Citrus Circuits
Fall Workshop Series

Website Design and Maintenance

by Nora Abduli and Gabi Skilling

Overview

Part 1

Design

Aesthetics and
user experience

Part 2

Maintenance

Website upkeep
and user interaction

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Part I- The Basics of Website Design

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

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Clarity

- Stay Concise

- The Quick Scan

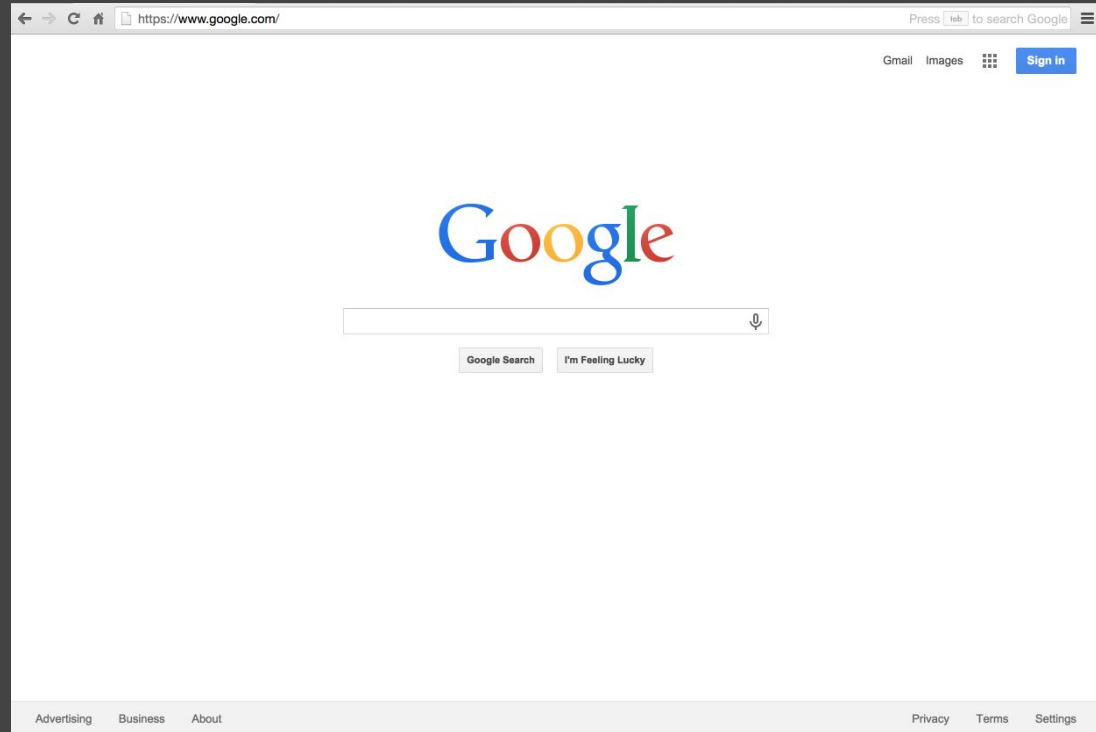- Minimize Paragraphs and Options
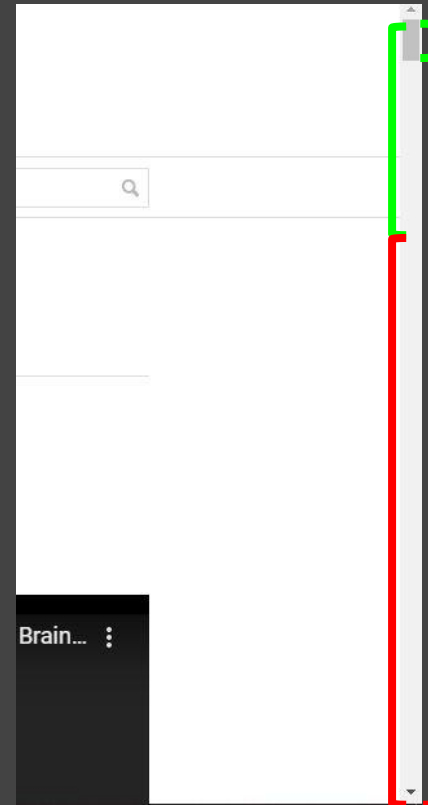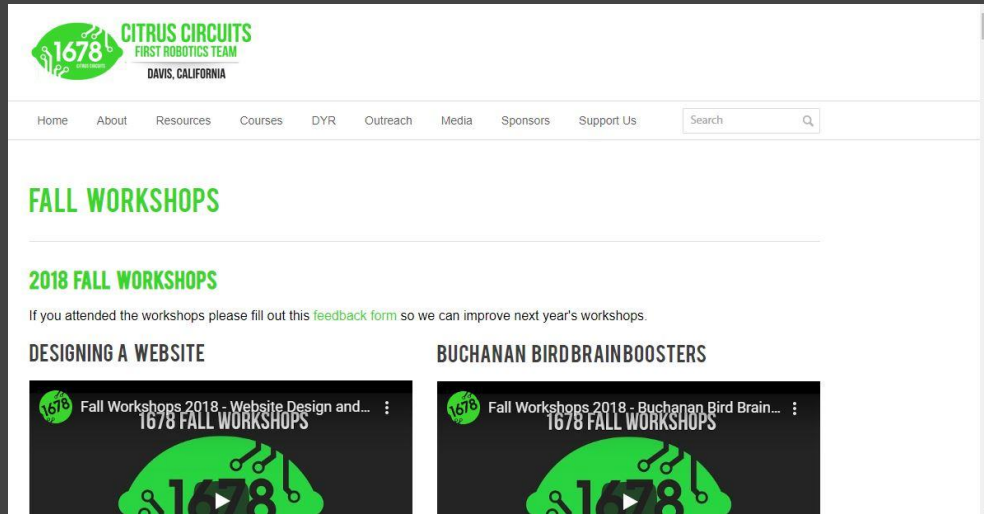
- Viewer Experience and Aesthetic

