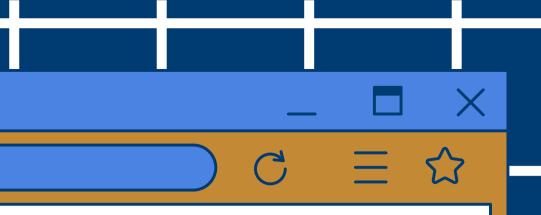
Work Smart Not Hard: Website Edition

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HISTOR

Yvonne R. Muller

Lead UX Designer Wisconsin Historical Foundation



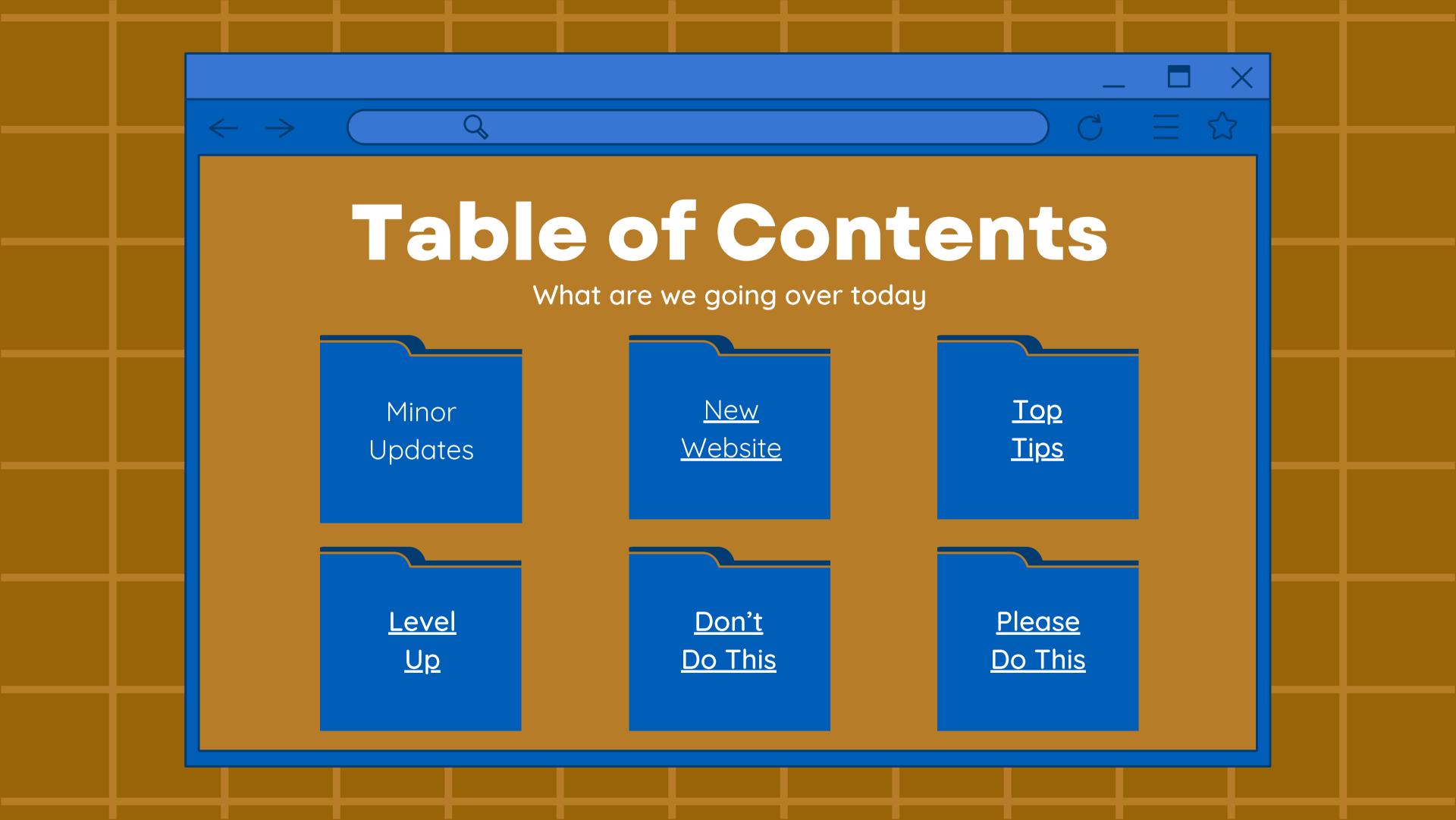


Who I am!

