

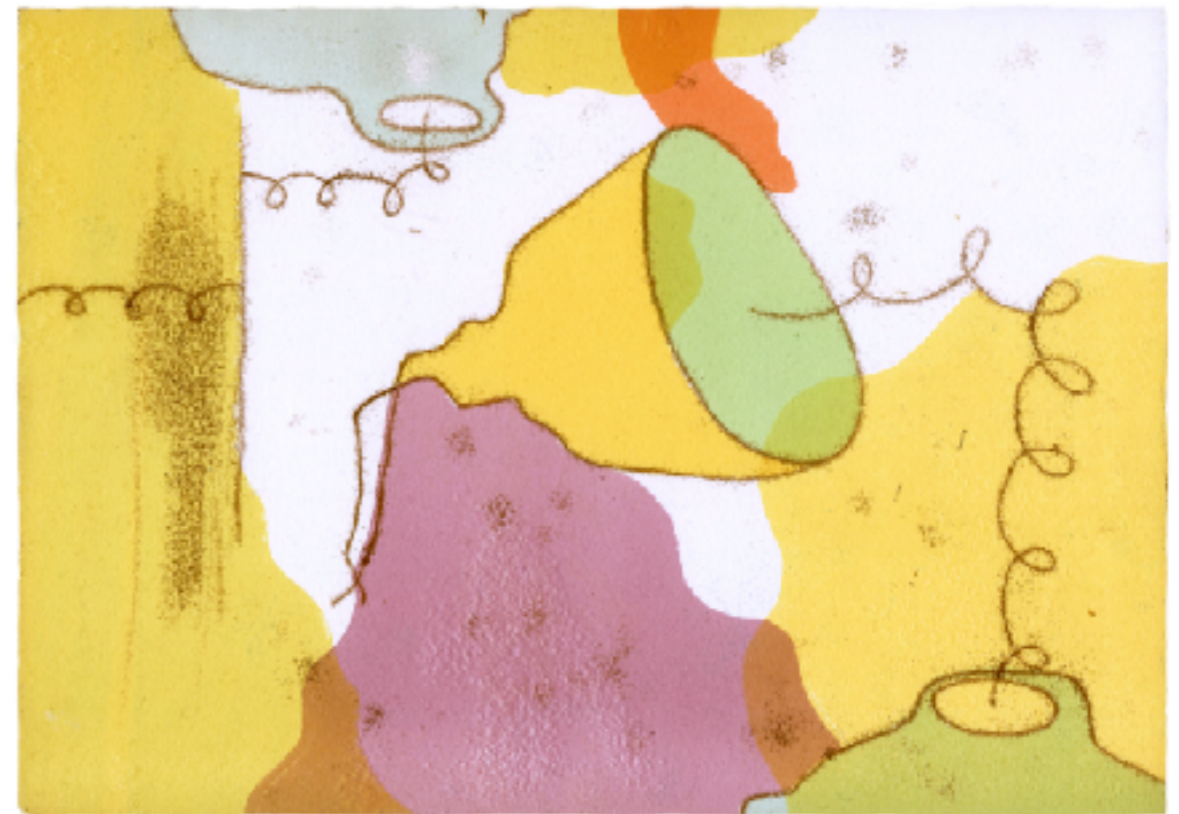
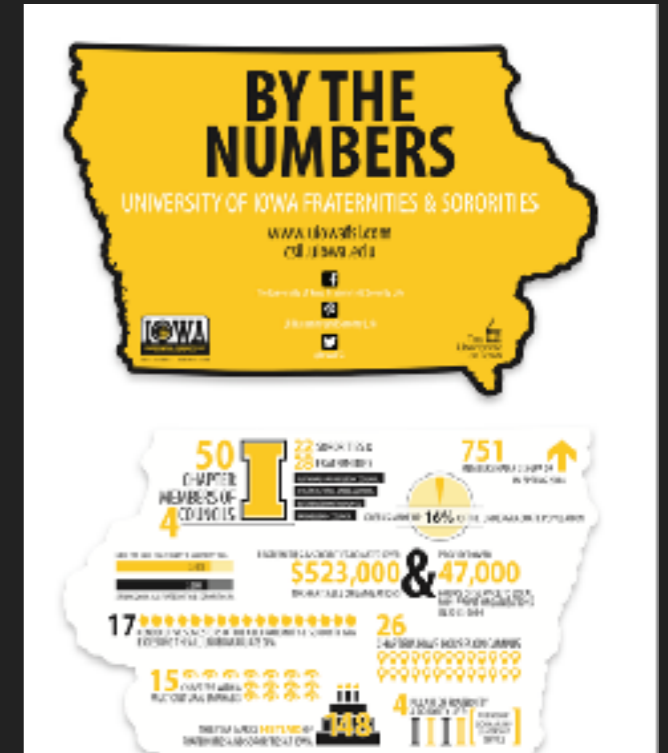
Creative
CANVAS

WHAT MAKES A WEBSITE SUCCESSFUL?

KILEY MURPHY

ABOUT ME | KILEY MURPHY

- ▶ Owner | Creative Canvas Website Solutions LLC
- ▶ Previous Experience:
 - ▶ U of I Marketing & Design
 - ▶ U of I Economic Development Division
 - ▶ U of I Peer Mentor | Web Design Class



11.5" x 5" Unigrafty Print



AGENDA

3 PILLARS OF WEB DESIGN

WEBSITE PLATFORMS: HOW TO CHOOSE

WEBSITE CHECKLIST GUIDE

HOTSEAT: ARTIST SITE EVALUATION

Q&A



WHAT MAKES A
WEBSITE SUCCESSFUL?

THE 3 PILLARS OF WEB DESIGN

BUILD CREDIBILITY & TRUST

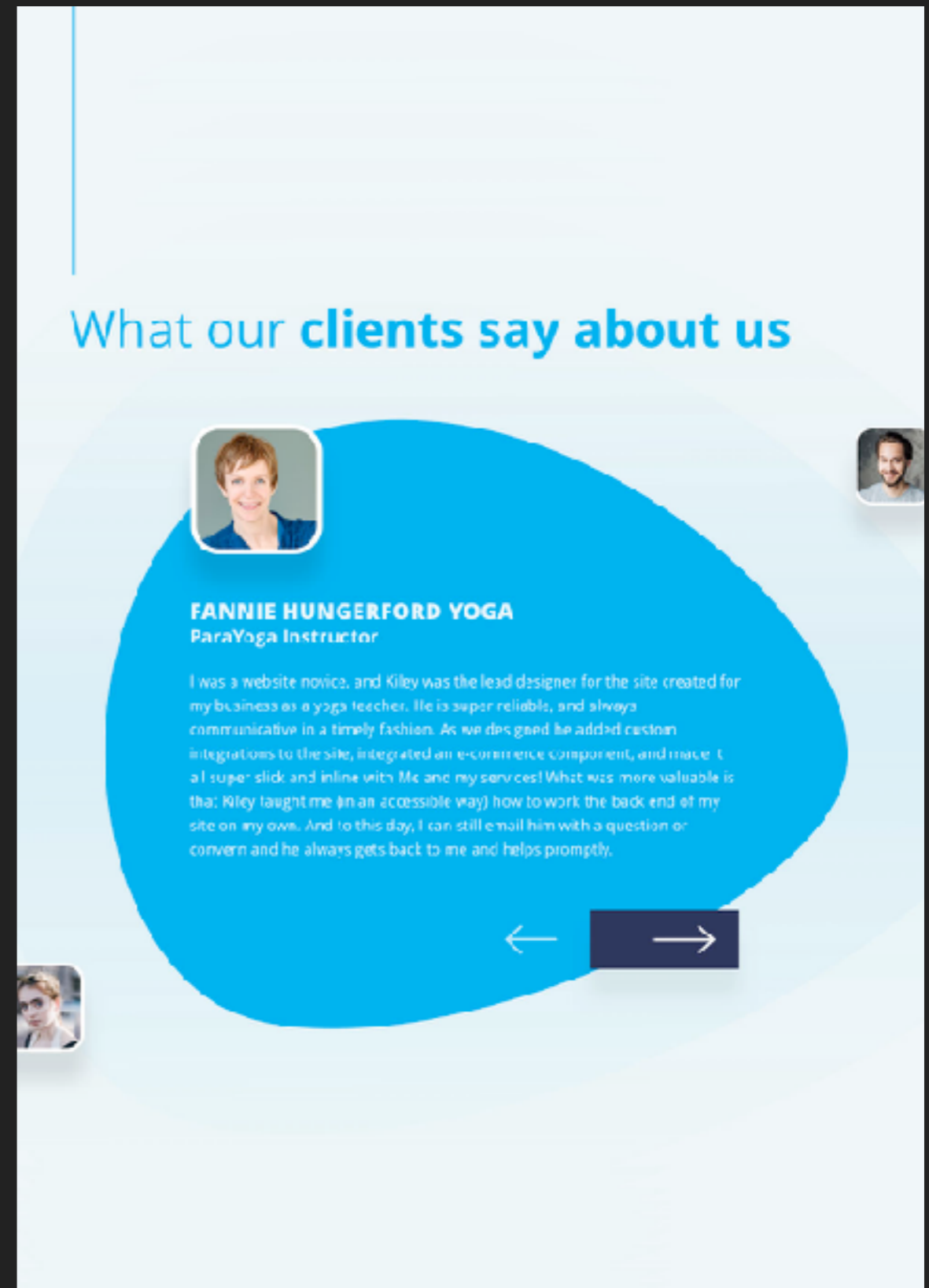
OPTIMIZE FOR LEADS & SALES

INCREASE TRAFFIC

BUILD CREDIBILITY & TRUST

First things first. If you want a website that generates new income for your business, you need to create an online presence that adds credibility and sets yourself apart from your competition. There are many factors that come into play here, but some of the low hanging fruits that will make your site more credible include:

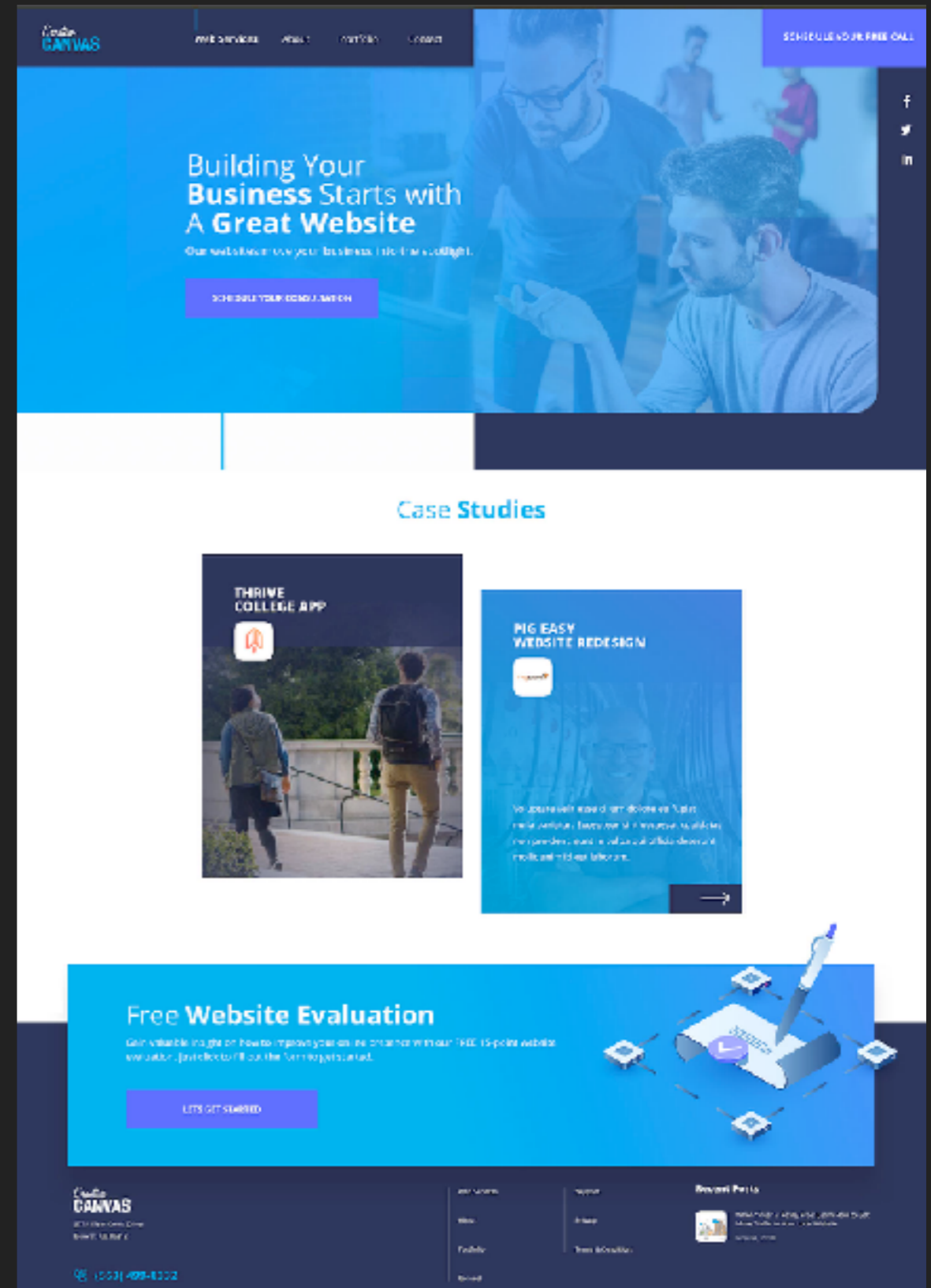
- ▶ quality content
- ▶ superb user interaction & user experience
- ▶ professional look & feel
- ▶ social proof (testimonials & reviews)



