


Is Your Association Website Working For YOU...or Are You Working For Your WEBSITE?



A Presentation for the NAHQ State Leaders Meeting

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Objectives

- To review important aspects of web design and readability
- To share one website for discussion
- To explore lessons learned from association website development

Do You Know...

- How many "hits" per year are to your website? Do you know who those people are?
- Do you know what your members and others are looking at while there?
- Your website speaks about you. What is yours saying?
- Do members have your website flagged as a "favorite" or do they not even know you have a website?

Do You Know...

- What kind of budget have you committed to creating a good website?
- What benefits do you expect to get from your website and how do you know you achieved them?
- For whom is your website created? How do you know?
- Main pages need to grab attention but not overwhelm the viewer. The average amount of time a viewer will spend is only a few seconds...are viewers getting messages quickly?
- WHAT Could you do on the Home Page?

Can you use: Structure, Process and Outcome in Thinking About Your Website?

Structure-Content
Process-Navigation
Outcomes-Is it meeting your targets? What about intangibles?

Website Maintenance

- Do you have a regular maintenance schedule?
- Who updates your site?

How Do You Obtain the Voice of The Customer?

Can they do this right on your website?

What Does Steve Krug Have To Say about this...
[Rocket Surgery Made Easy by Steve Krug](#)

No One "Right" Way

- Scan-ability (mindless choices are good)
- Few words
- Navigation ease
- Simple user testing
- Start with a Plan



TAHQ Website

- "Why our website?"
- Liked the "look"
- Professional
- Friendly
- Ease of navigation
- Ability to sign up for newsletters and become a member in one step
- Everything you need is on the website

Texas Association



www.txquality.org

Our Web Development

- Outsourced to Charles Swain with our design ideas in mind 2006-07 our shopping cart allows receipts, welcome letters and other documents
- Chuck updates but our EA has access to the calendar and blog- <http://blog.txquality.org>
- Content is an evolving issue; national info/links, Board info/links, advertisers, member lists...but remember more is not better
- Board wanted it to be informative, attractive, represent our state persona
- We had to agree on what was important to place on site: strategic plan

Web Hits

- December 2009-November 2010 there were 198,202 "hits" on our website.
- Tool for website analysis

Future

- Ready to link to more social media
- Mentorship program
- LA handbook
- Add more from local associations to calendar, etc...



Lessons Learned

- Always takes longer than you think
- Make sure the links function
- Check traffic
- Organize logically
- Make sure it is one stop shopping
- Develop a communications team
- Keep updated(quarterly)
- Have a template for evaluation



Lessons Learned

- Selling point for credibility is ease of navigation
- Make it user friendly in color, text, font, words



References

- Don't Make Me Think: A Common Sense Approach to Web Usability, Steven Krug, New Riders Publishing
- Why We Buy: The Science of Shopping, Pablo Underhill, Simon & Schuster, 2000
- Information Architect for the WWW, Rosenfeld and Marville, 2d Edition, 2002
- Useit.com
- Formsthatwork.com

Quality "Connections"

15 minutes discussion
15 minutes to share

Thank You!

Website Evaluation Tool

| | | |
|---------------------------------------|--|------------------|
| First Impressions | Professional, Interesting | 1 2 3 4 5 |
| • URL | Short and Simple | 1 2 3 4 5 |
| • Download time | Keep under 50K in size | 1 2 3 4 5 |
| • Look and feel | Readable(words, font) | 1 2 3 4 5 |
| • No Software download | A satisfier | 1 2 3 4 5 |
| • Home page | No need to scroll to see it | 1 2 3 4 5 |
| • Unique selling point | On Home page | 1 2 3 4 5 |
| • Able to take action | Direct links | 1 2 3 4 5 |
| • Depth of site | User wants more | 1 2 3 4 5 |
| • Contact details | Specific and accurate | 1 2 3 4 5 |
| • No registering to get to site | A satisfier | 1 2 3 4 5 |
| Navigation | Finding the way | 1 2 3 4 5 |
| • Ease of use | intuitive | 1 2 3 4 5 |
| • Site map | Give routes | 1 2 3 4 5 |
| • Return to home page | From any page | 1 2 3 4 5 |
| • Internal search engine | Especially if large site | 1 2 3 4 5 |
| • Internal links | Content oriented | 1 2 3 4 5 |
| • Broken links | Frustrating | 1 2 3 4 5 |
| • Texts and graphics used but limited | Considers visually impaired | 1 2 3 4 5 |
| • Limited use of frames | Split web pages and cause confusion | 1 2 3 4 5 |
| Content | Necessary for effectiveness | 1 2 3 4 5 |
| • Useful information | Value added and proof it | 1 2 3 4 5 |
| • Degree of information | Authority, currency, coverage, objectivity, accuracy | 1 2 3 4 5 |
| • Level of interaction | Interactive is better | 1 2 3 4 5 |
| • Graphics | Value added only | 1 2 3 4 5 |
| • Animation | Value added only | 1 2 3 4 5 |

Scoring: the higher the point value, the better your website

Website Evaluation Tool

| | | |
|--|---|------------------|
| • Sound | Value added only | 1 2 3 4 5 |
| • Testimonials | Builds trust | 1 2 3 4 5 |
| • Amount digestible | Not too much | 1 2 3 4 5 |
| • Up to date | Define “current” | 1 2 3 4 5 |
| • Multiple languages | If a wider audience is sought | 1 2 3 4 5 |
| • FAQ’s | Makes use simpler | 1 2 3 4 5 |
| • Discussion | Provides for input | 1 2 3 4 5 |
| Attractors | Competitors, special offers, free items, news, external links, newsletter, other | 1 2 3 4 5 |
| Findability | URL should be close to name | 1 2 3 4 5 |
| • keywords | strategic | 1 2 3 4 5 |
| • Advertising | Other links to your site | 1 2 3 4 5 |
| • Partner and affiliate sites | Reciprocal links | 1 2 3 4 5 |
| • Website on business cards, letterhead, etc.. | Keeping your name out front | 1 2 3 4 5 |
| • Contact | Reaching out | 1 2 3 4 5 |
| • email | Respond quickly(automatic is best) telephone #'s ok but not often used | 1 2 3 4 5 |
| Browser compatibility | Many as possible | 1 2 3 4 5 |
| Knowledge of users | Utilization statistics | 1 2 3 4 5 |
| User satisfaction | Reliability, # of clicks, acknowledgement, order tracking, | 1 2 3 4 5 |
| | | |

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