

Anatomy of a Web Presence

Design Science — Decisions you don't interfere with

- White Space
- Calls to action
- Basic Navigation
- Follow Like, Share and Comment
- Static Conventions - Pages
 - About
 - Contact
 - Services
 - News
 - Testimonial
- Dynamic Conventions - Posts
 - Key words
 - Categories & tags

Template — Decisions you don't interfere with

- Text
 - Less is more
 - The CSS knows best
- Coloration
 - Industry Convention
 - Contra Convention
 - Evoke