

# on-IDLE

## LCC Futures Conference

4th November 2011

Impact of Technology on  
Web Development & Design

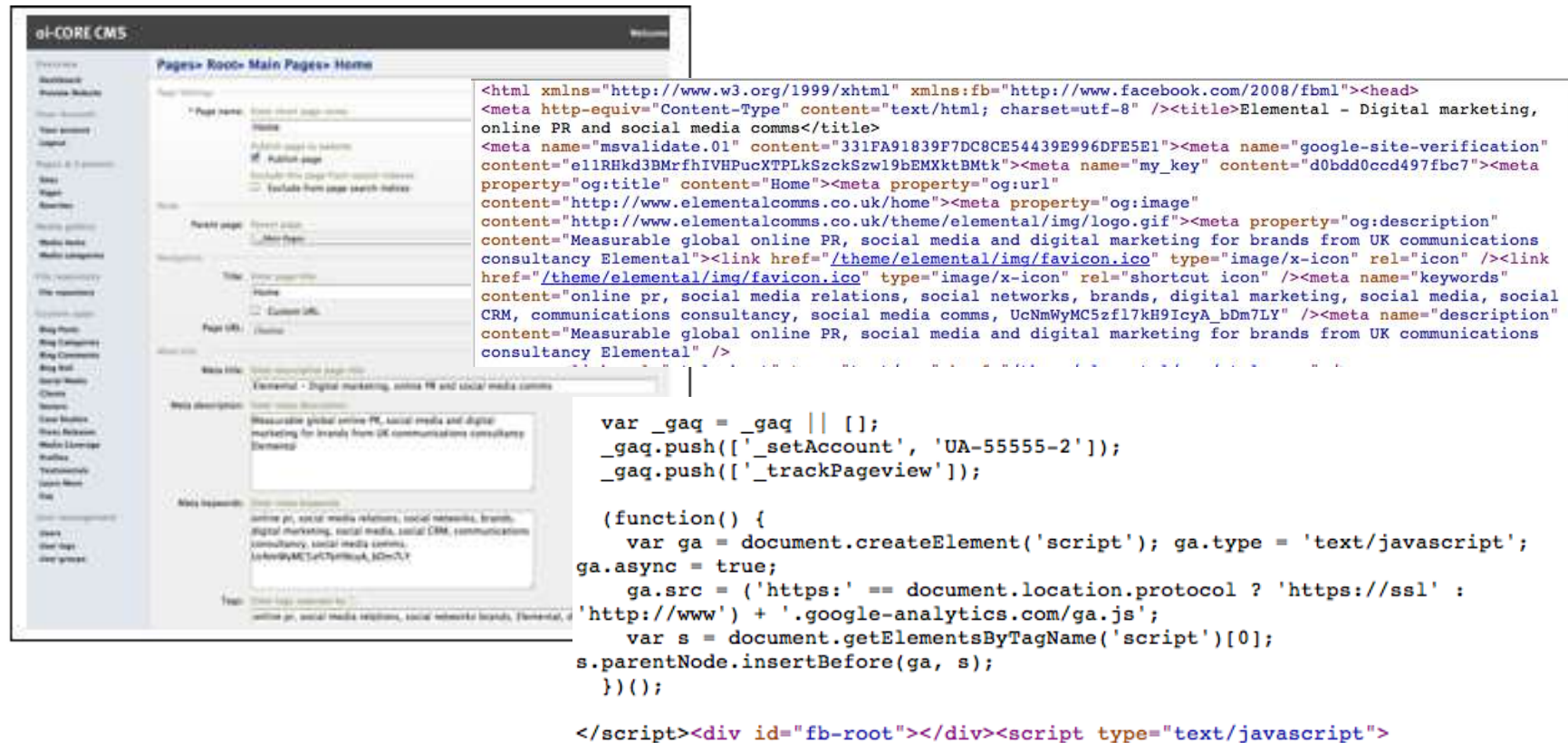
Ané-Mari Peter

# SEO

- SEO: Organic Search
  - Now normal vs 2 years ago
- SEM: Paid
- Search technology evolves continuously
- SEO not a one-off
- Copy task, not development (provided CSS is optimised & sitemaps XML)

# SEO

- Meta Data & Tracking



The image shows a screenshot of a CMS interface (e1-CORE CMS) for editing a page. The page title is "Elemental - Digital marketing, online PR and social media comms". The meta data section is visible, showing the title, meta description, and meta keywords. The tracking code section contains JavaScript code for Google Analytics.

```
<html xmlns="http://www.w3.org/1999/xhtml" xmlns:fb="http://www.facebook.com/2008/fbml"><head>  
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" /><title>Elemental - Digital marketing,  
online PR and social media comms</title>  
<meta name="msvalidate.01" content="331FA91839F7DC8CE54439E996DFE5E1"><meta name="google-site-verification"  
content="e1lRHkd3BMrfhIVHPucXTPLkSzckSzw19bEMXktBmtk"><meta name="my_key" content="d0bdd0ccd497fbc7"><meta  
property="og:title" content="Home"><meta property="og:url"  
content="http://www.elementalcomms.co.uk/home"><meta property="og:image"  
content="http://www.elementalcomms.co.uk/theme/elemental/img/logo.gif"><meta property="og:description"  
content="Measurable global online PR, social media and digital marketing for brands from UK communications  
consultancy Elemental"><link href="/theme/elemental/img/favicon.ico" type="image/x-icon" rel="icon" /><link  
href="/theme/elemental/img/favicon.ico" type="image/x-icon" rel="shortcut icon" /><meta name="keywords"  
content="online pr, social media relations, social networks, brands, digital marketing, social media, social  
CRM, communications consultancy, social media comms, UcNmWyMC5zf17kH9IcyA_bDm7LY" /><meta name="description"  
content="Measurable global online PR, social media and digital marketing for brands from UK communications  
consultancy Elemental" />  
</head>  
<body>  
  <div id="fb-root"></div><script type="text/javascript">  
    var _gaq = _gaq || [];  
    _gaq.push(['_setAccount', 'UA-55555-2']);  
    _gaq.push(['_trackPageview']);  
  
    (function() {  
      var ga = document.createElement('script'); ga.type = 'text/javascript';  
      ga.async = true;  
      ga.src = ('https:' == document.location.protocol ? 'https://ssl' :  
'http://www') + '.google-analytics.com/ga.js';  
      var s = document.getElementsByTagName('script')[0];  
      s.parentNode.insertBefore(ga, s);  
    })();  
</script></body></html>
```

# SEO

- Meta Data & Tracking

The screenshot shows the Elemental website homepage. At the top, there is a browser window with the URL [www.elementalcomms.co.uk](http://www.elementalcomms.co.uk). The website header includes the 'elemental' logo and a navigation menu with links for Home, About, Services, Media, Work, Blog, and Contact. A search bar is located in the top right corner.