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

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

Why that matters?



Who has time to make a new website?

Q

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

Go Back to Agenda Page



Digital Payments

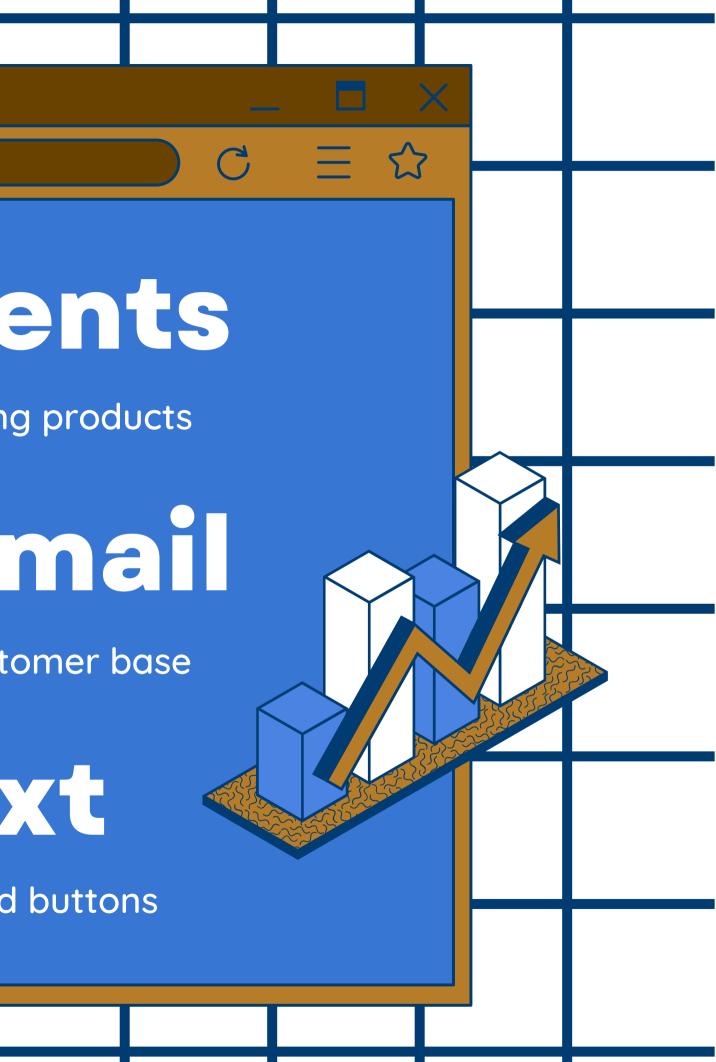
For membership, tickets to events, buying products

Connect to Email

Get emails and you'll always have a customer base

Reduce Text

People Scan! Use headers, images, and buttons



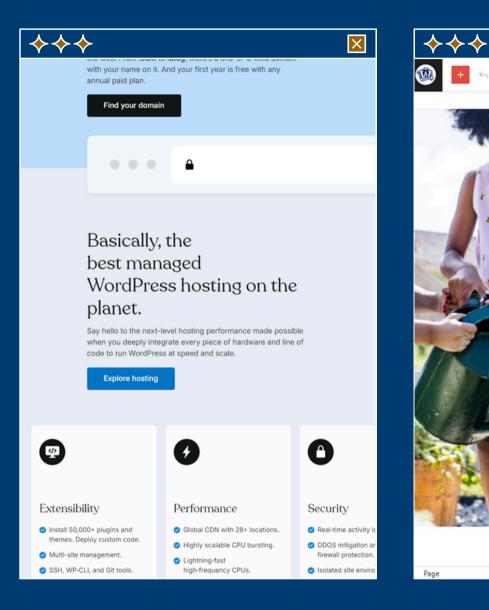


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Video Viewer

1080px(W) 1920px(H)