OPTIMIZE FOR LEADS & SALES

So many businesses miss out on attainable leads because their site isn't optimized for generating leads and sales. With the proper strategy and planning, you can turn your website into a well-oiled machine that churns out new sales & leads on the fly. Here are some of the things that help convert visitors into customers:

- ▶ clear calls to action
- ▶ lead magnets
- ▶ sales funnels
- ▶ soft sales



INCREASE TRAFFIC

A website without traffic is like paying for a billboard in the middle of a corn field.

There's no use in having an amazing website if you aren't getting any visitors.

Some of the traffic generating services you can take advantage of to help kick start your online traffic include:

- ▶ local SEO
- ▶ organic SEO
- ▶ paid advertising
- ▶ social media management





**WHAT MAKES A
WEBSITE SUCCESSFUL?**

WEBSITE PLATFORMS: HOW TO CHOOSE

WIX / SQUARESPACE

SHOPIFY

WORDPRESS

WEBSITE PLATFORMS: HOW TO CHOOSE

WIX / SQUARESPACE

SUMMARY

- ▶ Offers the bare basics - great for those who are just getting started

PROS

- ▶ Lowest budget
- ▶ Just getting started
- ▶ Great first step
- ▶ Easiest barrier to entry
- ▶ "Hands off" support

CONS

- ▶ Design limitations
- ▶ Limited App Market
- ▶ Technical SEO
- ▶ Advanced Marketing Tools
- ▶ Data Export

SHOPIFY

SUMMARY

- ▶ E-commerce intensive - geared towards users without web dev skills

PROS

- ▶ Start quickly with any skill level - no coding needed
- ▶ Platform can grow as you do
- ▶ Shopify is a hosted solution
 - ▶ Tons of prebuilt "Apps"
 - ▶ Shopify hosting "Hands off" support

CONS

- ▶ Software as a service ('SaaS') - monthly fees for everything
- ▶ E-commerce only
- ▶ More limiting factors compared to Wordpress

WORDPRESS

SUMMARY

- ▶ Website solution that can scale as your business grows

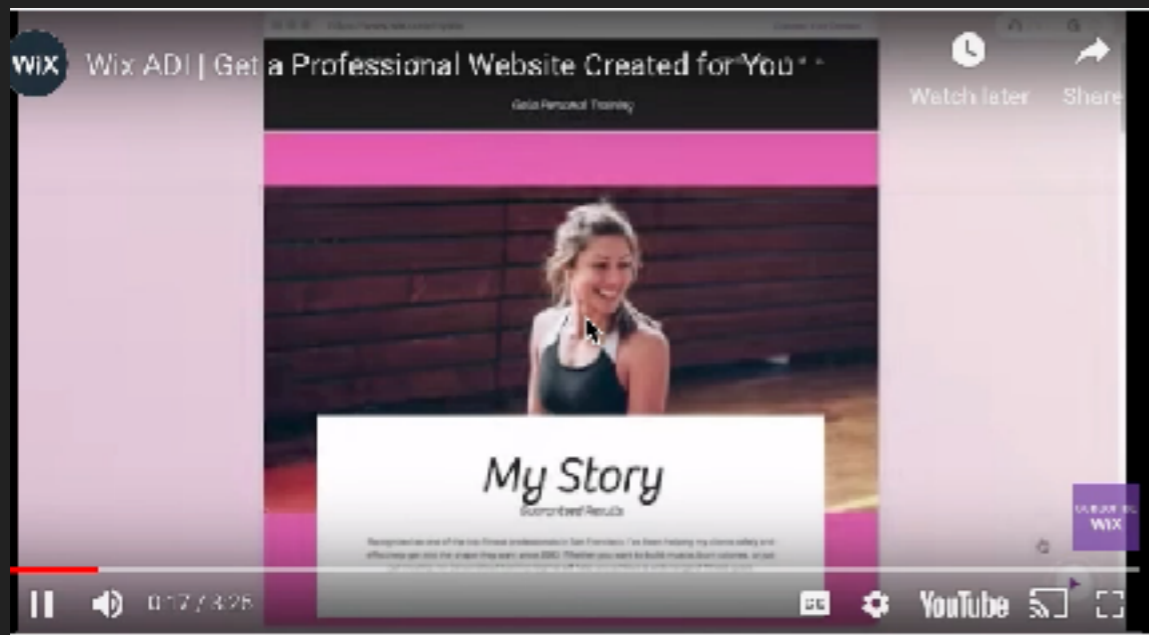
PROS

- ▶ Caters to everyone, from no skill level to expert developer
- ▶ Platform can grow as you do
- ▶ Allows for the most customization
- ▶ HUGE community of support for themes & plugins
- ▶ Easy "hands off" options for hosting and updates

CONS

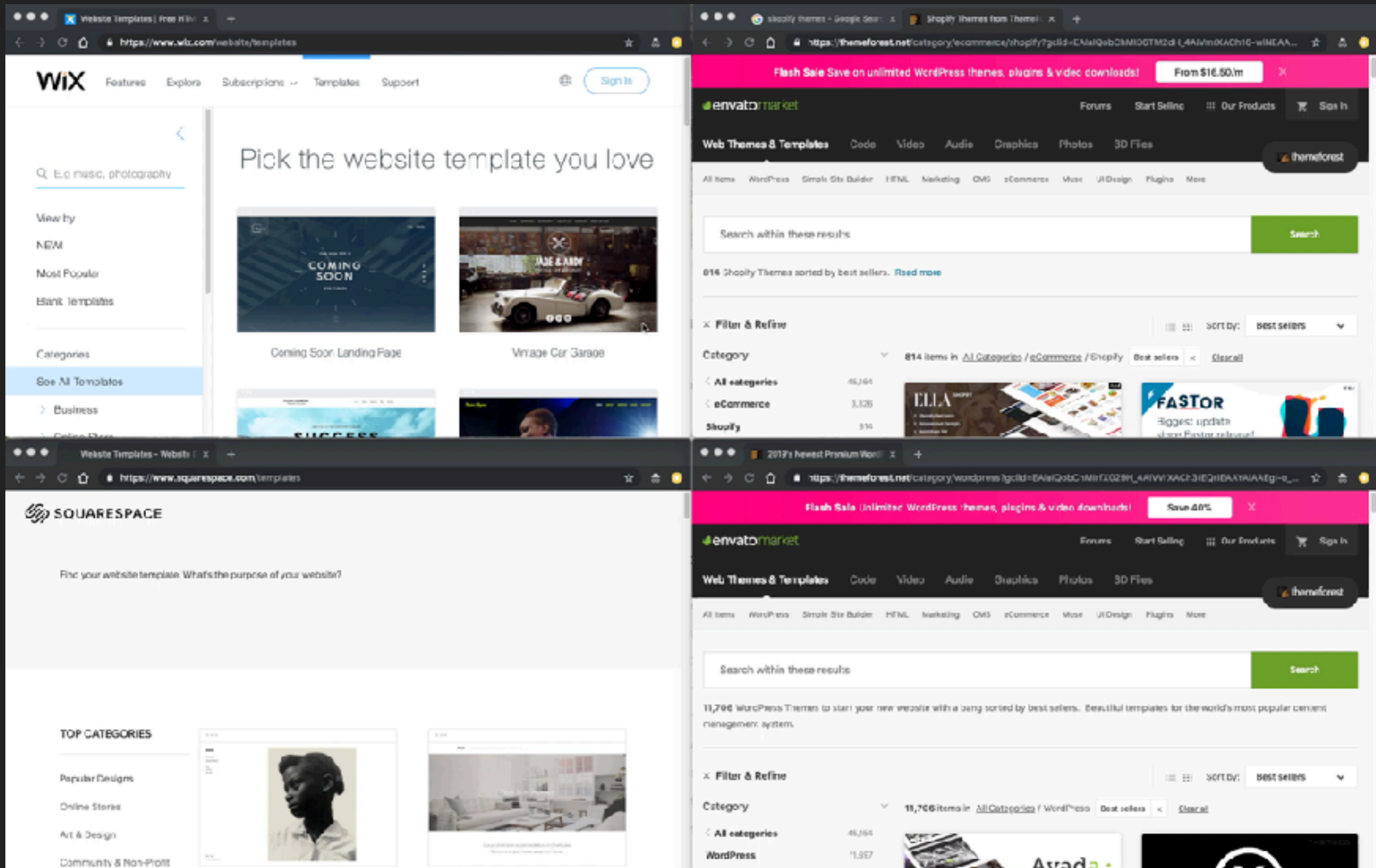
- ▶ More configuration needed before launching a site

VISUAL EDITORS (WYSIWYG)