The main content area features a headline: "Hi, we're Elemental, a digitally charged comms consultancy. We're not obsessed with social media, online PR, etc., because we've been working with these channels successfully for more than a decade." Below this is a featured article titled "Book review: Enchantment by Guy Kawasaki" dated "25 Oct 2011". The article text reads: "Elemental reviews the must read book from Guy Kawasaki, Enchantment.... [Click to learn more](#)".

Other sections include "Testimonials" with a quote from Susanna Moran-Vaughan, founder of inspireyoulife; a "Most Read" list with five items; a "Tag Cloud" with terms like ".net CMS digital law e-commerce law ecommerce law ip law it law law online marketing social media web design web development web metrics web monitoring website measurement"; and a "Learn More" section with a grid of links for Creds, Services, Topman, adidas, Showreel, Case studies, Universal, and Ubisoft.

The footer contains a secondary navigation menu, social media icons, and contact information: "Company Registration Number: 04192923, VAT Number: 853 5571 78 © 2011 Elemental Communications Ltd. All rights reserved. Accessibility | FAQs | Privacy | Terms | Site map | Client login". The Elemental/Blog logo and the SMP Social Media Portal logo are also present.

# SEO

- Copy, Tags, Sitemap

The screenshot shows the homepage of Elemental, a digital marketing consultancy. The browser address bar displays 'www.elementalcomms.co.uk'. The website features a navigation menu with links for Home, About, Services, Media, Work, Blog, and Contact. The main content area includes a header with the company name 'elemental' and a search bar. Below the header, there is a main headline: 'Hi, we're Elemental, a digitally charged comms consultancy'. A sub-headline reads: 'We're not obsessed with social media, online PR, etc., because we've been working with these channels successfully for more than a decade'. A featured article titled 'Book review: Enchantment by Guy Kawasaki' is highlighted with a red arrow. The article includes a date '25 Oct 2011' and a call to action 'Click to learn more'. To the right of the article, there is a section titled 'More than online PR and social media' with a search bar and a 'Search' button. Below this, there is a 'Learn More' section with a table of services and clients. The table lists 'Creds', 'Services', 'Topman', and 'adidas' on the left, and 'Showreel', 'Case studies', 'Universal', and 'Ubisoft' on the right. A 'Tag Cloud' section is located below the table, listing various keywords such as '.net', 'CMS', 'digital', 'law', 'e-commerce', 'law', 'ecommerce', 'law', 'ip', 'law', 'it', 'law', 'law', 'online', 'marketing', 'social', 'media', 'web', 'design', 'web', 'development', 'web', 'metrics', 'web', 'monitoring', 'website', and 'measurement'. At the bottom of the page, there is a footer with navigation links, social media icons, and contact information. A red arrow points to the footer area.

elemental

Home About Services Media Work Blog Contact

Hi, we're Elemental, a digitally charged comms consultancy

We're not obsessed with social media, online PR, etc., because we've been working with these channels successfully for more than a decade

Book review: Enchantment by Guy Kawasaki

25 Oct 2011

Book review: Guy Kawasaki's Enchantment  
Elemental reviews the must read book from Guy Kawasaki, Enchantment.... [Click to learn more](#)

More than online PR and social media

We help brands and consumers get along, whether it's off or online.

Integrating digital and direct comms is pivotal to what we do, including digital marketing, online PR and social media.

We've not jumped on the social media bandwagon and forgotten the value of other comms and marketing channels. Instead, we make them work seamlessly, as we've been doing for the last 10 years.

Ideally, social media should be managed in-house and we're perfectly positioned to help you achieve this. We can work on activity until your team is able to take over the reins fully – guiding them as they learn with confidence.

Learn More

Creds	Showreel
Services	Case studies
Topman	Universal
adidas	Ubisoft

Tag Cloud

.net CMS digital law e-commerce law ecommerce law ip law it law law online marketing social media web design web development web metrics web monitoring website measurement

Home | About | Services | Media | Work | Blog | Contact | Page top

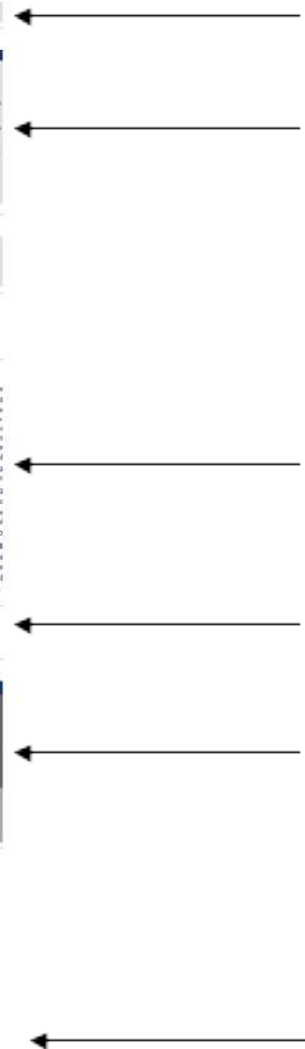
Company Registration Number: 04192923, VAT Number: 853 5571 78  
© 2011 Elemental Communications Ltd. All rights reserved.  
Accessibility | FAQs | Privacy | Terms | Site map | Client login

elemental/blog

social media Portal

# SEO

- Blog / News
  - Search
  - Popular
  - Categories
  - Tags
  - News Feeds
  - Share
  - Blogroll
  - Related
  - 3rd Party API
  - Comments