Laws of Simplicity

- Reduce

- Organize

- Time

- Context

- Opportunities

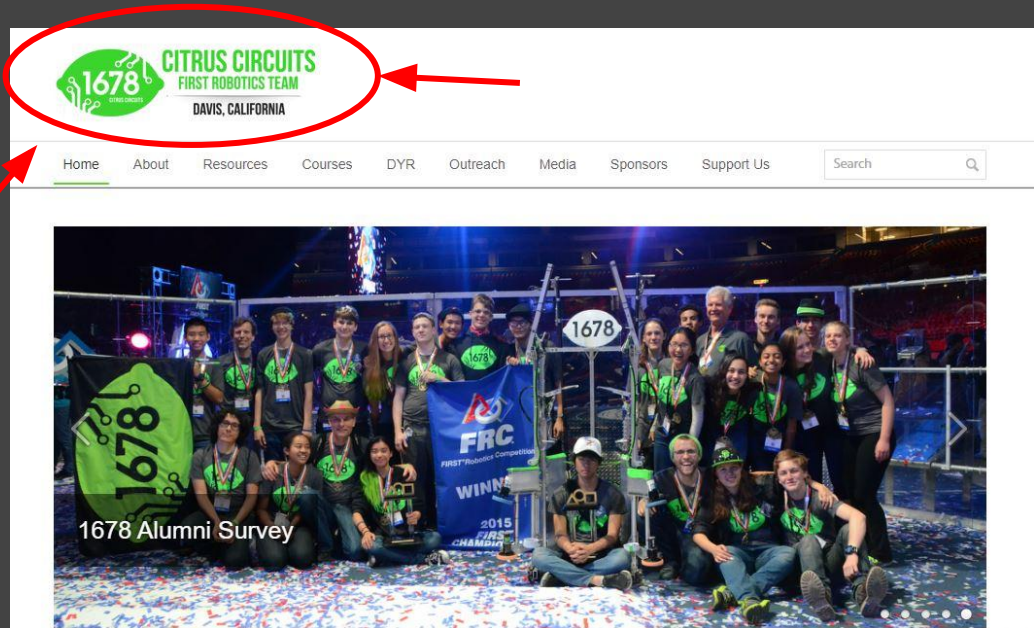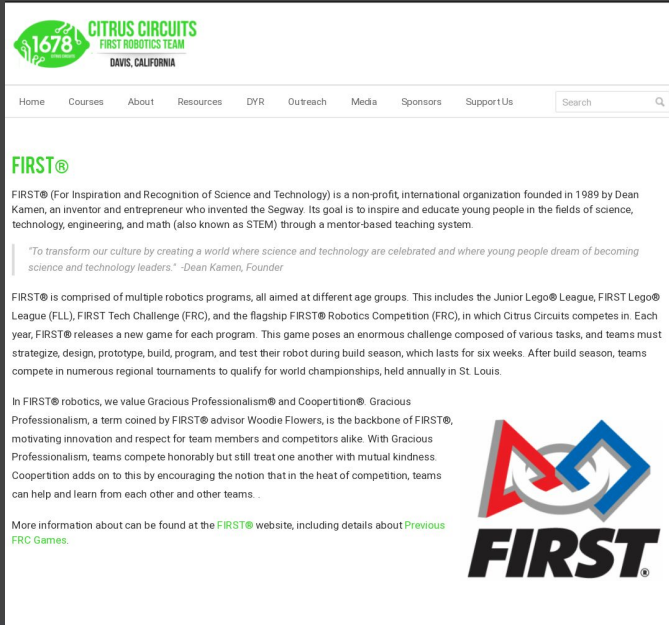# Viewer Experience

