

Work Smart Not Hard: Website Edition

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Who I am!

- Lead UX Designer at Wisconsin Historical Foundation
- Coordinate and manage 13 different websites

Why that matters?

I don't have time to work hard, gotta work SMART!

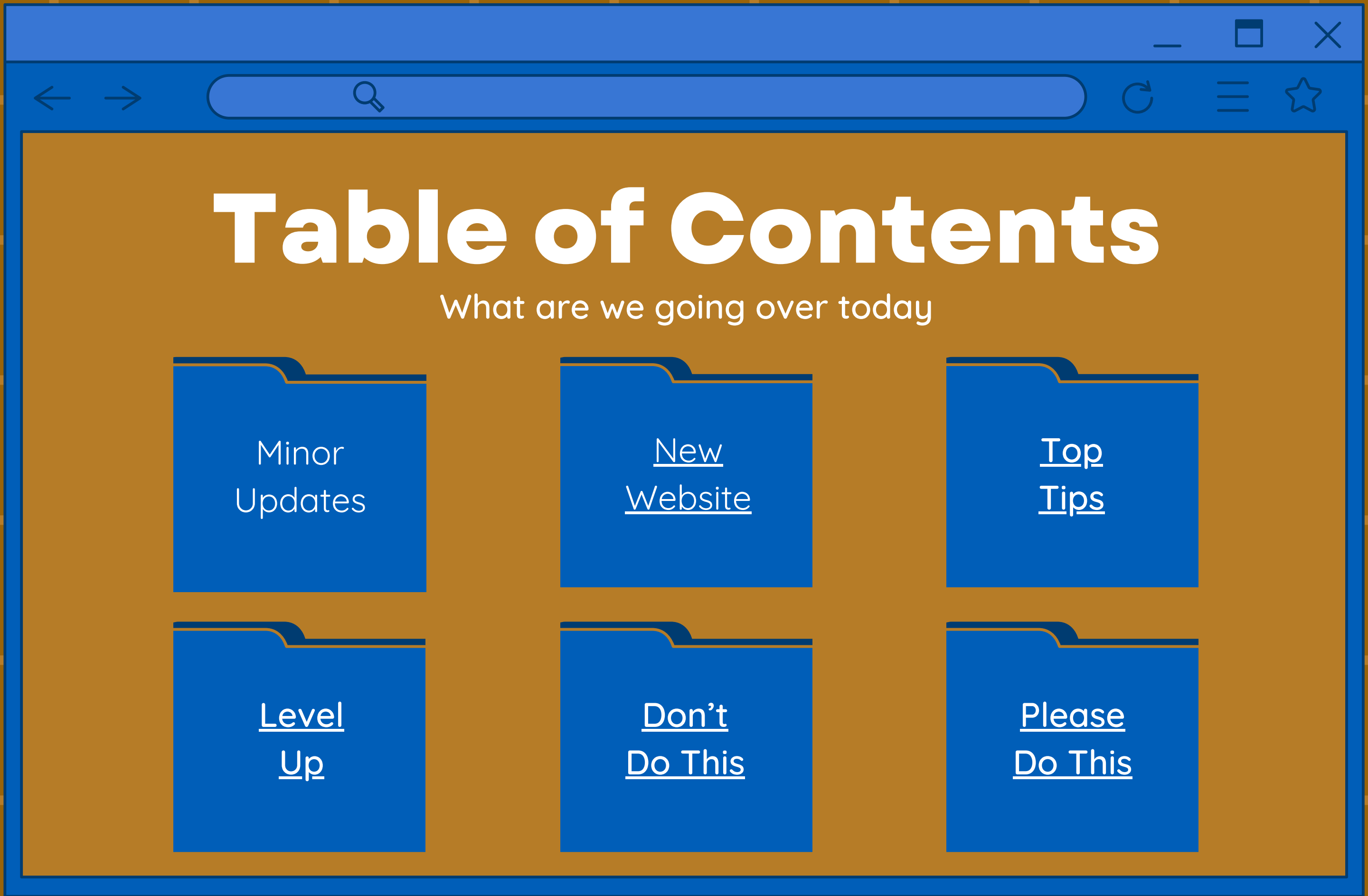


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What are we going over today

