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# DESIGNING WEBSITE FOR KRAOY

Bachelor's Thesis  
Degree Programme in Design

April 2016



**KYAMK**  
University of Applied Sciences

<b>Tekijä/Tekijät</b>	<b>Tutkinto</b>	<b>Aika</b>
Timo Hietalahti	Muotoilija	Huhtikuu 2016
Opinnäytetyön nimi Designin website for kraoy		25 sivua 6 liitesivua
Toimeksiantaja Kymenlaakson Rakennus Oy		
Ohjaaja Antti Halinen ja Brenda Jiménez Rodriguez Lecturer		
<p><b>Tiivistelmä</b></p> <p>Yrityksillä on aina tarve ammattilaismaisesti tehdyille nettisivuille. Nettisivut ovat yksi tapa millä yritykset pystyvät edustamaan itseään maailman laajuisessa verkossa. On myös tärkeätä ymmärtää, että yleisesti ottaen maailman laajuisessa verkossa on suuri määrä internet-liikennettä ja että mitä tahansa materiaalia, mitä internetissä esitettynä tulisi olla mahdollisimman ammattimaisesti tehtyä. Suurin osa yrityksille tehdyistä nettisivuista ovat yleensä suunnittelijoiden tai yrityksen hallinnoitavana. Tämä useimmiten ei kuitenkaan ole yrityksen omasta tahdosta. Useimmiten yritykset haluaisivat hoitaa päivityksen ja hallinnon omatoimisesti, säästäen näin kustannuksissa. On kasvava tarve verkkosivu järjestelmälle jonka avulla yritykset pystyisivät päivittämään, ohjaamaan ja valvomaan verkkosivuja ilman ammattilaisten apua.</p> <p>Opinnäytetyö keskittyy nettisivun kehitykseen joka kattaa suunnittelun, hakukoneoptimoinnin ja koodin. Nämä kolme kohtaa käydään läpi perin pohjin opinnäytetyön aikana. Pääidea on käyttää verkkosivun suunnittelu työkalua mikä kattaa hallinnolliset ongelmat ja on niin helppo käyttää että Kymenlaakson Rakennus pystyy hallinnoimaan ja päivittämään verkkosivua ilman ammattilaisen apua</p> <p>Tavoitteena on luoda nettisivu, joka kattaa kaikki tarpeelliset välttämättömät kentät toimivalle verkko sivulle. Tämä sisältää hakukone optimoinnin tarpeellisella tasolla, toimivan designin ja koodin, mikä toimii erinomaisesti netti sivulla.</p> <p>Lopputuloksena oli ammattimaisesti tehty nettisivu Kymenlaakson Rakennukselle. Yritys pystyy nyt päivittämään ja hallinnoimaan nettisivua ilman ammattilaisen apua. <a href="http://www.kraoy.net/">http://www.kraoy.net/</a></p>		
Asiasanat dokumentointi, SEO, CSS/HTML, Raportti		

Author (authors) Timo Hietalahti	Degree Bachelor of Culture and Arts	Time November 2016
Thesis Title Designing website for kraoy		25 pages 8 pages of appendices
Commissioned by Kymenlaakson Rakennus Oy		
Supervisor Antti Halinen and Brenda Jiménez Rodriguez		
<p><b>Abstract</b></p> <p>Companies have always certain need for a professional made website. Websites are one way how companies can represent themselves on World Wide Web. It is also important to understand that websites generally speaking have huge amount of traffic and any material that is represented in World Wide Web should be as professional as possible. Most of the websites that are created for companies are monitored, updated and controlled by the web design companies or individual web designers. This however is not always preferable for the company who does not want to pay for monitoring or updating the website. There is growing need for website system that lets the companies to update, control and monitor their website without help of professional</p> <p>Thesis focuses on development of great website, which covers design, Search engine optimization and code. These three points are covered thoroughly through thesis. The main idea is to use website builder that covers the management issues and it is that easy to use that Kymenlaakson Rakennus Oy can monitor and update their website without help of professional</p> <p>Goal is to create website that covers all the necessary fields of great website. This includes search engine optimization in sufficient level, great design and code that makes website running smoothly.</p> <p>End result were professional made website for kraoy. Company are now able to update and monitor their website without help professional. <a href="http://www.kraoy.net/">http://www.kraoy.net/</a></p>		
<p><b>Keywords</b> documentation, SEO, CSS/HTML , report writing</p>		

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## TERMS AND ABBREVIATIONS

CSS/HTML	Style language that websites uses
Favicon	Website icon
Google Analytics	Free visitor tracking that can be installed on any website
SEO	SEO Stands for Search Engine Optimization. Process that is used to get more visitors for website.
URL	Commonly spoken as Web address
Weebly	Website builder that is focused on user orientation

## 1 INTRODUCTION

It is well stated that websites are important to any company and to their brand. The main reason for this is the fact that the internet has become a crucial part of companies' daily operations and marketing over the years. Using of mobile internet has sky rocketed during the recent years. It is important to understand that internet is a tool for companies and it is offering tremendous ways that companies can communicate with their clients. If the company cannot be found on internet or they do not have a well-designed website, they might be regarded as an unreliable source or not professional enough to be contacted.