- Click and Scroll Fatigue

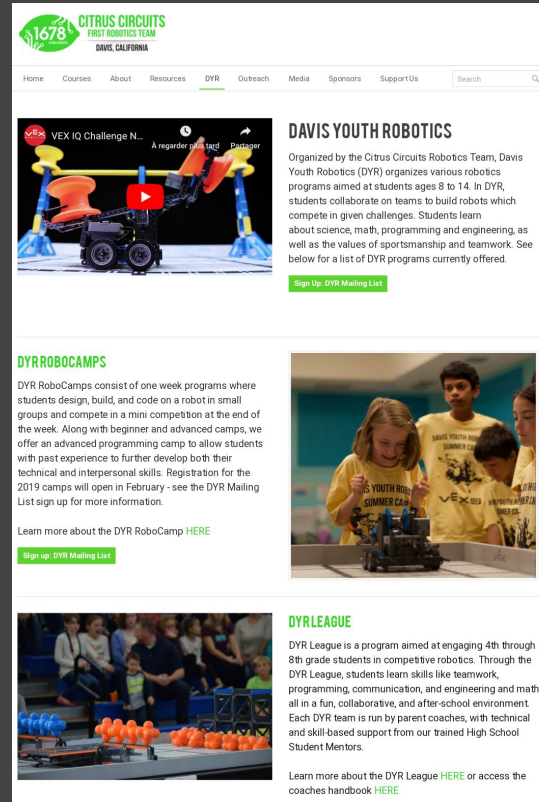# Viewer Experience

- Eye Draw and

  Placement

Viewer Experience

- Info Blocks

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"

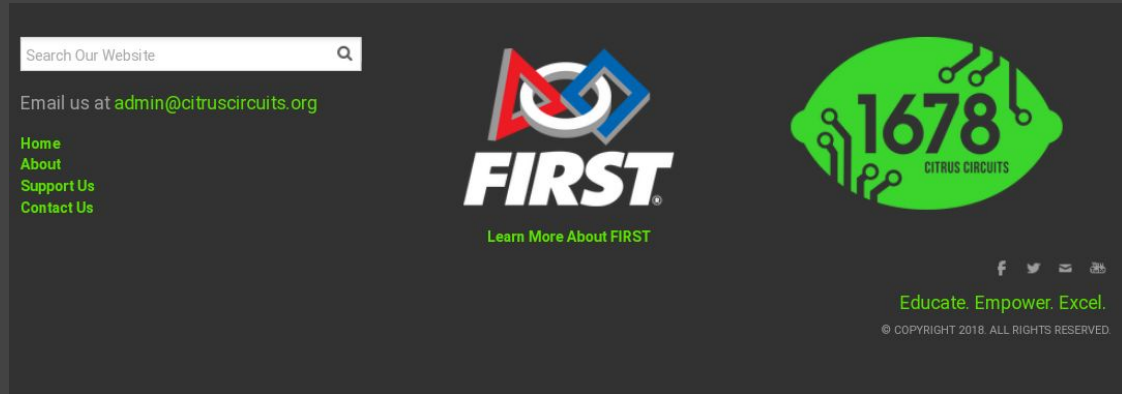# Responsibility

- The Changing List

- Perspective

- Team Image

Constant Updating

- Visitor Experience

- Accuracy and Attention

- Boosting Site Traffic

- Continuously Improving

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User Interactions

- Opinions

- Questions

- Feedback

- Statistics

Schedule

- Routine Checkups

- List of Updates

- Deadlines

- Style Guide

Style Guide

Questions?

Give us Feedback!