that it is such a good webmarket is that it is so successful.

I also like Amazon, I buy all my books from their site including things I cannot find anywhere else. Returning things are easy, It remembers who you are, the cart is easy, plus they have so much. I also like the white background.

profile pm

01/24/2012 12:12:37 AM **Subject:** Re:Wk 2: GOOD EC/Web Marketing Examples? quote

Carole Wang

Messages: 7

I really like Amazon.com., the website is user friendly and they have all the links for you to guide to more venders. The way that they let everyone to sell their products on their website helped consumer to find many choices and they return policy is good.

profile pm

01/24/2012 01:12:49 PM **Subject:** Re:Wk 2: GOOD EC/Web Marketing Examples? quote

Nicole Barnes



Messages: 6
Location: Menlo Park, CA

Personally, I am partial to Forever21.com, and often find myself buying from their site. I like it because it is very easy to use, and items are described accurately. (Also, they are the only one who carries jeans that fit me well without fail. I don't have to go trying on jeans at multiple stores.) Upon entering the website, their promotional sales and featured items scroll through the page; right now it's "New dresses starting at $9.80." It always loads quickly and I never find myself waiting to see larger images of what I'm about to buy. As for navigation in the site, items are clearly sorted into different clothing types, men's, plus sizes, accessories, etc. I have never used their customer service but they always make it easy to contact them with their packing slips and easy instructions for simple returns. Since I often buy from this website, I always use my personal account with stores my credit card information and address, making ordering simple for repeat customers.

profile pm

01/24/2012 01:16:11 PM **Subject:** Re:Wk 2: GOOD EC/Web Marketing Examples? quote

Nicole Barnes



Messages: 6
Location: Menlo Park, CA

Annette Caves wrote:

> I find that I am drawn to websites that are clean, with less clutter on the home page. I hate AOL, love Google for example. When those pop ups for fighting belly fat started to appear everywhere, I wanted to leave the page. I like simple visuals. I don't like the home page of You Tube. I enjoy You Tube videos, but find their home page hard to get through. They are throwing their featured videos at me and I can't always find what I am looking for there. I usually find it elsewhere. I have been looking at a lot of travel and honeymoon websites (my daughter is getting married) A favorite home page is for the HoneyFund, but the content is not as easy to navigate. Opposite is the case for Honeymoon Pixie. A nice home page, but much better to navigate through. I get so frustrated with websites that bury their contact info- Comcast and ATT being primary offenders. Similarly, if the search function does not work well, I will leave the page.

This is exactly how I feel about all websites, and most other things in life. Simple is the way to go. It's easy to see, not overwhelming and aesthetically pleasing. I would agree exactly with the AOL to Google comparison. I don't see why you would ever need more than what Google shows.

People who want news can get news, and people who are just trying to search have the search bar. Google also gives you the option to customize your homepage, so people who want more or daily news or weather have the option to add it. As for me, all I want is the search bar, because it loads quickly and I usually just search for what I want anyway, including news and weather.

profile pm

01/24/2012 09:37:41 PM **Subject:** Re:Wk 2: GOOD EC/Web Marketing Examples? quote

Michael Hanna

Messages: 30

I can't really think of ANY e-commerce site that I would consider great, so I'll settle for one that's pretty good:

http://www.dddhouse.com/v3/index.php

DDDHouse is one of my favorite sites for buying Asian movies on DVD. They are based in Hong Kong, so as you would expect their main product is Hong Kong films. But they also sell Hong Kong releases of Japanese, Korean, Thai, and even Western films. The above link is for the English version of the site, though you can also view it in Chinese.

Their Web site design is pretty simple, and hasn't changed that much in the last 10 years. (The fact that a mom-and-pop operation like this has been in operation this long tells me that they are doing something right.) The home page has several dozen of the latest Asian films listed on it, with the most recent films at the top. While you have to click on one of the films before you can add it to your cart, it still provides pretty quick access to the latest movies. (I for one want to see the description of the film before I buy, so I don't mind the extra click.)

The feature that I really want to focus on is the set of choices in the left column of the page. These links allow you to easily browse the different categories of films. It is easy to look at the Japanese films, listed in alphabetical order by their English title. It is also easy to look at the new releases for Asian films or Western. I ignore the Western releases in favor of the Asian ones. Many of their Chinese customers probably do the opposite.

Page 187 of our text discusses the importance of "Providing a Way to Browse." While is clearly useful for SEO, it is even more important for making the site user-friendly. I am thoroughly appalled by the number of major Web sites that DON'T provide this capability, instead relying on an internal search engine as the sole means of finding products. Why is this bad for customers (and the business owners)? Because YOU CAN'T BUY A PRODUCT IF YOU DON'T KNOW IT EXISTS! Using a search engine, you have no assurance that you have seen all the products a company has to offer. Suppose, for example, that you want to find books on SEO. If someone wrote a book on SEO entitled "The Pleasure of Being Found," do you think it would show up in the search engine's result list? Probably not, unless the person who added the product also added some keywords to describe it for the search engine. Being able to browse a site's

products without need of a search engine benefits everybody. (Even Amazon.com finally learned the error of their ways and now provide some browsing capability.)

For comparison, you can look at http://www.buyoyo.com. No, they don't sell yo-yo's. :-) They are also a seller of Asian films, but the site is almost unbrowsable thanks to a jumbled collection of categories with hundred of records apiece. They don't even bother to distinguish Chinese, Japanese, Korean, Thai, or Western films. If you only want to look at Korean films, you're out of luck.