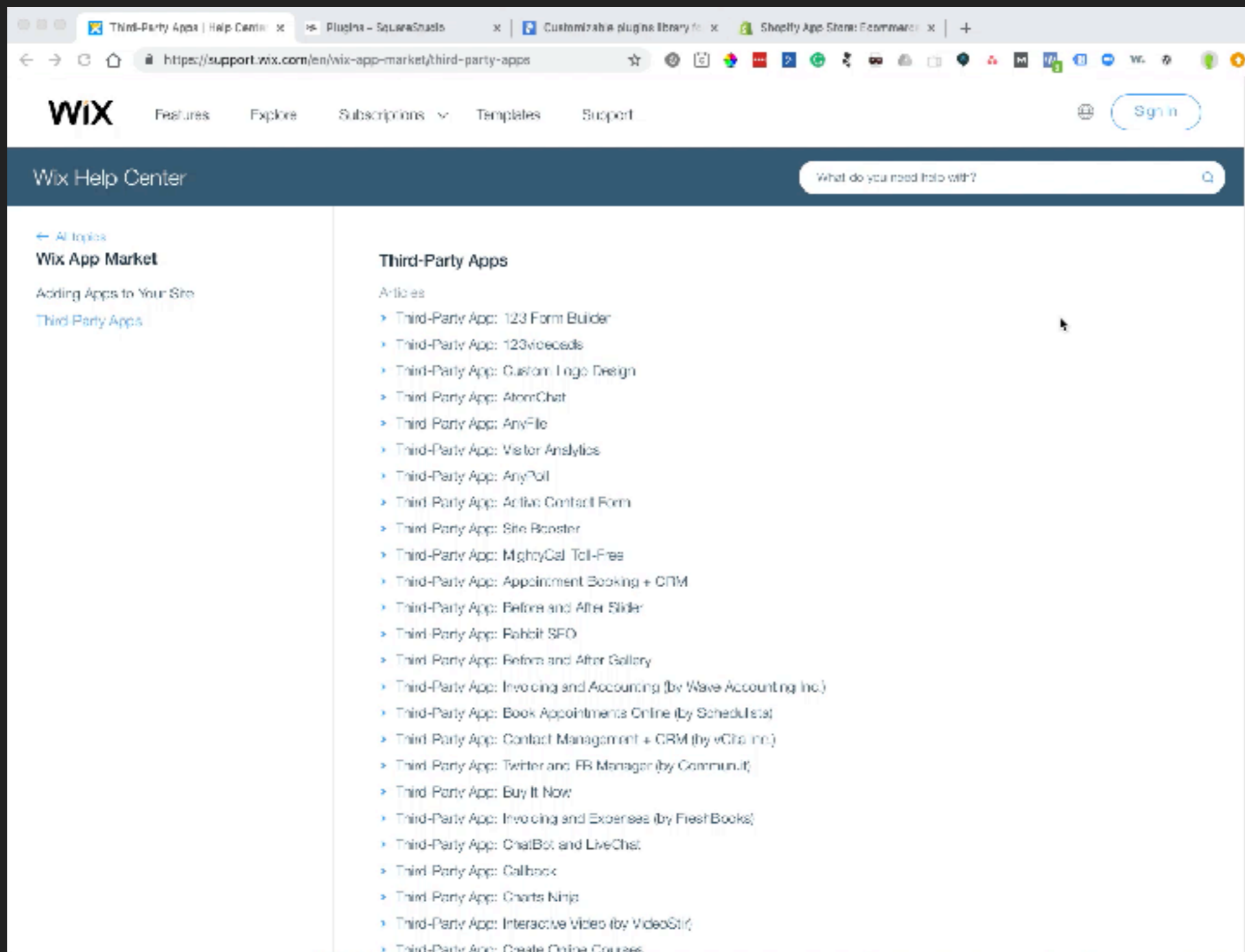


WEBSITE PLATFORMS: HOW TO CHOOSE

GETTING STARTED WITH THEMES

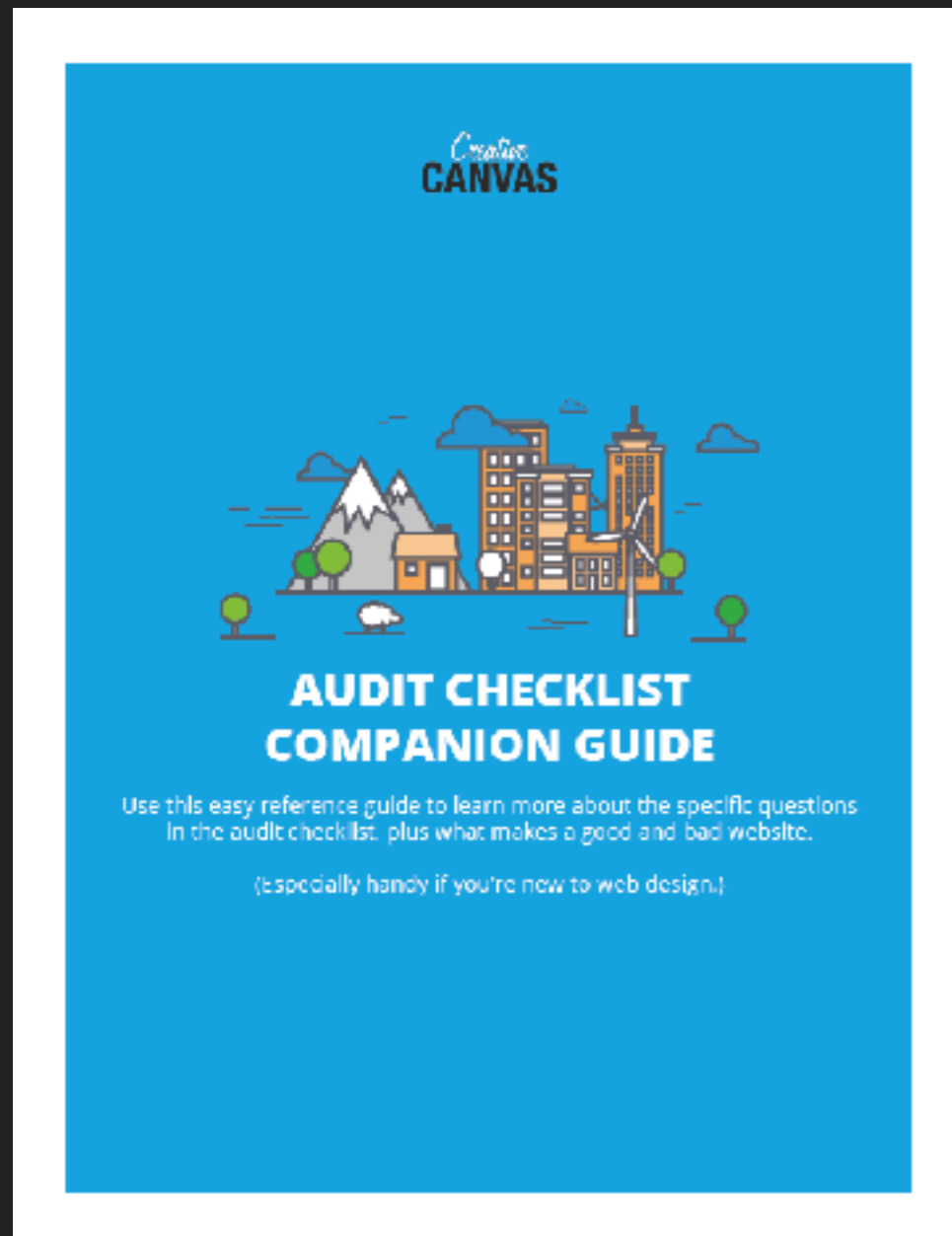


UTILIZING PLUGINS & APPS



WHAT MAKES A WEBSITE SUCCESSFUL?

WEBSITE CHECKLIST GUIDE



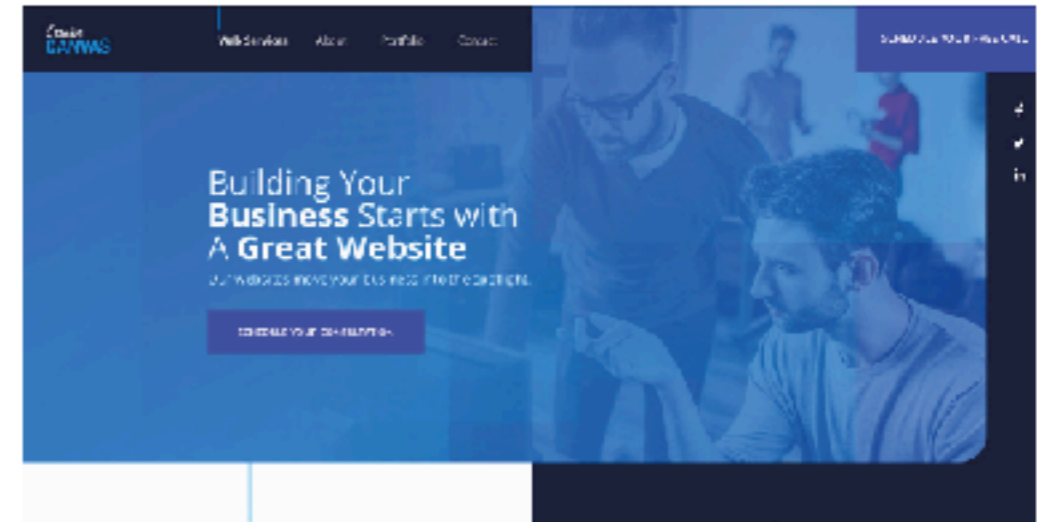
A TO K: FIRST IMPRESSIONS

L TO X: SEARCH ENGINE FRIENDLINESS

WEBSITE CHECKLIST GUIDE

A: DOES THE WEBSITE LOOK NICE AND PROFESSIONAL?

This one isn't complicated, you just want to use your best judgement. Have they used modern fonts? Does it look like a professional designer was engaged to do it? An ugly, unprofessional website should be obvious even to the untrained eye.



This site offers a beautiful first impression with well-selected images.



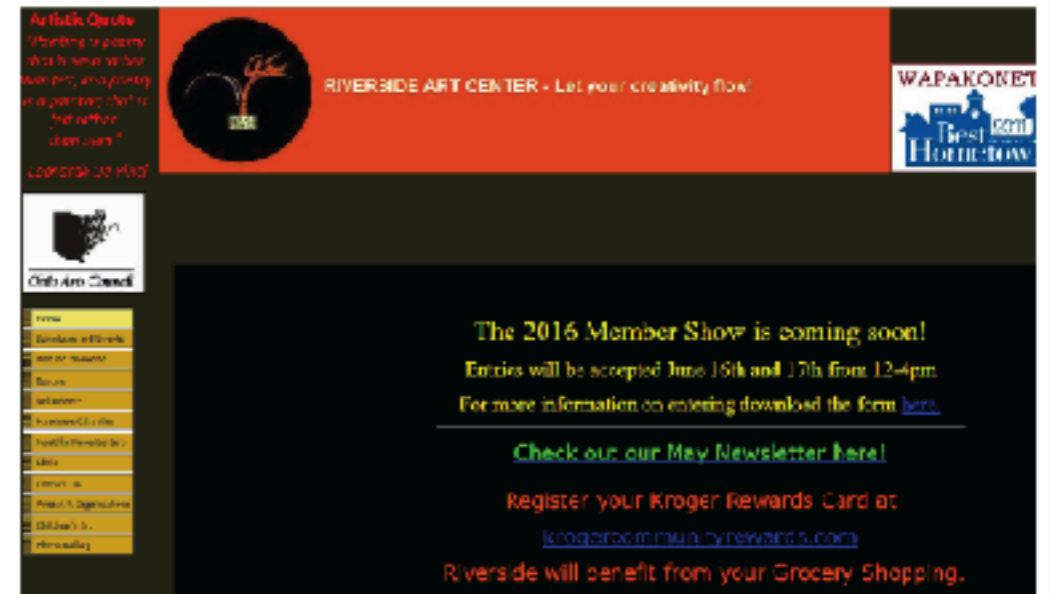
A website in dire need of a complete overhaul.

B: IS THERE A PROFESSIONAL LOGO?

Does the logo represent the essence of the business? Is it simple, memorable, modern (yet timeless), versatile and appropriate? Does it carefully balance symbols, colors, words, fonts and shapes - with all the elements working together? Would a 'guy off the street' immediately understand the logo's intended meaning?



This logo was clearly created by a design professional.



An extreme example, maybe, but nothing unusual.

C: IS THERE A CALL TO ACTION OR KEY MESSAGE IN THE MAIN BANNER?

Any marketing collateral is incomplete without a clear CTA (Call To Action) such as 'call now', 'join us', 'download now' or 'sign me up' in high quality visual treatment. This must be in the main banner across the site so that visitors clearly understand what they need to do if they'd like to get to know the business better.



Building Your Business Starts with A Great Website
Our Website Marketing Business is the only place.

[GET YOUR FREE CONSULTATION](#)

Custom Websites To Build Your Business

Having a custom website is the best way to grow your business. Whether you are a small business, a large corporation, or a government agency, we will make your website look professional and get you the right people. Also behind the scenes, we will make your website look professional and get you the right people.

Grow Your Business
Having a professional website is the best way to grow your business. Whether you are a small business, a large corporation, or a government agency, we will make your website look professional and get you the right people.

[Jump Start Your Traffic](#)

Why work with WEBSITE?
We are passionate about helping small and medium sized businesses.

View the team
No more that any organization is so good at the people in it.

Get started
We are available to work with you and we will help you to get started.