Nowadays companies that care about their websites actually care about their brand, communications and their overall image. However, frequently companies do not care about their website or they assign the job to the programmers who are creating the website purely relying on the code and not paying attention to the design at all. Sometimes this will work sufficiently for the company, but mostly the websites will appear old-fashioned. This can be brought the unprofessional and unrefined looks for the company that can be devastating and harm their business. It is sometimes also possible that a company has created its own website using readymade website makers such as Kotisivukone.fi, Wordpress, Wix etc. Still, the purpose of the website is often forgotten and the visuals and functions are not at professional level. Code matters the most when creating a website, it is just as important for a website as the foundation and architecture are for a house.

Design and visuals are helping average users, keeping them interested and avoiding them getting confused while viewing the website. Colors, visuals and functionality are important to any website and these aspects should be familiar to any web designer. A skillful web designer needs to understand the structure of a good website. It consists of code, design (visuals and functionality) and search engine optimization. Web design philosophy is a useful tool for anyone who is creating websites. Dividing web design into Aesthetics, Usability and Functionality makes creating websites more approachable for anyone. Aesthetics consists of how the website looks and feels. Usability consists how fast the user will process and find information on the website and, finally, functionality means whether programming enables functional aspects of the site (Eccher 2008).

## 2 KYMENLAAKSON RAKENNUS OY

Kymenlaakson Rakennus Oy is a construction company in Kouvola, established in 1968. The company operates in the field of building contracting, industrial building, renovation and basic renovation work. Its main area of operations is the Kymenlaakso region in Finland. It has 25 employees and it is a small-sized company. The company has a RALA qualification and a personal quality management system. RALA certificate stands for company's ability to be responsible, reliable and professional at their work.

### 2.1 Research problem

Kymenlaakson Rakennus Oy website is out of date, with the color scheme looking unprofessional and the websites generally looking unpolished. Search engine optimization is completely missing. Pictures are not large enough and it is hard to navigate inside the website. The company is lacking ideas and expertise on how to update the website.

It was positive that the company to noticed the state of their website and realized it required modernization. Competition is tough in the construction business, and in this competition, even the smallest advantage can sometimes be crucial. It is necessary to offer a clean and functional website for the client, since a more professional appearance makes it easier for anyone to contact the company through their website.

### 2.2 Task and background information

The idea is to make new website with great design and excellent written code. The new website should stand out from the competition.

The website will mainly be targeted at customers but according to the company, it should also serve as a recruiting service for job seekers. The website will be a multi-functional platform, which has different modules such as a contact list and recruiting service. The company explained that they are open to other module suggestions such as a chat service inside the website, but it is necessary to understand that the company wants to run the website themselves and have full access to what they are doing. Creating too complicated modules can distract the real meaning of the website easily. Previously the company had



no access to or clear understanding of their own website. After the website was created, it was left in the World Wide Web untouched and with no alteration. The company only had a contact person who was in charge of running the website.

The company requested websites which they could manage themselves without any external help from a designer or coder. This meant the author of this thesis had to teach a member of staff how to operate the website. It is important to design the website so that it is easily refreshable for the company.

The purpose was to complete the work in around February 2016. Designing of the website started in November 2015, so there was approximately four months to finish the design, code and make a search engine optimized website.

### 3 CODING CSS/HTML

Weebly uses combination of CSS and HTML codes in its templates. There is a considerable difference between how the code was constructed in different templates. The newer templates which were released in autumn 2015 are better constructed than the older ones but have more lines of CSS, making the code run heavier. For this reason, it was decided that the old templates would be used.

In this thesis it was inevitable to use a website builder. The main factor is that website builders are possible for amateurs to control and update. There are many possible website builders available, such as Wix, Wordpress and Squarespace. They offer various features and some are better than others in different categories. Weebly is the simplest to use from the most popular ones and it offers all the necessary features for a good website (SEO, design and custom code possibility). Weebly has been built focusing on user orientation, ensuring it is easy to use for anyone and making it the best solution for Kymenlaakson Rakennus Oy. It enables them to learn the website builder easily and refresh the website when needed. One of the company's prerequisites was that they should be able to monitor and update the website themselves. Other viable website builders that offer necessary tools for SEO, code and design are too complicated for amateurs to learn easily. The

WordPress interface, for example, is complicated and difficult for average users to understand.

There are many advantages that Weebly offers compared to other website builders, the greatest advantage being that when building websites with Weebly there is full access to HTML/CSS code. This is a unique feature and it facilitates creating custom websites. Weebly also offers custom HTML (embed code) which can be placed inside of the template to add special features.

The HTML/CSS code is well organized inside the templates and it is easy to find what user is looking for. There are even headlines and a numbering system inside the written code that help the user to navigate inside of the code. Search engine optimization has been well structured in the settings. Site description, Meta keywords, Page description and page title can be accessed easily.

