Click the link below to open a video recording for this Webinar:

https://recordings.join.me/kcEo2FlBz0q2xVYDwbKHGA

toucantech

Your Website is Not a Book

Webinar starts at 09:30am GMT. When the webinar starts your microphone will be muted.

Watch the recording here:
bit.ly/toucantech-webinar

Are you ready to play?

Let's create this webinar together

Books

What was the last book you read?

Machines like Me

Why mummy swears

Alias Grace Margaret Atwood

Brideshead Revisited

The Dutch House by Ann Patchett

Currently reading Bill Bryson's book on the English language

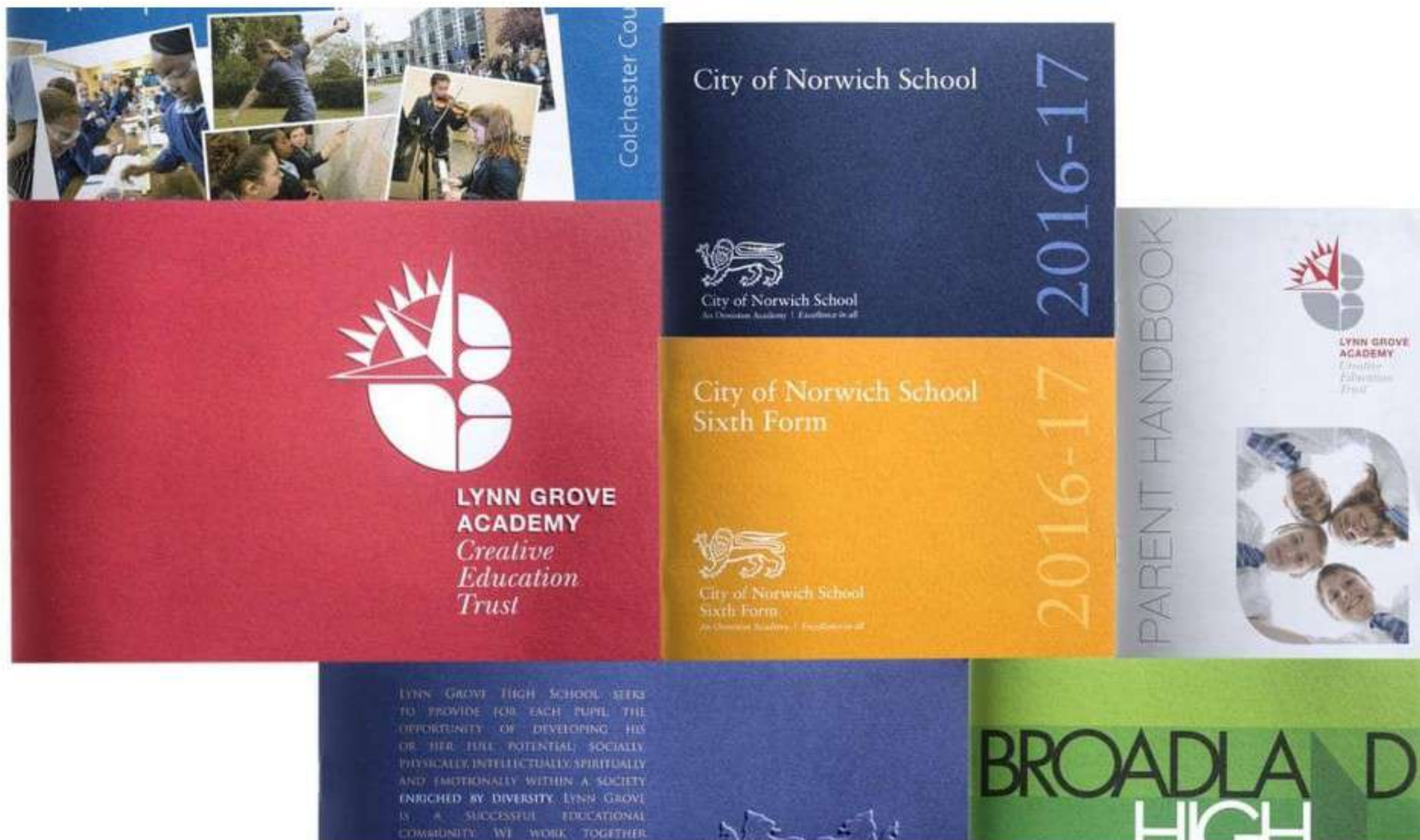Anthony Bourdain Kitchen confidential

The Book Thief

Dan Brown Origin

2.2 million

books published in 2018

Back in the day...

