

Home Page

Linger (lin • ger, verb): To remain, leaving a lasting impression.

Welcome to Linger Creative. We are a full-service creative agency armed with the best in words and pictures. Our mission is simple—take your marketing goals and initiatives and bring them to life online with powerful copy that will drive your customers to use your products and services coupled with equally powerful designs and images that will leave that lasting impression that will keep them coming back for more. Essentially, our work will linger in your customers' minds, like the scent of a favorite perfume or mouthwatering aroma of a favorite restaurant. We will recreate the sights, sounds, tastes and more all in an electronic medium that can be up and running 24-7.

Our Name. Besides being the perfect word to describe our services, Linger also happens to be a combination of the names of Linger Creative's founders—Lesley Reedy and Ginger Eiden.

About Us

In pure *Vanity Fair* style, a Q&A with the creative team!

The Look

Name: Lesley Suzanne Reedy

Place of birth: Atlanta, Ga.

Background: I graduated from college in a flash of two years with a double major of Biology and Fine Art. I quickly realized I could either illustrate medical journals for the rest of my life or look into this fancy new thing on the computer called the Internet. I picked up a book on HTML at Barnes and Noble, read it in two hours and pretty much have been doing this Web thing ever since, count 'em 12 years now. My Web experience includes both government and private entities, including seven years with NASCAR (yee haw!), positions with cities in both Arizona and Florida, and Web development for the music industry (developing sites for a full slate of mainstream, ska and punk bands). I have been the Web Content Manager with the city of Glendale, Ariz. since July 2005 and have helped create an undeniable Web presence for the city.

What is your idea of perfect happiness? Lying in a hammock on a sunny winter day wrapped in a blanket, reading books with my little girl Mia.

What is your greatest fear? It is so terrible I can't say it aloud.

Which living person do you most admire? Jimmy Carter (another Georgia peach).

What is your favorite journey? Any road trip where my daughter (or me) doesn't get carsick. "I love to drive" (quote from John Goodman's character in the movie *Raising Arizona*)

What is your current state of mind? Slightly burnt toast. Crispy around the edges but just right in the middle.

What do you consider your greatest achievement? I hope it will be being a good mama. It is something I work to achieve every single day.

If you were to die and come back as a person or thing, what or whom do you think it would be? I would love to be a bird, which is highly ironic since they (well, aspects of them) gross me out.

What is your most treasured possession? A pillow made out of my grand daddy's ties.

What is your most marked characteristic? Ginger says it is my southern accent and ability to make anything bad sound not so bad.

How do you take your coffee? Extra sweet with vanilla cream.

What is your favorite word? Maaa-maaa (which is generally accompanied by a hug and a kiss from Mia).

What is your motto? Do not judge, and you will not be judged; do not condemn, and you will not be condemned; forgive, and you will be forgiven.

The Words

Name: Ginger Sue Eiden

Place of birth: Glendale, Ariz.

Background: Born and raised in Arizona, I attended Arizona State University's Walter Cronkite School of Journalism. After graduating in May 1998, I worked for a variety of Arizona newspapers, including *The Arizona Republic* and *The East Valley Tribune's* family of newspapers. Hungry for a world where I could write in pages rather than inches, I ventured into magazines, working as an editor for several local and national magazines. I turned to the Web after a few years of working with e-newsletters. I have been the Web Content Manager for the city of Glendale, Ariz. since June 2005, and have helped create a family of Web sites that market key areas and serve specific audiences for the city of Glendale.

What is your idea of perfect happiness? Oscar night, a tub of peanut butter and chocolate ice cream, flannel pajamas, cuddle time with my 2 ½ -year-old son, and a really killer movie year when the Academy finally picks the right winners in every single category (yes, even the technical categories).

What is your greatest fear? Bees. Well...bees or drowning. It's a toss up really.

Which living person do you most admire? Every parent of an autistic child who I have ever met. They are the strongest, most amazing people I know.

What is your favorite journey? A two-hour whirlwind mad dash to a wedding in a very questionable van from Jamaica Queens, NY, to the Swan Club on Glen Cove Road in Long Island. It was a heck of a journey that I'll happily share with anyone in more detail if you really want to know.