Example of well written HTML/CSS code inside a Weebly template:

Nav and Menus

```
139 DELETE: #navigation ul:before, #navigation ul:after {
```

```
140 background-color: #d0d0d0;
```

```
141 content: "";
```

```
142 display: inline-block;
```

```
143 height: 1px;
```

```
144 bottom: .1em;
```

```
145 position: relative;
```

```
146 vertical-align: middle;
```

```
147 width: 50%;
```

```
148
```

Website used ready-made CSS/HTML code for the template that Weebly is offering to its users. The code was well constructed by Weebly, with several

factors indicating this. First of all, all the templates had semicolons after every declaration on the list, for example: padding: .3em 0; line-height: 1.5; This is important, because if you want to add another declaration on your code and you have forgotten to put a semicolon in the end, the result can be that the style sheet is not working and you spend a lot of time trying to find what is wrong with the code. Second, the placement of header, navigation panel, footer and logo in the code was in the right place (Teague. 2009). The code was very well organized it was easy to find important values from the CSS. Sometimes CSS can be written well but it may not be organized or marked in a professional way, which will make it almost impossible to find anything from the code. Finally, and most importantly, the main\_style.css code was only 165 rules short. Fewer rules and lines of code mean that the code is lighter to operate. After deleting unnecessary lines from the main style\_css, end result was 102 rules (Gupta 2013.)

CSS Code can be minimized. This will reduce file size and make CSS code work faster on the website. Kymenlaakso Rakennus website was minimized through csscompressor.com. There is possibility to minimize code without any program; however this can easily lead to errors and therefore it is not recommended. (Teague. 2011).

There was no proper reason to change many of the CSS codes values. However changing some of the values was necessary. Here are some of the values that needed to be changed. Mostly it was deleting some of the lines from CSS code that were slowing down the website.

The main page color needed to be optical grey and by tweaking the cod, it was easy to change the code from white into optical grey. Below there is example how it is done. (Teague. 2009).

Main style CSS

```
#Main-wrap {
```

```
Background #FFFFFF;
```

Changed to

```
/* Main */
```

```
#Main-wrap {
```

```
Background #f5f6f6;
```



Figure 1. There was an arrow png image inside the footer, which did not bring any design element for the website. It was deleted from the footer

```
#footer-wrap {
```

```
background:#323232 url (footer-arrow.png) center top no-repeat;
```

```
padding:40px 0 50px;
```

Changed to

```
#footer-wrap {
```

```
background:#323232 url center top no-repeat;
```

```
padding:40px 0 50px;
```

There was a solid 3px line below the slideshow header image. It served no purpose for the website and it was therefore removed.

```
#banner {
```

```
overflow:hidden;
```

```
border-bottom:3px solid #4c4c4c;
```

```
margin:0;
```

Changed to:

```
#banner {
```

```
overflow:hidden;
```

```
border-bottom: 0px solid #4c4c4c;
```

margin:0;

### 3.1 CSS working in template

There is a possibility to add own line of CSS code inside the template, but this can be difficult to add and the results can be incompatible with main\_style.css. This also requires professional knowledge of CSS and HTML coding. Red color inside the main CSS indicated conflicts inside the website and code. Almost in every template that examined there were some small conflicts between the codes, however these red indicators did not affect the design of the website.

It is necessary to check how the website looks without CSS code. The main reason is that there is always a small possibility that web page will be rendered without CSS. Many mobile phone browsers can have this problem. A website's visual appearance without CSS can be checked easily by deleting the CSS code from the main\_style.css. It can be done even while browsing the website. Below in the figure website was rendered without CSS.

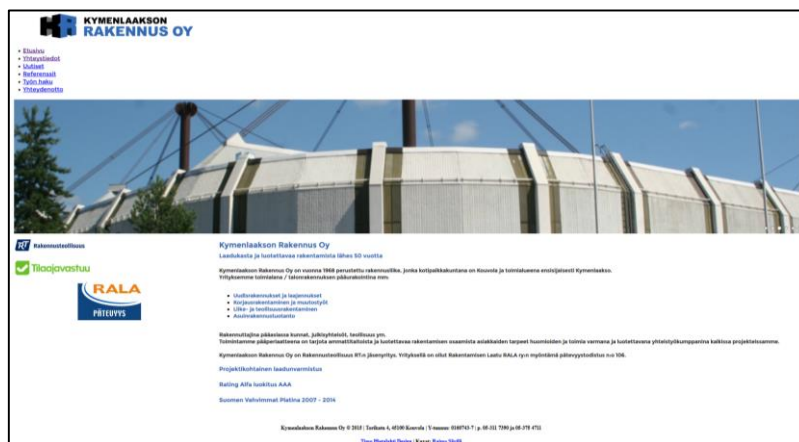


Figure.2 Website without CSS working correctly

Functions of the header, footer and main pages were working properly without the CSS code. (Teague. 2011).

### 3.2 Performance

Testing the website speed is necessary. According to tools.pingdom.com Kymenlaakson Rakennus Oy website was faster than 92 percent of the

websites. This is a good result and indicates that the website loads fast. No errors were found when loading the website.

## 4 DESIGN

In terms of website design, the most important aspect is that the design is not distracting the user from the website's message. The layout needs to be designed so that the user is focused on the content. Sending the wrong message through design on website can easily make user leave the website. The 'keep it simple' rule applies when designing websites. It is necessary to understand that colors and visuals need to be minimal. They should not be artsy or convey bold graphical ideas. Design needs to speak to its user in a fast and reliable way. (Plumley 2010).

Pictures were selected by the company for the website; because of their large size, however, some of them were compressed through [compressjpg.com](http://compressjpg.com). Compressing pictures reduces the size of the website and makes it faster to open the website up for users.

### 4.1 Concept Design

The design for the website was done through different stages. First it started with creating the right template. First template that was used was minimal design to create concept idea for the client to understand what kind of website is good for their company. Figure 3. Shows first simple steps of website with header position similar to the final version.