# Social Media

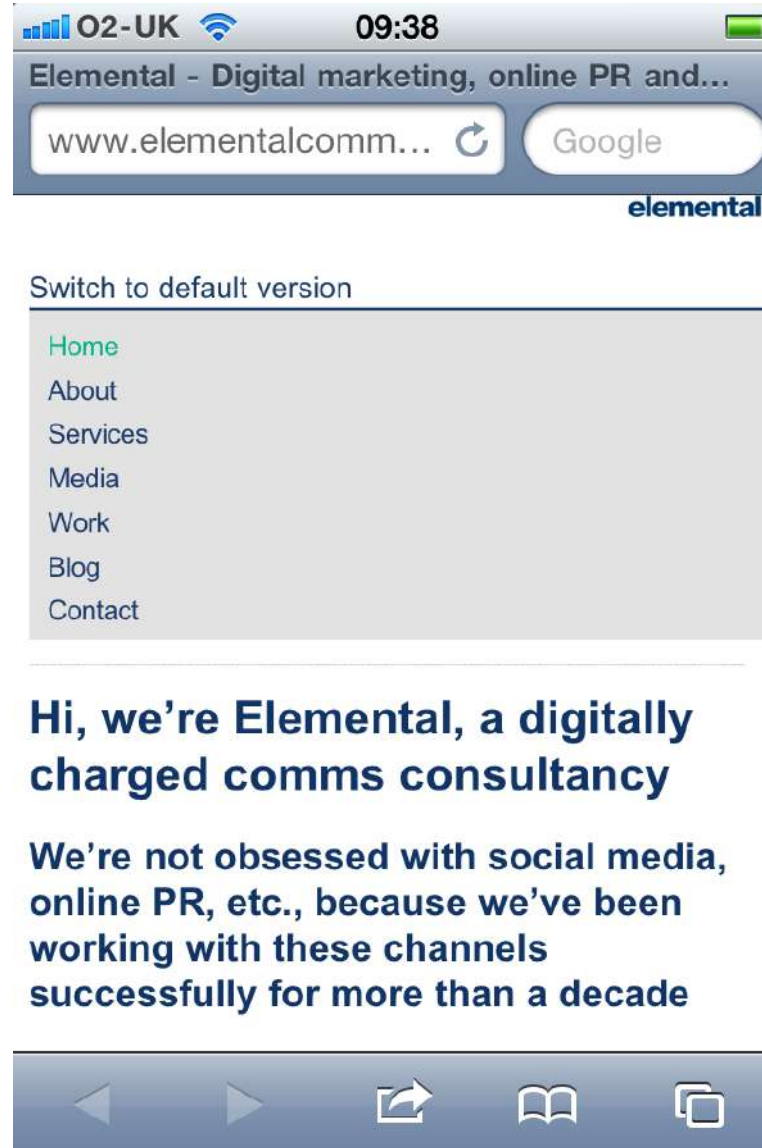
- Sharing
  - RSS: Syndicate Content
  - Share: Social Media

The screenshot shows a blog post titled "100 things about Rachel" on the "elemental" website. The page features a navigation bar with links for Home, About, Services, Media, Work, Blog, and Contact. The main content area includes a "Share" section with social media icons for Facebook, Twitter, and LinkedIn. Below this is a "Most Popular" list of five items, with the first item being a book review. A "Tag Cloud" is visible on the right side of the page, listing various tags such as ".net CMS", "digital law", "e-commerce", "law", "ip", "law it", "law", "online", "marketing", "social", "media", "web", "design", "web development", "web metrics", "web monitoring", and "website measurement".

The screenshot shows the "Social Media" details page for Rachel Hawkes on the "elemental" website. The page includes a search bar and a navigation bar with links for Home, About, Services, Media, Work, Blog, and Contact. The main content area features a "Social Media details" section with a profile picture of Rachel Hawkes and a list of social media links for Facebook, Flickr, Four Square, Google Plus, Google Reader, Hashable, Klout, LinkedIn, Myspace, Netvibes, Paper, and Peer Index. The page also includes a "Tag Cloud" and a "Most Popular" list of five items, with the first item being a book review.

# Mobile Media

- Mobile CSS
- Mobile Design





# Mobile Media

- iPad
- e.g. Wired



# Mobile Media

- iPad
- e.g. Wired



## Player's Choice

For every Derek Jeter streaking across a Gatorade bottle, there are dozens of other great athletes like Giants pitcher Matt Cain who can only dream of selling their likeness to a sports drink. Brand Affinity Technologies hopes to change that. The company connects athletes to clients large and small—from AT&T to the local Nissan dealer. BAT's system is the *Moneyball* of endorsement deals, extracting value from previously overlooked players. In the process, it's creating a new Web-based advertising model. —Mike Olson

### HOW BAT TAPS THE LONG TAIL OF ATHLETE ENDORSEMENTS

1. Advertisers can browse BAT's database of 3,500 athletes to zero in on players with local appeal in the areas they're targeting (think hometowns and alma maters).
2. The advertiser makes an offer (BAT suggests a range, typically \$5,000 to \$20,000 for 30 days' use). The talent has 72 hours to accept or reject the bid.
3. Once the deal is sealed, the advertiser is sent encrypted photos or video of the celeb that can be incorporated easily into any online or print ad campaign.
4. BAT's Web platform has built-in analytics that let companies track the success of ad campaigns via real-time metrics like "consumer affinity."