ToucanTech

Powerful

CRM + Website

Straightforward software to manage your content and communications
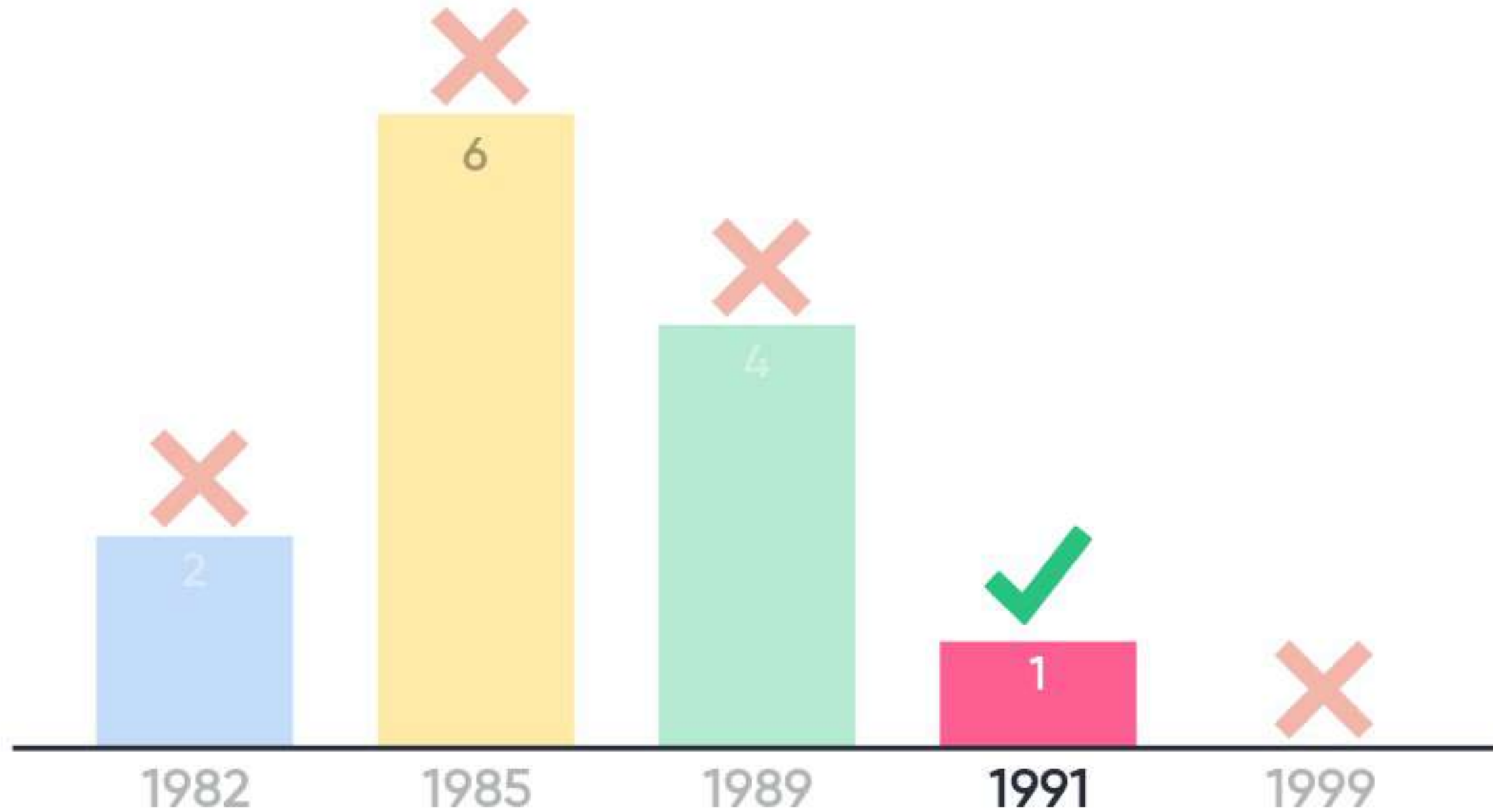
Companies | Schools | Non Profits

Book a demo

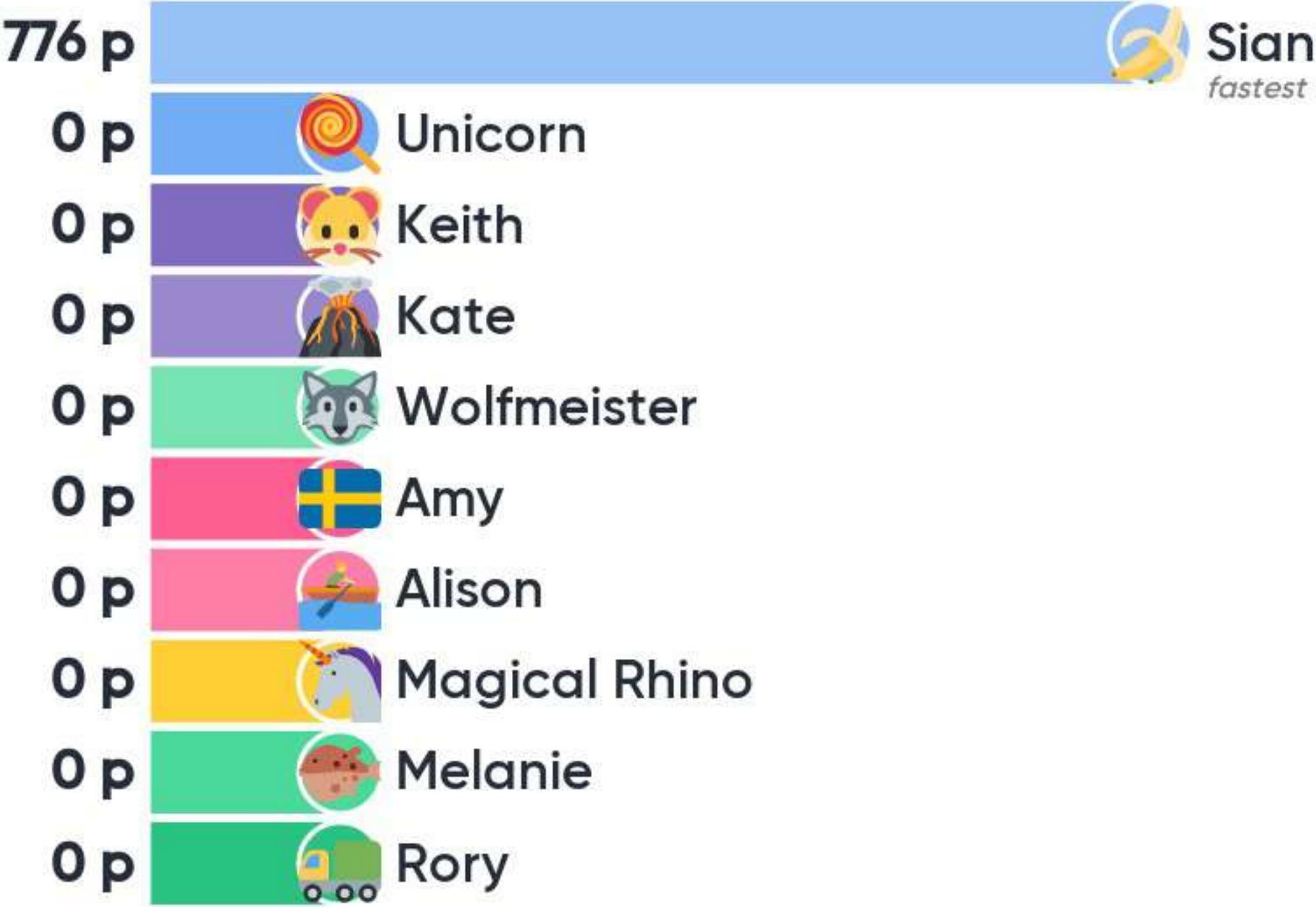# Enter Kate and the ToucanTech team...

5.2 million

websites published in 2018

When was the first website published?

