RESULTS DIRECT GUIDE

Ready to Launch: Website Redesign Guide



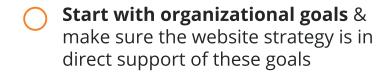




Creating Your Website Strategy

- 1 Who are the critical audiences?
- What are the tasks that we need users to be able to complete online?
- What's our member value proposition?

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- Define specific success measures for the goals & determine data benchmarks
- Talk with members directly & better define their needs & expectations
- Define the member value proposition & what your association delivers better than anyone else
- Conduct planning sessions with staff leadership to define an aspirational vision
- Contract with a website partner to develop a phased roadmap
- Define short-term (immediate) & long-term strategies (over next 2-3 years) to reach website goals





Balancing Department Needs

- How do we balance the needs of many departments?
- 2 How can we ensure accountability?

- Break down silos & create staff partnerships
- Facilitate collaboration with creation of cross-functional working teams
- Look to current best practices from the commercial sector & discuss how to apply them to your organization
- Use research & data to build your business case

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Budgeting for Success

- Is the website viewed as a critical member engagement resource?
- 2 What are the budget & revenue goals?

- Think of the website not as a communications tool, but the central point of contact & engagement with your key stakeholders & the face of your association's brand
- Establish measurable goals for the website in building your business case, such as increase in member retention, reduction in membership grace periods, increase in event registration, increase in advertising & sponsorship, increase in content subscriptions & identification of membership prospects
- Research from ASAE shows that associations typically spend 2-3% of annual revenues on each website redesign. This goes up to 4-5% when investments are made in new tools/tech such as a content management system

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Choosing the Right Technology

- Out-of-the-box or custom CMS?
- 2 Commercial or open source?
- Who will host the website & maintain the software?

Define the business requirements:

Multi-site management?
Multi-lingual?
E-commerce?
Integration needs?
Usability for staff?
Federated search?

Understand the workplace culture:

Who owns the website? Developers on staff? Client premise hosting?

Determine scaling needs

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Focusing on Business Needs

- Do we adapt the technology or the business process?
- How do we work with non-technical staff to define the requirements?
- What department bears the costs of the systems integration?

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- Focus on the user experience first & then back into the best technologies to deliver those experiences
- Be open to revisiting your business process ("we've always done it that way") to avoid costly customization
- Sit down with staff teams & walk through their processes with them, ask questions & identify the inefficiencies. Staff are more likely to support change that saves them time & aggravation
- Focus on automating the highly repeatable tasks (the 80/20 rule) to gain the greatest ROI. Don't focus on the exceptions which drive up complexity & costs
- All departments share the benefit of quality systems integration & should share in the costs of implementation





Prioritizing Website Features

- What are the critical features for website launch?
- What features can be deferred to future phases?

- Bring in a 3rd party to help
- Start at the top
- Use data & analytics to determine priorities
- Determine what experiences will have the greatest positive impact on members/customers & start with those

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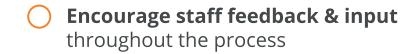




Getting Your Team Onboard

- How do we communicate what's possible & manage expectations?
- 2 How do we allocate staff responsibilities?
- How do we get the team on board to support the project?
- How do we garner executive support for the investment of staff time?

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- Conduct regular meetings that involve department heads to facilitate team collaboration
- Create a cross-functional WebsiteTask Force (staff or include volunteers)
- Oevelop standard forms where staff can communicate challenges & ideas in an organized way
- Contract with a 3rd party firm to help encourage change & define needs
- Make participation part of goals
- Develop a shared calendar or project plan so all team members are aware of task deadlines & expectations





Migrating Your Content

- How will content be migrated to the new site automated process or copy & pasting?
- 2 How do we define business process (content governance) & adapt to the technology?
- How do we maintain staff communication & transparency?

- Create small working teams that are responsible for reviewing & assessing content
- Archive old content: Don't migrate anything more than 3 years old unless there is specific data to back it up
- Use budget as a reason not to migrate everything
- Operation Determine the chain of command for review of content & migration

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Planning for Mobile

- How do we address having too many PDFs on the website?
- How do we streamline complicated online forms & e-commerce?
- How do we fix poorly written/structured content?

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- Review website analytics to identify top accessed PDFs & convert to HTML
- Consider the click area when writing content & make sure items are easily "tap-able" on mobile
- Increase use of images, call-outs of key takeaways, infographics & sub-headings to make content easy to skim/scan
- Simplify online forms to limit the info collected to only the critical pieces
- Optimize your page performance to ensure quick load times
- Eliminate dense paragraphs of text, add executive summaries of important content & increase use of bullets





Focusing on User Experience

- How do we determine what's intuitive to website visitors?
- 2 How do we prioritize audiences?

- Create personas to better understand the needs & behaviors of key audiences
- Conduct an online Card Sort to gain insights from users on what organization is intuitive
- Include members in the testing process & have them complete tasks (Tree Test) to validate the new website navigation before building
- Turn unknown audiences into known audiences via content capture forms

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Ensuring Ongoing Success

- How do we best govern/manage going forward?
- 2 How do we ensure ongoing content quality?
- How do we ensure ongoing brand adherence?

- Ensure there is an ongoing budget to support website iteration & improvement
- Form a strong vendor partnership
- Allow staff the needed time to maintain the website
- Have a training program in place
- Create workflows & identify a managing editor
- Use strategy as a framework to empower you to say "no"

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