## Player's Choice

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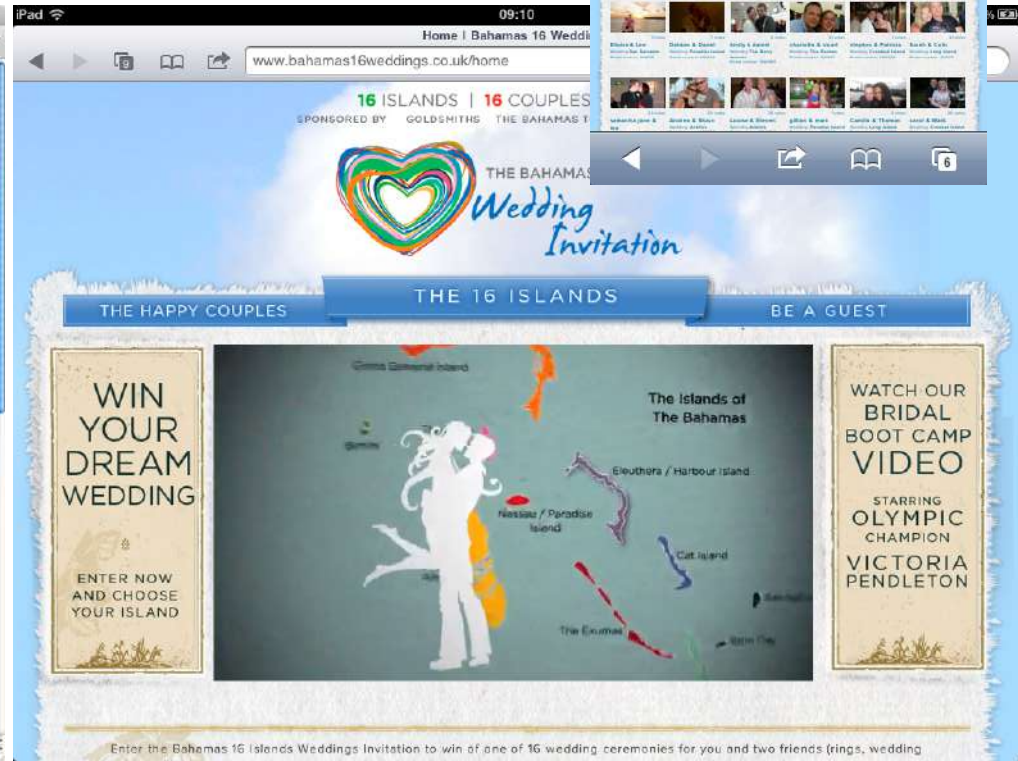
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PHOTO: GETTY IMAGES FOR AT&T, NISSAN, AND GATORADE

# HTML5

- Video
- Mobile



# HTML5

- Video Formats
  - Flash - fallback
  - MP4 - baseline profile e.g. old smart phones
  - MP4 - high quality (new) e.g. new smart phones, Safari
  - WebM - Chrome
  - OGV - Firefox
- New
  - Chrome now supports MP4
- Changes rapidly > need to keep an eye on video formats & browser versions

# HTML5

- Video Formats

# MPEG-4/H.264 video format - **other**

*Commonly used video compression format (not royalty-free)*

Resources: [Wikipedia article](#) [Firefox extension allowing support in Win7](#)

**Global user stats\*:**  
Support: 38.06%  
Partial support: 1.37%  
Total: 39.43%

<a href="#">Show all versions</a>	IE	Firefox	Chrome	Safari	Opera	iOS Safari	Opera Mini	Opera Mobile	Android Browser
3 versions back	6.0	4.0	12.0	3.2	10.6	3.2			
2 versions back	7.0	5.0	13.0	4.0	11.0	4.0-4.1		10.0	2.1
Previous version	8.0	6.0	14.0	5.0	11.1	4.2-4.3		11.0	2.2
Current	9.0	7.0	15.0	5.1	11.5	5.0	5.0-6.0	11.1	2.3 3.0
Near future		8.0	16.0		12.0				4.0
Farther future	10.0	9.0	17.0	6.0	12.1				

**Note:** Support in Chrome will be dropped in some upcoming version. The Android 2.3 browser currently requires specific handling to play videos. Firefox and Opera have both stated that they will not support the format.

Parent feature: [Video element](#)

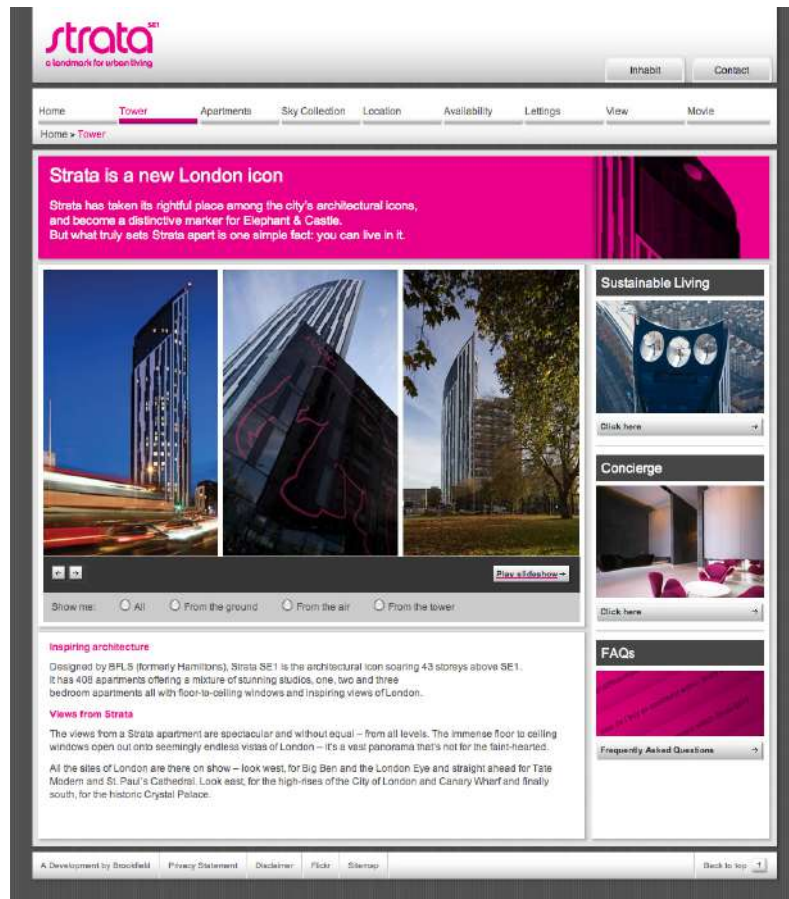
[Feedback](#)