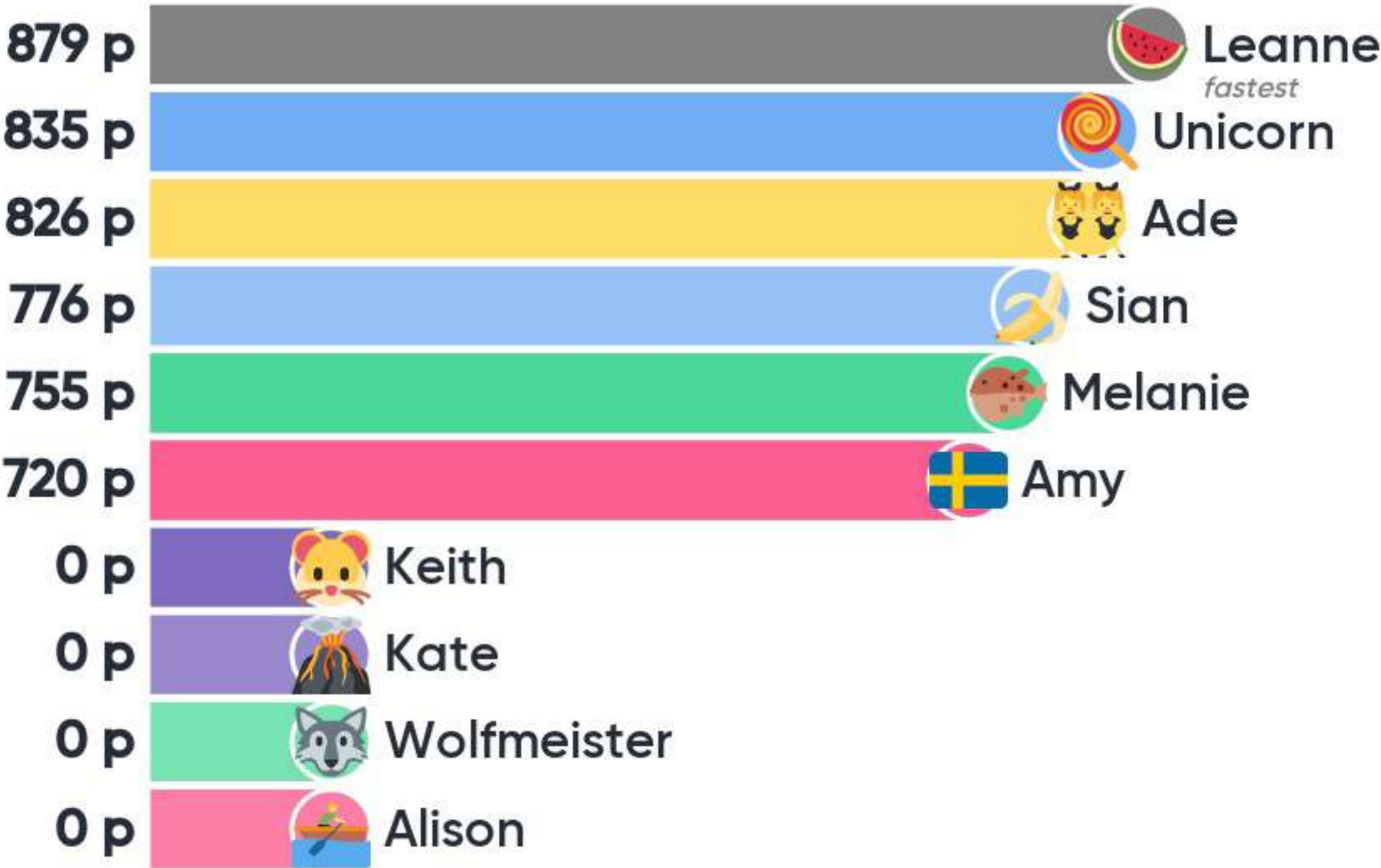| 1982 | 1985 | 1989 | **1991** | 1999 |

👤 13

Leaderboard

776 p — Sian *fastest*

0 p — Unicorn

0 p — Keith

0 p — Kate

0 p — Wolfmeister

0 p — Amy

0 p — Alison

0 p — Magical Rhino

0 p — Melanie

0 p — Rory

14

What is the average length of time spent on a website?

| 3 seconds | 2 minutes 17 seconds | 5 minutes 3 seconds | 10 minutes 47 seconds | 1 hour and 13 second |

13

Leaderboard

Points	Name
879 p	🍉 Leanne *fastest*
835 p	🍭 Unicorn
826 p	🐱🐱 Ade
776 p	🍌 Sian
755 p	🐠 Melanie
720 p	🇸🇪 Amy
0 p	🐹 Keith
0 p	🌋 Kate
0 p	🐺 Wolfmeister
0 p	🚣 Alison

👤 14

What is the best day to send emails

Monday — 2 ✖
Tuesday — 5 ✖
Wednesday — 1 ✖
Thursday — 2 ✔
Friday — 2 ✖

👤 12

Leaderboard

Points	Name
1805 p	Unicorn *fastest*
965 p	Rory
879 p	Leanne
826 p	Ade
776 p	Sian
755 p	Melanie
720 p	Amy
0 p	Keith
0 p	Kate
0 p	Wolfmeister