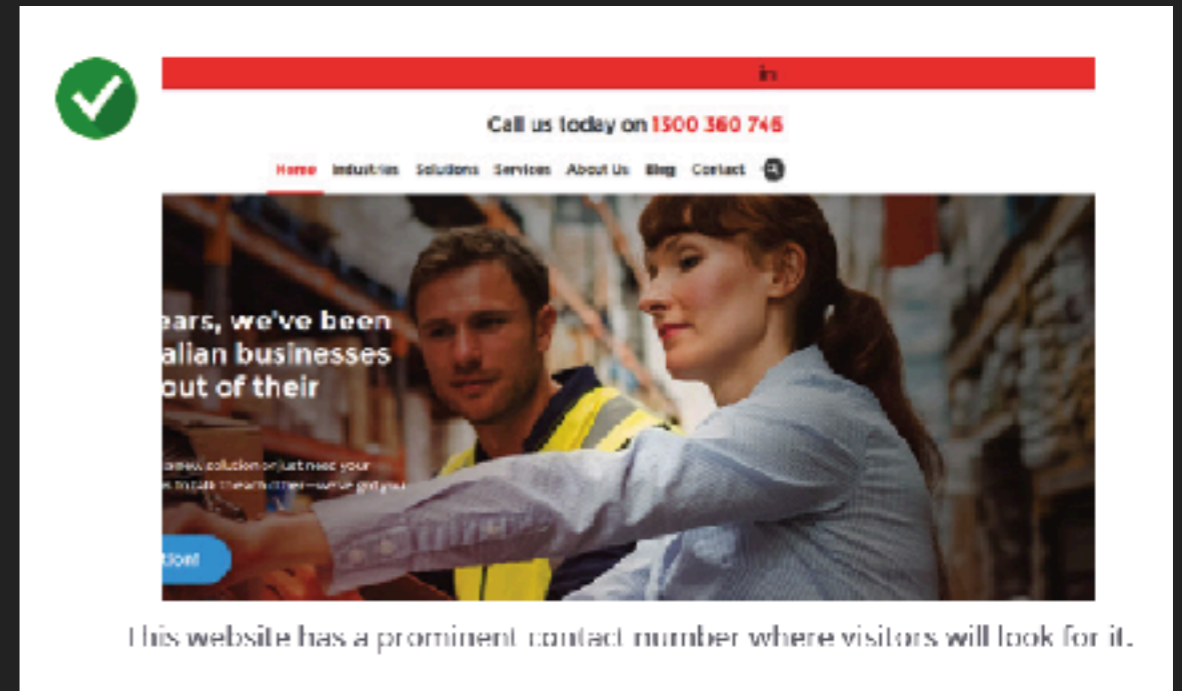
Latest Posts

- 1. [5 Ways to Grow Your Business](#)
- 2. [How to Grow Your Business](#)
- 3. [Simple Strategies to Grow Your Business](#)
- 4. [How to Grow Your Business](#)

Any guesses what this company does?

D: IS THERE A CONTACT NUMBER ON THE TOP OF THE WEBSITE?

An easy-to-find phone number on the website boosts conversion rates because people are comforted that they can call you if the need arises. It builds trust that the business is 'real' rather than purely online. Some potential customers will want to talk to someone before buying.



E: IS IT OBVIOUS WHAT THEIR BUSINESS DOES?

Potential customers need to be engaged by outstanding content - content that allows them to easily understand what the business is offering and to make an informed decision about whether or not they wish to progress towards a purchase. The business should clearly articulate their value proposition and customer benefit statements.



An 'Our Services' section on the homepage is a good way to do this.

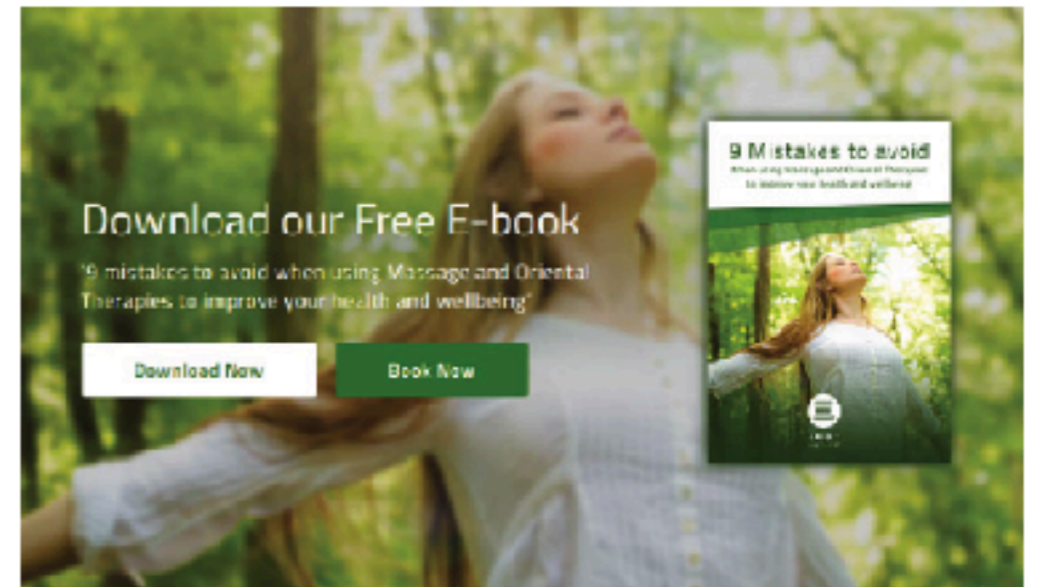


Any website that says "We leverage out-of-the-box thinking to drive dynamic synergies."

Seriously?

F: IS THERE A PRIMARY ACTION FOR VISITORS?

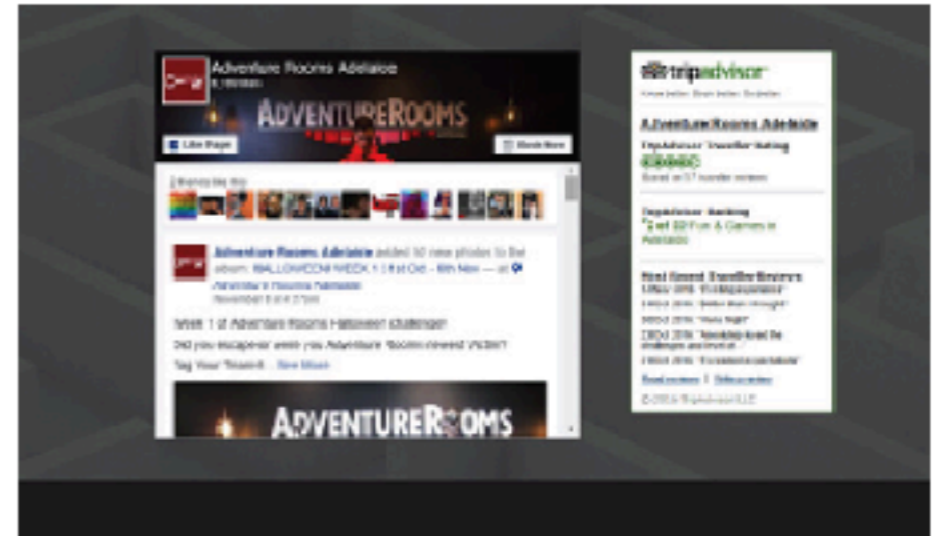
The website needs to guide visitors (potential customers) into the course of action that the business wants to achieve most. Is the business suggesting that visitors provide their email address to be added to a weekly newsletter or download a free resource?



Two actions are described here, but Download Now is more prominent.

G: ARE THERE SECONDARY ACTIONS TO TAKE?

If visitors to the website aren't interested in the primary action (e.g. they're not ready to call the business or provide their email address), what other actions might they take to stay somewhat-engaged with the business? Social media sharing is frequently in this category.



Embedded Facebook and Tripadvisor feeds are a clear winner in this category.



Online Forms

Patient Information Sheets

Tweets from the company's main account adds life to a site.

H: IS THE MENU NAVIGATION EASY TO USE?

Menu navigation should operate like street signs, ensuring website visitors can easily find their way around. Good navigation reflects good information architecture. A poor website might merely list off the individual departments and their inventory. A good website will ensure that customers can readily find the information with few clicks.



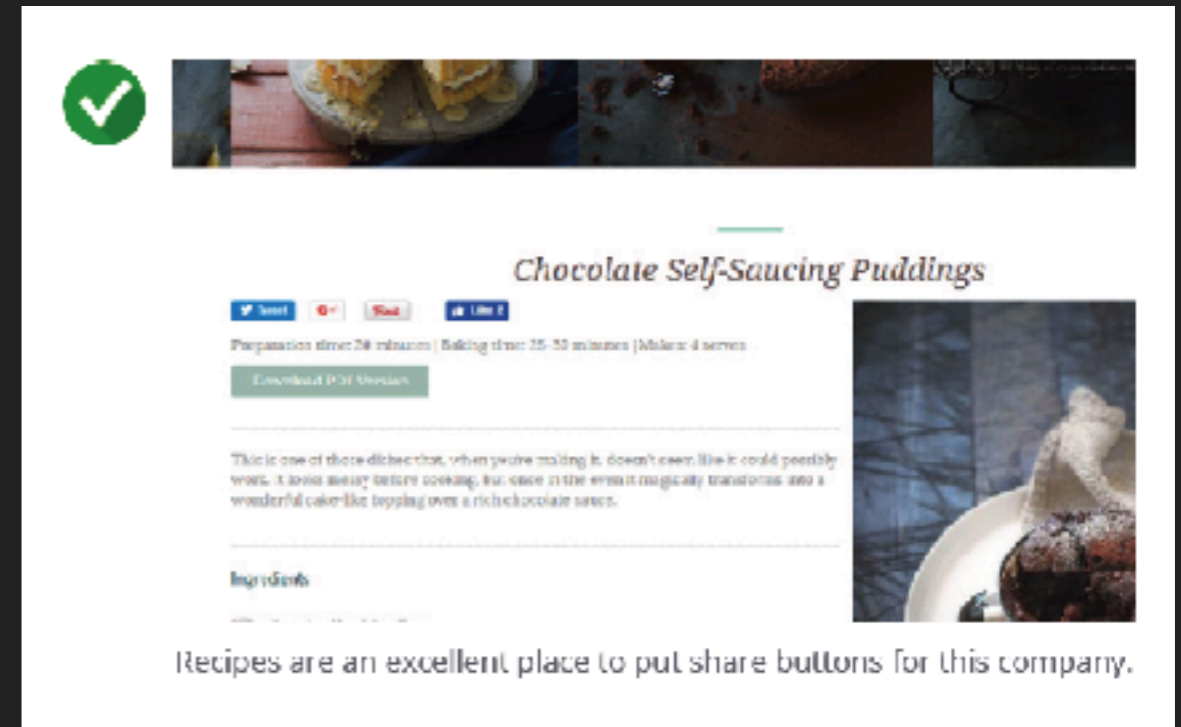
The flat, deliberate tree structure is obvious for visitors to navigate.



Anything non-standard is an unnecessary learning curve for visitors.

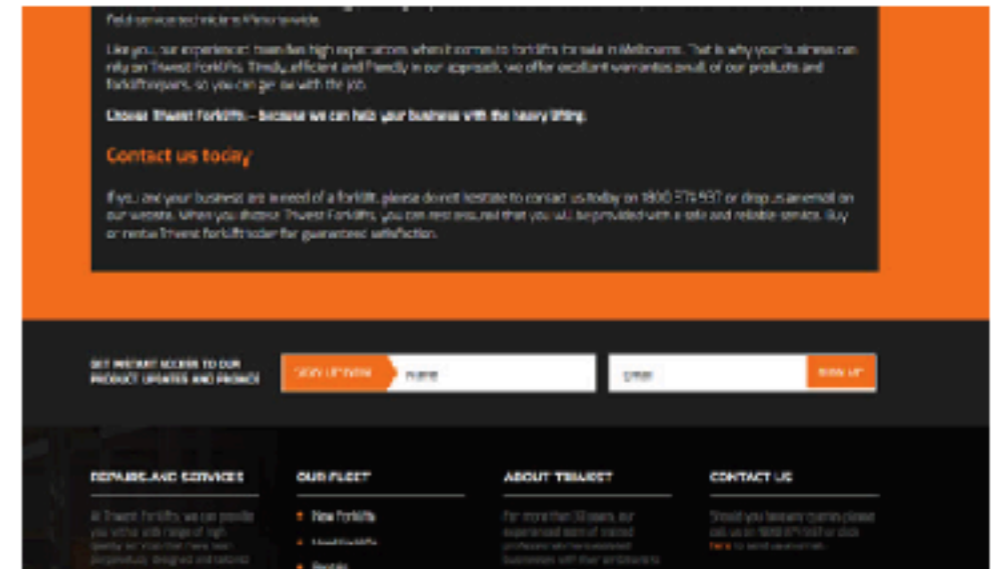
I: ARE THERE SOCIAL MEDIA SHARE BUTTONS?

The business should have a consistent presence across its chosen social network platforms (such as Twitter, Facebook, LinkedIn, YouTube, Instagram, and Pinterest). Sharing and follow buttons should be used to generate fans/followers for those social media accounts.



J: IS THERE A LEAD CAPTURE FORM ON EVERY PAGE?

