



PROGRESSIVE TECHNOLOGY PROJECT

# Unpacking Websites

## Why does your website matter?

1. For many people it's the first place they'll go if they want to know more about your organization. It's a key public face of your organization and people will make judgments about your organization based on your website.
2. People who want more information about your issues are likely to go there – you want them to be able to find what they came for.
3. It's the network hub for your communications activities – Facebook, Twitter, Videos, photos... all show up there.
4. It's a place, and these days it may be the only place, where you get a chance to show the totality of what you do. You have full control over it. You get to create the story of your organization that you want people to know. Use it intentionally and strategically.

## What are some of the make or break elements of a website *for your audiences?*

1. Does it look good?
2. Can people find what they want...and can they find it fast?
3. Is the content written in a clear, concise, punchy way?
4. Is it up to date and does it appear like an *active* site?
5. Can people access it?



## What are some of the make or break elements of a website *for your organization?*

1. Ease of use
2. Capacity, capacity, capacity...
3. Should both broadcast information about your organization and capture information about your audience.
4. Design it for the things websites do well, don't expect it to do everything.



## Let's look at some websites together:

A couple of bad websites:

- [www.ips-dc.org](http://www.ips-dc.org)
- <http://web.archive.org/web/20110211220856/http://9to5.org/>

A couple of good websites:

- [www.9to5.org](http://www.9to5.org)
- [www.homesforall.org/](http://www.homesforall.org/)



## Take Aways:

1. A strong information architecture process is vital
2. Start by thinking about your goals, priorities, and audiences
3. Design it for ease of use for the user
4. Design it for ease of use for your organization
5. The overall design and visuals matter... a lot
6. Keep it current, keep it lively
7. Writing Matters
8. Get feedback, test it before it goes live
9. Use things in multiple ways
10. Be realistic about your capacity

