

Addendum #2: Talents demonstrated at Bargain John's Antiques

- ♦Redesign of website
- ♦Generation of ideas to monetize the website
- ♦Search engine optimization
- ♦Improvements in operation methods (website, email handling, inventory)
- ♦Creation of letterhead and envelope
- ♦Creation of ebay listing design

Website Redesign

The first thing I did when I started there is to give the entire website (some 1000+ pages) a redesign. I tried to incorporate the store's chosen color scheme and make the



pages all fall within the same appearance. I also created a new logo design to be used for the website as well as with all of their letterheads and advertising in one incarnation or another.



What was being used for this function was a photograph of their store sign.

Another reason for the redesign of the website was to ready the site to be optimized for better visibility in the search engines. After all, if the site can't be found in the search engines it really detracts from the benefits of creating a site in the first place.

Generation of ideas to monetize the website

monetize

\Mon"e*tize\, v. t. To convert into money; to adopt as current money; as, to monetize gold.

No site can make a sale on every visitor. People end up on the page by mistake, the asking price is too high for them, or they were only using the site as an informational tool. For whatever reason, people do leave the site without making a purchase. This is something that cannot be changed. The wise web developer is the one that knows this and will use it to create income as well.

By using tasteful, uncompetitive and relevant ads that the surfer can use to leave, the site can generate an income even if it is not generating sales.

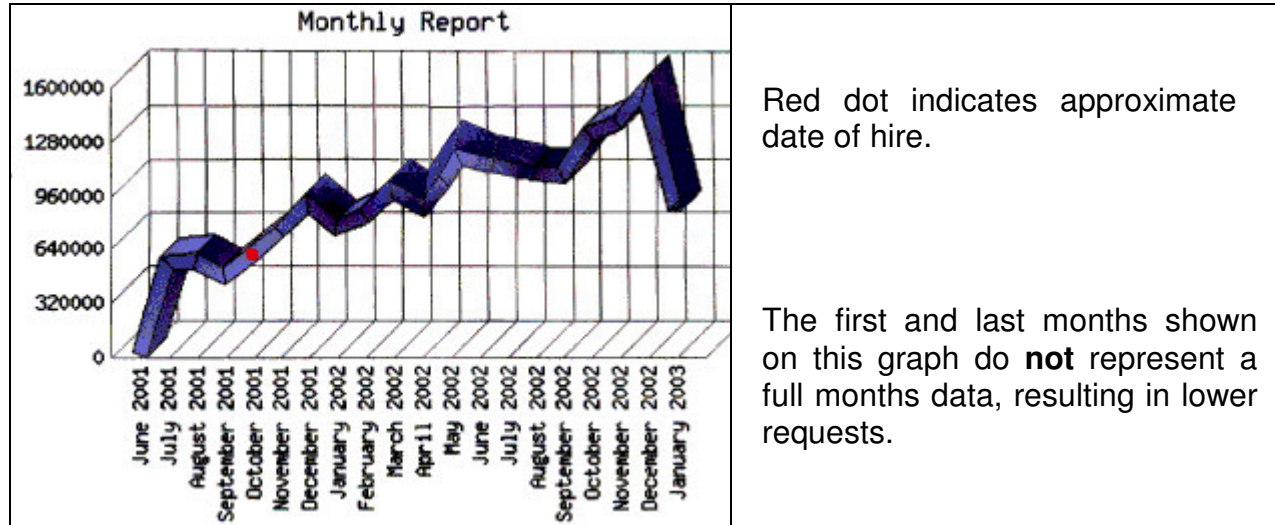
Search Engine Optimization

The next step I took after being hired to work for Bargain John's Antiques is to increase the daily visitors to the website. This was accomplished through a combination of three things.

1. Cleaning up of the pages themselves

2. Optimizing the pages to better express what they are about
3. Starting a link exchange strategy

Within a couple of months I was able to see my efforts come to fruition as is shown in the graph I have shown below.



Improvements in operation methods (website, email handling, inventory)

Some of the changes I made while working for Bargain John's was to cut down the time or resources needed to do some tasks. These changes fall pretty much into two categories: changes made in the way resources were handled for the website and the way that outside business issues were handled.

One of the changes I implemented was to change the way the pictures for the website were handled. They were taking pictures of their inventory with a sense of urgency whether or not appropriate lighting was available thus ending up rephotographing at a later time. Also after the pictures were taken they were saved into one area on the computer, edited and saved again into another area effectively doubling the amount of time needed for each picture to be added.

I changed this by managing the time at which new inventory was unloaded to a time when good, natural light was available ensuring that the best possible pictures were taken initially and saving the best pictures directly into the place they needed to be.

(as a side benefit, this procedure also cut down on the space taken up on the hard drive by duplicate files)

Another of the improvements I made was to change the way the logo appeared on the website pages. The way it was being done was that there were distinct pictures placed on each page. These pictures were of the same appearance but they were named differently. This would cause problems if one wanted to make a broad sweeping change, as each picture would have to be changed individually. I improved this by making each page reference the same picture. Thus if they wanted to change the

picture (i.e. add a “big sale” blurb) it would only have to be done once, saved once, and each page would then show the new picture.

Another of the changes I made to the daily business operations was to change the way emails were handled.

The way things were being done was when an email was received that should be directed to another of the crew it was printed out and handed off to the person to reply to.

I changed this by having separate email accounts set up and used as an interoffice messaging system. This not only cut down on the amount of paper wasted but also helped the sender of the original email since by forwarding the email to the intended recipient the original message was included.

Creation of letterhead and envelope

While at Bargain John's I also created an envelope and letterhead set that fell within the same appearance of the site.

Creation of ebay listing design

Bargain John's also sells some of their inventory at Ebay.com. The appearance of their listings was bland and didn't present the appearance of a brick and mortar upscale antiques store that had been in business for nearly forty years. I created a customized listing template that they are able to continue to use.