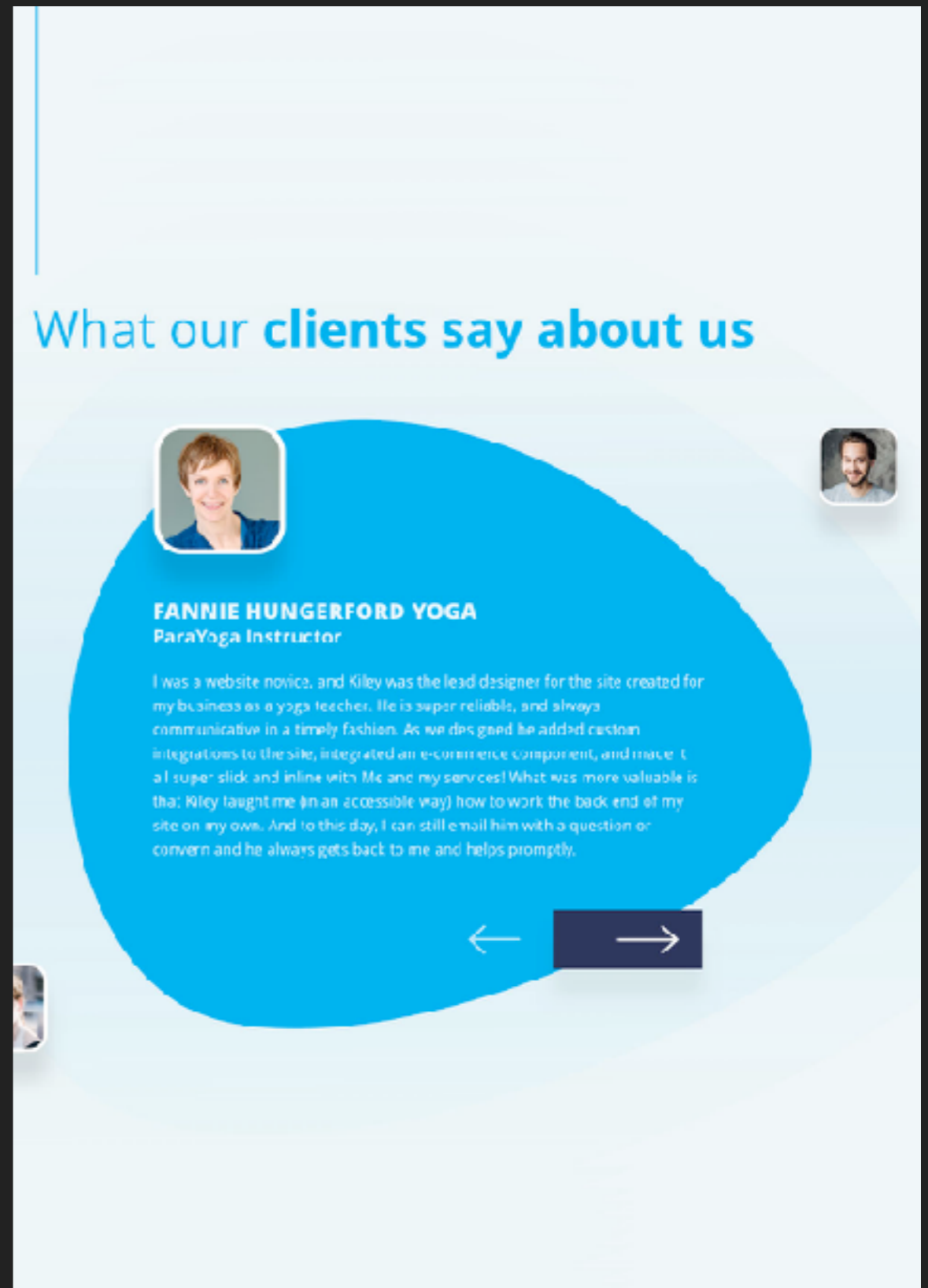
One of the most common mistakes made by business websites is that they overlook the opportunity to capture the email addresses of web visitors. This critical information can then be used in an automated email marketing sequence so these prospects can start to know, like and trust the business.



This signup form is present on the footer of every page of this website.

K: ARE THERE CUSTOMER TESTIMONIALS OR REVIEWS?

Customer testimonials are a powerful way for a business to gain credibility. Whilst statements made by the business might sound like impolite bragging, those same words from another person can be extremely effective at generating trust. The more, the better!

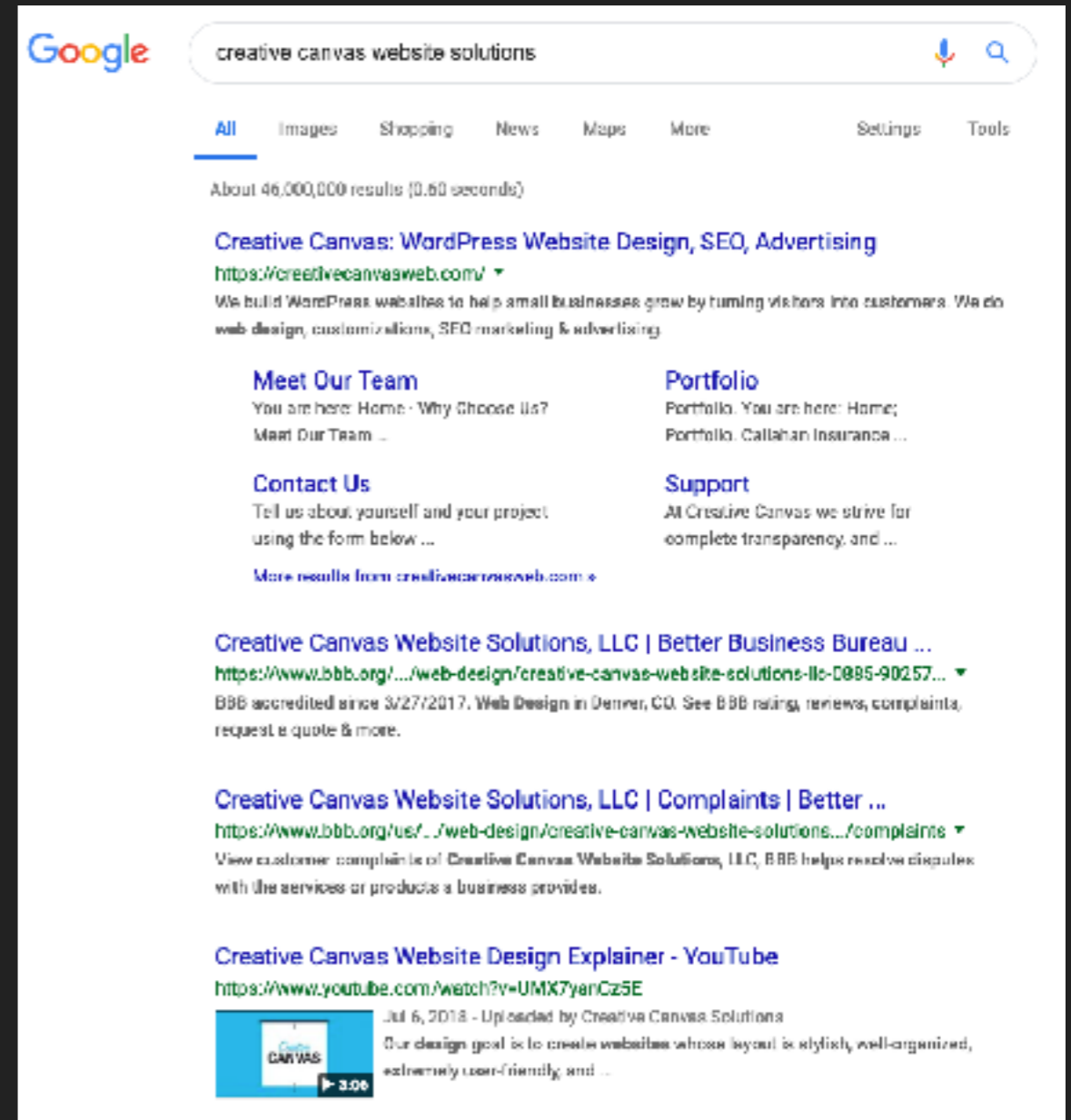


WEBSITE CHECKLIST GUIDE

L: GOOGLE THEIR WEBSITE. DOES IT MAKE THE FIRST PAGE?

Google-friendly sites are easily accessible (with a logical link structure), give the visitors the information they're looking for and have links from other sites.

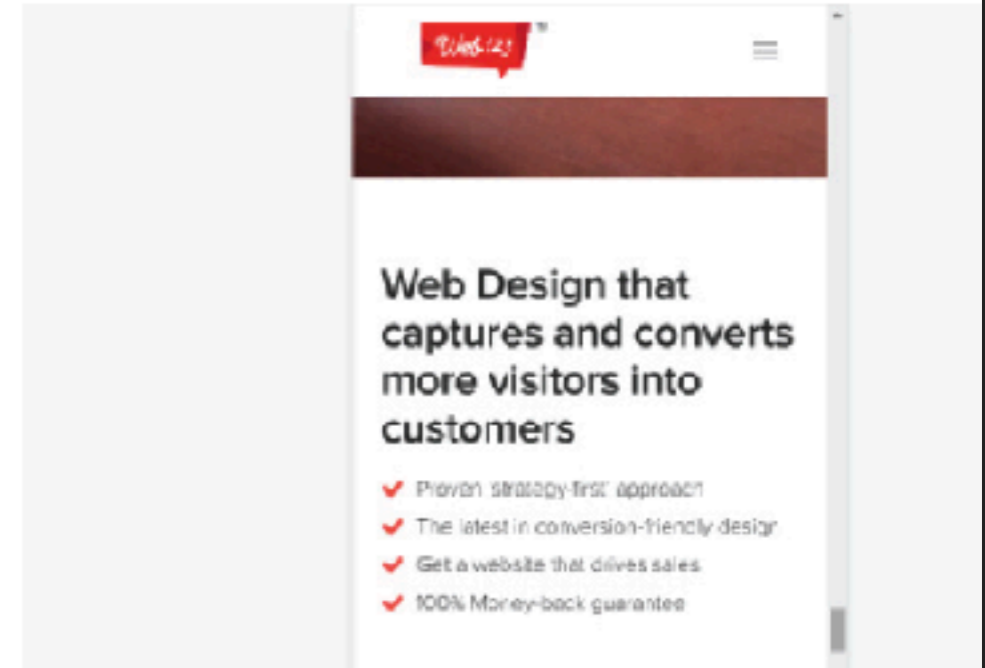
For best results in this area, it's important to understand and follow the guidelines that helps Google find, index and rank sites.



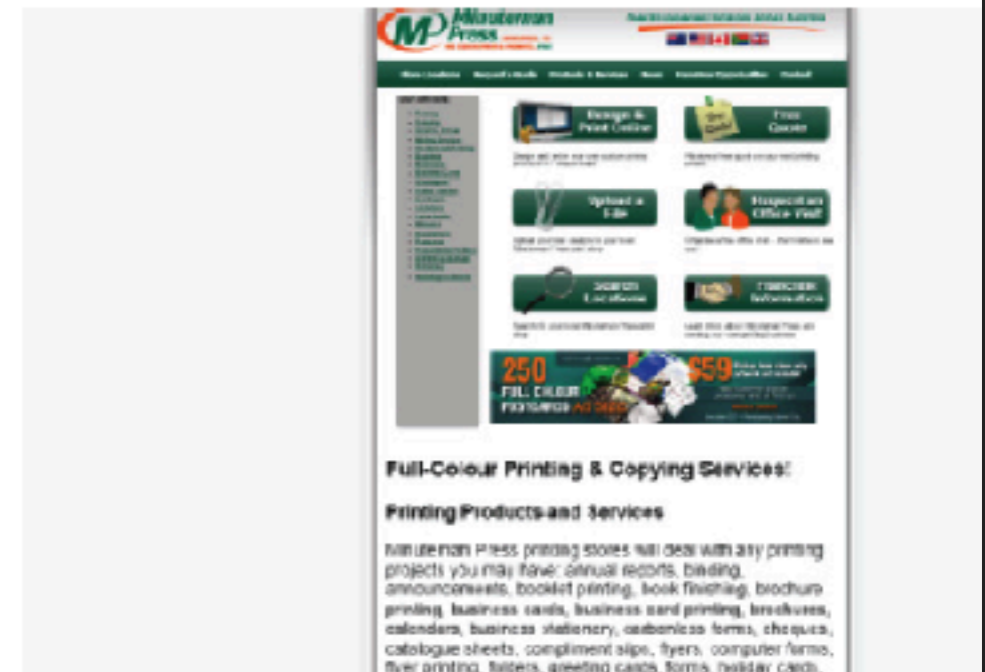
The screenshot shows a Google search for "creative canvas website solutions". The search bar is at the top with the Google logo on the left and a search icon on the right. Below the search bar, there are tabs for "All", "Images", "Shopping", "News", "Maps", "More", "Settings", and "Tools". The search results show "About 46,000,000 results (0.60 seconds)". The first result is "Creative Canvas: WordPress Website Design, SEO, Advertising" with the URL "https://creativecanvasweb.com/". Below the title, there is a brief description: "We build WordPress websites to help small businesses grow by turning visitors into customers. We do web design, customizations, SEO marketing & advertising." There are four sub-sections: "Meet Our Team", "Portfolio", "Contact Us", and "Support". Each sub-section has a brief description and a "More results from creativecanvasweb.com" link. The second result is "Creative Canvas Website Solutions, LLC | Better Business Bureau ..." with the URL "https://www.bbb.org/.../web-design/creative-canvas-website-solutions-llc-0895-90257...". The third result is "Creative Canvas Website Solutions, LLC | Complaints | Better ..." with the URL "https://www.bbb.org/us/.../web-design/creative-canvas-website-solutions.../complaints". The fourth result is "Creative Canvas Website Design Explainer - YouTube" with the URL "https://www.youtube.com/watch?v=UMX7yanCz5E".

