

wow

Toimiva kodulehe ABC

Anni Parksepp | WOW Digital



www.ARNGREN.net

Teknologi & Gadgets



el-biler til barn

(Fra 07.11.2004)

< Fritid i sin Fly-Bil

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[el-retur](#)

Drone-Bike
Løftevne: 8kg
kr. **19.998,-**



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Solcelle-pakker
Nyhets!
8.998,-

Se alle våre el-Kjøretøy til Barn og Ungdom. Norges største utvalg

el-biler til barn Nyhets!
12V
24V
48V
4WD fra kr. **1.798,-**

Ingen alders-grense
el-scooter
3-hjul Cargop-el-Bike



el-bil fra **34.998**

- Elektriske-Kjøretøy
- Elektrisk-ATV - Roboter
- el-biler til barn/ungdom
- Solcelle-produkter
- Forbruker Elektronikk
- Batterier & Ladere, etc
- Fjernstyrte produkter
- Disko-Lys - Rakett



Kjøpsloven
Angreskjema

3-Hjuls el-sykkel

Avatar-Gunshi
este Helikopter

Nyhets!
kr. **299,-**

Elektronikk

Elektrisk-Scooter
Fra kr. **9.998,-**

Elektriske E

EI-Bil; Co
2WD/4WD
fra kr. **89.9**

EI-ATV til Barn & Voksne.
fra kr. **3998,-**

4.998,- 3.998,- **el-ATV** **el-scooter**
JOHN DEERE **BMW-i8**

Mercedes SUV m/ Gummi-Hjul
fra kr. **2998,-**

Bensin-ATV **EL-Biler til Barn, Ungdom & Voksne**

elsykkel
Fatbike-1500w

el-bil kr. **89.998,-**

Video Video **el-ATV**

Roboter Elektronikk

Fotball-Trener
fra kr. **2.598,-**

G-Tog
el-Bil ; Cross-Rider
Nyhets!
4WD
fra kr. **89.998,-**

4WD **79.998**
el-ATV med skilt (16 år)
19.998,-

el-bil (16 år & moped-Lappen) fra kr. **34.998,-**

Fatbike-500w

Luft-jekk (4.2 tonn)
til Bil eller Båt.
fra kr. **998,-**

Kraftig 3-hjuls el-sykkel
Nyhets!
fra kr. **9.998,-**

RC Tank i Metall (55 cm) med Luftkanon
fra kr. **1.298,-**

RC-Produkter G-Tog

Lyd, Rok, Lys

el-ATV

100km/h
Elektrisk-ATV 6000 watt kr. **59.998,-**
EL-Scouter 5000 watt kr. **29.998,-**

Ta alltid ut 230Vac Adapteren når du ikke er tilstede, eller sover

Styreenhet & Fordelelere til Bil
fra kr. **2998,-**

RC Fly-Båt
70 cm lang
fra kr. **1299,-**

el-sykkel m/Oljestyrt skivebremser
fra **6.998,-**

Elektronikk

Star-I selv-

20-144x
Kikkert-lengste &
Hus-Alarm m/nr. sender

el-retur



Mis on kodulehe eesmärk?

Kelle jaoks peab koduleht toimima?

- **KASUTAJA**

- milleks lehte kasutab?
- kuidas on lehega interaktsioonis?
- kuidas kasutaja mõtleb?
- millised on käitumismustrid?

Kelle jaoks peab koduleht toimima?

- **LEHE OMANIK / TURUNDAJA**
 - kas leht täidab eesmärgi?
 - kui lihtne või keeruline on sisu muutmine ja lisamine?
 - kas suudan ise hallata ja arendada?
 - kas leht on turvaline ja turvatud?

Kelle jaoks peab koduleht toimima?

- **TEHNILINE TOIMIVUS**

- kas leht on otsingumootoris leitav?
- kuidas otsingumootorid veebilehte hindavad?
- kas leht laeb kiirelt?
- kas leht on eri seadmetele kohalduv?

Kodulehe lähteülesande loomine

- Mis **eesmärki** peab leht täitma?
- Kes on lehe **kasutajad** ja millist funktsiooni veebileht nende jaoks täidab?
- Kas on olemas stiiliraamat vms **visuaalsed juhtnöörid**?
- **Keeled**
- Olulisemad **lehed** ja tegevused, sisulehtede arv
- **Erisoovid**: funktsioonid, rakendused jm

Platvormi valimine

**Wordpress, Magento, Voog,
Wix, Joomla, Drupal,
Prestashop, Shopify,
Shoproller ...**

- Mis funktsionaalsust on vaja?
- Kas haldan ise?
- Kas suudan uuendused ise teha?
- Võimalusel konsulteerri eksperdiga

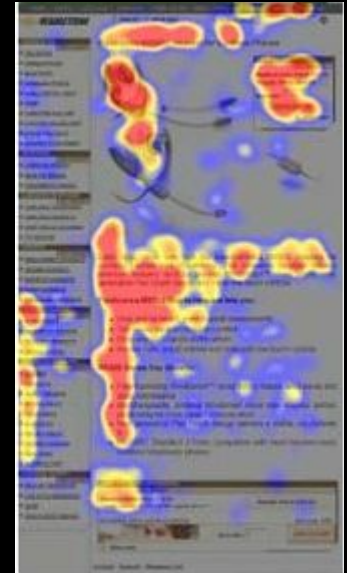
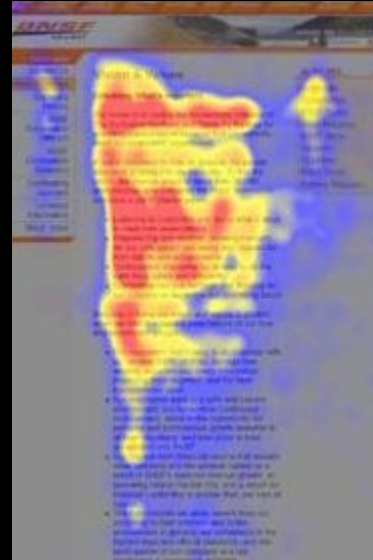
Partneri valimine