14
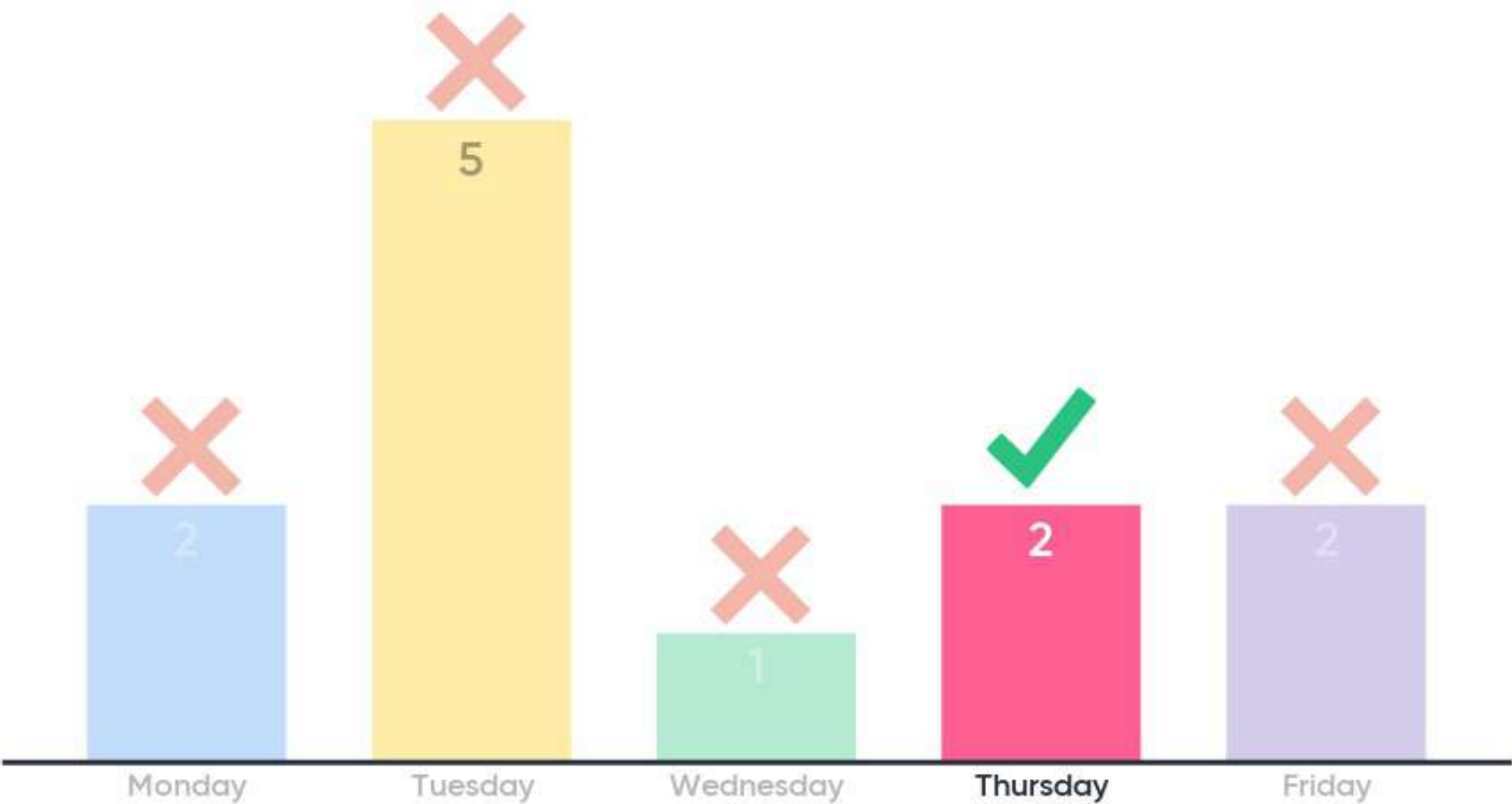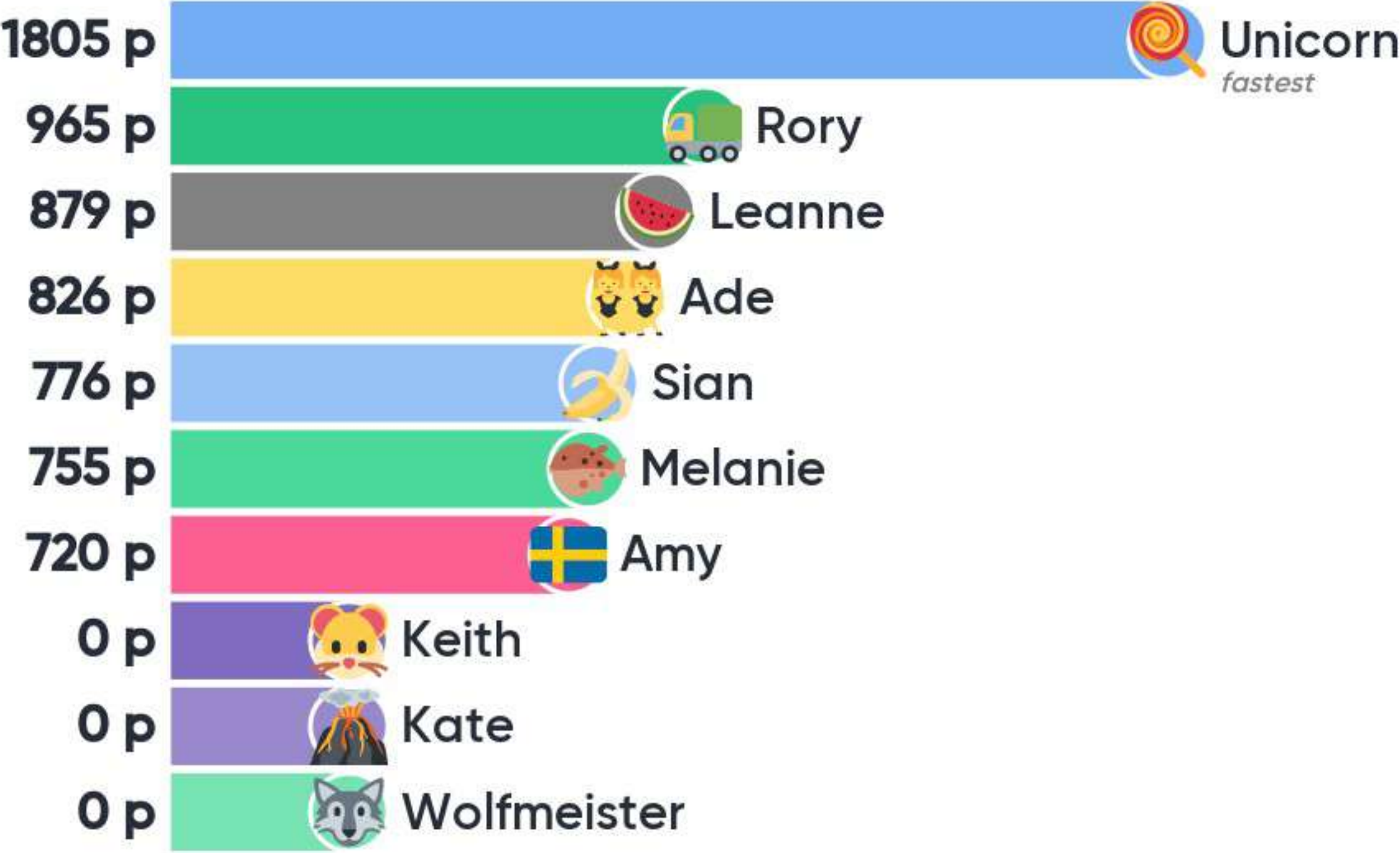
How many emails are send around the world each minutes?