Minor
Updates

New
Website

Top
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Level
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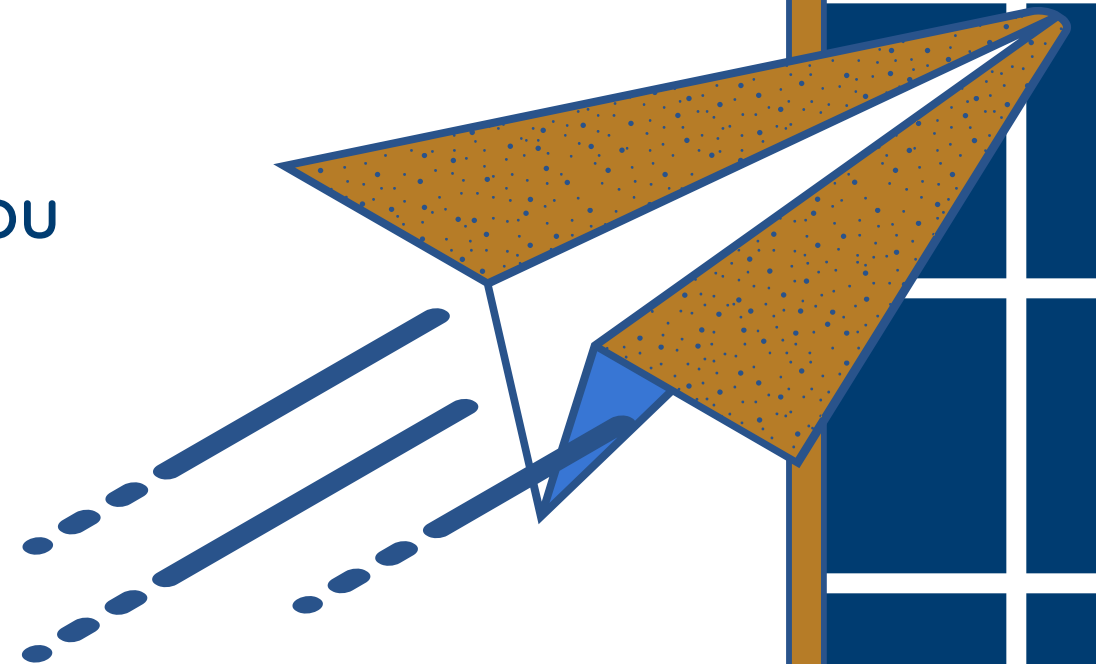
Don't
Do This

Please
Do This

Who has time to make a new website?

With small teams and limited resources what can you do to make your website better?

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Digital Payments

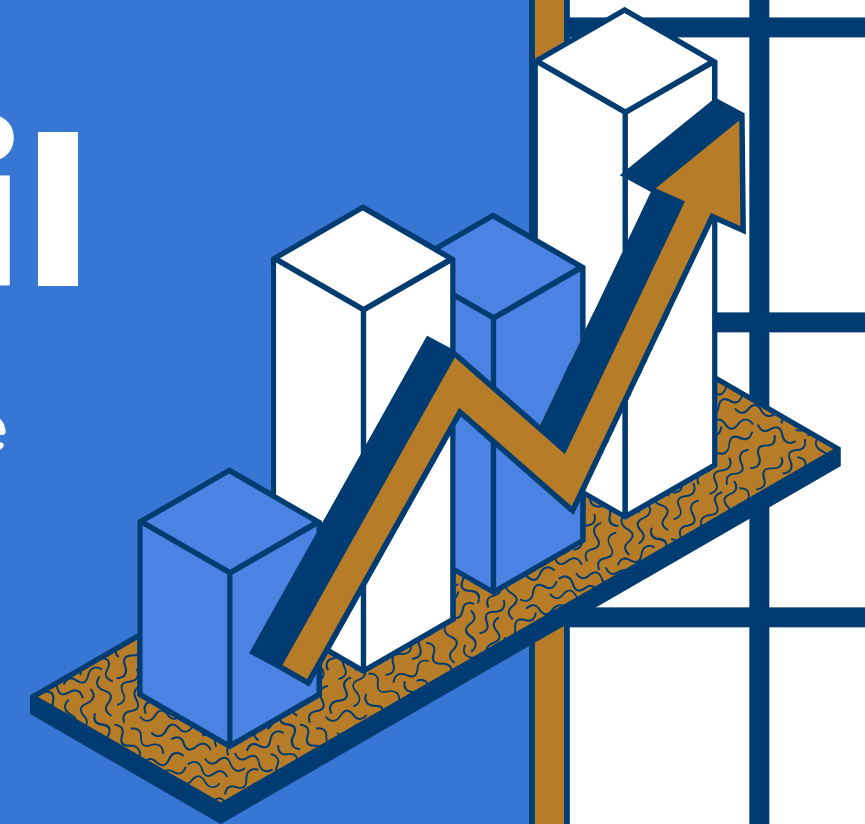
For membership, tickets to events, buying products

Connect to Email

Get emails and you'll always have a customer base

Reduce Text

People Scan! Use headers, images, and buttons





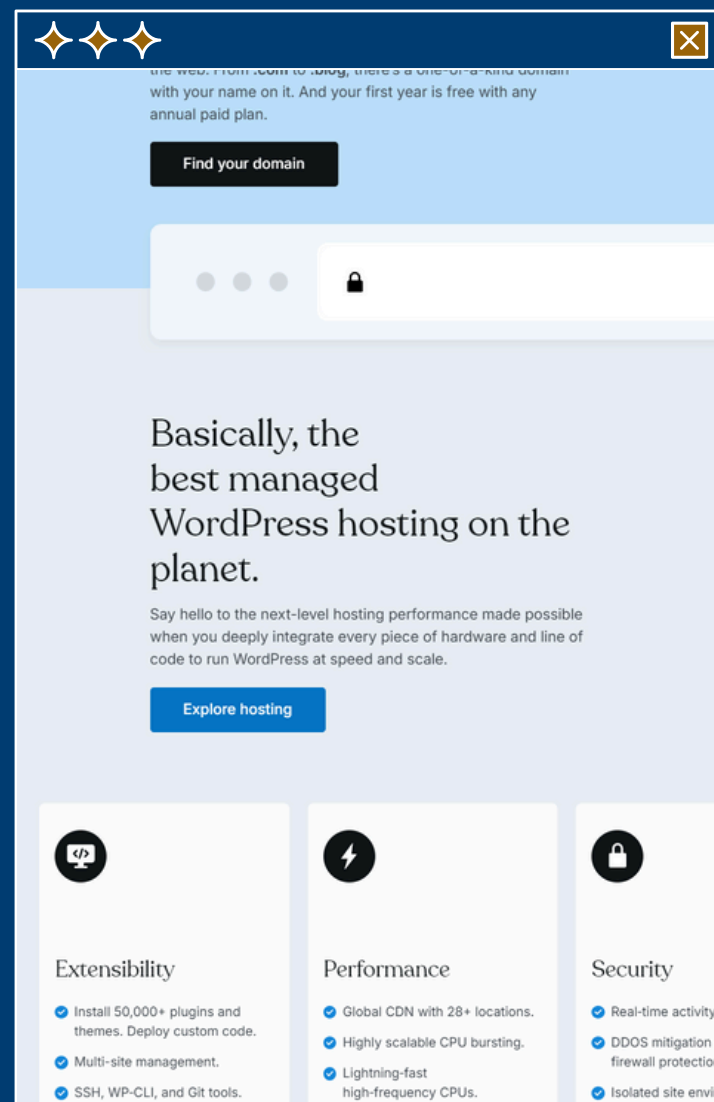
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Video Viewer