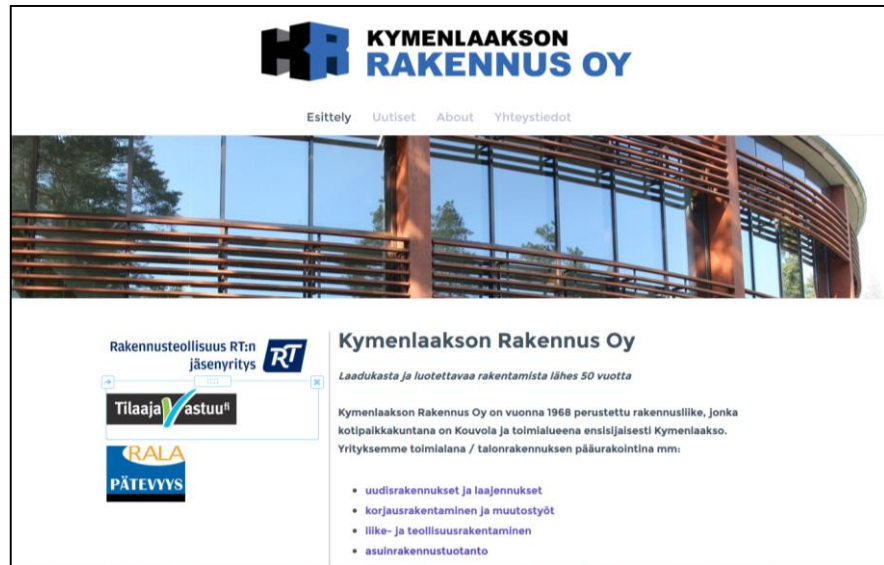


Figure 3. Concept design before modifying the design

The design for the website was done through different stages. First it started with creating and choosing the right template for the website. After that templates CSS/HTML was modified so that navigation panel text and other functions were satisfying the customer in the way they wanted the website to appear.

Some of the design solutions were done by the company. They insisted to have designing solutions that perhaps professional web designers would have not agreed to do. Company especially wanted to have big logo and navigation panel that had big letter size. Also big typography was insisted to have on the front page. These solutions did not alter the website in any negative way. It just made the website feel little bit heavy for the user.

## 4.2 Typography

A sans serif font was chosen for the website. Sans serif is typeface that do not use any small lines at the ends of characters. The company wanted to have clear typography on their website. Sans serif fonts are clear and cause no confusion. Other construction company competitors use almost entirely sans serif font's on their websites. Serif fonts are too obscure when there are large amounts of text and not as clear as sans serif fonts. Decorative and other similar fonts cannot be considered suitable for the image of a construction company.

It was important to test different font's on the website. Spacing is used to control the paragraphs or columns visual impression. This will help reading of the text while reading typography. Arial is great font for the company and the fonts x and y coordinate gives enough space for the font to be usable and not look unclear for the average user when there is a lot of text. Arial is used world-wide, making it a well-known font. Arial was used on footer text on the website. For the rest of the website Arial was too stereotypical font that did not stand out at all compared to other websites. It is also too commonly used font. Figure 3 point shows all the capitol and small letter characters in Arial

# Arial

abcdefghijklmnopqr  
stuvwxyz  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

Figure 4. Arial Font

From the available fonts Verdana also caught the author's attention. It is a well-known Microsoft font and it offers enough space in x and y coordinates. In the front page where there is a lot of text it is important that the text has some space between the layouts. Readability and legibility both fall in the place with Verdana. The only disadvantage was that it was not a Google font and this is why the Montserrat font was chosen. Figure 4 point shows all the capitol and small letter characters in Verdana

# Verdana, *Verdana*, Verdana

Normal: abcdefghijklmnopqrstuvwxyz0123456789  
*Italic: abcdefghijklmnopqrstuvwxyz0123456789*  
**Bold: abcdefghijklmnopqrstuvwxyz0123456789** 

Figure 5. Verdana font



Montserrat is a typical Google font. For search engine purposes google fonts are the best choice, mainly because Google favors their own fonts in their search engine. Google fonts are professional looking, with Montserrat having almost the same attributes as Verdana, but still having unique looks that differs from other fonts. Legibility is not quite in the same level as Verdana, but as mentioned before it is difficult to measure how important it is to use Google fonts on websites if the purpose is to create a website that is search engine optimized. Figure 5 point shows all the capitol and small letter characters in Montserrat (Itkonen 2007.)

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
0123456789  
.,:;'"!@#\$%&\*{(|\}}**

Figure 6. Montserrat

#### 4.3 Colors

Optical grey was one of the requirements that the company wanted as a background of the website. Some of the competitors' websites also used optical grey as a background color or just plain transparency. End result was color scheme RGB 245 246 246 (code: #f5f6f6). The surface of the tone can be seen with RGB color. There is also some constancy scaling in the website. This created nice illusion that the background where almost white but not entirely. Color constancy between gray and white was the main source for this unique white color. (Arnkil. 2008).

#### 4.4 Favicon

Custom favicon was added to kraoy.net. Custom favicon is cropped version of the logo without text. When visited on the site the favicon is visible on browser

tab. Figure 6. Demonstrates the favicon on action. The size of the favicon is 64 pixels by 64 pixels.

