

# FLORIDA BAR VOLUNTARY BAR LEADERS CONFERENCE JULY 14-15, 2017

## 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](http://orangecountybar.org)

### **Panelists:**

Sze W. Liu, Co-Founder & CEO, WM.Digital - [wm.digital](http://wm.digital)

Peggy Storch, Communication Manager, Orange County Bar Association - [orangecountybar.org](http://orangecountybar.org)

Peter Boyd, PaperStreet Web Design - [paperstreet.com](http://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 (retyping 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.