N: IS IT RESPONSIVE?

For website content to 'flow like water' across different devices, design must focus on elements such as adjustable screen resolution and automatically resizable images. Does the content look good on any screen by being resized, hidden, shrunk, enlarged or otherwise moved?



Hamburger menu



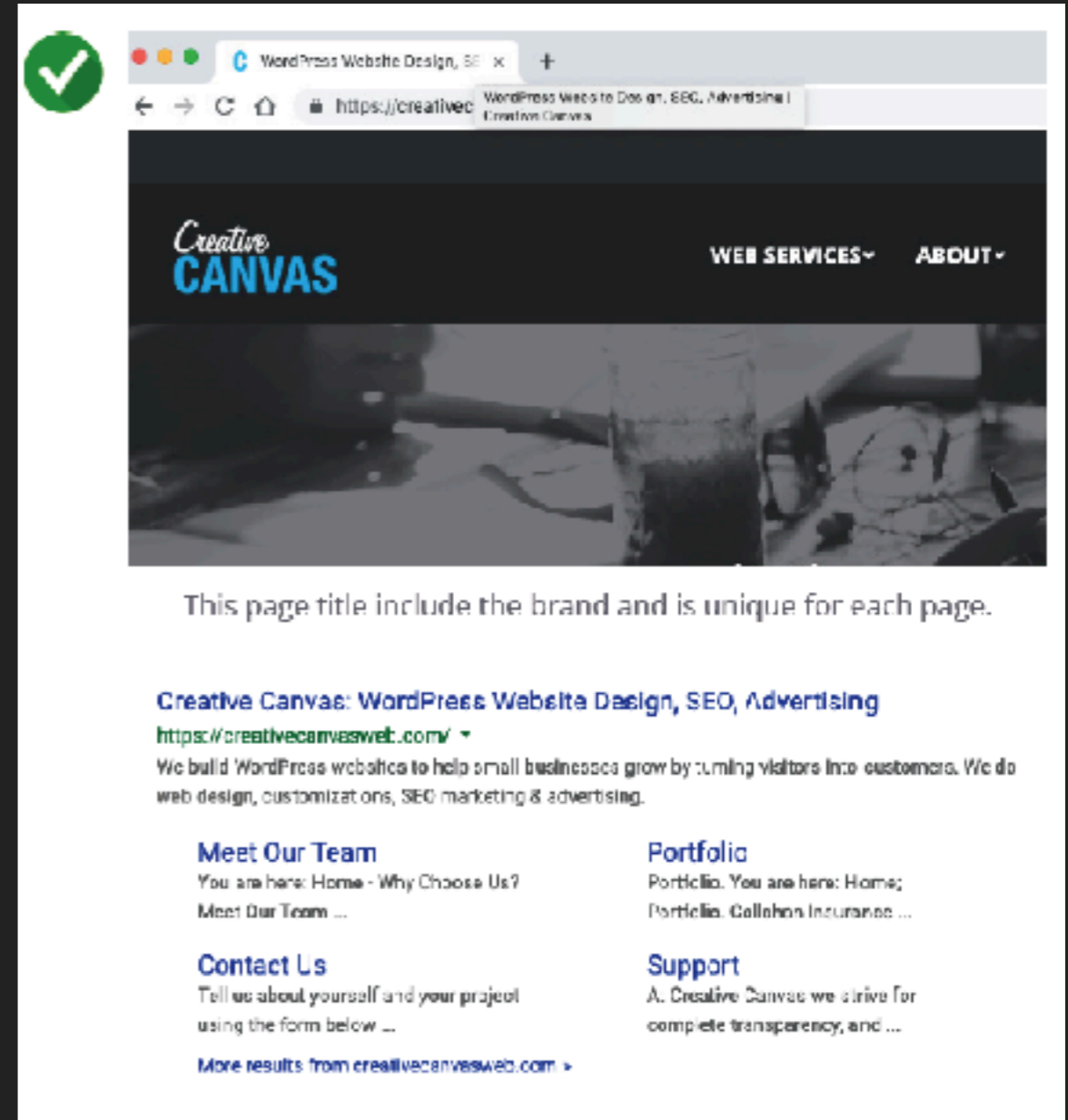
Hard to read & no layout change

Q: IS THERE A UNIQUE PAGE TITLE ON EVERY PAGE? (CHECK THE TAB)

The humble page title is the main tool to attract new visitors from search listings. It's the short clickable headline for listings on search engine result pages (SERP) so it should be carefully design for maximum usability.

P: DOES THE PAGE TITLE INCLUDE YOUR BRAND?

Given there's not a lot of characters to play with in page titles, it's critical to choose them carefully. The name/brand of the business is a mandatory inclusion for search engine results - Google is looking for it.



The image shows a browser window with a search result for 'Creative Canvas: WordPress Website Design, SEO, Advertising'. The browser tab title is 'WordPress Website Design, SEO, Advertising | Creative Canvas'. The search result snippet includes the title 'Creative Canvas: WordPress Website Design, SEO, Advertising', the URL 'https://creativecanvasweb.com/', and a short description: 'We build WordPress websites to help small businesses grow by turning visitors into customers. We do web design, customizations, SEO marketing & advertising.' Below the snippet are four links: 'Meet Our Team', 'Portfolio', 'Contact Us', and 'Support'. A green checkmark icon is visible in the top left corner of the browser window.

This page title include the brand and is unique for each page.

Creative Canvas: WordPress Website Design, SEO, Advertising
<https://creativecanvasweb.com/>

We build WordPress websites to help small businesses grow by turning visitors into customers. We do web design, customizations, SEO marketing & advertising.

Meet Our Team
You are here: Home - Why Choose Us? Meet Our Team ...

Portfolio
Portfolio. You are here: Home; Portfolio. Callahan Insurance ...

Contact Us
Tell us about yourself and your project using the form below ...

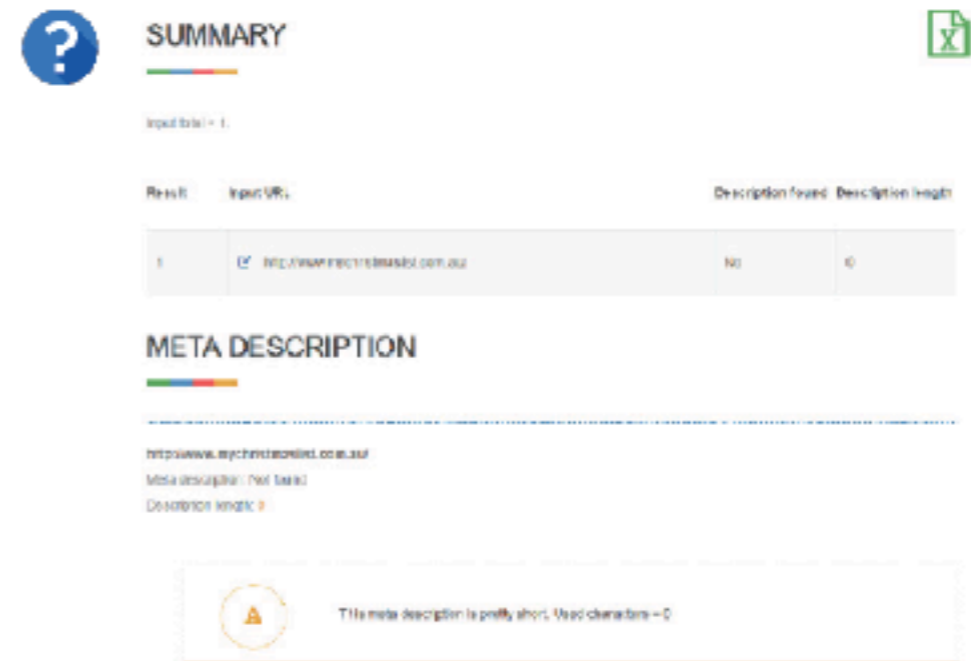
Support
At Creative Canvas we strive for complete transparency, and ...

[More results from creativecanvasweb.com >](#)

Q: IS THERE A UNIQUE META DESCRIPTION FOR EACH PAGE?

Meta descriptions are a part of site optimization for search engines. Awesome meta descriptions are 135-160 characters long, include keywords within legible, readable copy and match the content on the page. Meta descriptions must be written differently for every page.

Easy: A way to check for is to enter the website address into a simple SEO checker tool, such as this one:
<https://www.seoreviewtools.com/bulk-meta-description-checker/>



SUMMARY

Input total: 1

Result	Input URL	Description found	Description length
1	http://www.mycheatbooklist.com.au/	No	0

META DESCRIPTION

<http://www.mycheatbooklist.com.au/>
Meta description: Not found
Description length: 0

This meta description is pretty short. Used characters - 0

Advanced: View the page source (Ctrl + U on Chrome) and check for the presence of filled out meta description tag, e.g.:

```
<meta name="description" content="This is a sample meta description that should both be compelling and include important keywords."/>
```

Creative Canvas: WordPress Website Design, SEO, Advertising

<https://creativecanvasweb.com/>

We build WordPress websites to help small businesses grow by turning visitors into customers. We do web design, customizations, SEO marketing & advertising.

Meet Our Team

You are here: Home - Why Choose Us?
Meet Our Team ...

Portfolio

Portfolio: You are here: Home;
Portfolio: Callahan Insurance ...

R: ARE THERE AT LEAST 500 WORDS ON EACH PAGE?

When it comes to content, more is better, as it is easier to include a range of keywords while still sounding natural. Having their content optimized for a range of related keywords makes it more likely to match the different combinations of words used by people on a search.

Easy: A way to check for is to enter the website address into a simple website word counter, such as this one:

<https://wordcounter.net/website-word-count>



Advanced: Copy and paste the entire homepage into a word processor, ensuring that you use the Paste without formatting command in order to strip out any images. You can then use the Word Count tool in your respective application to perform the count.

S: IS THE COPY A GOOD READ?

Does the copy connect with the reader?

Does it showcase the product/service and overcome all objections?

Does it encourage the next conversion step?

Excellent copy makes the target audience want to continue reading.



- Use of the words "you" and "your"
- Buttons/links that say "sign up" or "join now"
- Supporting imagery
- Persuasive without salesiness
- Clearly outlined benefits of their service/product
- Addresses objections their visitors might have
- Asks the visitor questions



- Generally difficult to follow
- Use of the words "we", "our" and "I"
- Buttons that say "submit"
- Links that say "click here"
- Technical jargon
- Spelling and grammar errors
- Does not engage reader

T: IS THE COPY EASY TO DIGEST WITH PARAGRAPH BREAKS AND BULLETS?

Ensure the sentences aren't too long nor complex and paragraphs are 'edible'.

Headings and subheadings should be short and active.