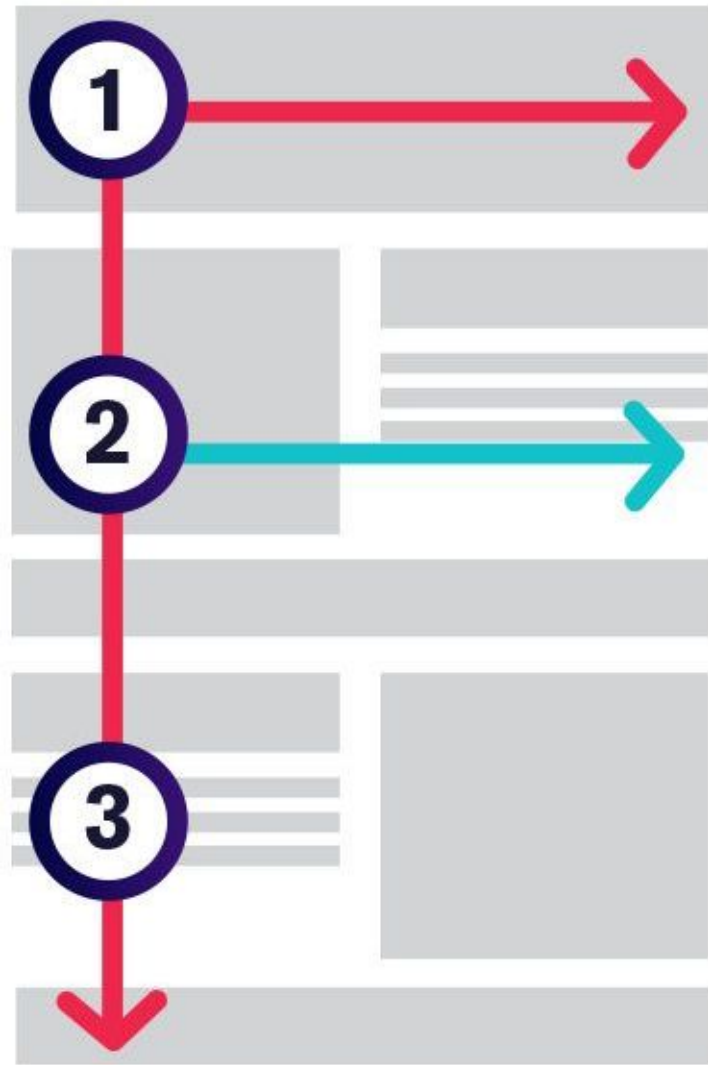
- Kohanduvad kaasamõtled
- Kokkulepetest kinnipidamine
- Hinnaklass
- Portfoolio ja soovitused
- Agentuur või *freelancer*?

Kasutajasõbralik veebileht

Kuidas inimesed veebilehti kasutavad?

- Kasutajad ei loe, vaid skännivad lehte.
- Otsitakse kindlaid ankruid, mis aitaks läbi sisu.
- Kasutajad on kärsitud ja soovivad kiirelt vastust, ära nõua registreerimist jm.





- F-kujuline muster on kõige tavalisem viis veebilehe tekstiosa vaatamisel.
- See jälgendab meie kultuuriruumi tavalist lugemismustrit

Funktsionaalsus ja struktuur

- Konventsionaalsus on parem → harjumused!
- Menüü lihtne leida, samuti võimalus esilehele “taganeda”
- Selged üleskutsed
- Tekst ja graafika tasakaalus, visuaalsed ankrud
- Struktureerimine vastavalt tähtsusele (menüüs ja lehel)
- Kasutajatestid ja tagasiside

[<https://optimize.google.com>, <https://www.hotjar.com/>]

Kodulehe disain

- Sobiv muu visuaalse kommunikatsiooniga
- Toetab kasutajakogemust
- **Mobiil!**
- Pole mõtet järgida kõige kuumemaid trende
- Tühja ehk “valget” ruumi ei maksa karta
- Oluline sisu ***above the fold***
- Pigem oma kui pildipanga pildid ja mahud väikesed

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Home Web Print About

We Are A Design Agency That Thinks Differently



Web



Print



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Koduleht ja turundusfunktsioonid

- Analüütika

[\[https://analytics.google.com\]](https://analytics.google.com)

- SEO (otsingumootoritele optimeerimine)
- Uudiskirjaga liitumine
- Sotsiaalmeedia vidinad? Blogi? Chatbox?
- Mis erilahendusi veel vaja?

Lehe tehniline toimivus

- **Lehe kiirus**

[<https://developers.google.com/speed/pagespeed/insights/>]

- **Mobiilisõbralikkus**

[<https://search.google.com/test/mobile-friendly>]

- **Lehe turvalisus**, uuendamine ja kaitsmine

- **SEO** ja nähtavus otsingumootorites

[<https://search.google.com/search-console>]

7 \pm 2

2 sekundit

3 klikki

80/20