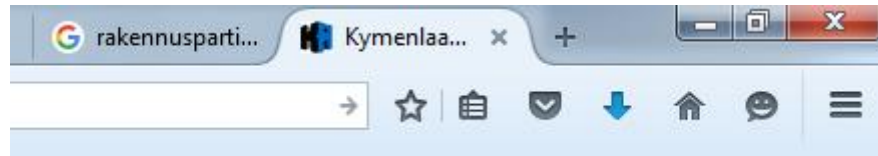


Figure 7. Kymenlaakson Rakennus Oy favicon

## 5 SEARCH ENGINE OPTIMIZATION

SEO stands for search engine optimization. SEO is technique that is highly complicated technique to master. Process that is used to get more visitors on website. One of the problems why it is complicated is that SEO and its methods are changing all the time. Information or guidance which is not current can be already useless. There are various techniques to help your website to be indexed better on search engines. Usually good SEO means combination of many different techniques perfectly on website. Theory does not get you far in SEO. It is necessary to know how to implement theory in practice. Results are always what you are trying to achieve with SEO work. Mostly it means getting users to website and getting high rank in search engine. Relevance and popularity are the main factors for SEO.

Search engine optimization is important for any website. Site Description and Meta keywords are important for google or any other search engine for them to notice the website inside search engines. Biggest three search engines in order are Google, Bing, and Yahoo. Google is still clearly dominating the business, but recent studies indicates that Bing is not that far behind. Search console that google is offering lets you to add websites manually inside of googles search engine. SEO spamming has to take in to consideration when creating website. One of the main reasons is that spamdexing can be done unintentionally if there is no understanding of SEO.

### 5.1 The periodic table of SEO success factors

Search engine optimization can be divided on all together seven different categories. On the page SEO means SEO that is related to functions and content of the website that is controlled by the publisher of the website. It is

divided to content, html and architecture. Off the page SEO basically means traffic outside of your control, these usually means readers, visitors and other publishers. Off the page SEO is divided to links, trust, social and personal. This table is helping tool for anyone who is creating website and is considering having professionally search engine optimization on their website. Most of the questions that the table is asking are important and successful website needs to have most of the questions solved. The idea is to gather as many points as possible. This table was used when creating the website for Kymenlaakson Rakennus Oy. Especially content, html and architecture categories were given special attention. Most important was to avoid techniques considering cloaking, ads, hidden words, spamming, piracy, Meta word stuffing and paid links. Using any of above techniques can harm your website and they are considered as spamdexing. (Search Engine Land 2015).

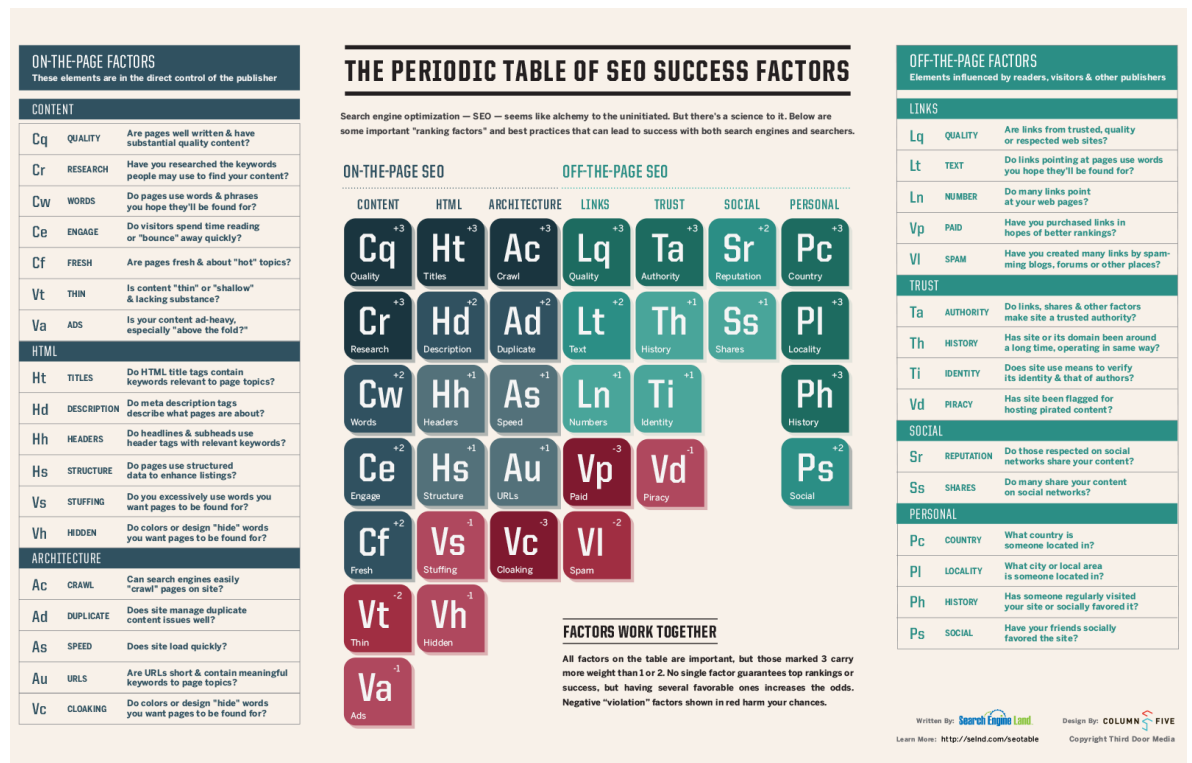


Figure 8. The periodic table of SEO success factors

Building website for audience rather than for search engines will keep the site most likely safe from unintentional spamdexing and keep all the website crawlers visiting your site. The problem is that if getting caught from spamdexing by website crawlers, they might take down your website ranking on search engine or delist website from the search engines. Any of the well-

known spamdexing techniques were not used when creating Kymenlaakson Rakennus website (Ledford 2008.)

