

## Who is Elise?

- I'm a professional website designer/developer.
- I have over 20 years of experience designing and building various front-end systems.
- I hold a BFA in Computer Arts from the Academy of Art University in San Francisco. I studied there because I wanted to be where everything was growing up fast in the Internet industry. I have a modern approach to design and website usability.
- I have been living in Kansas City for 12 years.
- Worked for the KC Public Library as part of the team that modernized their website.
- Worked for Sosland Publishing for 7 years as part of their new web department.
- Two years ago I left and started my own web business. I have worked freelance and passion projects over the past 20 years as well.

## What I can do

- Analyze your strategy in relation to your goals
- Advise you on how to manage your digital assets to achieve those goals
- Build assets like graphics, site maps, html email, websites and their component pieces
- Ensure branding consistency across all assets
- Leverage my network of experts for specialist work such as branding development and SEO results
- Guide you in how digital assets can achieve your vision for the Kansas City Blues Society
- I am NOT a marketer, an SEO expert, or a miracle worker

## Website issues

1. Content is not being posted or updated in a timely manner. Board members don't have sufficient equipment/knowledge to post.

A. Proposed solutions:

1. Education of board members/committed volunteers
2. Hire competent assistance

2. Design and Usability

Limited color palette and poor use of typography guarantees that links will not stand out from each other.

A. Top menu links hold little visual importance

B. Blue, black and white color palette is poorly used. There is no highlight color, nothing to call out items that are of current importance.

C. Page layout does not make efficient use of available space as far as content or whitespace

D. Large images are not being compressed to a good size for the web, resulting in poor download times

E. Photo gallery with little context: who are these people? What are these events?

3. Information architecture

As with items 1 and 2, content is aged and not well organized.

A. Solution: reorganize so that most important, current information is in the main menu. Create secondary menu and section menus if necessary.

B. Every page/section has to be developed .

C. Blues Cruise link leads to a "missing" page.

4. Miscellaneous issues

A. No Donate to the KCBS button.

B. No Paypal method of payment.

C. No e-newsletter signup.

D. No description of why it's important to become a member of the KCBS, and what the benefits are.

E. No events listing.

F. No advertising!

G. Monthly maintainance on the site?

## Website strengths

1. It's on WordPress. I specialize in WordPress and there are plenty of developers and plugin writers to support it. Many plugins are free. More advanced functionality has a nominal yearly cost.

2. "Become a Member" function works and link placement is good. This is important because this is the WooCommerce plugin. Other products could be developed and sold online: t-shirts, tickets, bumper stickers, special VIP packages.

## **Social Media**

1. Instagram and Twitter accounts, possibly others, are necessary in order to reach younger people.

2. The archived Facebook group with almost 5,000 members is a huge asset. It should be unarchived and moderated so that all posts have something to do with Kansas City musicians and venues only. Here's why: Group posts show up in Notifications, that is the default when you join a group. Pages show up in a newsfeed only and it's a crapshoot as to whether your post will be seen.

3. Promote annual membership drive.

## **E-Newsletter**

1. Should be sent at least monthly, according to an editorial calendar. There should be regular items, the same every newsletter, as well as a feature. This can include advertising. Many email newsletter services are free up to a certain number of addresses (MailChimp is 2000).

2. Collect emails addresses through website and social media.

3. Promote annual membership drive.

## **Proposed Work**

Immediate recommendations:

- Redesign/rebuild the home page so that current information can be shown on home page. (See wireframe example.)
- Remedy large image(s) issue so that home page loads faster
- Improve site architecture (reorganize content). Ideally, this should be done along with rebuilding the home page so that the menus can be improved sitewide. An audit of all content is taken, then a categorical system is developed through discussion and on paper, then built into the site. (See site map examples.)

Secondary recommendations:

- Hire a Social Media manager, 2 - 4 hours/month @\$25 per hour. This person should improve contact between the KCBS and the public, moderate the KCBS group and post to the page, post to other groups, develop hashtags, create graphics in proper sizes for each platform, drive traffic to the website, and report on monthly goals. Maybe this person could also send out the e-newsletter.

Website "mechanical" improvements

Just like a mechanic can't diagnose your car over the phone, I need to get under the hood of the website to see exactly what is working and what is not. From there I can let you know what needs to be fixed in terms of priority and how long it will take.

Website "look and feel" improvements

An immediate need here is to improve the typography in order to establish a hierarchy of content on each page. This might be a mess that needs untangling, depending on how the content was entered and how the styles were changed. I won't know for sure until I can get under the hood.

logo

Heartland Spiritual Alliance

HOME PAGE

main menu

(header area)

mission statement

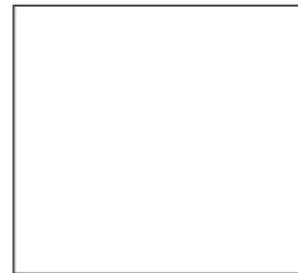
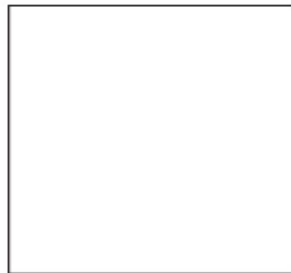
countdown  
to HPF

latest blog (1)

more stuff  
to be  
highlighted

Upcoming events (how many?)

**other content to be highlighted**



Privacy • Contact

3 social media icons

(footer area)

copyright & credits

Home	Heartland Pagan Festival	Heartland Artisan & Wellness Faire	Spirit Circle	Membership	About
- Blog - Art Contest (fp)	- Auctions & Donations (blurb between Details and Things You Need to Know) - Registration & Gate hours - First Aid & Security (fp) - Keeping it Green (fp) - Getting Around (fp) - Schedule (fp) - Survey (fp, also menu item in HPF submenu after fest)		- blog?	Leadership Opportunities: need Membership submenu created	- Staff Listing
				Elections (fp)	History
	Mystical Merchants	HAWF Workshops			
	Mystical Merchants 2020				
	Youth & Teen Activities			KEY: PAGES	CONTENT ON PAGES has no bg color
	- Gaea Youth (fp) - Gaea Teens (fp) - Junior Pirate Program - this item to be moved to Activities after fest			Subpage (Level 1) Phase 1	
				Subpage (Level 1) Phase 2	
	Activities			Subpage (Level 2) Phase 1	
	- Thursday dinner after Opening Rite - Guest Speakers (fp) - Performances (fp) - Centering Dome			Subpage (Level 2) Phase 2	
	Community Fires			Subpage (Level 3) Phase 1	
	- Main - Bardic - Safety			Subpage (Level 3) Phase 2	
	Rituals, Rites & Quests				