

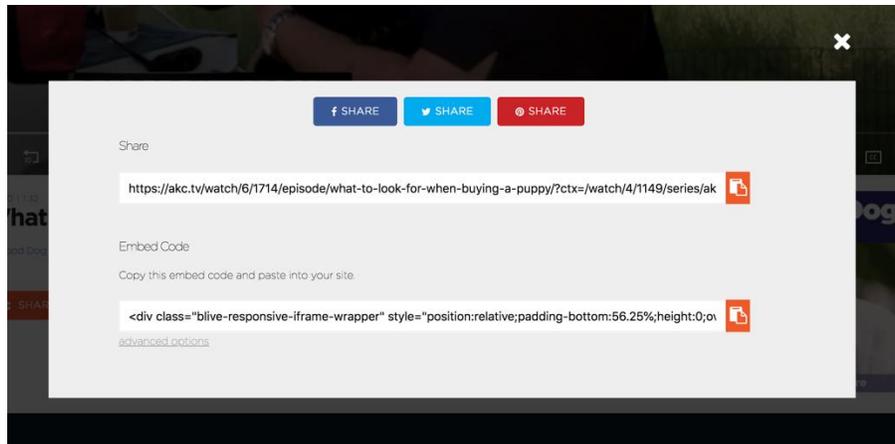


Webinar Q & A: Website Best Practices

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 - <https://www.akc.org/expert-advice/feed/?category=nutrition>
 - <https://www.akc.org/expert-advice/feed/?category=puppy-information>
 - <https://www.akc.org/expert-advice/feed/?category=sports>
 - <https://www.akc.org/expert-advice/feed/?category=training>
- Videos from AKC.tv
 - You can embed any video from [AKC.tv](https://www.akc.tv) onto your site. When you're on a video, there is an embed button, where you can grab the code snippet to add to your site.





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- Any kind of FAQs you may get could be expanded into articles. An example could be:
 - How do I get my dog started in this sport?
 - How do All-Breed Club events work?
- Expert tips and tricks they could offer.
- Stories from members of your club about their experience with participating in sports, breeding, and more.

Tips from Club Members

- www.lynda.com provides courses on Google Analytics.
- www.namecheckr.com tells you if domain is available on all social media platforms.
- As a maintainer of a club website, I highly recommend a CMS. As a designer, I've lessened my workload by allowing separate club members to be in charge of content. I can then concentrate on additional development of the site.
- We register our website with the club treasurer. All registrations for our club are through our treasurer. We have a standard email address for the treasurer@clubname.org, that each new treasurer uses. All notifications go to the treasurer, whoever that is at the time.

Website Best Practices



AMERICAN
KENNEL CLUB®

Public Education Webinar - November 28, 2018



Outline

1. Defining your Website's Purpose
2. Modern Website Best Practices
3. Prioritization
4. Club Site Examples
5. Q&A



Defining your Website's Purpose



What is your site's primary goal?

Goals should be S.M.A.R.T.

Acronym	Explanation	Example
Specific	What would you like to accomplish?	<ul style="list-style-type: none">• Increase club membership by 15%.
Measurable	How will you know it is accomplished?	<ul style="list-style-type: none">• Tracking the number of membership applications submitted on your club website.
Attainable	Can it be realistically accomplished?	<ul style="list-style-type: none">• Engaging our target audience through better site design and more effective call outs is projected to drive a 10% increase in membership.• An additional 5% can be accomplished by driving more traffic through SEO enhancements.
Relevant	Does this match your club's needs?	<ul style="list-style-type: none">• This 15% increase is aligned with next year's club goals of generating \$X in club dues.
Timely	When would you like to reach this goal?	<ul style="list-style-type: none">• The 15% increase in club membership will start with an initial 10% resulting from website improvements. We project to achieve this 8 months after we implement our site improvements.• The other 5% will result from driving additional traffic to the website which will take at least another 6 months.



What do you want visitors to do on your website?

Every website should have conversion goals. What do you want to happen when people get to your website?

Primary Goal	Example Conversion Goal
Increase club membership	<ul style="list-style-type: none">● Click a link to learn what your club can offer to prospective members● Submit a membership application
Educate people about your breed	<ul style="list-style-type: none">● Click a link to your breed standard● