

# Website Maintenance

FOR ARTS & CULTURE ORGANIZATIONS



Interactive  
Mechanics

# Today's Agenda

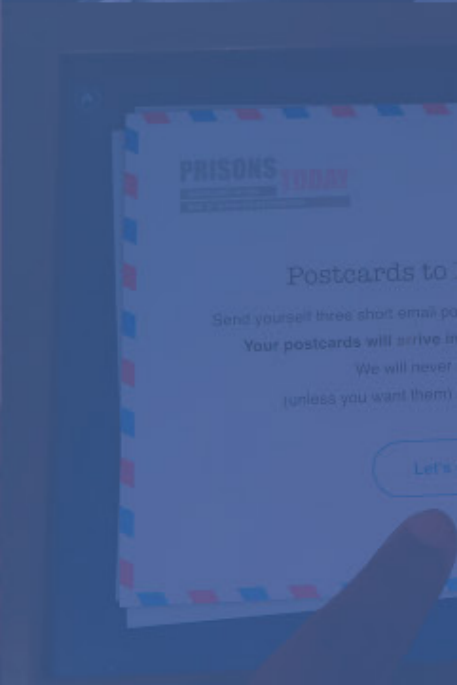
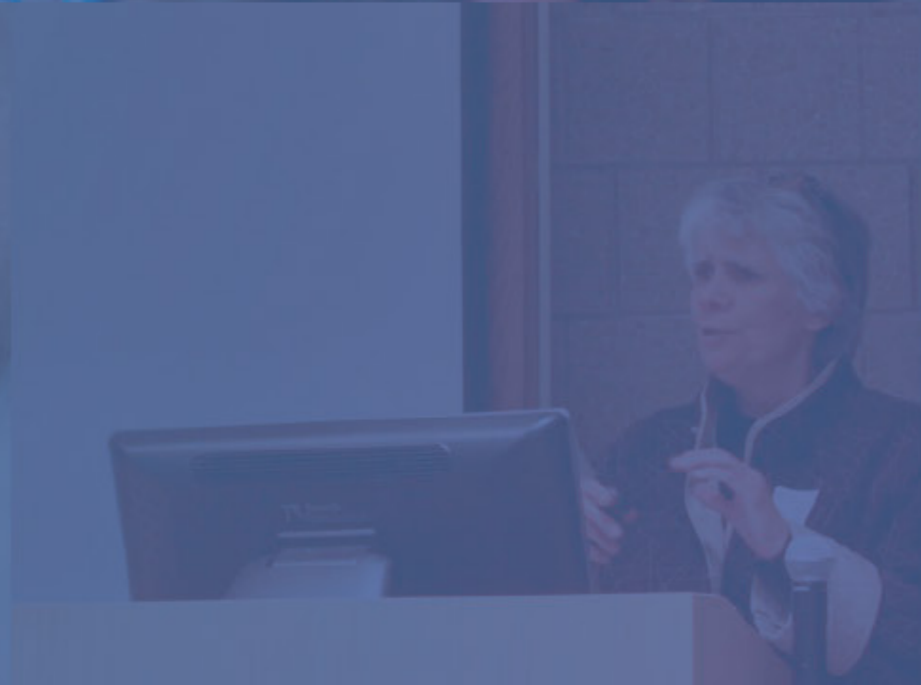
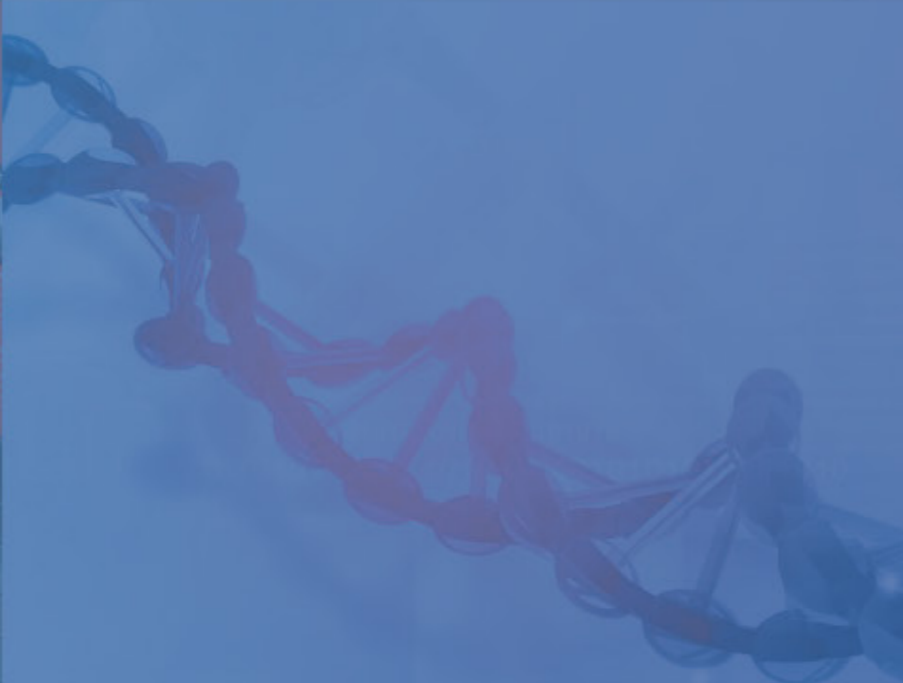
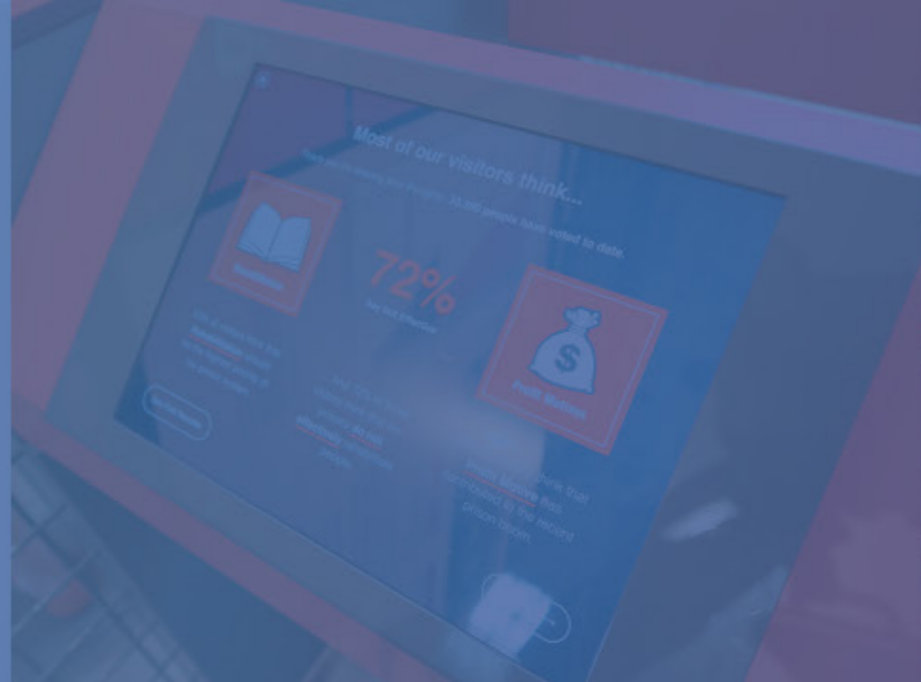
- Creating a maintenance plan
- Scheduling and conducting user evaluations
- Making the most out of Google Analytics
- Staying committed [as a team]



# Have questions?

- Post your questions in the chat
- We'll try to bring up questions throughout and answer the rest of the questions at the end!





# About Interactive Mechanics

Interactive Mechanics is an award-winning interactive design firm that partners with **cultural, educational, and healthcare organizations** on design, development, user experience, and strategy.

We build interactive websites, mobile applications, and in-gallery digital exhibits.

Your website just launched!

... and soon it feels outdated.

# Why does this happen?

- Once your project launches, it still needs attention
- We dedicate so much time during the creation process that we often forget about what happens post-launch
- The web team moves on to other things
- Maintenance isn't sexy





# How can you prevent this?

- Create a plan for how to keep it updated
- Divide and conquer
- Conduct regular user testing & evaluation
- Make the most of your analytics



# The Maintenance Plan

# What is a maintenance plan?

- A strategy for keeping your site running
- Helps you stay on top of all maintenance tasks
- Breaks maintenance into bite-sized chunks



# Why is this document useful?

- Organize and understand on-going costs
- Divvy up responsibilities and create accountability
- Make it easier to get new staff up-to-speed
- Everyone loves spreadsheets!



# Types of tasks to consider

- Updating your content management system
- Moderate comments or user-generated content
- Manage subscriptions, like hosting or domains
- Backing up your website and databases
- Conducting evaluations or reviewing analytics



<https://goo.gl/P8oxPg>

FEEL FREE TO USE OUR TEMPLATE!

# Recruiting your team for help

- Involve your team when creating this plan
- Each task can be assigned to create accountability
- Can your team divvy up tasks based on interest?
- Where can you automate manual tasks?



# Evaluating your website



# How to evaluate your site

- Review it internally on a regular basis
- Evaluate your metrics (Google Analytics)
- Experiment with tests, like A/B testing
- Conduct user testing with your audiences



# How to evaluate your site

- Review it internally on a regular basis
- Evaluate your metrics (Google Analytics)
- Experiment with tests, like A/B testing
- Conduct user testing with your audiences



# Ask questions

Unless you're specifically interested in metrics like "sessions" and "pageviews," those metrics don't really tell you anything.

Instead, ask questions and create KPIs around them.



# Ask questions

“We want to increase readership of our blog, so we want to know if the number of readers increases over time and if their engagement goes up.”



# Ask questions

“We want to increase readership of our blog, so we want to know if the number of readers increases over time and if their engagement goes up.”



# Use analytics to inform testing

Analytics can help lead to quick insights and findings, which you can then follow-up with user testing for qualitative feedback and comments.



# For example...

If you find that visitors aren't successfully accomplishing a Google Analytics goal or visitors aren't going to particular sections of your site, you can use that to inform what you need to focus on in user testing.



# How to evaluate your site

- Review it internally on a regular basis
- Evaluate your metrics (Google Analytics)
- Experiment with tests, like A/B testing
- Conduct user testing with your audiences





# What is user testing?

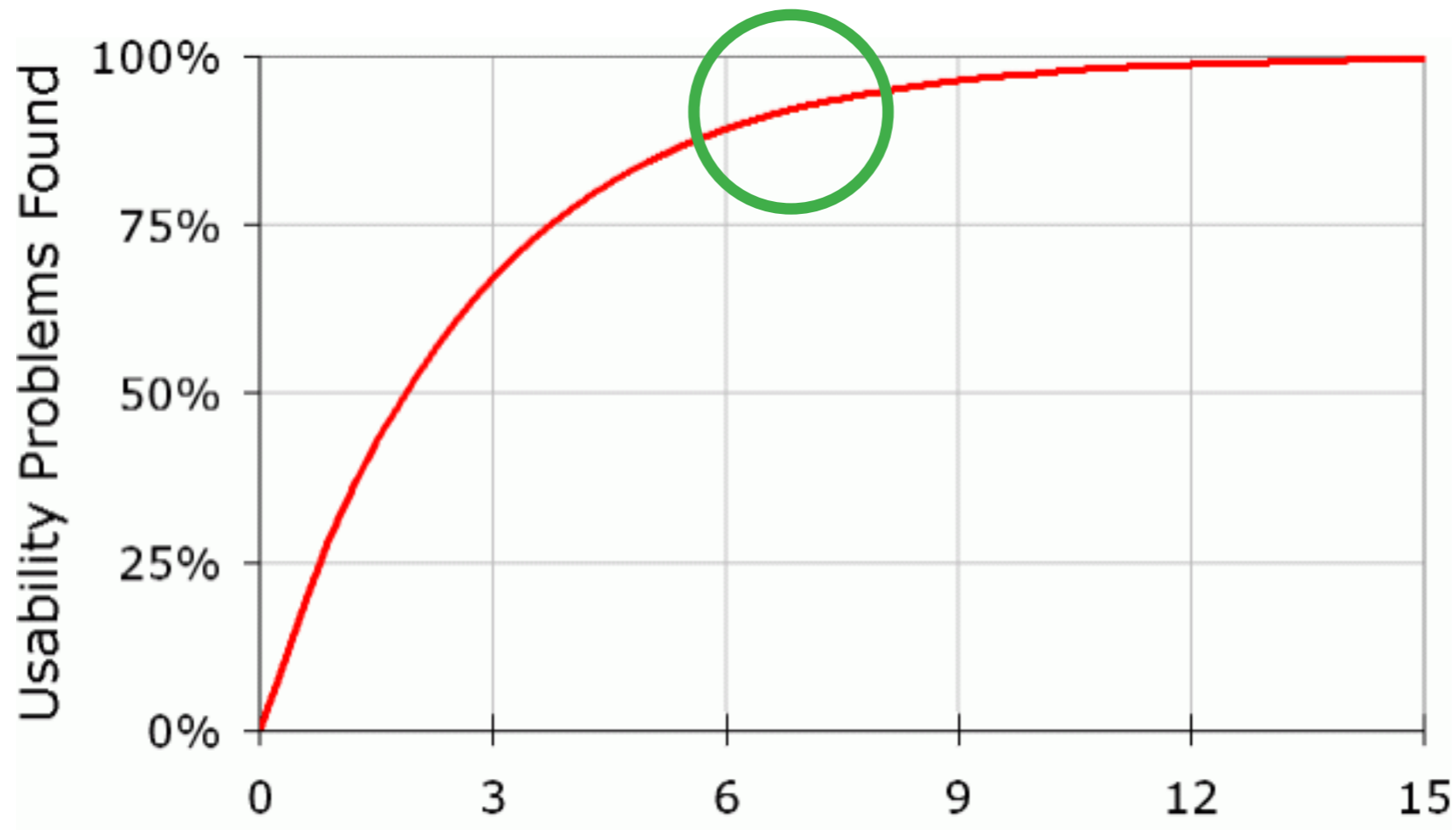
An opportunity to gather feedback from sample users or evaluate how users interact with your project.