WordPress WordPress WordPress



Most Used Website Builder in the World

Great support, regular updates, lots of integrations Dr Intu Very pdate,

watch this.mp4

×

E Home

Travel Throug the Stories of Heartland

Experience the work immigrants at Old W into the daily lives of this world home as y and cooking, try you trades, and play – ye Lend a hand in the b to the farm animals, gardens, dye and sp collect chicken eggs, ride high-wheel tricy beer in the Brewhou comes alive!

EXPLORE THE SI



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 adabtable

Top Tips for ALL Websites

Q

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

Go Back to Agenda Page



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!

Q

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

<u>Go Back to Agenda Page</u>



Social Proof

Reviews & Testimonials cultivate trust in your organization

"What a great time!"

 \leftarrow

 \rightarrow

49%

trust online reviews as much as personal recommendation

Increase in sales when you include reviews



18%

Simple & Clear Navigation

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



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Focus Your Pages

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

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One Topic & One Key word

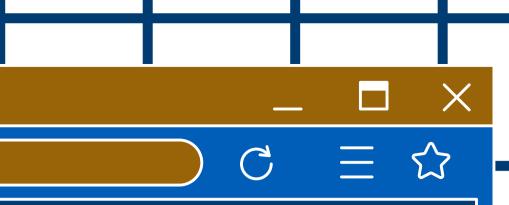
Link to things users might also want to know!

What's MOST Important?

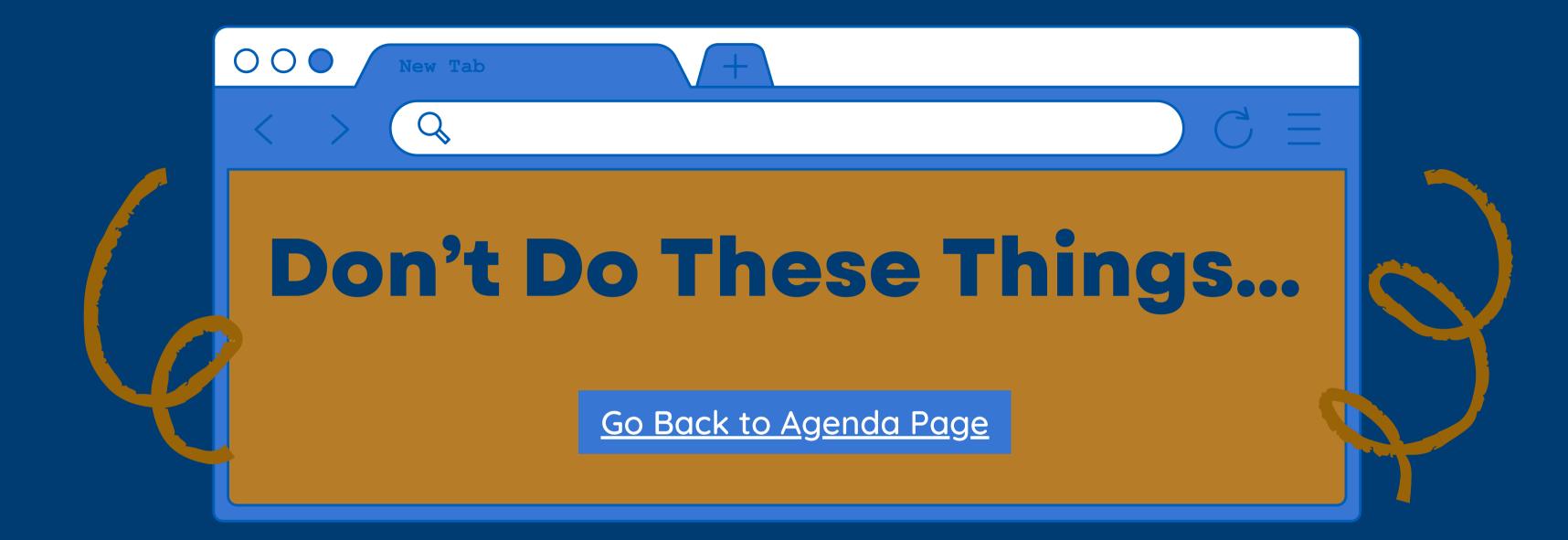
Where do you want people to do? You have to rank your priorities, if everything is important... Nothing is!

