Website Maintenance for Arts & Culture

Your organization's website is up and running. Now what? Whether you've just completed a redesign, or your website hasn't been updated in months, this workshop will help you keep your website current and stay on top of everything that needs to be done, from blog posts to security updates. We'll focus on proactive, time-saving strategies for arts and culture organizations of all sizes.

Presented by:

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OWNER, CREATIVE LEAD

How to keep your website running smoothly

- Create a maintenance plan
- Conduct regular user evaluation/testing
- Take a look at your Google Analytics
- Stay committed [as a team]

STEP I
Create a maintenance plan

- Download our spreadsheet template: **https://goo.gl/P8oxPg**
- Outline all of your major maintenance items, with budget and deadlines
- Assign these tasks to your team to divide and conquer
- Check in on your document as needed to ensure things are getting done

STEP II
Evaluate your website regularly

- Review your website internally
- Conduct user testing with your audiences
- Evaluate metrics using Google Analytics
- Experiment with tests, including A/B testing

STEP III
Make the most of Google Analytics

- Look for discrepancies first
- Identify the metrics you need to answer the question
- Add metrics to a Dashboard
- Create goals
- Test experiments against goals

Other analytics tools and services

- Google Analytics   **https://analytics.google.com**
- MixPanel   **https://mixpanel.com/**
- HotJar   **https://www.hotjar.com/**
- RJMetrics   **https://rjmetrics.com/**

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What do you do currently to keep your website running?

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What problems exist with your current website? What works well?

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Who is responsible for maintaining your website?

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How often do you plan to post new content to your site?

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