What is your current state of mind? Right now, it's a diet Coke-fueled frenzy. Usually, it's a calm and steady diet Coke-fueled frenzy.

What do you consider your greatest achievement? My son.

If you were to die and come back as a person or thing, what or whom do you think it would be? Katharine Hepburn

What is your most treasured possession? A really weathered Bruce Springsteen and the E-Street Band ticket stub.

What is your most marked characteristic? My ability to go with the flow.

How do you take your coffee? Frozen

What is your favorite word? Home

What is your motto? I am Superman to someone.

Our Services

Creating a Web presence is more than just plopping some pictures next to a late-at-night-scribed blog entry.

The Web is pervasive.

It's dynamic.

It's powerful.

Did You Know?

- 97 million Americans (67 percent American adults) log on to the Internet each day
- Americans spend an average of 11.4 hours online each week
- The number-one reason people go online is for a weather forecast
- 72 percent of Americans check their e-mail while on vacation
- 26 million Americans log on each day for news or information on government-related issues
- Hispanic households are the majority when it comes to having broadband Internet access (52 percent)
- Senior Citizens are the fastest-growing online community

Source: Pew Internet & American Life Project

The Method Behind Our Madness

Our goal is to have a Web site that is lean, clean, accessible and search engine friendly but above all USABLE.

The Words

The words are the meat of your site. That is what people are actually coming to your URL for, to read about your product, event, service, information or experience. But words on the Web are unique. They reside somewhere between the verbose print world and the short-attention-spanned TV land.

How do you walk that fine line? There are a variety of styles and methods that apply to writing for the Web, and all have one common denominator—the user. Your users need to find what they're looking for and find it quickly. The less time they spend looking, the happier they are, and the more time they have to read your pretty, fluffy adjectives. Here are some tips for friendly Web copy:

Go boldly. Draw your reader's attention to key areas of information with a short bold sentence. Just make sure it offers them a clue on the topic. (See what I just did? I played off the word bold to be both clever and useful. Go ahead, you try.)

Subheads are your friends. Break up long sections of copy with key subheads. This will allow your users to scan pages quickly or reference them easily later after printing. Bullets are also a nice touch.

Keep the scroll to a minimum. Remember, if your user gets too far from the top of your page, they might not come back. And that means they're probably moving on to the next Web site.

Market with editorial. Your home page is prime real estate, and there's no reason that your home page copy can't change. Have a big announcement? Make a story out of it MSN.com-style and post it front and center. Have a service line you need to push? Brainstorm a story to go around. (For a good example, **click here** to read about the city of Glendale's Water Conservation Department and xeriscape garden messaged in a clever Arbor Day story.)

Links—the perk to working with the Web. Got more to say? Put it on a link. Remember that scrolling rule, and if you're looking to totally change topics, why not change pages while you're at it. Watch, we'll try it right now: [Click here](#) to see how we practice what we preach by looking at our portfolio.

The Design

Let's talk color, pictures and the whole 9 yards.

- **Color.** Your color palette says a lot about your brand. Bright, cool, fun, serious—these impressions can all be enhanced through the use of color.

But you want to make sure that the color you think people are seeing is the same one that is actually loading on their desktops. Stick with the Web compliant colors, and you can't go wrong.

- **Photos.** The loading of images should not dip into a users experience. True, high-speed is becoming more and more prevalent. But a good portion of the Web browsing world is still on dial-up. You don't want to frustrate them. Trust us!
- **15-minute rule.** It's simple: If you can't envision your end-design within 15 minutes of starting your Web design, take a break. That's right. Walk away. Get a Diet Coke, or a latte. Believe us, you'll have a whole new perspective when you come back. And your site will be better for it.
- **Make sure everyone can play.** We strive for ADA compliance on our sites. You never want to be the kid not picked for kickball. We work to make sure no user is excluded. That means the functions on our site (images included) can all be read by Web site reading software for the visually impaired.

Our Portfolio

[LINKS TO OUR WORK]

Good. Bad. Ugly.

You know a good site when you find it. You also know the bad ones. Usually, it's the usability that gives you your first impression.