User testing doesn't need to be expensive or time-consuming: regular small batches of testing can help find problems, improvements, and opportunities.



# Common questions...

*How many people should I test with?*



# Common questions...

*Who should I recruit to participate in testing?*

- Look at your audience research, any user research completed during similar projects, or other data you have about your audiences.
- Bring the test to where your audiences are.



# Common questions...

*How do I get people to agree to do this?*

- Can you offer them an incentive or reward?
- Can you test when they're already engaged?
- You're doing this to improve things for them!



# Common questions...

*But... what do I test?*

- Identify a problem that you want to solve.
- Evaluate how people use your site.
- Ask them to perform common tasks and assess results.
- Check to see if users understand language used.
- Are users finding the site intuitive and familiar?



# The user testing process



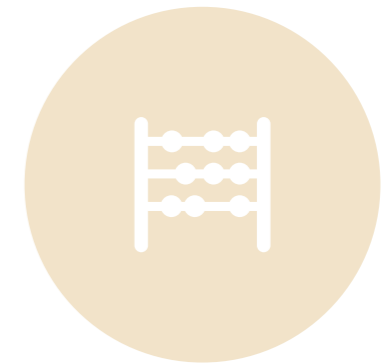
1. Plan & Organize



2. Recruit



3. Conduct tests



4. Evaluate & Improve



# The user testing process



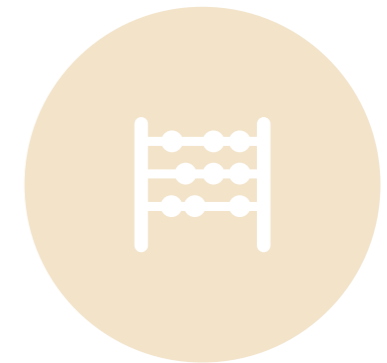
1. Plan & Organize



2. Recruit



3. Conduct tests



4. Evaluate & Improve



# The user testing process



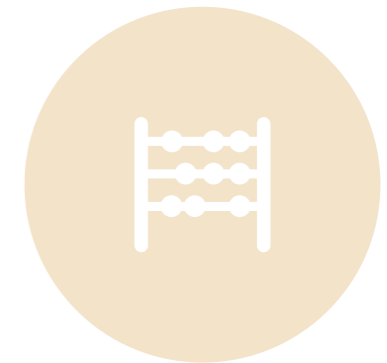
1. Plan & Organize



2. Recruit



3. Conduct tests



4. Evaluate & Improve





# The user testing process



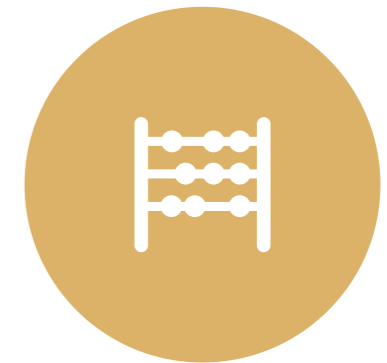
1. Plan & Organize



2. Recruit



3. Conduct tests



4. Evaluate & Improve



Staying committed  
to the plan

# Staying committed

The hard part of maintenance is keeping up the momentum.

You have a maintenance plan, delegated responsibilities to your team, and you're able to gather useful insight on how to keep the site running smoothly.



# Conduct regular team reviews

- Meet with different departments in your organization and review the website together. Ensure everyone is on the same page about content, design, and structure.



# Conduct regular team reviews

- Meet with different departments in your organization and review the website together. Ensure everyone is on the same page about content, design, and structure.
- For example, if visitor services gets called about your hours dozens of times each day, perhaps you can solve that problem by making hours of operation



# Share your hard work

Take the findings of your research, both from analytics and user testing, and share it within your organization.



# Long-term value

By putting energy into maintaining the website, your organization will be better served by it in the long-term.

Instead of redesigning your website every few years, you can make incremental improvements over time.



# Thank you!

[mike@interactivemechanics.com](mailto:mike@interactivemechanics.com)

[@mike\\_tedeschi](#)



Interactive  
Mechanics



# Upcoming webinars

## Digital Projects for Arts & Culture

OCT 10 | 3:00PM | FREE!

## Telling Compelling Stories via Digital Experiences

NOV 21 | 3:00PM | FREE!



Interactive  
Mechanics