 \leftarrow





DONATE



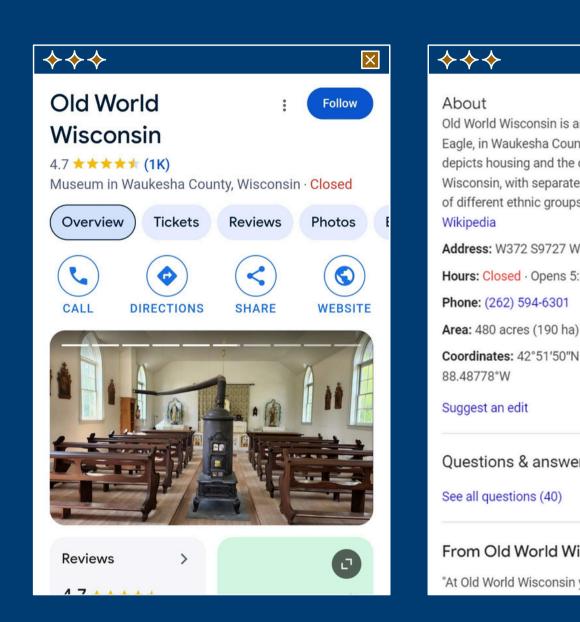
Use PDF Forms

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

1080рх(W)

(W) 1920px(H)

Google Business Business Google Business



Up to Date Pictures

Google ranks you hire, people have correct expectations First place people will usually find out when to visit and how to visit

watch this.mp4

X

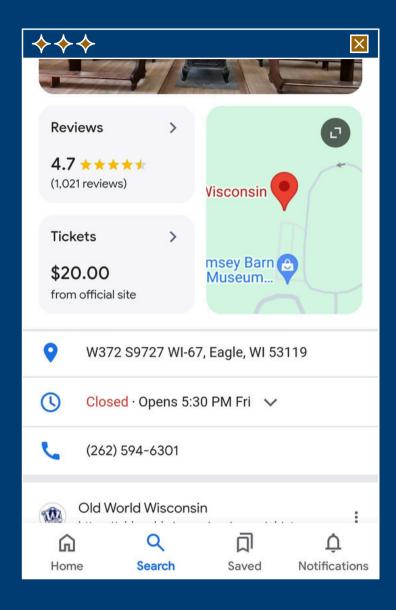
Old World Wisconsin is an open-air museum located near Eagle, in Waukesha County, Wisconsin, United States. It depicts housing and the daily life of settlers in 19th-century Wisconsin, with separate areas representing the traditions of different ethnic groups who settled in the state.

Address: W372 S9727 WI-67, Eagle, WI 53119 Hours: Closed · Opens 5:30 PM Fri ▼ Phone: (262) 594-6301 Area: 480 acres (190 ha) Coordinates: 42°51′50″N 88°29′16″W / 42.86389°N 88.48778°W

answers	
(40)	Ask a question
orld Wisconsin	

"At Old World Wisconsin your day will be engaging,

Updated Hours



Correct Location

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



Thank you!

Sources

- Online review statistics

<u>Users</u>

- Accessible Website Guide



• <u>Statistics on how reviews influence</u>

WordPress Dominates the Market

Any Questions?



Help Me Out!

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

