



Dear [member_name_first],

Building a 5-year website



A prospective client asked me a great question the other day. We were talking about redeveloping their old website. They asked "can LevinsonBlock build a website that lasts 5 years without a major redesign?"

It's true -- websites are one of the more expensive branding and marketing projects an organization can undertake. And website design is a changing all the time. So how can you make your investment in a new website last?

Building a website that lasts

- **Information Architecture (IA)**, or website structure, is one of the most expensive things to change once a website is built -- so you want to do it right the first time. Make sure your IA is logical and fits your content, and is flexible enough to anticipate future growth. For example, let's say you sponsor events, and then post photos. Perhaps the IA should have a section where older photos are archived on a page for each event. And then, as the archive grows, the IA must already be set up to organize event pages by year.
- **Usability**: notice how many websites have an "About Us" section? It isn't because they're stumped for ideas -- it's because their users expect it. Our

philosophy is that websites are software tools. So users need to know immediately how to use this software tool -- pages and features need to be where they expect, are labeled in a familiar way, and work predictably. If your website is designed with usability in mind, it won't have to be fixed later.

- **Core content:** The pages with core content should last a long time. The core content pages, such as the home page, tell or show the user who you are, what you do, and why they should care. If well written and conceived, they should last a long time without major changes.
- **Design fads:** A few years ago we saw a lot of website home pages with animation, large images and minimal text. Now we see a lot of home pages that look like busy portals with lots of features competing with each other to get the user's attention. These current designs often make users feel like they are dropped into the middle of a conversation, without the core content that users need as a proper introduction.

So if your website copies the more extreme versions of the latest trends, it will look outdated quickly. Website design trends change about every two years.

FACT OF THE MONTH

Dr. Seuss wrote "Green Eggs and Ham" after his editor dared him to write a book using fewer than 50 different words.



Bowles Security Group logo

LEVINSONBLOCK NEWS

We are wrapping up a rebranding project (in partnership with [Market It Write](#)) for Bowles Security Group, a national security service company based in New Jersey. Most of their competitors use blue as the dominant color, and many use patriotic motifs. To differentiate Bowles we choose a forceful burgundy color. The traditional seal design with interlocking letters convey strength and reassurance.

White paper shows how content marketing can build your brand

Drop us an [email here](#), and we'll send you our new white paper on how to build trust and use social media to engage your audience.

About LevinsonBlock

WHO WE ARE: LevinsonBlock LLC is marketing and design firm that has specialized in healthcare, businesses and non profits for over 20 years. We make complex messages simple and simple messages stronger. Visit us [here](#).

WHAT WE DO: brand strategy and branding; persuasive content; print (such as annual reports, event promotion, periodicals); and usability-focused websites.

If you have marketing questions or a topic you would like us to address in a future issue, [email us here!](#)

Thanks for reading!

Peter

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