## 5.2 Meta key words and page descriptions

It is useful to use Meta key words and page descriptions to improve SEO rankings. Page description is explanation of the website content for the user. Example in kraoy.net front page have page description "Laadukasta ja luotettavaa rakentamista lähes 50 vuotta." This is description of the front page and it can be seen also in google. Meta key words are text content that users are searching from internet on google. Meta key words in the front page are "kymenlaakso, etusivu, Kouvola, Rakennus" These two SEO help tools will ensure that the user will find website easier on google and other search engines.

## 5.3 Site analyzing and google webmaster

Using various search engine optimization analyzers suggested that the overall performance of the website was excellent. There was some minor problems with content, but there was not any need for this website to have huge amount of content for visitors, it would not serve the purpose of the website. Mostly the websites purpose was to have easy access to contacts list and reference list for the users. Performance score was A to C depending on what website used for performance test performance test, these included tools pingdom, Gtmetrix etc. There were no crawl issues which could have prevent website appearing in search results. A was considered the best and F worst. Page analysis score for kraoy.net was around 60 of maximum 100 depending on website that was used for analyzing. Below in figure 9 summary can be seen from siteanalyzer.com.

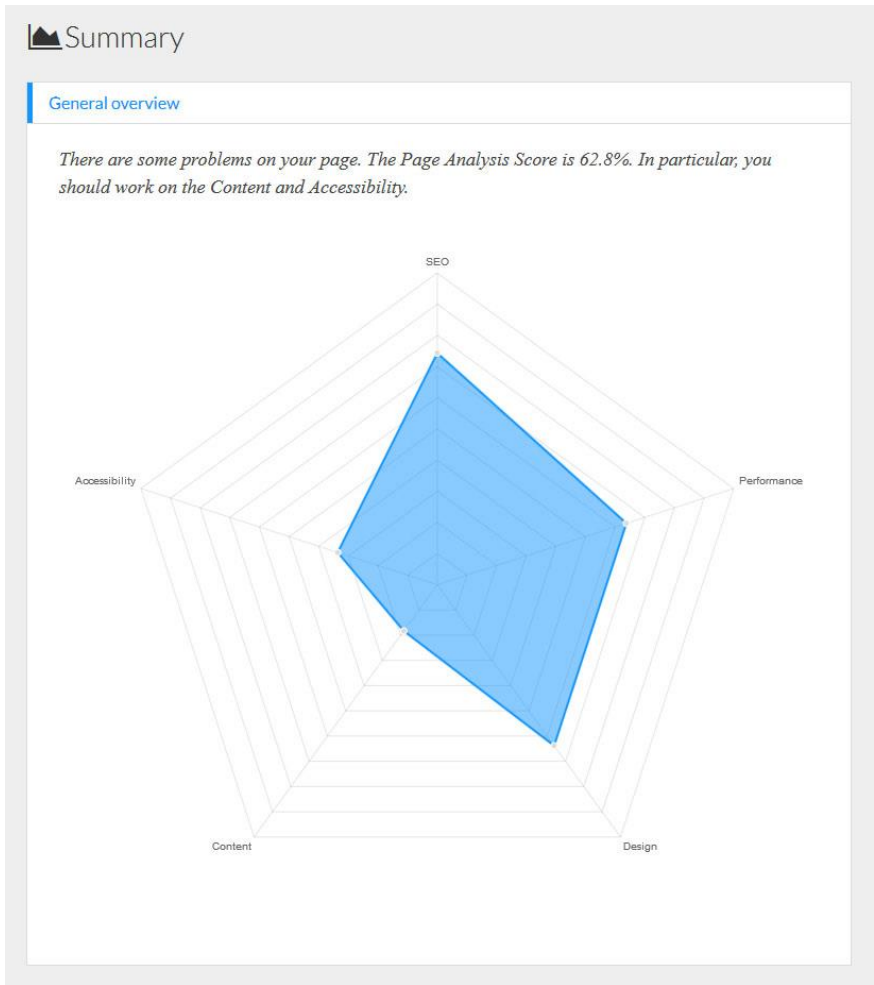


Figure 9. Summary

Using google webmaster tool is free and recommended to use for any websites. It improves search rankings when submitting the sitemap.xml to its console. This is easy process to do. All that is needed to do is to sign in Google Webmaster and add property by submitting your website. After that verifying the site for google. This is done by copying the HTML tag to header code in Weebly. When this is done it is possible to add sitemap by adding text sitemap.xml behind the websites URL. After sitemap.xml was created for kraoy, sitemap had instant effect on sitelinks on google. Creating one more sitelink for google search results. Sitelinks can have huge different when it comes to SEO. Figure 10 shows that after couple of day after release of the

website, sitemap was generated in google.