1080px (W)1920px (H)

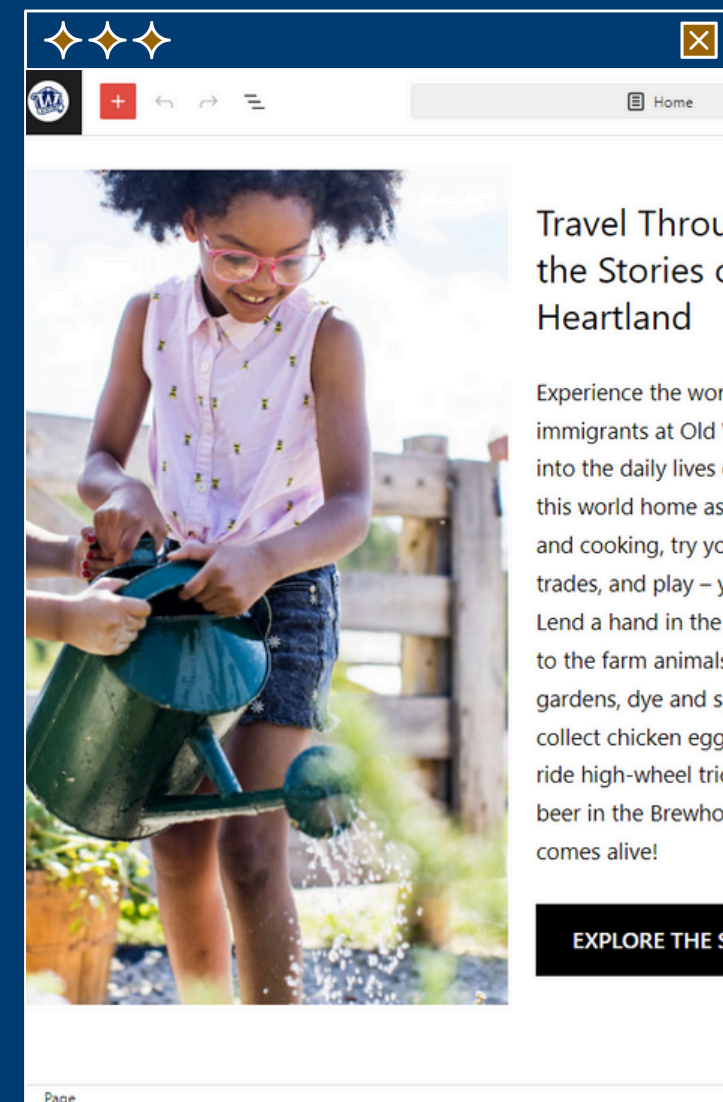
WordPress WordPress WordPress

watch_this.mp4



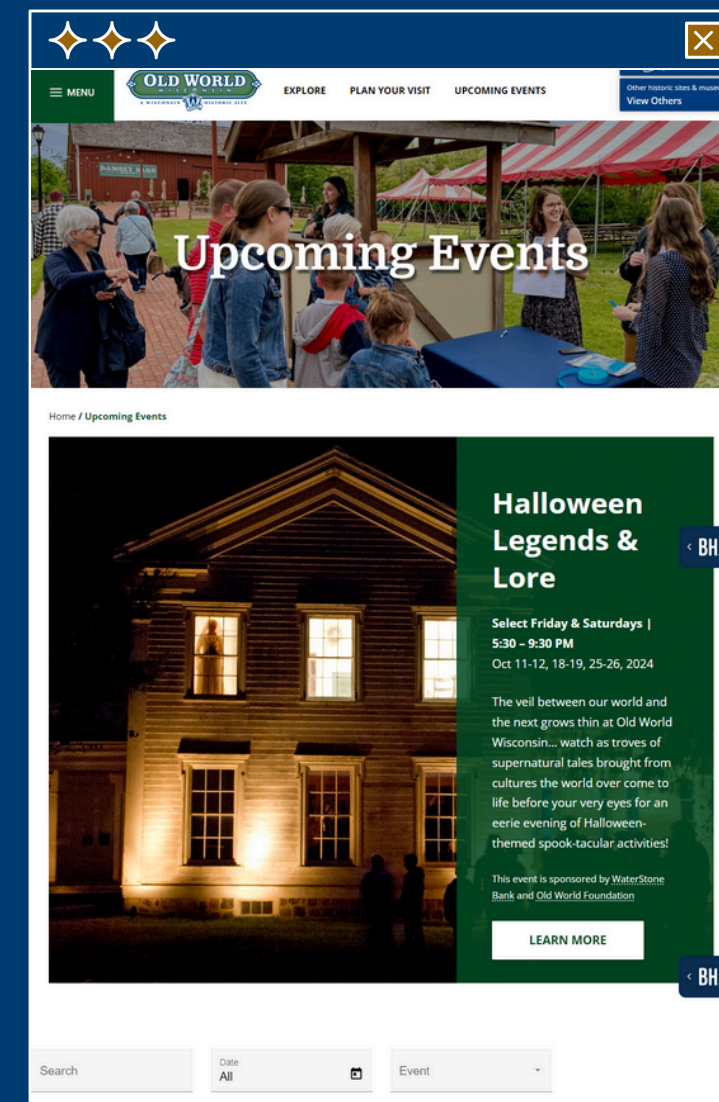
Most Used Website
Builder in the World

Great support, regular
updates, lots of
integrations



Drag & Drop
Intuitive Editing

Very user friendly to
update, similar to a Word
Doc



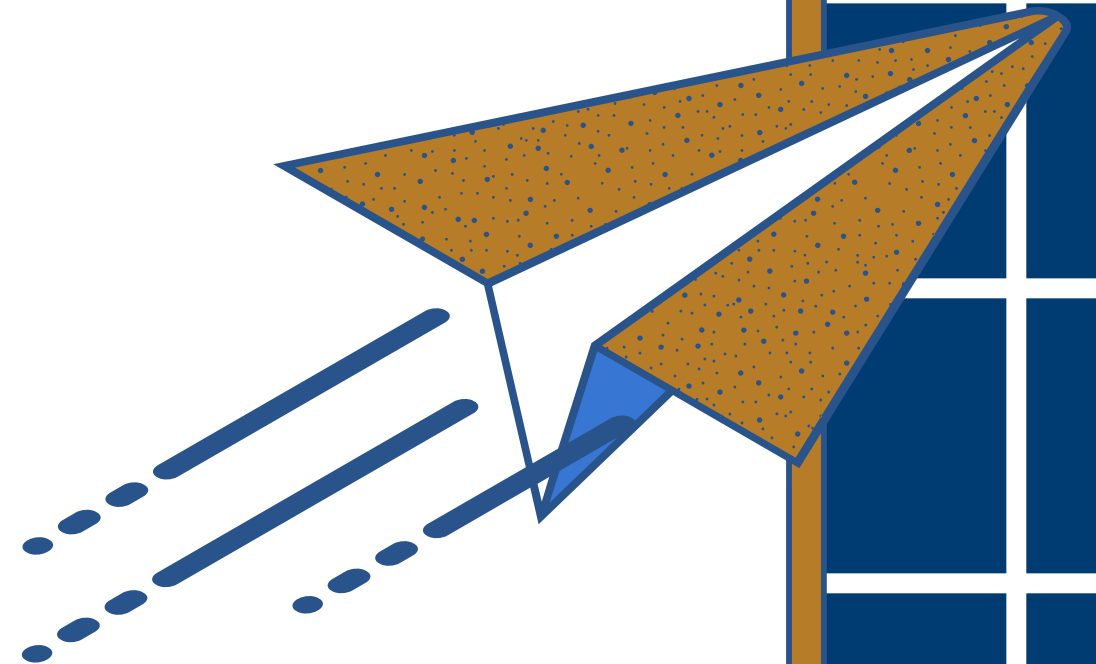
Robust & Flexible
Options

All you need to start,
super flexible and
adaptable

Top Tips for ALL Websites

Doesn't matter if it's new or old, here's what I recommend doing.