# CSS3

- Grid-Based Design
  - CSS3 still in its infancy by making a huge impact
  - Elements should not break the 'base' design e.g. round vs square buttons, shadowing, gradient
  - Text can 'float' in columns
  - What does it mean?
- Magazine-Style Layout
  - True onscreen design without Flash
  - Basic rules of graphic design & typography can now be applied to the web
  - Before, the web and print were worlds apart
- Custom Fonts
  - Google Type API: [www.google.com/webfonts](http://www.google.com/webfonts)
  - TypeKit: <https://www.typekit.com>

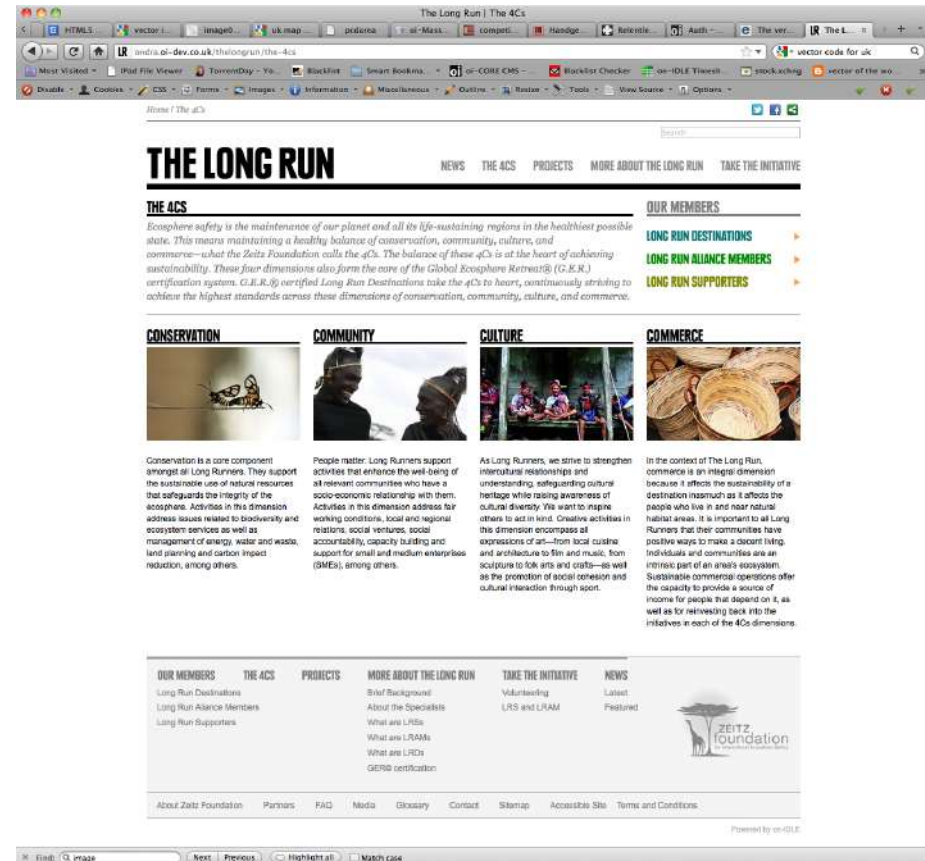
# CSS3

- Multiple Images vs Transparent PNGs



# CSS3

- Grid-based layout design





# CSS3

Relentless ENERGY DRINK

EMAIL  
PASSWORD  
SIGN IN / RECOVER PASSWORD  
FOR EXCLUSIVES  
JOIN THE ORDER

01 FOR THE ORDER .02 FEATURES .03 PEOPLE .04 FILMS .05 BLOG .06 NEWS .07 MAGAZINE .08 EVENTS .09 PRODUCTS .10 THE GARAGE


## Lives of the Artists

FOLLOW ME DOWN

Featuring  
JAMES LAVELLE KAVIER DE LE RUE JEREMY JONES

WATCH ONLINE NOW

NEWS



**TimeLine Ep 2: Trip to Greenland**  
The boys look back on the first trip they all took together in Greenland. [Watch now.](#)

PRODUCTS




**New decade, new designs**  
The closely guarded new artwork for the Relentless cans has now been unveiled. [Read more.](#)

NEWS



**TimeLine Ep 3: Canada Camping Mission**  
Xavier De Le Rue and the rest of the team warm up their legs on the Canadian slopes. [Watch now.](#)


RECENT ITEMS



**Xavier de le Rue launches his latest filming project, Timeline**  
The Timeline project is a series of behind the scenes webisodes, documenting Xavier's action packed season filming and competing around the world.  
07 December 2010



**Win one of three super-limited edition Relentless Incarnate snowboards**  
Just look at it. It's an exclusive as it gets people. You want one don't you? Apply right here.  
14 November 2010




**Alastair Seecley: Victorious**  
In the ultimate theatre of physical performance, where actors go beyond the sensations of sight and sound into a new reality ruled only by vision, noise and feeling, there is Alastair Seecley. Bombarded by the natural roar of intense combat, he conquers.  
23 April 2010



**Journals: Les Paul**  
When jazz great Les Paul was laid to rest in 1980, five of his most precious possessions were also placed in the coffin: a bible, a ring given to him by Prince Assefa-Wossen of Ethiopia, a football, a marimba bed and his guitar. The make of guitar? A  
27 March 2010



**New World Order: Bat For Lashes**  
Natashe Khan uses her music as Bat For Lashes to explore mythologies embedded deep in the female psyche.  
22 March 2010



**David Byrne: Metamorphosis Machine**  
For a changing and ever-challenging, David Byrne has metamorphosed his way far beyond the paradigm of the Talking Heads frontman that made him a rock star of his day.  
22 March 2010

NEWS

**Timeline Ep 1: Fully Committed Sluff & Ice**  
Without a decent snowfall for weeks, Xavier has kept himself busy this past month in the Alps. The Timeline crew have been searching and filming spots to create ideal lines for next season's Standard.  
14 February 2011

