**Hi everyone**

**Thank you all, especially Brian for sharing so much great content and Birgit for organizing the event.**

**Here are some of the notes I took from our meetup session.**

1. Think about information architecture before we start designing our site
	1. What information goes on home, about, and other pages.
	2. How will the user / visitor be able to find what they are looking for quickly? otherwise we risk the leave of them leaving our page
	3. Does the site work for people who are handicapped?
		1. Brian – how do we do this?
2. Brian’s job is to keep up with the latest technologies
	1. For our sites, check how they display and perform on various devices.
		1. check on desktop, tablet, phones
		2. ask friends, family to do this for us
3. Overall, we need to consider overall user experience (UX)
	1. Does “it” solve a prob?
	2. “it” is – the page, the graphic, the text, the video, etc.
4. Is the site easy to use?
	1. Can video be viewed on all devices
		1. Best practice – Use YouTube
		2. Not for China, but we probably don’t need to worry about this for now.
5. People tend to ‘bandaid’ things together
	1. In the long run, it may be difficult to maintain
	2. i.e. blog – make sure there is easy info to search on – beyond main sections – to be able to solve a prob
	3. See if we can offer ‘something similar’
	(CR note - like rich relevance?)
	4. pop-ups: annoying and tends to reduce credibility of website
		1. some marketers say, yes they are annoying, yet tends to build list, but it’s something we need to test
6. Start thinking like the user, visitos
	1. remember they are not always what they think is right
	2. This about what they really need, versus what they say they need
7. Brian shared a paypal story
	1. They thought they needed to address EVERY alert from the system
	2. Changed their thinking to address alert based on level of activity, which allowed them to systematized and automated, replacing some of the manual roles to monitor alerts
8. It’s important to detach from our work environment in order to allow creative ideas to come through – turn off the laptop, walk away

Review of www.realrecipes

1. What does the site offer?
	1. free recipes
	2. She hopes they subscribe
	3. It’s a way for people to find good free recipes
	4. Where does she want them to go?
2. Review our site speed with
<https://developers.google.com/speed/pagespeed/insights/>
	1. Type in web url
	2. See analytics – try on different devices

1. Make sure images are optimized
	1. Try wpsmoosh or have wp resize manually
	2. Be sure to do this especially when we have many images
	3. Use photoshop get most images down
		1. Usually about 25% less with average size photos
		2. Try to reduce 35-45% jpg compression with larger images.
	4. Auto batch in photoshop 72 dpi is probably ok
	5. Google material design standards typ
		1. 1600 wide max
		2. Suggested is 1100-1200 wide is good enough
2. Google analytics
	1. Check our bounce rates as we may need to optimize
	2. We can learn through our traffic what works and what doesn’t
	3. We will know what prob is but not why we have an issue
3. Think about this…
	1. Is there a way to get them engaged with “whatever we gave them”?
	2. Images, posts, link to another page, etc.
4. Brian shared story about one of his blogs….
	1. His blog gave them info and similar page of about - give them common things. Similar ideas. Give them an easy way to list beyond categories - is this the best experience?
	2. Text widget based on traffic of top 10 w/links.
	3. Still have categories. This gives similar posts and alternatives.
	4. Use wp automatic schedule
5. Updates to pages posted from the past are good to refresh
	1. Google will pick up
	2. Even years later good relevant material still get good traffic some things never change
6. Design oriented pics
	1. Focus on these with more complex design or when it is time to monetize, then use developer
7. Themes
	1. In researching themes be sure to review comments – whether Free or Paid
	2. Bottom line – best to use paid theme
		1. See Themeforest enfold 5star drag and drop type theme
	3. Use a theme that is well supported
	4. With drag n drop themes, we may need to clean up if we ever change themes
	5. convert to other themes may need to clean up
8. Think about analytics before seo
	1. Ghostspam - referrals to site from etc...
	Doesn't really goes to stats and not real traffic
	2. Bots are different exclusion policy
9. Focus on analytics when redesigning our site
	1. Per Google, # of unique users vs who is sticky around at a given period
	2. Make goals and put values on these ;
		1. i.e. we can define tracking from point1, to 2, then 3 and give it a score
		2. or we can track most request page
		3. track where they land, and if they land on a specific page
	3. What we think they will do is diff based on their persona
		1. Need to have specifics of the personas for the business we serve
		2. Example, real estate
			1. Non-industry user, versus agent, broker
			2. Male versus female
			3. Pc versus mac user
			4. iOS ver Andriod
10. Tools – look at these
	1. SnagIt
	2. Camstudio
	3. Record session on phone
	-lookup or lookout app for ios/and (CR note focus group response)
11. For analytics, after opt-in, we can embed code on athank you give value higher than internal movement
12. Responsive theme is a must
13. Look at bounce rates > too higher figure out what is going on
14. Play friendly with referrals
	1. Make sure we talk with them thank you and show appreciation
	2. We'll start to see referrals
15. Look at google webmaster tools
16. How do we prove what we offer is “good”?
	1. Go to bulletin boards, forums,
		1. Ask for feedback
		2. Comment back on feedback we receive – Thank you.
		3. Consider also on FB, Twitter, Pintrest, Tumbler, Reddit, etc.
	2. Google bulletin board system, forums for more information
		1. If they offer input then try and give feedback in return and ty
17. Design process
	1. Before build create wireframes without images
		1. Use these to walk, talk through how the site will be used
	2. Then color mockup main to interior pages
18. Hosting companies
	1. Pitfalls backups aren't good etc
19. Low contrast difficult for color blind
20. For art design add plugin that shows detail
	1. Review on multiple browsers
21. Use Fiver to prototype to get the jobs
	1. Clients will see value with this
	2. We could do major design and have offshore do 50-75% of work

Other resources

1. [Wpswfl.org](http://Wpswfl.org) – website for wordpress meetup group
2. [Gulfwriters.org](http://Gulfwriters.org) – writers group in SW FL
3. Look up Designswfl on meetup for designers