Usability is the base element for any good Web site. Yet, all too often, Web sites spend most of their energy on the appearance of a site without much regard for its usability. Frank Sinatra said it was 'love' and 'marriage.' Well... we say it's 'design' and 'usability.' You can't have one with out the other.

So, what exactly is this crazy thing called Web usability?

Basically, Web usability is the creation of Web sites that users want to use, with minimum amount of effort, time and frustration. Ultimately, you want each of your users to have the perfect experience on your site, or at least one that helps them in getting what they want.

Okay, fine, we know what usability is, but how do we make sure our site is usable?

Honestly, it is really not that complicated! Here are some simple things we have done on our Web sites to help make them user-friendly (note the bullets):

- Alphabetical indexes of Departments and Services

- Consistent navigation on every page
- Site search engine that includes a description of each returned link
- Oops! Page: A customized "File not found" error page
- We don't use unnecessary "noise" like background images, hundreds of colors, animated banners and buttons and such.
- We DO move important items to a more visible position, such as the top of the page and add images to the item to attract the user's attention.

We've got the whole usability thing down now. But how do we know it is working?

If you want a great Web site, you must TEST its usability. Just because no one has complained about your site doesn't mean that all your visitors are using your site effectively, efficiently and to their full satisfaction.

Some good (and bad) examples. Let's discuss the following sites. Let us know what you like and dislike:

- www.azcaa.com
- www.sandiego.org
- www.phoenixzoo.org
- www.floridatoday.com
- www.nascar.com
- www.elementhomes.com
- www.oreganos.com
- eteamz.active.com/glendalesoftball/index.cfm
- www.torontotourism.com

The Take Away

Keep these guidelines in mind while developing your Web site.

- **Know your purpose.** What are you trying to achieve with this site?
- **Remember your audience.** Ultimately, you are designing and writing for them.
- **Use logic.** Organize your content in simple format with clear navigation.
- **Follow the normal Web standards.** Different can be a good thing, but don't stray so far that people don't understand what they're looking at. Remember: we read left to right, top to bottom.
- **Speedy, speedy!** Users don't have all day. Keep those files and photos to a minimum.
- **Accessibility.** Your audience is bigger when you include everyone!
- **Keep things fresh.** Your Web site is only as good as the content you post on it. Make sure you give people a reason to keep coming back.

More resources

- The Pew Internet & American Life Project - <http://www.pewinternet.org/>
- Yahoo! Statistics and Demographics - [http://dir.yahoo.com/Computers and Internet/Internet/Statistics and Demographics/](http://dir.yahoo.com/Computers_and_Internet/Internet/Statistics_and_Demographics/)
- Google analytics - <http://www.google.com/analytics/>

Print This Presentation

You just have to have it in print, don't you? All right, go ahead and **print here**.

Spread the Word

You can have the best Web site in the world, but it doesn't do any good unless people know about it. Market, market, market.

How do you market your Web site? Start with your domain name. Your domain name should reflect what your site is about. Maybe it's the name of your company, city, personal name or event. Maybe it's the service you provide. Whatever it is, the people you are trying to reach should be able to remember it and recognize it as yours instantly.

EX:

- www.DowntownDiningDistrict.com - This site is all about Downtown Glendale's Dining District.
- www.VisitGlendale.com - This site is all about visiting Glendale, Ariz.
- www.LingerCreative.com - This is all about the creative agency, Linger Creative. Even if you don't know them yet, you recognize the word creative right away.

Protect Your Name

A domain name is valuable. So much so that people have tried to make fortunes by purchasing 'hot' names and waiting for someone to need them. Get there first. When you have a business, city, event, or something else you want to promote online, register a few different domain names. For a small cost you can have these names redirect to your original site, and you'll go a long way in protecting them from someone else's use (or misuse).

Plaster Your Site Everywhere

With a Web site often comes print collateral. Newsletters, postcards and banners—whatever the print piece, make sure you save room, no matter how small, for your special www. You should also add your Web address to the end of your e-mail signature. And try to reference it on any media coverage you get.

EX: You can find the city of Glendale Web address on tourism giveaway items, e-mails, pencils, letterhead, press releases, bumpers for the city's cable station and yes, even a dump truck!