Use bulleted and numbered lists to make content easy to digest, as many visitors scan before they read.

Tip: Google also looks for this stuff!



- Bullet points
- Varied length sentences
- Short headings
- Short 1-2 sentence paragraphs
- Bolded words
- Easy to read out loud
- Subheadings/sections



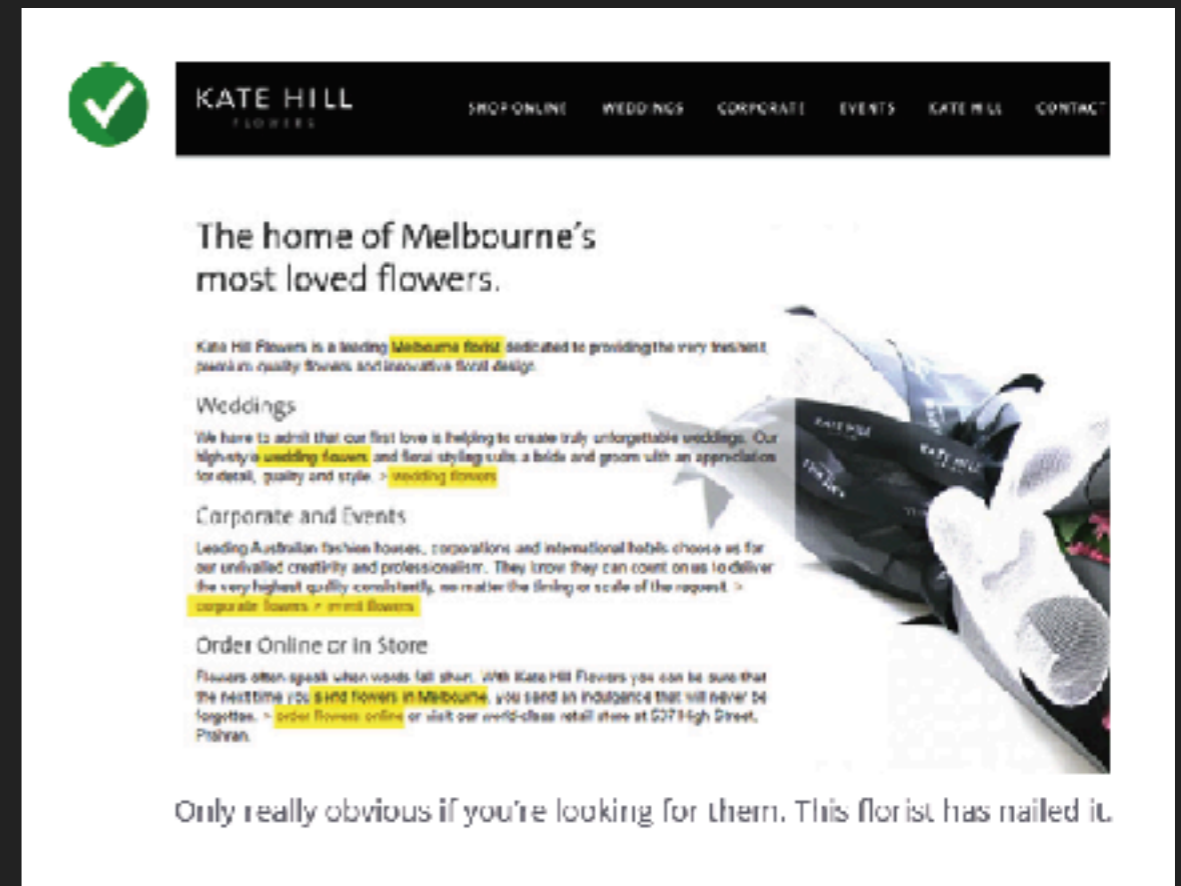
- "Walls" of text
- Poor font choice

U: IS THERE CONTENT WITH KEYWORDS ABOVE THE FOLD?

Above the fold is anything that a user sees once they land in a web page (without scrolling down on their screen).

Google weights this content slightly higher when considering page rankings.

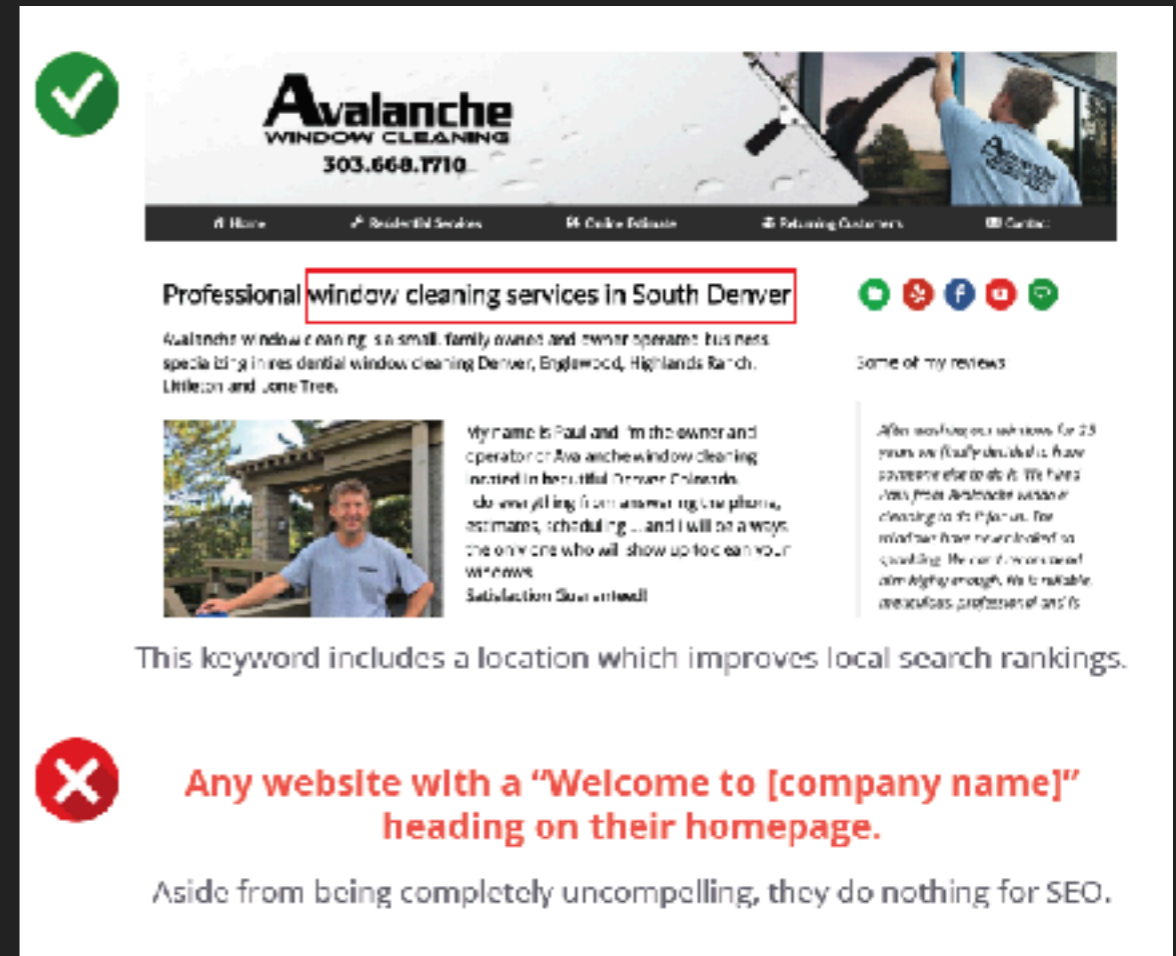
Additionally, users who are engaged with the content stay longer and the longer your users stay, the better your search engine results.



V: ARE THERE KEYWORDS IN HEADINGS?

Search engines pay special attention to the words in their headings as likely clues to the page's main topics. They should definitely want to include the page's keywords inside headings.

Also, each heading should be unique and targeted to the page it's on.



Professional window cleaning services in South Denver

Avalanche window cleaning is a small, family owned and owner operated business specializing in residential window cleaning Denver, Englewood, Highlands Ranch, Littleton and Lone Tree.

My name is Paul and I'm the owner and operator of Avalanche window cleaning located in beautiful Denver Colorado. I do everything from answering the phone, estimating, scheduling, and I will be always the only one who will show up to clean your windows. Satisfaction Guaranteed!

After we finished our windows for 23 years we finally decided to have someone else do it. We have jobs from Abstractor outside cleaning to it. It was the window that was involved in cleaning. He can't be on our level. It's really enough. He is a reliable, meticulous professional and it's

Some of my reviews

This keyword includes a location which improves local search rankings.

Any website with a "Welcome to [company name]" heading on their homepage.

Aside from being completely un compelling, they do nothing for SEO.

W: DO ALL INTERNAL HYPERLINKS WORK CORRECTLY?

It's a rather public black mark against their name if they haven't tested their links before you've gone live and/or if they don't love their website enough to maintain their links.



Easy: The best way to check this is to simply click on as many links and buttons as you can see and keep an eye out for "404 Not Found" pages.



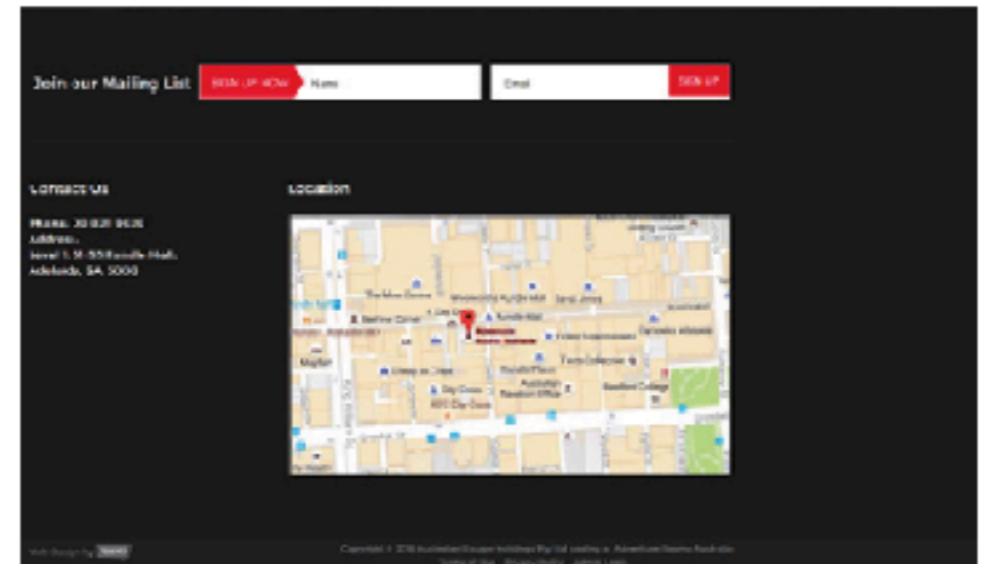
Advanced: Use the middle-click on your mouse to pop open the links in a new tab, without navigating away from the original website.

X: IS THERE A MAP PRESENT ON THE WEBSITE?

A Google location map is critical for smaller local businesses.

Broadly speaking, businesses with high ranking have multiple inward links, usually from industry websites (e.g. restaurant review sites).

Ensure that each of these industry websites have exactly the same street location for your business as your Google location map - it's absolutely worth the effort!



This map has a pin at the company location.