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16 px font size

Anything smaller is hard for people to read

Small Images

Keep your website fast and don't clog guest storage

Mobile Responsive

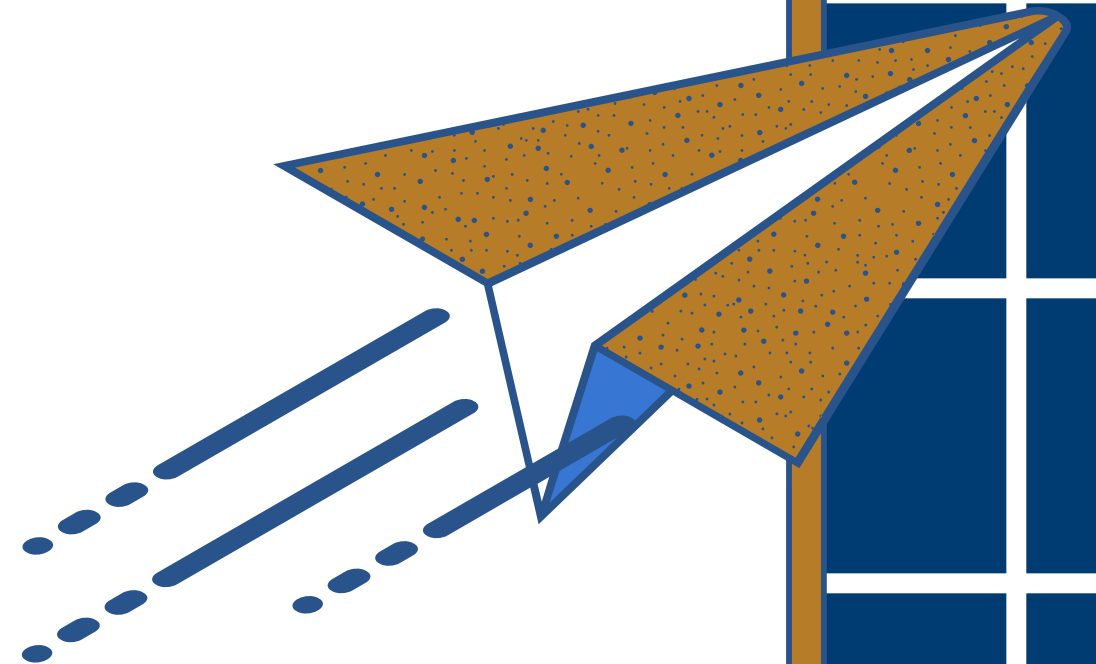
The darn kids on their phones...



Level Up!

So you've tackled the bare minimum how do you get some bonus points

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Social Proof

Reviews & Testimonials cultivate trust in your organization

“What a great time!”

49%

trust online reviews as
much as personal
recommendation

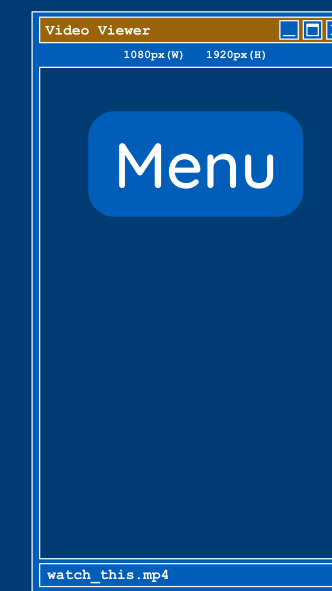
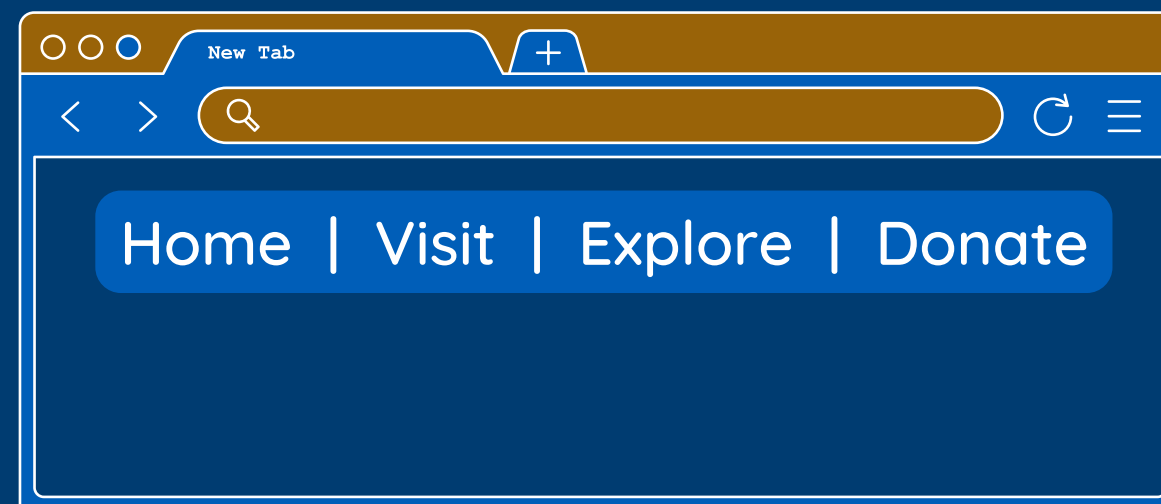