204 | 2040 | 204 thousand | **204 million** | 204 billion

Leaderboard

Points	Name
1887 p	🚚 Rory *fastest*
1805 p	🍭 Unicorn
1697 p	🐱🐱 Ade
1626 p	🇸🇪 Amy
1484 p	🍉 Leanne
797 p	🚣 Alison
776 p	🍌 Sian
755 p	🐟 Melanie
523 p	🦄 Magical Rhino
0 p	🐹 Keith

👤 14

70% are spam

2

Enter our website.

The International School of Brussels • Everyone included • Everyone challenged • Everyone successful

ISB

RAIDERS

What are you looking for today?

www.isb.be

1
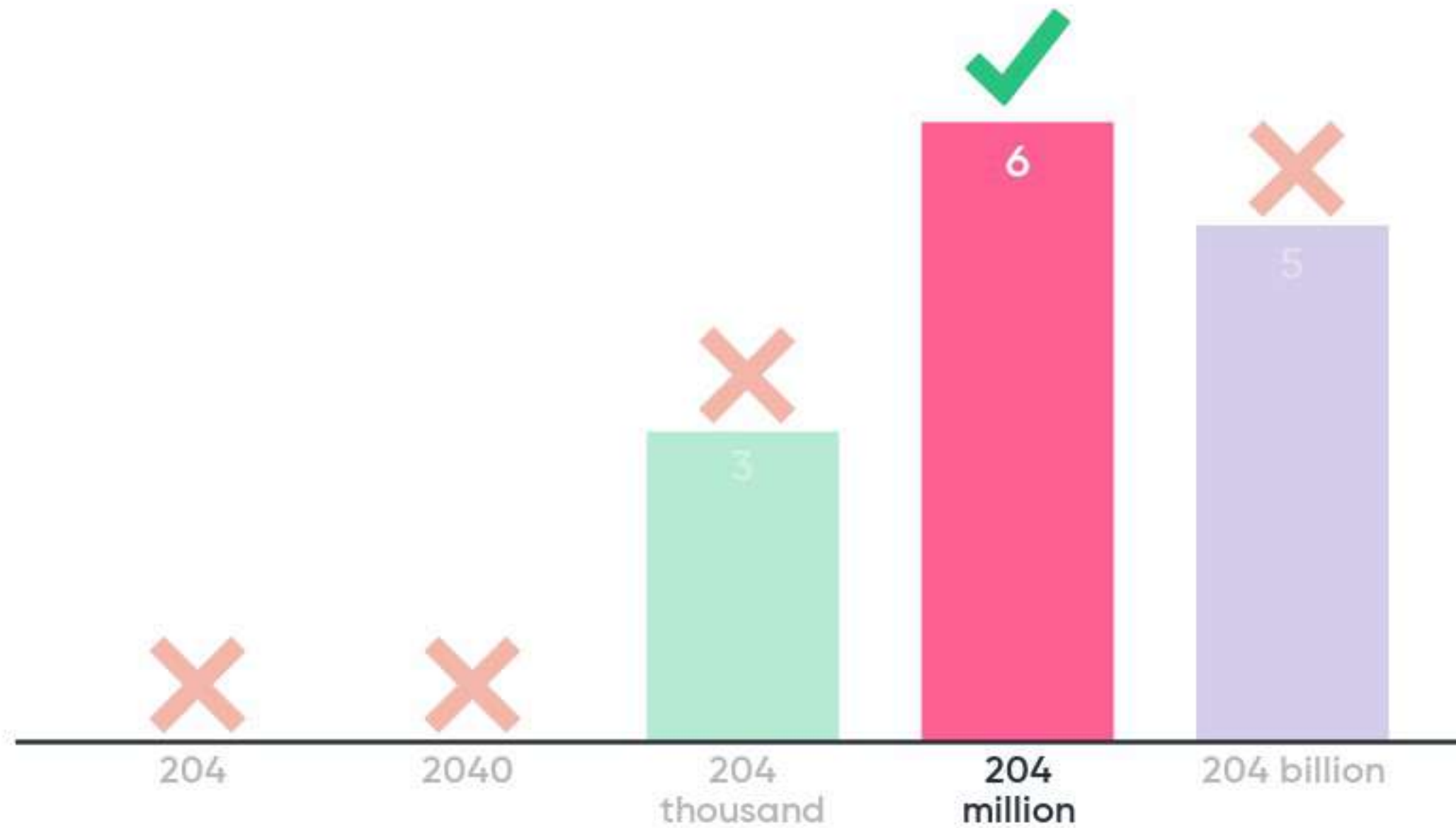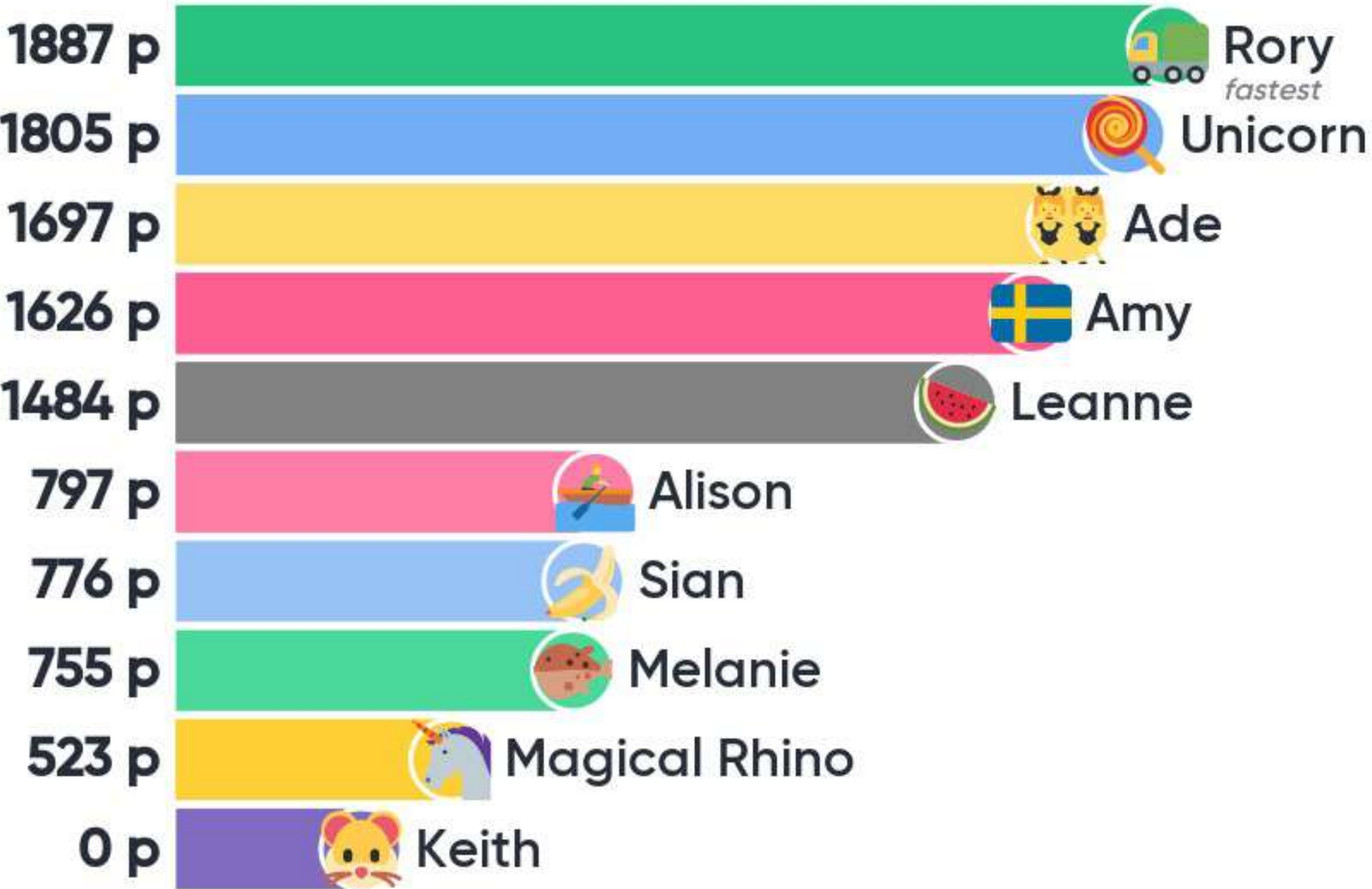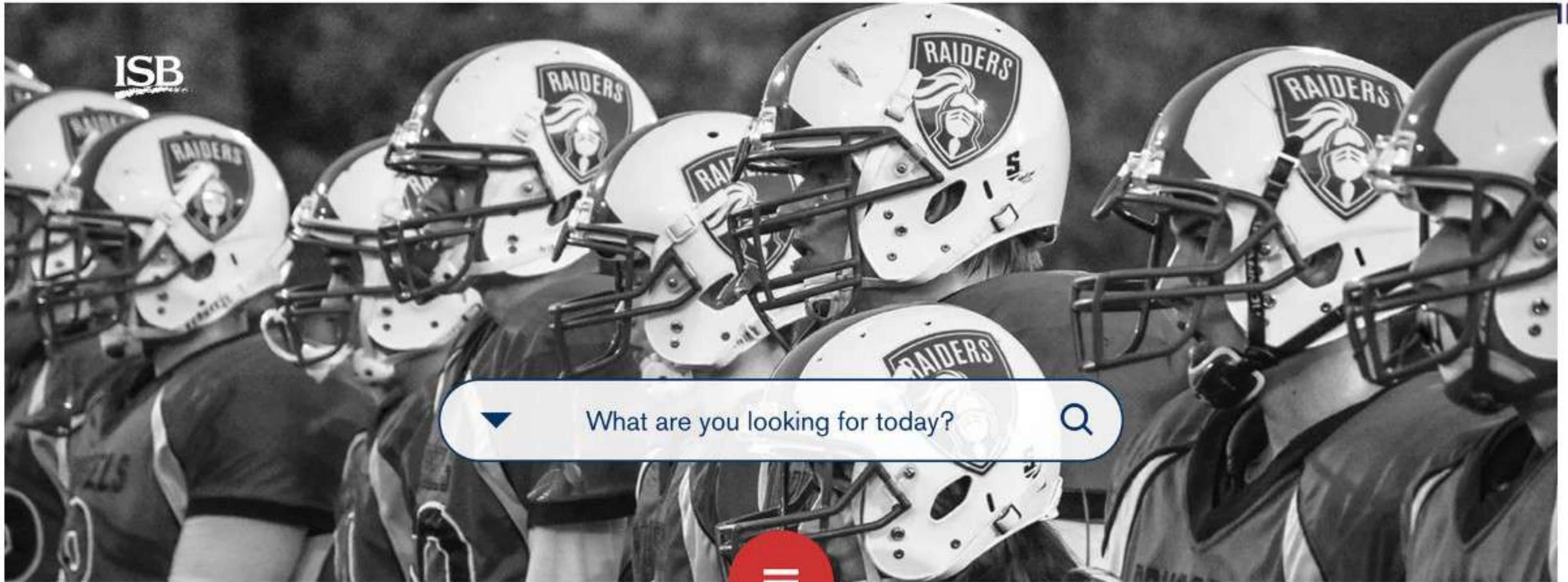
A drop in the ocean of 1.5 billion sites