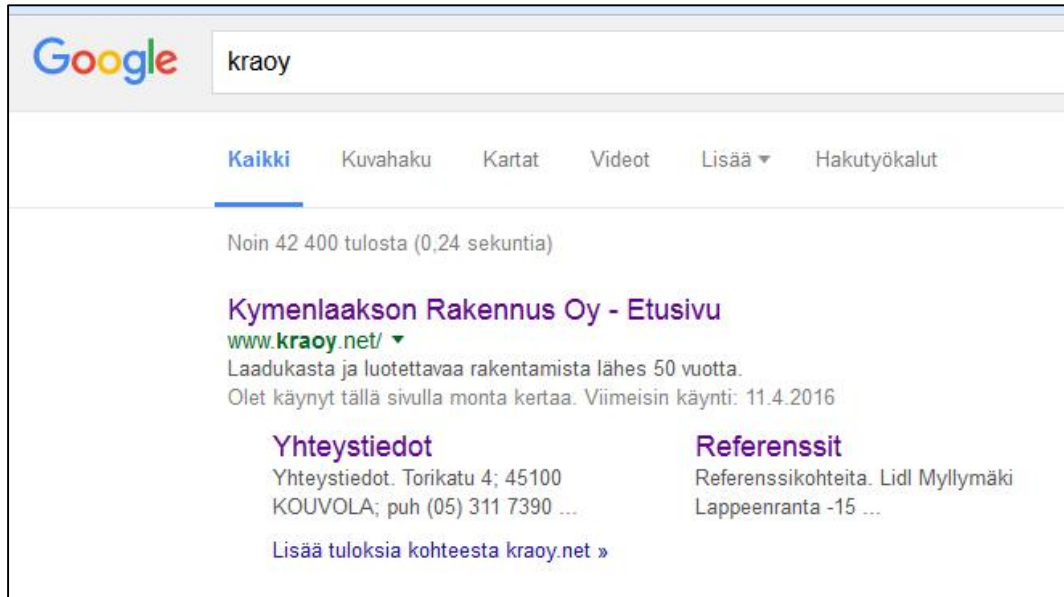


Figure 10. Sitelink on google

#### 5.4 Google analytics and Weebly stats

According to Weebly's stats from April 5 to Monday 11 indicated that there were 749 page views and 150 unique visitors. Unique visitors means visitors who are coming back to the website. According to Google Analytics stats indicated that there were 294 page views and 47 unique visitors. It is difficult to say which one is correct but the truth is somewhere in the middle of Weebly and Google Analytics stats. According to Weebly's web page their stats shows a little bit extra user activity and Google Analytics activity on the other hand a little bit less.

## 6 PROBLEM AREAS

During making of thesis there was certain area of problems that were encountered. Most of the problems were encountered in the late stage of website. Before starting making the website it was not clear what exactly the company wanted to have on their website. One of the big controversy point during making the website was when the company demanded to have pop up window in the references section of the website. This however was not possible in any means to create in Weebly. It took long time them to

understand the fact that it is not possible to make it and they did not ask popup windows when starting creating the website in the beginning. For this they asked help from their previous web designer who created their old website, and when he explained the matter for the company they were ready to compromise references section so that some texts will open in new tab rather than opening on pop up window. This dragged the deadline a lot.

Other encountered problem was that Weebly is new web site builder and lot of valuable information is missing when encountering problems. Weebly is not as used as much as example Wordpress or Wix, so there is far smaller community that is supporting the web site builder. Newest version of Weebly was released October 1, 2015. Finding right information can be tricky and most of the cases it is designers task to find a new solution for the problems. Most of the solutions for problems could be found on internet or Weebly's homepage, but some of the problems encountered were left unsolved. Biggest encountered problem was that you cannot make navigation panel not clickable, when you have text that is directing to another page on website. This created small inconsistent, because on the website there should not be possibility to click part called "referenssit", it is supposed to be link to other references on the list. At the moment when user clicks on "referenssit" it will lead to an empty page. Fortunately there is possibility to hide page from search engines, meaning that google will not directly list empty page on sitelinks in search result.

It is also important to remember to unpublish the web site before connecting already owned domain. This mistake was done in the last part of work while building the website. What happens is that already owned domain was put on top of working title of the website " <http://konsepti.weebly.com/>." The working title was left on search engines and cannot be erased. When clicking on previous address it will instantly redirect to the new address. This is good news, but remains of the old websites links will stay on search engines for a while, until google and other search engines remove them from their search perimeters. Also the older website was not unpublished and some of the remains can be found on google. These remaining links also redirects to the new website.

## 6. CONCLUSION

In the end the project prolonged a lot. This was unfortunate, but evitable. Deadline that was agreed around January could not be achieved. However for the company it was fine that deadline was delayed.

Everything is not possible with Weebly, it is not as versatile as Wordpress. During this project some compromises had to be done, this however did not effect of the outcome of website. Company did not have clear vision in the beginning what they wanted on every section on website, this resulted the reason why some of the compromises had to be done later on the project.

