



Citrus Circuits
Fall Workshop Series

Website Design and Maintenance

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Design

- Purpose
- Clarity
- Simplicity
- Viewer Experience
- Image Choice
- Various Software

Overview

The mission of this presentation is to give teams direct and concise steps to create or improve an effective website. With the information given, teams should understand and put in place the clear practices recommended to maintain and upkeep their website at its fullest potential.

Maintenance

- Responsibility
- Constant Updating
- User Interaction
- Schedule



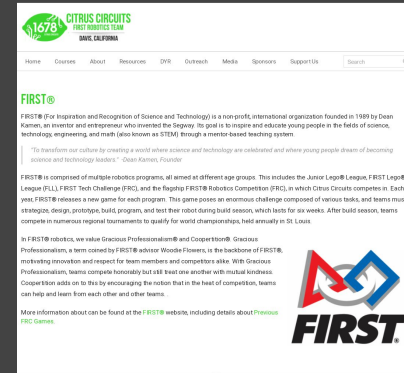
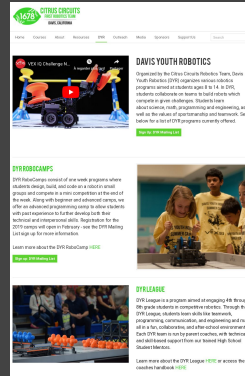
Part I- The Basics of Website Design

“If people have one click on your website, what do you want that one click to be?”



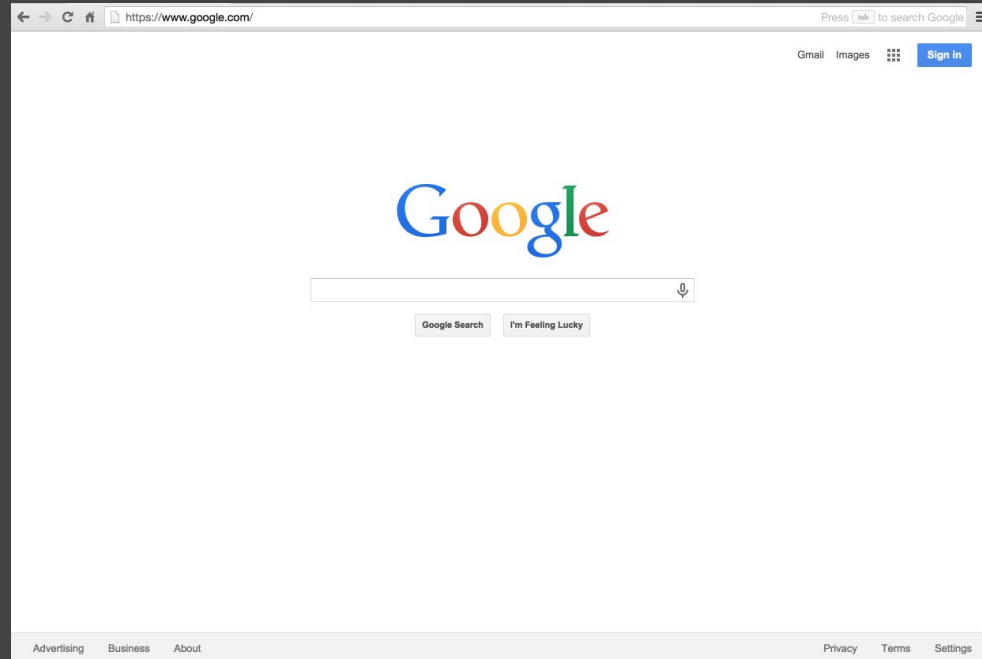
Clarity

- Stay Concise
- The Quick Scan
- Minimize Paragraphs and Options
- Viewer Experience and Aesthetic



Laws of Simplicity

- Reduce
- Organize
- Time
- Context
- Failure



Viewer Experience

- Photos Tell the Story, Text Elaborates
- Eye Draw and Placement
- Click and Scroll Fatigue
- Confronting Information Blocks
- Style Diversity



Image Choice

- The Checklist
 - Enforce
 - Inform
 - Connect



Your Software Options

- Price
- Abilities
- Reliability
- Weebly



Part II- The Basics of Website Maintenance

“A website is never finished”



Responsibility

- The Changing List
- Perspective
- Team Image



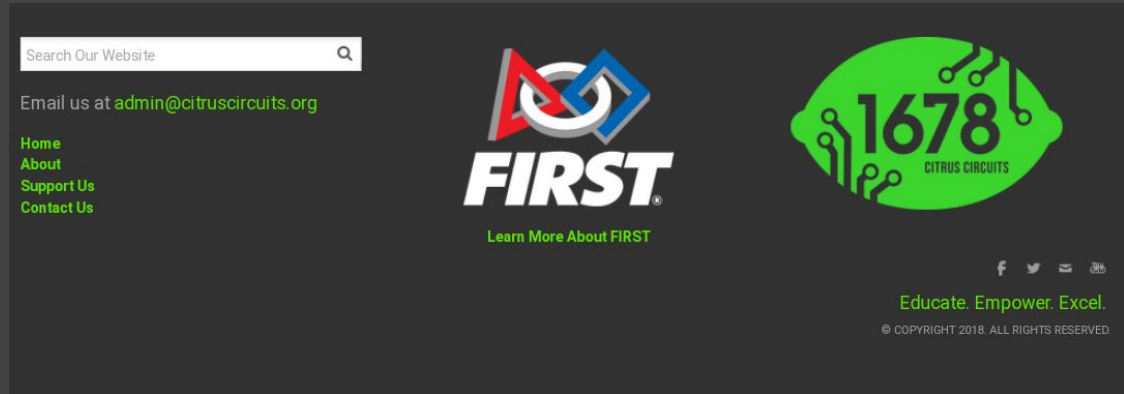
Constant Updating

- Visitor Experience
- Accuracy and Attention
- Boosting Site Traffic
- Always Improving



User Interactions

- Opinions
- Questions
- Feedback
- Statistics



Schedule

- Routine Checkups
- List of Updates
- Deadlines
- Style Guide



Questions?



Give us Feedback!

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