One other point related to the text that is illustrated by DDDHouse is the set of links toward the bottom of the left-hand column. These links point to specific popular movies, and are a nice example of "Deep linking for special cases" as described on page 204. (Unfortunately, these extra links add clutter to the left column. I think they should have included some kind of border between the regular category links and the specific movie links.)

profile pm

01/25/2012 12:43:30 PM **Subject:** Re:Wk 2: GOOD EC/Web Marketing Examples? quote edit

Martha Raup



Messages: 34
Location: San Francisco

As one of my SitePoint email subscriptions, I get Design Festival. Today's email gave a link to the 30 most popular CSS websites of 2011. I checked a few out, and found I particularly like this one: W3C Dezigns. It is visually stunning, yet functions very smoothly. Best of all, the coding is clean and readable (Right Click, View Page Source). The CSS and JavaScript are removed from the page, and everything is well-documented with comments. Social media are available, links to partners are advertised, and the overall feel of energy, innovation, and openness are refreshing. This is an example of where the Web Developer's Toolbar/Firebug is so very valuable. I copied the code for a fixed Go-to-the-Top icon, and I'll put it to use!

Martha

profile pm email www YIM

01/25/2012 01:31:43 PM **Subject:** Re:Wk 2: GOOD EC/Web Marketing Examples? quote edit

Martha Raup



Messages: 34
Location: San Francisco

Piggybacking on Michael's choice, I put it through the SeoQuake test. Found that the site began in 2000, and it had 131 backlinks (see pdf attached). The contrast with the second site was VERY helpful! The site also includes a nice Mail to Friends link

www.SeoQuake-backlinks-dddhouse.pdf		
Description		Download
Filesize	224 kb	

Martha

profile pm email www YIM

01/27/2012 05:00:27 PM **Subject:** Re:Wk 2: GOOD EC/Web Marketing Examples? quote

Michael Hanna

Messages: 30

Martha,

I'm glad you enjoyed looking at DDDHouse. I too have installed SEOQuake, and it does look like a pretty useful tool. The SEO Toolbar adds a lot of

clutter (as do the Web Developers Tools), but it is easy to turn off from the main SEOQauke menu.

As for the "W3C Designs" site, it is indeed pretty snazzy looking and has well-documented code. The main thing that bugged me (aside from the slow loading of the page) is that the circular icons are effectively attached to the right border. On my (unmaximized) browser screen, those icons cover up the author's introduction and part of his e-mail address. So his marketing may not be quite as effective as he had hoped. He would probably be better off putting his introduction on the left side of the screen.

profile pm

01/28/2012 03:50:25 AM **Subject:** Re:Wk 2: GOOD EC/Web Marketing Examples? quote

Pamela Smith

Messages: 6

I will have to agree with many of the 'classmates faves'. Also, while researching marketing ideas for my e-biz I came across a unique and great website- http://www.ejournalofophthalmology.com.

Although simplistic in many ways, it has many of the characteristics described in our book. The website makes money through advertising and possibly PPC, and therefore needs to bring in new and return traffic. It does this well by attracting the target market (ophthalmologists) in a variety of ways. This is a building of an online community.

It is basic in it's graphic design and format, however this is interesting as it contrasts the complexity and sophistication of the content it provides. There is fun stuff, interesting ophthalmology trivia stuff- something light and relaxing that you don't usually get in ophthalmology sites. Lots of good and interesting videos, links, resources and information for particularly the new ophthalmologist. There are educational and instructional material to bring them back again. It also includes an entire section for input and testimonials giving praise and compliments to the website and it's creators.

I will definitely try to incorporate what was done here and provide this link in my website.

profile pm

01/28/2012 04:41:19 PM **Subject:** Re:Wk 2: GOOD EC/Web Marketing Examples? quote

Renu Virdi

Messages: 12
Location: Palo Alto, CA

I like ebay.com because it provides a simple and easy way to buy and sell. It is easy to set up a Seller Account and post your stuff. You do have to watch the fees but many times they have promotions that allow you to post with little or no listing fees.

On the other hand Amazon.com is actually a site I use much more often to buy and sell. It is great to buy and sell books but unfortunately it charges enormous selling fees and that makes this site not very likeable for me.

Both these sites provide a great means for everyone to purchase and sell stuff and creates such enormous opportunities. Power users have set up storefronts and there is a huge global community that is profiting by the use of these sites.

profile pm email

01/30/2012 04:21:26 PM **Subject:** Re:Wk 2: GOOD EC/Web Marketing Examples? quote

Jovan Fiel (inactive)

Messages: 4

Fatlace.com is by far my favorite site to order items from. Fatlace is an automobile inspired clothing company that is a pretty big name in the scene. To access the website itself is strait forward and the overall layout is interesting and easy to use. Because the site revolves around cars and the enthusiasts behind them, it's difficult not supporting this business. I've never had a single issue with this site in the years it's been up and this exact website has motivated me to take this class.

profile pm

01/30/2012 08:31:02 PM **Subject:** Re:Wk 2: GOOD EC/Web Marketing Examples? quote edit

Martha Raup



Messages: 34
Location: San Francisco

Interesting site, Jason - thanks for sharing that! It seems to have all the "bells and whistles", and seems intuitively easy to figure out. I did notice, looking at the source code, that they did not remove all the CSS and JavaScript to separate files. Somehow that's something I always like to check - mainly because if they have coding that is new to me, I can learn from it! With the design coding mixed in with the XHTML it's a little harder to "see".

Martha

profile pm email www YIM

02/05/2012 07:56:08 PM **Subject:** Re:Wk 2: GOOD EC/Web Marketing Examples? quote

Mimi Will

Messages: 66
Location: Bay Area

MW: Thanks to All who contributed -- your points are updated and this thread is now expired on 2/5.

You may continue to add to this thread 'for free' (no points, but share info)

profile pm

postreply **Discussion List -> Main -> Class Discussions**

Recent Topics quick reply

Mark Topic As Unread

Go to: Select a forum Go