



NEON Web Studio:

# Ask a Website Expert



## Introduction

Presenter: Nina Deremer, Director of Professional Services & Web Studio

We build Wordpress websites for non-profits but my general talk will not be Wordpress-specific

The webinar will be focused on a series of framing question from a medium sized nonprofit and you are welcome to ask your own questions along the way



## Scenario

As a mid-size nonprofit, we have a lot of different programs throughout a 14 county area. Our site is often used by referral partners like hospitals, government, and other nonprofits, so we need to have pages devoted to each program. However, the site feels bloated and hard to navigate

1. How should we reorganize our overall content to streamline the visitor's experience?
2. What are a few changes I can make now to make the site better?
3. How do I identify which information needs to be on a program's page in order to educate my audience without overwhelming them?



# The Basic Building Block of Your Website

Q:How should we reorganize our overall content to streamline the visitor's experience?

We start with stories. Think about the types of people who visit your website currently and people you want to visit your site and describe them.

Also, make sure you note what your goal is in that relationship



# Persona Example

Our site is often used by referral partners like hospitals, government, and other nonprofits, so we need to have pages devoted to each program



# Creating your personas

Think of your visitors in categories or types

1. What brought them to your website?
2. What goals do they have?
3. What goals do you have for that visitor?
4. Are there any special considerations this particular type of visitor requires?
5. What pages do I need to favor one type of visitor over another, or when should there be a page for a specific type of visitor?



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