When creating websites with Weebly it is important to understand the website system thoroughly before even starting any project. There is some code related implementations that are not possible with Weebly. If not knowing of this restrictions beforehand, it can cause problem when making websites for customers. This needs to be clarified in the beginning with the customer. Overall websites that are created with Weebly are not meant for to have lot of different kind of modules. Bigger companies who want to have lot of information and different kind of modules on their website should not use Weebly, because at some point there will be problems encountering during the creating of website.

Weebly is built towards small companies and entrepreneurs and it does its job well when guided by professional.



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## FIGURES

Figure 1. Print screen from the concept website.

Figure 2. Print screen from the concept website.

Figure 3. Print screen from the concept website.

Figure 4. Arial font. <http://www.greatbrittondesign.co.uk/wp-content/uploads/2012/04/Arial.png> [Accessed: 05 January 2016]

Figure 5. Verdana. <http://cdn.speckyboy.com/wp-content/uploads/2007/12/verdana.png> [Accessed: 05 January 2016]

Figure 6. Montserrat. <http://luc.devroye.org/JulietaUlanovsky-Montserrat-2012d.png> [Accessed: 05 January 2016]


Figure 7. Print screen from browser

Figure 8. The periodic table of SEO success factors. [Online] Available from: <http://informedowl.com/wp-content/uploads/2013/08/Periodic-Table-of-SEO.png> [Accessed: 05 January 2016]


Figure 9. Screen shot from site analyzing website


Figure 10. Screen shot

FRONT PAGE (kraoy.net)


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 **Rakennusteollisuus**

**Kymenlaakson Rakennus Oy**

**Laadukasta Ja Luotettavaa Rakentamista Lähes 50 Vuotta**

 **Tilaajavastuu**

Kymenlaakson Rakennus Oy on vuonna 1968 perustettu rakennusliike, jonka kotipaikkakuntana on Kouvola ja toimialueena ensisijaisesti Kymenlaakso. Yrityksemme toimialana / talonrakennuksen pääurakointina mm:

**RALA**  
PÄTEVYYS

- Uudisrakennukset ja laajennukset
- Korjausrakentaminen ja muutostyöt
- Liike- ja teollisuusrakentaminen
- Asuinrakennustuotanto

Rakennuttajina pääasiassa kunnat, julkisyhteisöt, teollisuus ym. Toimintamme pääperiaatteena on tarjota ammattitaitoista ja luotettavaa rakentamisen osaamista asiakkaiden tarpeet huomioiden ja toimia varmana ja luotettavana yhteistyökumppanina kaikissa projekteissamme.

Kymenlaakson Rakennus Oy on Rakennusteollisuus RT:n jäsenyritys. Yrityksellä on Rakentamisen Laatu RALA ry:n myöntämä pätevyystodistus n:o 106.

Projektikohtainen laadunvarmistus


Rating Alfa luokitus AAA

Suomen Vahvimmat Platina 2007 - 2014

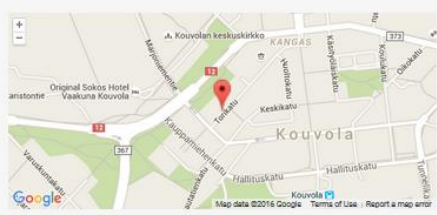
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Lumon Areena  
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[Sivillipalveluskeskus talo C  
Lapinjärvi](#)

[Langinkosken kelsarillisen  
kalastusmajan huoltorakennus  
ja Infra  
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[Koks / Carea lastensairaala  
laajennus -03 ja saneeraus -13  
Kotka](#)

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Lapinjärvi](#)

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- Metsoauditorio
- Ambulanssitalli
- Levyhalli
- Katarinlin kampuksen  
opetuskeittö, toimisto  
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Kotka](#)


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Pyhtään kirjasto

1 2 3 4 5 6 7 8 9 10

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Kymi700 projekti

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- PVO2 paalien  
lastauskatoksen  
perustukset
- Kuorimon  
sulatuskuljettimien  
perustukset
- L303 kulttuurin  
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Summan tuulivoimalat (Jukka Koskinen)

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2
3
4

## REFERENCES 3/4



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## Puolustushallinto

RUK 98 kasarmi  
Hamina

Pahkajärvi  
uudisrakennus: ruokala ja 2 kpl saunoja  
saneeraus: 4 kpl majoitusrakennuksia  
Kouvola

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Lappeenranta

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kehitysvammalsten ryhmäkoti  
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Lidl Hamina 136  
laajennus ja saneeraus  
Hamina

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Kouvola

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Luumäki

Palvelutaloyhdistys Koskenrinne  
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Kilinteistö Oy Päivärannantie 34-36  
huoltorakennuksen saneeraus,  
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laajennus porrashuoneet ja hissit  
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Meillä ei ole tällä hetkellä avoimia työpaikkoja

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Olemme kiinnostuneita rakennusalan ammattilaisista. Otamme yhteyttä jos sopiva tehtävä avautuu

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### Yhteydenotto

Mikäli haluat ottaa yhteyttä tai antaa palautetta Kymenlaakson Rakennus Oy:lle voit täyttää alla olevan lomakkeen ja lähettää sen meille. Muista täyttää myös puhelinnumero ja sähköpostikenttä, jotta voimme palata asiaan mikäli tarve niin vaatii

Nimi \*

Puhelinnumero \*

Sähköposti \*

Yritys

Otsikko

Viesti

Lähetä

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