



 [Versión Española](#)

Dear clients and friends,

April 2008

If you're baffling over terms like Search Engine Optimisation, Information Architecture, Social Networking and Web Accessibility, you're not alone. New "web words" are multiplying at a fantastic rate and the experts at Andalucia Web Solutions are here to keep you informed. Read more...

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### Is Your Site Web Accessible?

By Brenda Padilla

Web Accessibility is all the rage these days - so what is it?

A Web Accessible site is simply one that has been designed to reach all kinds of users, whether colour blind, visually impaired, legally blind, suffering from mobility impairment that makes it difficult or impossible to use a mouse or even a standard keyboard or other disabilities.

Web Accessibility ensures equal access to all, the equal opportunity to discover and enjoy information. Contact Andalucia Web Solutions for a Web Accessibility Review for your site today.

### Search Engine Strategies London 2008



Once again Andalucia Web Solutions' own Search Engine



designers corner

### Information Architecture

By Stacy Prendeville

Information Architecture is a planning process which creates the building blocks for a great website. Think of all those terrible websites on the Internet! Do you think the people who produced those sites planned out the project? Then think about groundbreaking sites such as the BBC and the planning, or IA (Information Architecture), is clear to see. To the end user the site is structured well, making it easy to use and most importantly -popular with web searchers.

So what does IA consist of? Well it's a series of documents created with clients and an IA Specialist that feed into all the processes of a site's completion.

IA begins with defining a site's goals. At AWS we like to have sit down and ask our clients a series of questions outlining what sets the business apart from their competitors and what the outcomes of a successful website are to their business. We call this the design brief stage.

From here we produce a site map outlining all the site areas and most importantly illustrating any given user's path throughout the site. We don't want the user to click more than 3 times from the home page to find really important information because we know that user will simply get bored and go elsewhere, so we ensure through role playing scenarios that simply does not happen.

Then we take you through the wire-framing stages where we plan out the content that needs to be included in key pages of your site, this ensures there are no surprises when finally we enter the design stage where a visual is created and presented.

In essence IA makes a websites work well for all involved, so with your next web project don't forget to set aside some time for planning. You will reap the rewards over and over

Optimisation expert, Carlo Piran, has reaped the immense benefits of attending London's Search Engine Strategies Conference and Exhibition. The 2008 edition took place during the last week of February, enriching participants with much coveted keys to bringing web content to the top of user searches around the world.

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## Social Networking with Facebook

*By Matthew Wittering*

The first social networking site was launched by Randy Conrads in 1995, classmates.com. The idea behind the site was to keep in touch with friends and acquaintances in your life. To date there are in excess of 50 million registered users keeping track of friends from school, university and work.

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again with satisfied visitors to your site.

### Next Time...

We have a range of new web products for our clients, including e-commerce sites and content management systems, all the functionality you require in websites you can maintain yourself!

## News Flash

Congratulations to Chris Chaplow who has been recently elected to the Governing council of the British Chamber of Commerce in Spain. The first Governing Council meeting will be held on Monday 7th April in Barcelona.

Read more in our next [Andalucia.com](#) Newsletter.

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We would like to take this opportunity to thank all our clients for their valued support. Should you have any queries or suggestions for our newsletter, please don't hesitate to contact us at [marketing@andaluciaws.com](mailto:marketing@andaluciaws.com)

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