What is the average life of a website in days?

100	200	576
700	900	7
1000	1000	Thousand days

10

What is the average life of a website in days?

300

940 days

2 years, 6 months and 27 days.

1

Please rate the following:

Freaks me out a little ... **Cool about that**

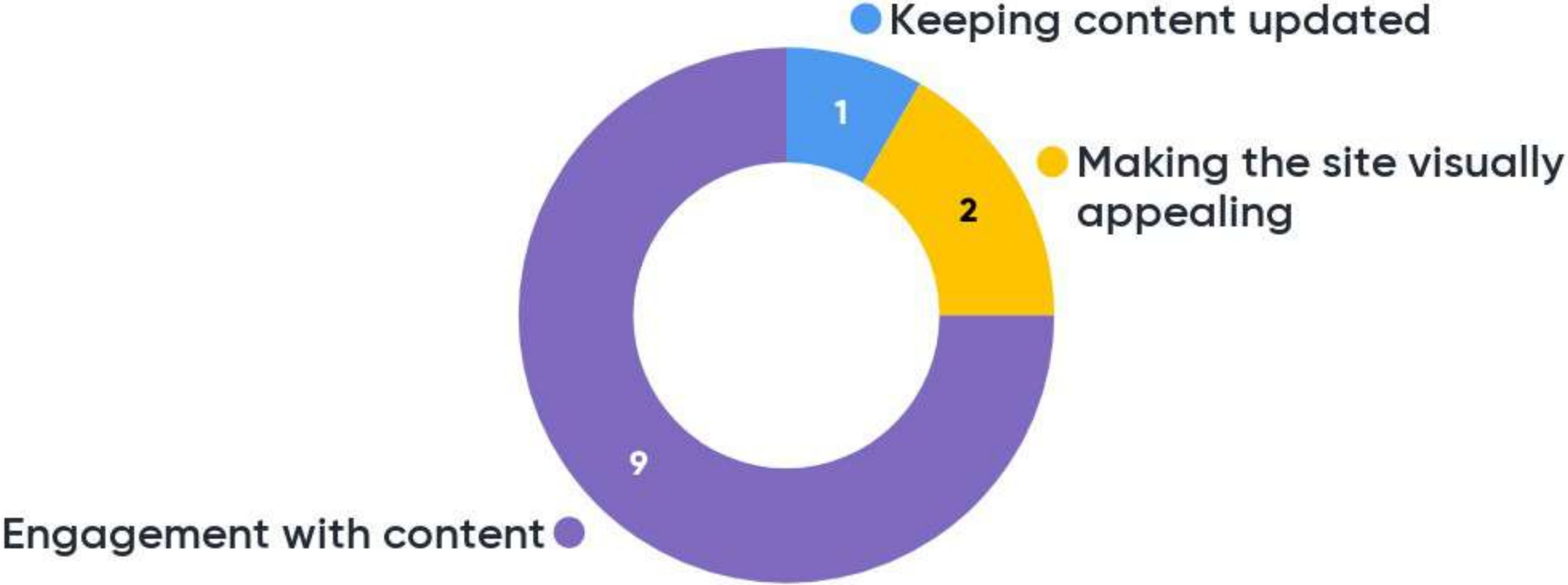How does that make us feel?

0
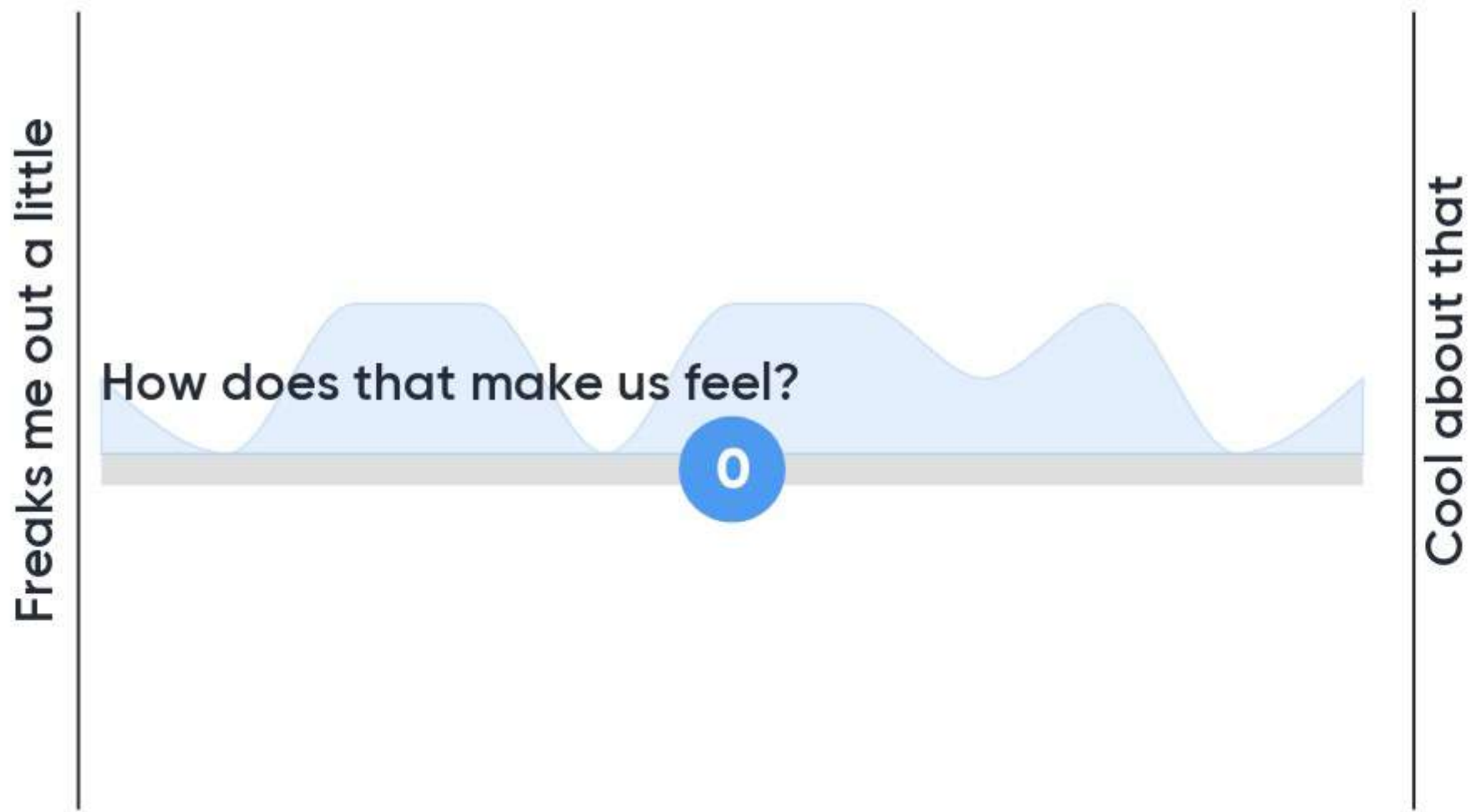
Words you would use to describe your school website

How others would describe your school website

corporate

difficult

unclear

text heavy

confusing

easy to navigate

friendly

no content

hard to find info

didnt look at most of it

how do i register interes

difficult to navigate

irrelevant

helpful

what is best ideas

old fashioned

out of date

labyrinthine

distant

👤 10

Our biggest web challenge in 2019

- Keeping content updated
- Making the site visually appealing
- Engagement with content

1
2
9

👤 12

If I could focus on one thing

Simplicity wins!