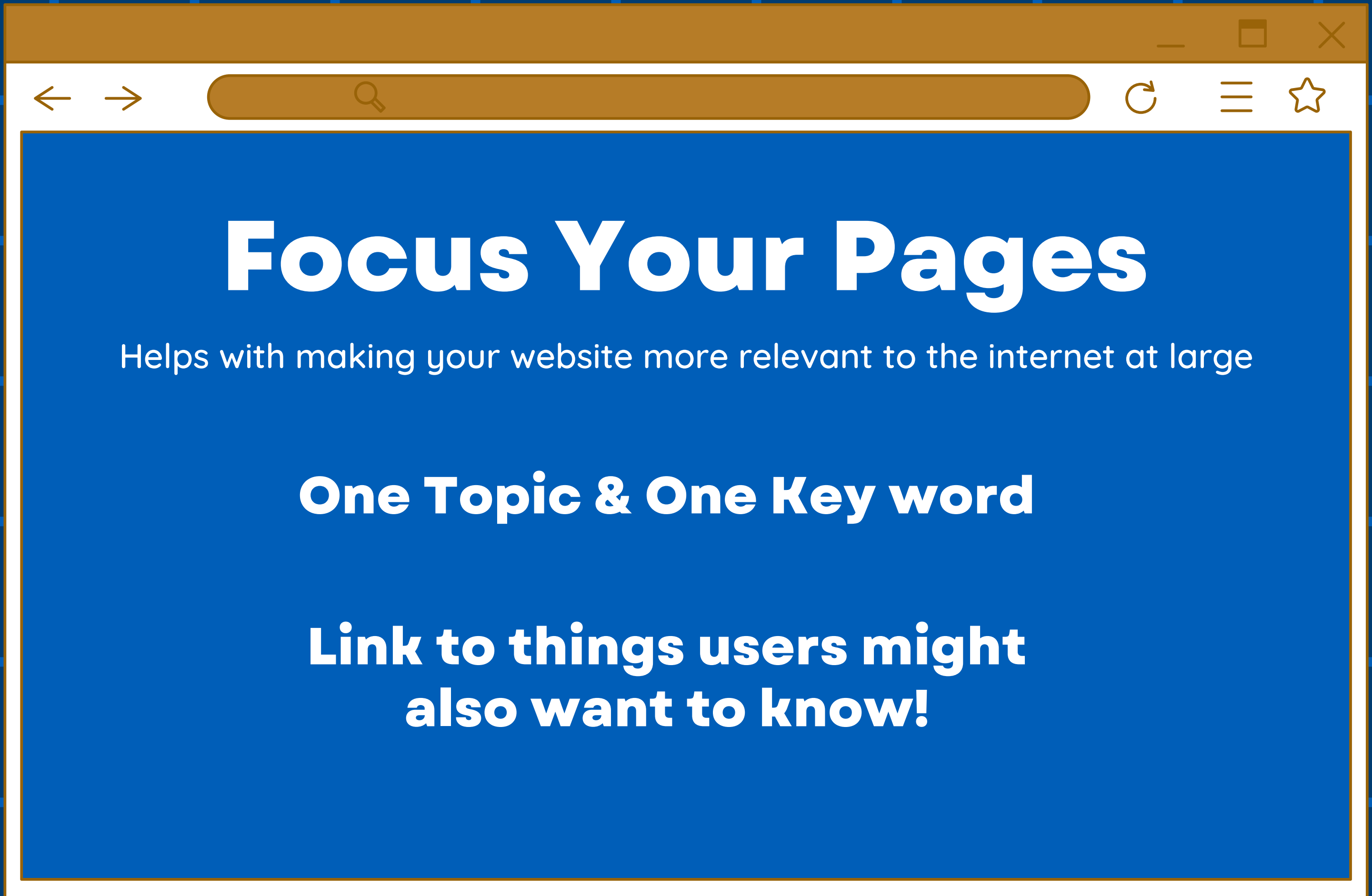
18%

Increase in sales when you
include reviews

Simple & Clear Navigation

Too many items will make it HARDER for people to find what they are looking for, not easier.





