Illuminations: Website Design & Content

Critically examine your association’s website and content and learn ways to improve your website.

The first impression many attorneys and the public have of our association is through our website. Defining the audience, determining the primary goals, providing timely and easy-to-find information, and creating a compelling look are critical to member, potential member, sponsor, and public engagement, all of which can increase revenue.

In this session, we will discuss components of web development that impact our ability to achieve our goals.

Moderator:
Kim Horner - Executive Director, Orange County Bar - orangecountybar.org

Panelists:
Sze W. Liu, Co-Founder & CEO, WM.Digital - wm.digital
Peggy Storch, Communication Manager, Orange County Bar Association - orangecountybar.org
Peter Boyd, PaperStreet Web Design - paperstreet.com

Time: 50 Minutes as Panel Discussion

Topics for Discussion

1. Web Design
   a. Custom Web Design vs. Off-the-Shelf Software (OTS)?
      i. Use custom when you have the budget, the staff, and the need for a specific workflow or database.
      ii. Use off-the-shelf if your project requirements are met by the software, or you can change your workflow to meet the software’s program.
   b. How customizable is the off-the-shelf software (OTS)?
      i. See if the OTS can be modified using the installer or setups.
      ii. What extra fields can be added.
      iii. What export/import is allowed.
c. When is it time to re-design?
   i. When the website begins breaking.
   ii. When you outgrow your database and fields.
   iii. When the design becomes stale.
   iv. When it becomes difficult for users to find the information they need.

d. What is included in the re-design process?
   i. Project brief, site structure, wireframe / UX, branding, messaging, design, subpage design, content, development, testing, launch

e. Mobile Friendly
   i. Mobile
   ii. Tablet
   iii. Desktop

f. What is the focus of the website?
   i. Focus on the user needs
   ii. Focus on easy to access information
   iii. Renewals
   iv. Events
   v. Content
   vi. Sponsors

g. What should you think about for SEO and search?
   i. Title tags
   ii. Good headlines and copy
   iii. Rich snippets and meta description for social.
   iv. Photos for social.

h. What to include in an online membership directory?
   i. Photos
   ii. Contact Information
   iii. Practice Areas

2. Sponsors
   a. How to integrate sponsors?
      i. Banner ads
      ii. Email announcements
      iii. Receipts
   b. What to charge?
      i. Per month model
      ii. Per view model
      iii. Per click model

3. Databases
   a. How to store your member data securely?
      i. SSL
      ii. Encrypt
      iii. Backup
   b. How to manage member data?
i. Online system for staff administration
ii. Online system for users

c. How to avoid data duplication (reotyping issues)?
   i. Create one database to store ALL information.
   ii. Use multiple tables to connect information.

4. Payment Processors
   a. What payment processors are available?
      i. Paypal
      ii. Stripe
      iii. Braintree
      iv. Authorize.net
      v. Lawpay / Aliant and other local merchants
      vi. Bitcoin (for those who really want to get nerdy)
   b. What fees should be concerned about?
      i. Percentage fee
      ii. Per-rate fee
   c. How can you integrate?
      i. Does your OTS software accept a certain vendor?
      ii. Can you integrate into your website?
      iii. Third-party payment page or payment on your SSL site?

5. Communication
   a. What email systems should you use?
      i. Constant Contact
      ii. MailChimp
      iii. Built into your overall software
      iv. Use of sending services like sendgrid or mailgun
   b. How much is too much communication?
      i. Once a week?
      ii. More often?
   c. Should you have a forum?
   d. Should you have a blog?
      i. Staff resources to manage and maintain
      ii. May be good for news and popular content and events.
   e. What social media should you be present?
      i. Facebook
      ii. Twitter
      iii. LinkedIn
      iv. Google+ (not really)

6. Live Review and Comment (time permitting)
   a. If you would like your bar website reviewed live, let us know.