Content   Simplicity   Media   Integration   Personalisation

UX Design, Why Web Design is Dead

It's time for us to grow up, because we have been part of the problem: we have helped to give birth to self-righteous web pages that assume they deserve to be watched and awarded just for the time we invested in crafting them. Now more than ever, in a world flooded with cognitive noise, the world needs simple, intelligent, integrated ecosystems of information. The sooner designers embrace this need, the better prepared we'll be for the future.

2

2

Imagine

a website that is simple, elegant, listening, and kind.

ISB

RAIDERS

What are you looking for today?
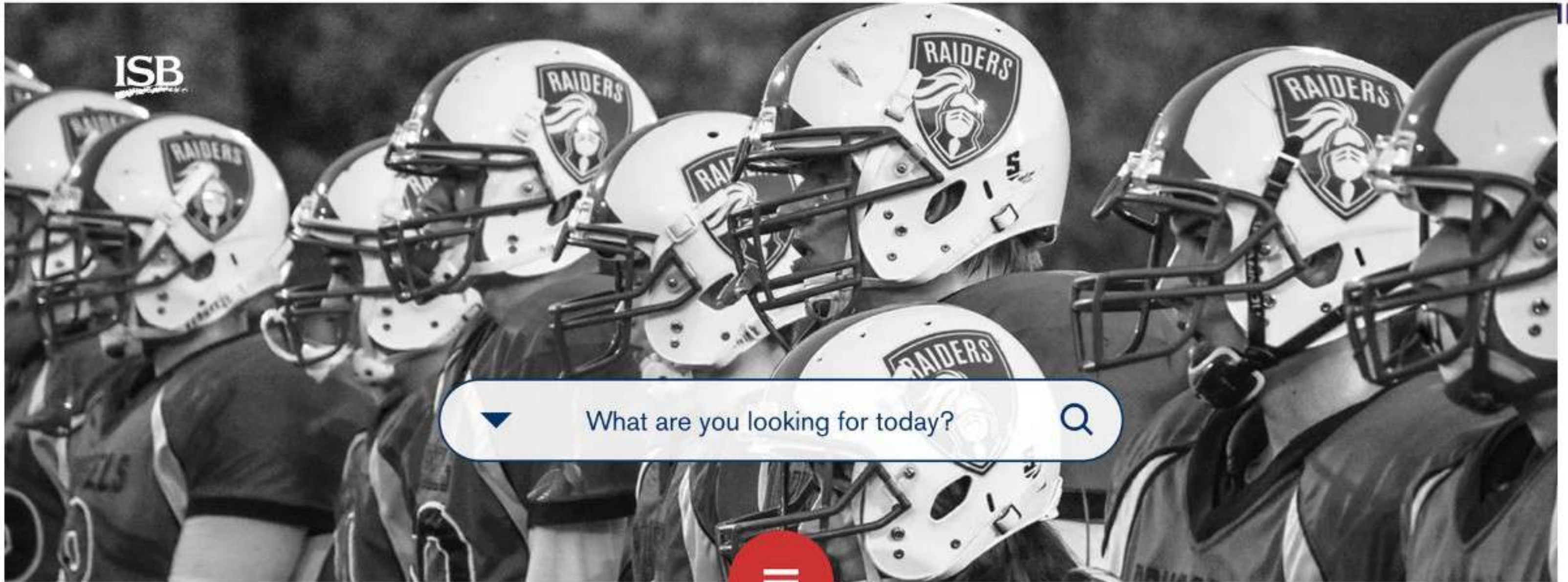
www.isb.be

In the end

It is a call to stop designing the page and to focus on designing the experience of those who are reading what we write. It is a call to say less, listen more, and above all stop crafting websites as if they are books.
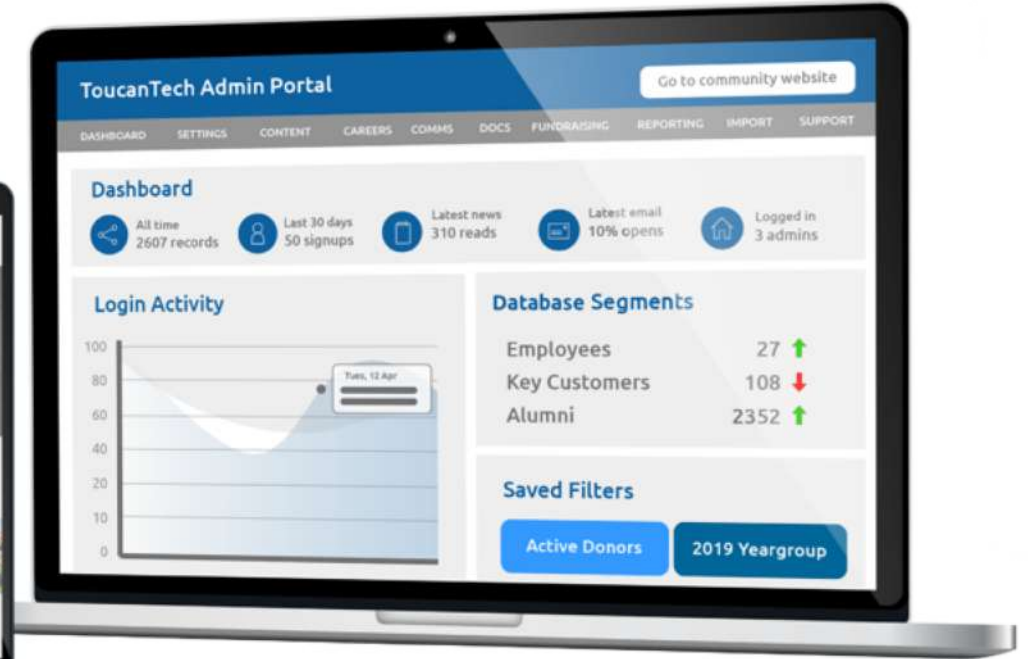
Thank You

Please stay in touch
willowsd@isb.be
www.fragments2.com

About ToucanTech

ToucanTech is an easy, flexible and beautiful fundraising CRM and website software to manage your content, supporter records, email newsletters, online payments, events, mentoring, careers and more!

Any questions?
Please contact Amy – amy@toucantech.com
www.toucantech.com