Focus Your Pages

Helps with making your website more relevant to the internet at large

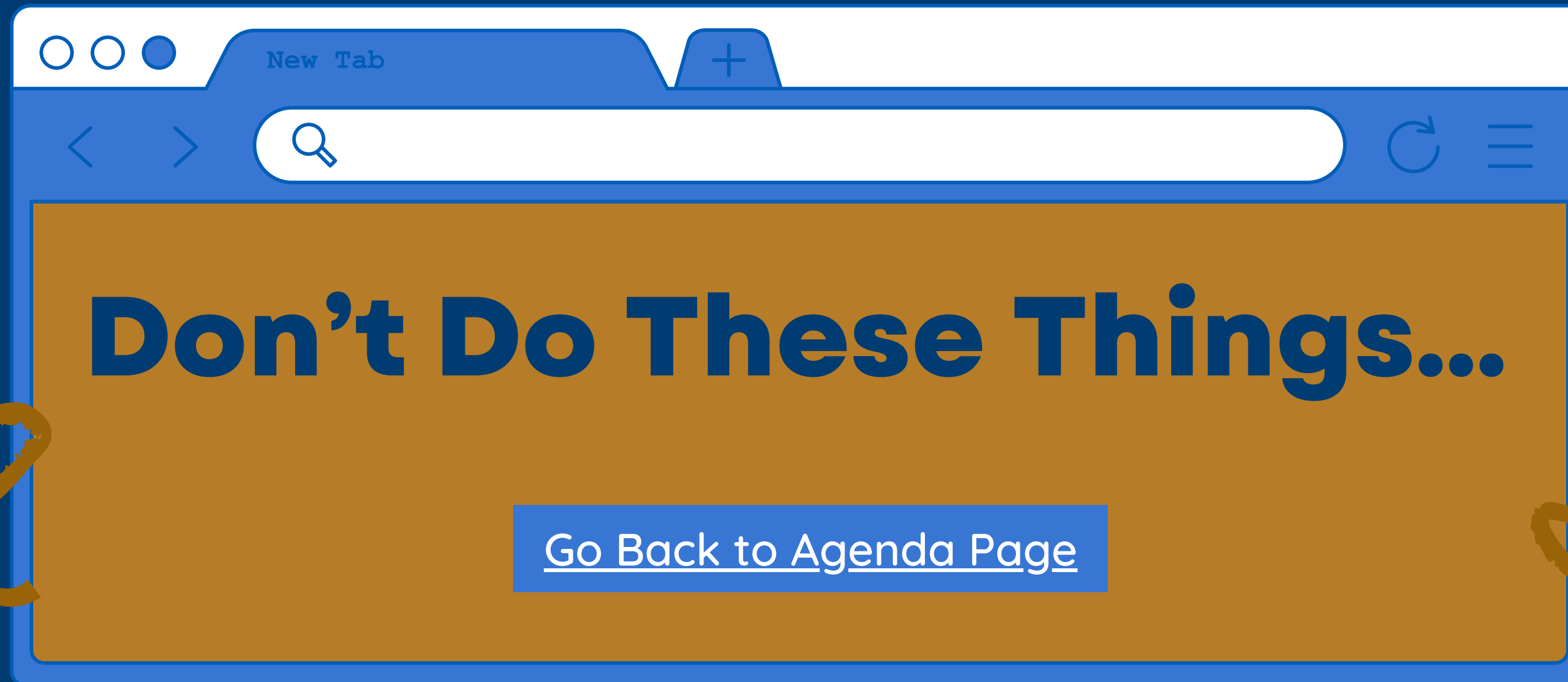
One Topic & One Key word

**Link to things users might
also want to know!**



MEMBERSHIP

DONATE



Use PDF Forms

More steps fewer participants