**Timeline Ep 4: Extreme Lines In Japan**  
Discover a Japan you've never seen before. Lucas Dubaut joined the regular Timeline crew Xavier de le Rue, Tero Repp and Guido Perini for an unforgettable trip that included Japanese powder.  
14 February 2011

**Relentless unveils new designs for a new Decade**  
The closely guarded new artwork for the Relentless cans has now been unveiled with the 'No Half Measures' ethos of the brand inspiring even more thought provoking artwork.  
28 January 2011

**Timeline Ep 2: Canada Camping Mission with Nissan Elvan**  
Early season is often hard to find good freeride terrain, especially when planned in the summer, so the team heads to British Columbia, Canada, on a  
12 January 2011

NEWS

**Robert King - War changes** (6)  
By Relentless, 08 December 2010  
Having just left our colleague Robert King, in his early twenties, decides

**Miki Croft - That day of** (6)  
By Relentless, 06 November 2010  
"What's the last thing you remember?" I was recently asked

**Talbot threat** (5)  
By Relentless, 18 November 2010  
Those events, those digital miles, 24 hours. A man called Ben Bailey from

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# JavaScript vs Flash

The image shows a screenshot of the Chamber Orchestra of Europe website, illustrating a comparison between JavaScript and Flash. The website is displayed in a browser window with the URL [www.coeurope.org/what-s-on/events-calendar/2011/11](http://www.coeurope.org/what-s-on/events-calendar/2011/11). The page features a navigation menu with links for 'What's on', 'The Orchestra', 'Listen & Watch', 'Press Room', 'Friends & Sponsors', and 'Contact us'. A large banner image shows the orchestra members. Below the banner, there is a section titled 'What's on' with a link to the 'Events Calendar'. The main content area displays a calendar for November 2011, with events listed for Tuesday, Thursday, and Saturday. The events include a concert at the Ferrara Jazz Club and a double concerto by Brahms and Schubert. The website footer contains copyright information for 2011 and contact details for the Chamber Orchestra of Europe.

Chamber Orchestra of Europe

What's on The Orchestra Listen & Watch Press Room Friends & Sponsors Contact us

What's on  
Events Calendar

Chamber Orchestra of Europe

What's on The Orchestra Listen & Watch Press Room Friends & Sponsors Contact us

Events

2011 2012

NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT

Schedule for November 2011

22 Tuesday	Concert at Ferrara Jazz Club Soloists of the Chamber Orchestra of Europe	Jazz Club Ferrara, Italy
24 Thursday	Brahms - Double Concerto Schubert - Symphony No. 9 'Great' in C major Conductor: Semyon Bychkov Soloists: Reneud and Gautier Capuçon	Teatro Comunale Ferrara, Italy
26 Saturday	Brahms - Double Concerto Schubert - Symphony No. 9 'Great' in C major Conductor: Semyon Bychkov Soloists: Reneud and Gautier Capuçon	Cité de la musique Paris, France Book Tickets

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Chamber Orchestra of Europe, North House, 27 Great Peter Street, London, SW1P 3JA  
Tel: +44 (0)20 7879 2222 | Fax: +44 (0)20 7879 2329 | Email: [reinfo@coeurope.org](mailto:reinfo@coeurope.org)

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# JavaScript vs Flash

The screenshot shows a web browser displaying the website [www.bahamas.co.uk/home/islands-map?id=23](http://www.bahamas.co.uk/home/islands-map?id=23). The page features a navigation menu with categories like 'Things to do', 'Where to stay', and 'Holiday ideas'. A map of the Bahamas is shown, with Andros island highlighted. To the right of the map, there is a weather widget for Andros (23°C/74°F) and a photo of a man in a yellow shirt. Below the photo, there is a section titled 'The mysterious giant' with a description of the island's history and diving opportunities. At the bottom of the page, there is a carousel of images for 'Diving', 'Beaches', 'Golf', 'Fishing', and 'Bahamian stories'. The footer contains copyright information for The Bahamas Tourist Office UK and mentions the design and build by Fox Kalomasi and or-IDLE.

Islands map | The Islands of Bahamas

23°C/74°F

### Andros



#### The mysterious giant

This relatively huge peaceful island is home to the oldest dive resort in the Islands, Small Hope Bay is 50 yrs old. Covering 2,300 square miles, it's the largest yet least explored island in The Bahamas, The Andros Barrier Reef, the third largest in the world boasts crystal-clear waters with a perfect year-round temperature of 27C (80F). The underwater cave systems, or Blue Holes make for tremendous diving - and look out for their mythical sea creatures...

[SEE MORE VIDEOS AND PHOTOS FROM THIS ISLAND](#)

[READ MORE ABOUT THIS ISLAND](#)

Diving | Beaches | Golf | Fishing | Bahamian stories

© The Bahamas Tourist Office UK | Contact us | Terms of use | Press | Media Coverage | Sitemap | Accessible version | Design and build: Fox Kalomasi and or-IDLE

# JavaScript vs Flash

The screenshot shows a web browser displaying the website [www.bahamas.co.uk/home/island-hopping](http://www.bahamas.co.uk/home/island-hopping). The page features a navigation menu with options like 'Things to do', 'Where to stay', and 'Holiday ideas'. A central map of the Bahamas Islands is highlighted with a red path indicating a 6-day itinerary: Days 1-2 (The Abacos), Days 3-4 (The Exumas), and Days 5-6 (Eleuthera / Harbour Island). A sidebar on the right contains the title 'Island Hopping', a description of the experience, and a list of suggested itineraries including 'Taste of The Bahamas', 'Under the Sea', 'Three Islands safari', 'Dream Beaches', 'Nature trip', and 'Footprints in the sand'. At the bottom, there is a carousel of images for 'Diving', 'Beaches', 'Golf', 'Fishing', and 'Bahamian stories'. The footer includes copyright information for The Bahamas Tourist Office UK and various links.

