# Katzscan Newsletter

**Supply Chain Operations & Technologies ~ Vendor Compliance
Good Governance ~ Fraud-Fighter ~ Turnaround Help**

I can think of quite a few questions I'm asked on a regular basis but let's keep this professional and not personal!     ;-)

One question I'm routinely asked when I tell people what I do is:  "Do you do web sites?"

The answer is -- well -- yes and no.

I'm not a graphic designer and I don't do forms, flash or animation.  Heck -- when it comes to matching shirts and pants I still rely on my Garanimals®. (For those of you who don't know or don't remember go to www.garanimals.com.)

Nonetheless I've found that even without great artistic talent I'm quite creative and I can put together a pretty darn good-looking web site.  They are clean and contain informative content that's easily found.  I get lots of compliments on the ease of navigation and high degree of functionality of the web sites I build.

I have six web sites for Katzscan including the main site.  My Katzscan site has changed formats about every other year for the last eight years, each time getting a cleaner look.  I like the current look and have used it as a basis for some of the other sites.  A few of my sites could use a freshening up but their still very functional and no one seems to mind -- I'll get to them one day when I've got some extra time.

My supply chain fraud (www.supplychainfraud.com) web site stretched my imagination a little as I incorporated images with relevant tips on each page to highlight the topic and add aesthetic balance.

I look to closely match or create a compliment between web site colors to main theme and images.  The color of the turnaround logo on my turnaround help (www.turnaroundhelp.com) web site is matched to the highlights in the page table border and the mouse-over page link highlighting.

My "disconnected dots" (www.disconnecteddots.com) web site was a challenge at first but I quickly found a nifty way to scatter the disconnected dots which I was able to create myself.

Content is key and I spend just as much time laying out the site's pages as I do composing what I want to say.  The mystique of web sites has long passed; people want useful information at their fingertips and a web site better deliver.

For the British American Chamber of Commerce (Broward County, FL) I created a simple logo (I do have some graphic capabilities) and found lots of

great royalty-free images.  Check it out at [www.baccbroward.org](www.baccbroward.org).  The chamber members regularly tell me how much they love the site for its look, ease of navigation, and informative content.

For the South Florida chapter of the Association of Certified Fraud Examiners I matched the site's color palate to that of the national web site by simply contacting the headquarters' marketing department and asking for the red/green/blue levels of the official colors.  Take a look at [www.southfloridaacfe.org](www.southfloridaacfe.org).

Clean, simple, well-organized and highly informative -- that's basically what a web site should mostly be about.

So -- while I don't list web sites under my consulting services.....do I do web sites?  The answer is "Yes".

If you know of a business (maybe your own?) that needs a straightforward professional & informative web site, please let me know or just provide them my contact information.

If you're frustrated with your company's web site or are getting some complaints -- such as difficult navigation, hard-to-understand content, or other functional matters -- please let me know.  I can lead the redesign effort to structure a web site that delivers informative content and is easy to navigate.

Thanks for allowing me to communicate with you.

*Norman*

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Do you know of a company, *maybe your own*, suffering from disconnected dots? [www.disconnecteddots.com](www.disconnecteddots.com)

Let's link!  [www.linkedin.com/in/katzscan](www.linkedin.com/in/katzscan)

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