Don't rely on Just Text

Short attention spans and scanning are the norm

Too Large Images

Slow you down and annoy users

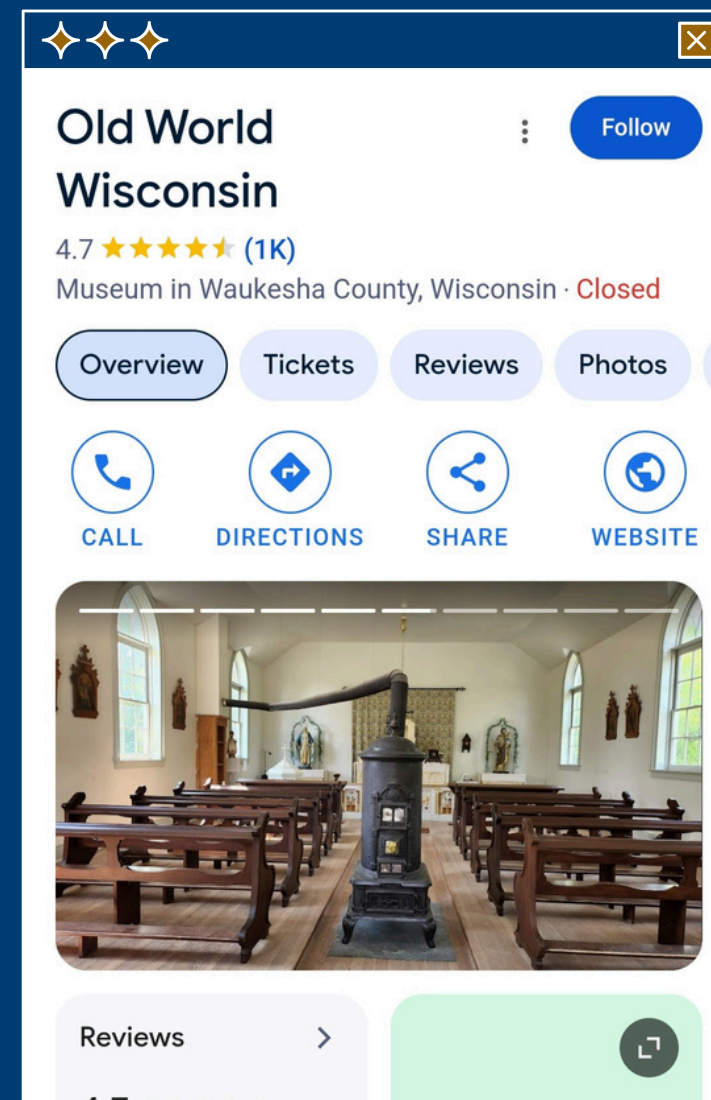
Video Viewer

1080px (W)

1920px (H)

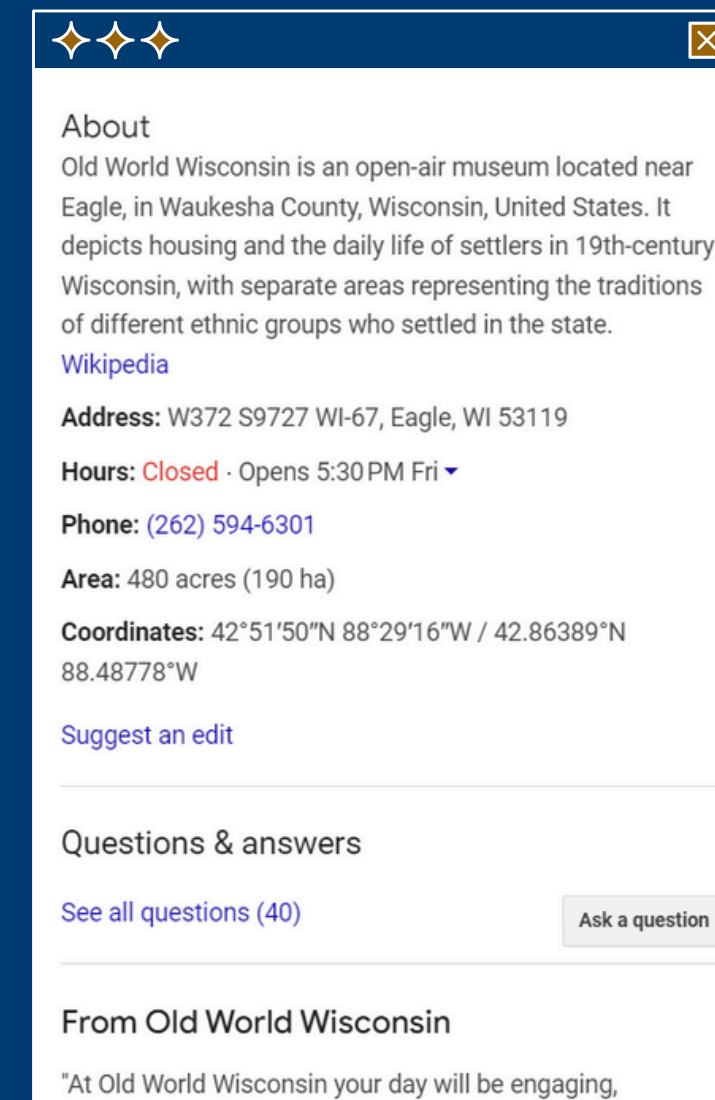
Google Business Google Business Google Business