# Email Newsletters

- Going Backwards
  - From a design / comms perspective
- Layout like MS Excel (tables)
- Large Image - not good as no live text
- 595 px width - design to cater for
  - some 700px, depends on target audience
- Outlook 2007 & Outlook 2010 behaves like MS Word
  - Does not support animated gifs either

# Email Newsletters

- Images

Can't see this email? [Click here](#)

THERE'S A SPECIAL PLACE IN THIS  
WORLD FOR COMPANIES WHO  
TRADE WITH A CONSCIENCE.

NOW THERE'S A SPECIAL AWARD TOO.



 **GREENAWARDS**<sup>®</sup>  
FOR CREATIVITY IN SUSTAINABILITY

CarbonNeutral<sup>®</sup> event

mediaguardian    MAYOR OF LONDON

Can't see this email? [Click here](#)



**SHOP  
WEST  
END**

what's  
in store?

With a much needed couple of days off  
looming to lounge in the spring weather,  
check out what's in store for all the family  
in London's West End.

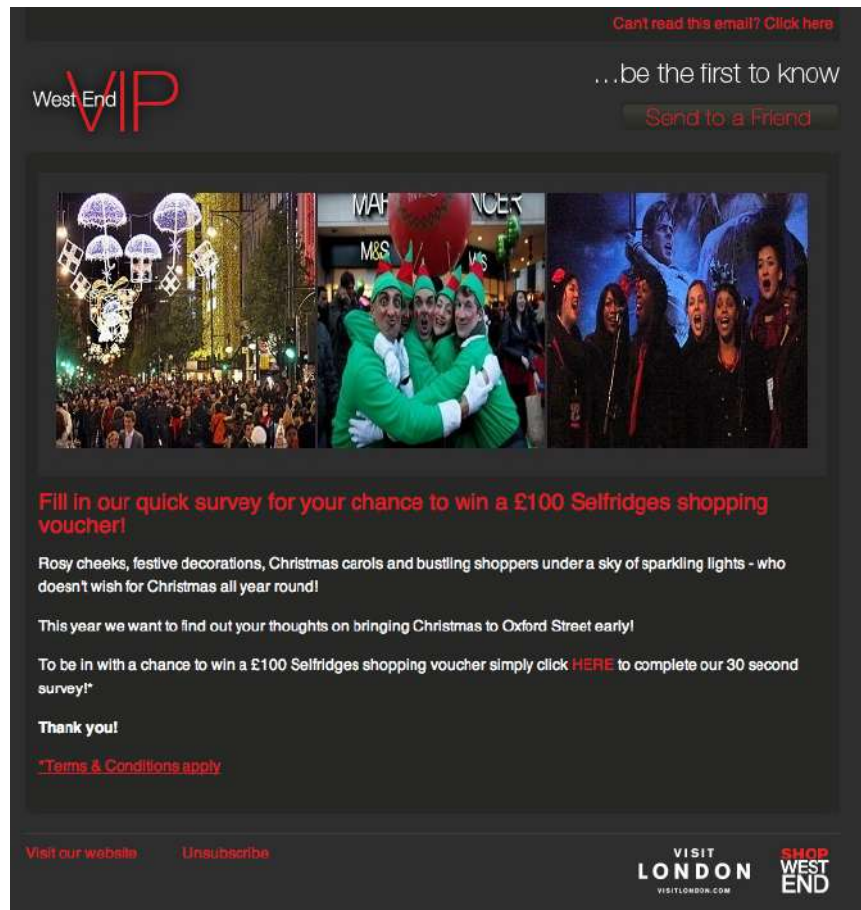
**Organic Booja Booja Egg at Selfridges**  
One for environmentally aware grown-ups -  
delicious dairy-free, vegan Champagne organic  
truffles that come in an exclusively designed paper  
mache egg painted by artists in Kashmir. The work  
helps provide local families with a stable income so  
your conscience can remain intact as you scoff.  
[www.selfridges.com](http://www.selfridges.com)

**Hunt the chicks at John Lewis**  
Kids are being invited to John Lewis for  
the great 'Easter Hunt' (7 April) to  
help Mother Hen find her lost chicks  
scattered around the store, find six  
chicks and they'll scoop an Easter  
prize. Meanwhile their parents can  
admire the new range of Belgian  
chocolate eggs hand crafted by  
award-winning chef, Anthony Marshall.

**Guilt-Free Choc at the Body Shop**  
If you or a loved one's waistline could really do with  
skipping the Easter chocolate-feast, the Body Shop

# Email Newsletters

- Templates (text on solid background)



# APIs are Fun

- Google Maps

The screenshot shows the Tunisia National Tourist Office website. The header includes the logo "TUNISIA The Jewel of the Mediterranean" and navigation links: Home, About Tunisia, What to do, Where to stay, Regions & Cities, Travel info, Map, Gallery, Media Coverage, and My Tunisia: 0 items. A search bar and a "Request brochures or email news" button are also present. The main content area features a map of Tunisia with several green location pins. A sidebar on the left lists various categories: Cities & Regions, What to do, Beaches, Luxury & Spas, Family, Adventure, History, Culture, Golf, Northern Tunisia, Tunis & around, Hammamet & Cap Bon Peninsula, The Sahel, Djerba & The Medenine, and The Jerid. Below the map, there are links for "Where to stay" with filters for 5 star, 4 star, and 3 star resorts. The footer contains contact information and a copyright notice for 2011.