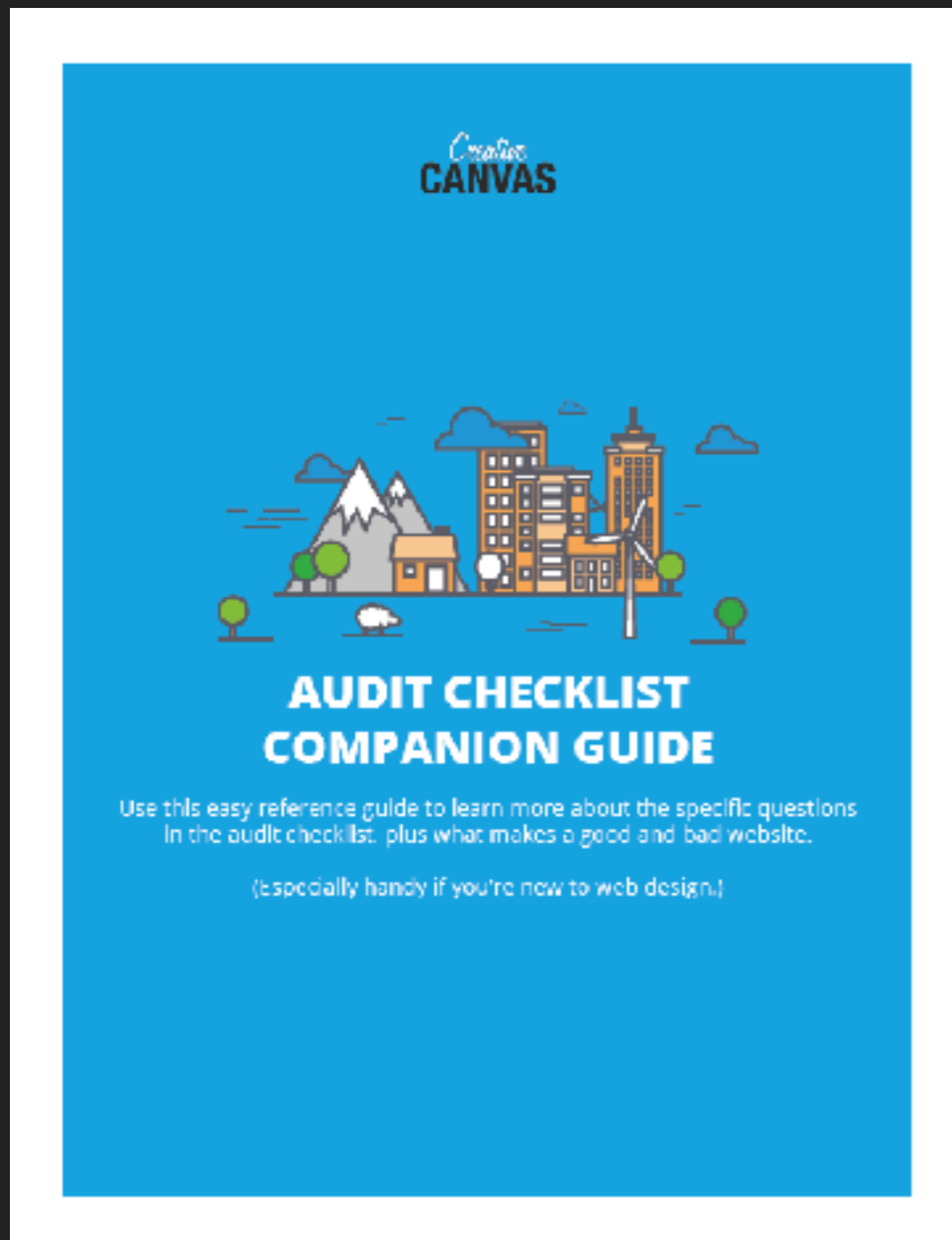


Online-only companies generally don't really need to worry about the presence of a map.

Though they may be legally required to include an impressum.

WHAT MAKES A WEBSITE SUCCESSFUL?

HOTSEAT: ARTIST SITE EVALUATION



ART BY TIF CHOATE

ART OF MODELING



Tif Choate, artist

shop art.

the b.log

commissions.

public art.

where. when.

about Tif.

in the press.

land animals

things with wings

people

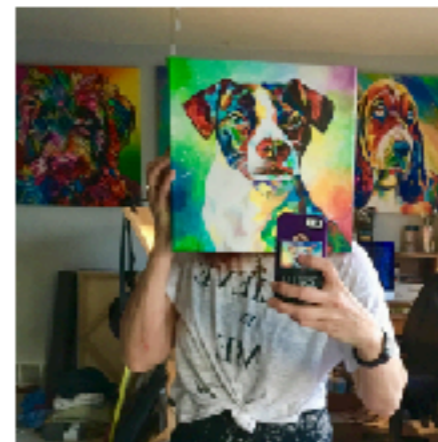
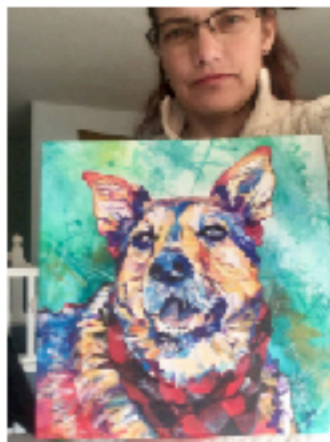
FIX THIS TO ADD PERIOD AT THE END

BE BETWEEN THE LOGO AND THE HEADER LINE

COMMISSIONED PAINTINGS

Dogs and Cats are my most requested commissions, but I can render just about anything you can imagine! I'd love to hear your ideas for a painted masterpiece.

How do Commissions Work? [CLICK HERE](#) to find out more.



Here's What Others are Saying...

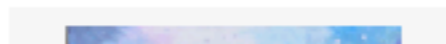
I love Grover and am happy with the quality, thank you. Beautiful piece of art that reminds us of our beloved Eddie :) -Barbara W.

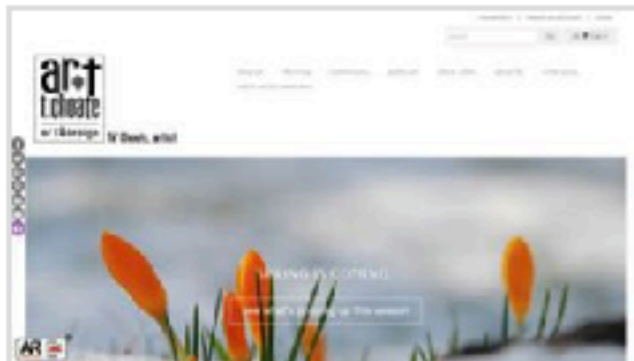
"I bought and framed this exact print for my daughter. It makes her smile each day! Art is powerful." - Peggy Burns Kruger

LOVE! Thank you [Art T. Choate!](#) It's PERFECT! - Sami Carol!

"Your paintings are amazing! I love the color and expressions of each puppy. So great!" - Julie Lewis

"Thank you so much for creating this beautiful piece of art. I love it so much!" - Janie Tuttle





Latest Performance Report for:

<http://www.arttchoate.com/>

Report generated: Tue, Mar 12, 2019, 12:13 PM -0700

Test Server Region: Vancouver, Canada

Using: Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1, YSlow 3.1.8

Your page generation time is slow
[Find out why and explore possible solutions >](#)

Looks like you might not be using a CDN
[Why should I use a CDN? >](#)

Performance Scores

PageSpeed Score	YSlow Score
C (79%) ^	E (59%) v

Page Details

Fully Loaded Time	Total Page Size	Requests
6.0s ^	5.42MB v	79 ^

PageSpeed

YSlow

Waterfall

Timings

Video

History

RECOMMENDATION

Minimize redirects

Defer parsing of JavaScript

Leverage browser caching

Avoid CSS @import

Minimize request size

Minify JavaScript

Inline small CSS

Optimize the order of styles and scripts

Optimize images

Specify a cache validator

Specify image dimensions

GRADE

F (25)

D (66)

C (75)

B (83)

B (83)

B (88)

A (92)

A (92)

A (94)

A (94)

A (96)

TYPE

CONTENT

JS

SERVER

CSS

CONTENT

JS

CSS

CSS/JS

IMAGES

SERVER

IMAGES

PRIORITY

HIGH

HIGH

HIGH

MEDIUM

HIGH

HIGH

HIGH

HIGH

HIGH

HIGH

MEDIUM

What do my scores mean?

Rules are sorted in order of impact upon score
Optimizing rules at the top of the list can greatly improve your overall score.

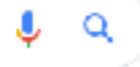
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The recommendations are meant to be generic, best practices: some things will be out of your control (eg. external resources) or may not apply to your page.

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About 348 results (0.22 seconds)

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There's always a project or show brewing. Find out what's new in the art world of Art T. Choate. Hi, I'm back... Tif Choate's blog.

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The Art of Modeling was created to promote the performing art of figure modeling as an artistic profession. AOM is an artist's model booking agency, Fine Arts Model training provider and an informal professional association of Fine Arts Models in the Boulder-Denver Metropolitan area.

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art of modeling



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On the Art of Modeling | Management Science

<https://pubsonline.informs.org/doi/10.1287/mnsc.13.12.B707>

by WT Morris - 1967 - Cited by 266 - Related articles

The problem of teaching or developing creative modeling ability is considered in the light of three basic hypotheses concerning the processes of enrichment ...

Art of Modelling - Scale Modelling Magazine

www.artofmodelling.be/index.php?language=en

Art of Modelling is a magazine for and by scale modelers. The magazine appears bimonthly and is available in English, French, German and Dutch both as ...

Videos



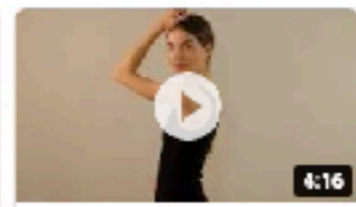
The Art of Modeling with Monica Martin

222 Productions
YouTube - Apr 1, 2014



ART OF MODELLING!
SCALE MODEL
MAGAZINE

Scale War Machines
YouTube - Oct 31, 2014



How to Do Modeling Poses | Modeling

Howcast
YouTube - Sep 1, 2013

Amazon.com: Management Science: The Art of Modeling with ...

<https://www.amazon.com/Management-Science-Art-Modeling.../dp/0470530577>

The book does talk somewhat about the theory of Management Science and decision modelling, but relies much too heavily on a \$1000 Excel add-on to do the ...

A Lecture on the Art of Modeling - acm sigsim

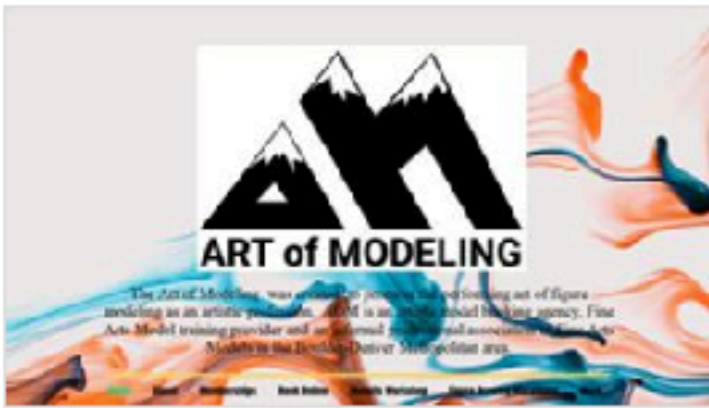
<https://www.acm-sigsim-mskr.org/Articles/FishwickLecture/fishwickLecture.htm>

In this lecture, Dr. Paul Fishwick describes the nature of modeling as an art form and discusses the implications of both the art and science of modeling on ...

The art of modeling - IBM

<https://www.ibm.com/Learn/Rational>

Jan 15, 2004 - The art of modeling. The third part of a series on modeling that describes how to create



Latest Performance Report for:

<https://www.artofmodeling.org/>

Report generated: Wed, Mar 13, 2019, 8:00 AM -0700

Test Server Region: Vancouver, Canada

Using: Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1, YSlow 3.1.8

Performance Scores

PageSpeed Score

A (95%) ^

YSlow Score

C (76%) ^

Page Details

Fully Loaded Time

6.1s ^

Total Page Size

2.16MB ^

Requests

97 v

PageSpeed

YSlow

Waterfall

Timings

Video

History

RECOMMENDATION

GRADE

TYPE

PRIORITY

▲ **Make fewer HTTP requests**

F (0)



CONTENT

HIGH

This page has 59 external Javascript scripts. Try combining them into one.

This page has 3 external stylesheets. Try combining them into one.

[What's this mean?](#)

▼ **Use a Content Delivery Network (CDN)**

F (30)



SERVER

MEDIUM

▼ **Minify JavaScript and CSS**

F (30)



CS3/J3

MEDIUM

▼ **Add Expires headers**

C (78)



SERVER

HIGH

▼ **Reduce DNS lookups**

C (75)



CONTENT

LOW

▼ **Use cookie-free domains**

A (90)



COOKIEF

LOW

▼ **Compress components with gzip**

A (100)



SERVER

HIGH

▼ **Avoid URL redirects**

A (100)



CONTENT

MEDIUM

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A person is shown from the side, writing in a spiral notebook with a pen. The scene is dimly lit, with a dark background. The person's hands and the notebook are the primary focus.

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