watch_this.mp4



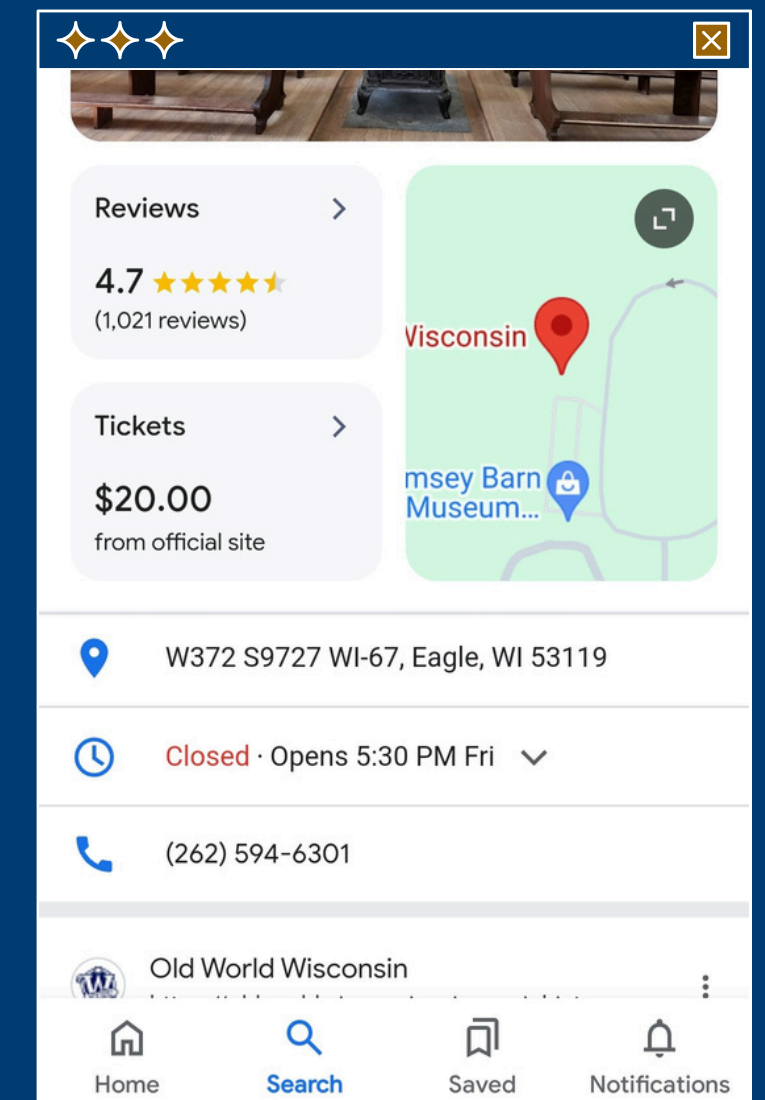
Up to Date Pictures

Google ranks you hire,
people have correct
expectations



Updated Hours

First place people will
usually find out when to
visit and how to visit



Correct Location

Don't trust google to get
this right, it has amazing
consequences

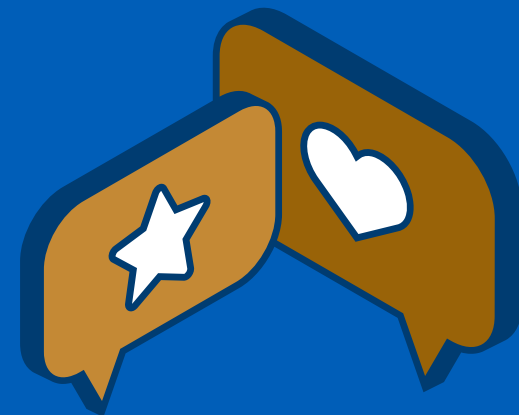
Thank you!

Sources

- [Online review statistics](#)
- [Statistics on how reviews influence Users](#)
- [WordPress Dominates the Market](#)
- [Accessible Website Guide](#)

Any Questions?





Help Me Out!

We're redesigning our website and we need some help with our navigation, please help with this usability exercise!