This screenshot shows the Tunisia National Tourist Office website with a focus on weather and accommodation. The header is identical to the previous screenshot. The main content area features a large banner with the text "Tunisia is full of surprises, delights and the most amazing contrasts." and a photo of a woman. Below the banner, there are three main sections: "NEED TRAVEL ADVICE?" with links for currency, visas, and getting around; "LIVE WEATHER" for Tozeur, showing a temperature of 17°C and a monthly weather table; and "FIND A PLACE TO STAY" with a list of hotels. The weather table for Tozeur is as follows:

Month	(C)	(mm)
January	14C	61mm
February	16C	51mm
March	18C	41mm
April	21C	36mm
May	24C	18mm
June	29C	8mm
July	32C	3mm

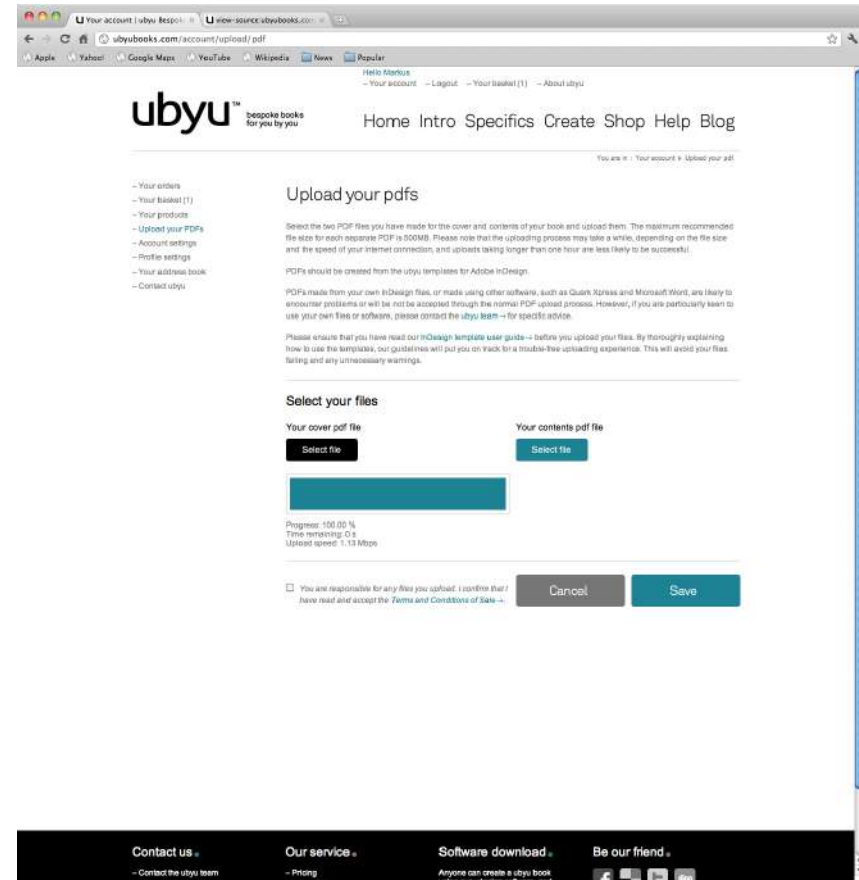
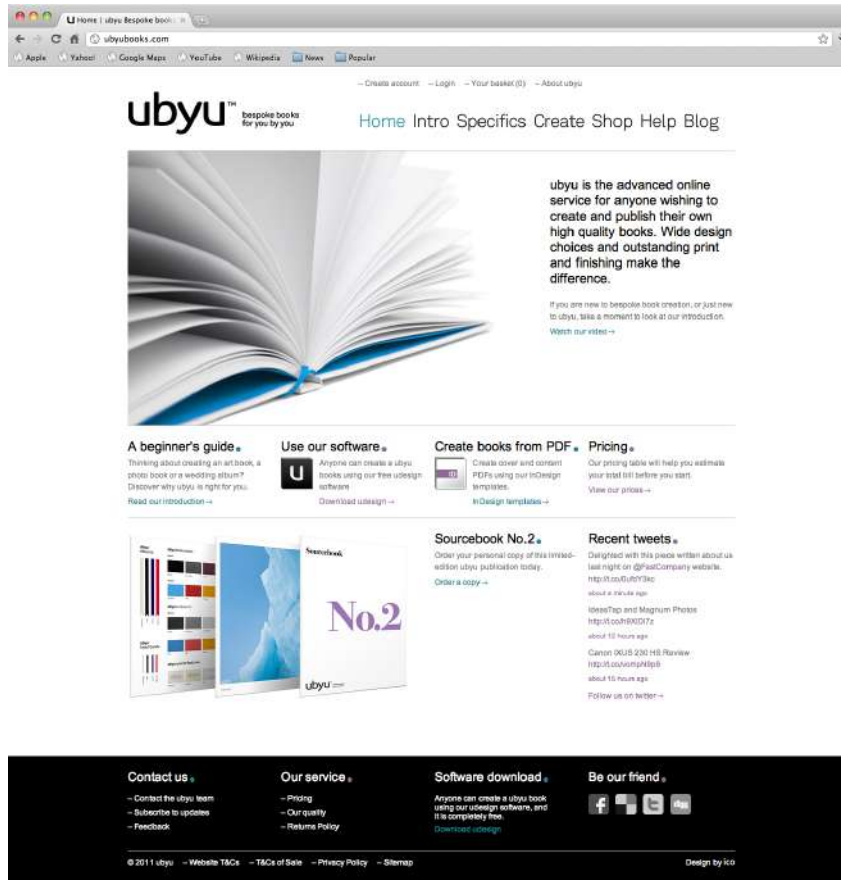
The footer contains contact information and a copyright notice for 2011.

This screenshot shows the Tunisia National Tourist Office website with a detailed view of the Tozeur Golf Course. The header is identical to the previous screenshots. The main content area features a map of Tunisia with a green location pin over Tozeur. A sidebar on the left lists various categories: Cities & Regions, What to do, Beaches, Luxury & Spas, Family, Adventure, History, Culture, Golf, Northern Tunisia, Tunis & around, Hammamet & Cap Bon Peninsula, The Sahel, Djerba & The Medenine, and The Jerid. Below the map, there is a detailed description of the Tozeur Golf Course, including a photo gallery and text describing the course's location and features. The footer contains contact information and a copyright notice for 2011.



# APIs are Fun

- 3rd Party e.g. PDF Print Preflight Check



# Web Technology

- SEO, Search
- Layout (CSS3)
- Rich Media Content (HTML5)
- Engagement, interactivity
  - JavaScript
  - APIs
  - HTML
- eCommerce (standard payment gateways)
- Cloud servers; better connectivity
- Not really helping with standards, HTML5 1st step toward unifying technologies

# Thank you.

- Questions
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