



University of Wisconsin-Madison

UW E-Business Consortium

"Helping Industry Gain Competitive Advantage Through E-Commerce and E-Business"

www.uwebc.org

Project Report

Leading Practices for Design of Corporate Websites

Project Sponsor

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December 2005

Executive Summary

J.J. Keller and Associates is a leading provider of products and services for regulation compliance. Like most companies, J.J. Keller took advantage of the e-commerce rapid growth in the late nineties and began offering an online product catalog for their customers. The company is now in the initial planning stages of developing a new corporate website that better communicates J.J. Keller's offerings of both products and services.

The purpose of this project was for the University of Wisconsin – Madison student team to conduct extensive research on corporate website design and identify leading practices to help J.J. Keller with the design of a new corporate website.

The student team conducted a competitive and comparative analysis of the corporate websites of J.J. Keller's competitors and other leading companies that offer products and services. Included in this analysis was a large sample from the 2005 Forbes 500 list of companies in many different industries which have proven to be very successful through e-commerce. This benchmarking analysis revealed best practices for space allocation, distribution, and positioning of common homepage sections for company's specializing in products and services. As part of the project the student team also conducted various interviews with successful companies to gather real-life insight on the re-designing of corporate websites. Design process methodologies, departments involved, and website maintenance were a few of the topics covered during the interviews. Helpful feedback on final design templates which the team created after the website real-estate analysis was also received from each company.

We hope that the findings and recommendations provided in this report will help J.J. Keller in designing a new corporate website that effectively communicates their products and services offerings, allowing them to fully achieve their potential for company growth.

Acknowledgments

Our group would like to take this opportunity to thank several people who helped us along the way. We greatly appreciate their help and recognize that they are part of the reason that we completed this project successfully.

J.J. Keller & Associates Team

Jamie Ceman, E-Commerce Marketing Administrator and Project Manager, for maintaining in close contact with the student team throughout the semester

Raymond DuBois – Corporate Manager, E-Commerce Marketing, for providing support and guidance to the team

Robert Larsen – Corporate Marketing Manager, for providing support and guidance to the team

Angela Parker – Promotional Planning Manager, for providing support and guidance to the team

Corporate Interview Participants

Pete Williams - Internet Services Manager of DEMCO, for providing valuable information to the team on corporate website design

Wesley Grubbs – Interactive Media Director of Planet Propaganda, for providing valuable information to the team on corporate website design

Sandra Bradley – Director of Interactive Services of The Hiebing Group, for providing valuable information to the team on corporate website design

Cindy Liebermann – Director of Corporate Marketing of Zebra Technologies, for providing valuable information to the team on corporate website design

University of Wisconsin

Professor Raj Veeramani, for providing advice and guidance for this project and also giving us the opportunity to gain real world experience

Thank you,

Nick Dow
Blake Hampton
Sarah Olmsted
David Ka Wing Yu

Table of Contents

Executive Summary	1
Acknowledgments	2
1 Introduction	4
1.1 Company Overview.....	4
1.2 Goals and Objectives	4
1.3 Methodology.....	4
2 Real Estate Analysis	6
2.1 Description.....	6
2.2 Approach.....	6
2.2.1 Selecting Company Corporate Homepages.....	6
2.2.2 Classifying Web Contents	7
2.2.3 Classifying Web Space Allocation.....	8
2.2.4 Final Selection of Websites.....	10
2.2.5 Classifying Web Content Placement	11
2.2.6 Create Website Layout Mock-ups.....	11
2.3 Results.....	11
2.3.1 Design Templates Analysis.....	18
3 UW-Madison E-Business Consortium Interviews	22
3.1 Introduction	22
3.2 The Hiebing Group.....	22
3.3 Planet Propaganda.....	24
3.4 DEMCO.....	26
3.5 Zebra Technologies.....	28
4 Recommendations	29
4.1 Real Estate Analysis	29
4.2 Corporate Interviews	31
4.3 Final Design Template	34
5 Reflection and Conclusion	35
6 Appendices	36
6.1 Appendix A: 51 Companies and Industry Information	36
6.3 Appendix C: Final 12 Selected Company Color-Code Documents.....	41
6.4 Appendix D: List of 12 Selected Companies.....	47
6.5 Appendix E: Distribution Graph of Web Content for 12 Websites.....	47
6.6 Appendix F: Distribution Graph of Web Content for 51 Websites.....	54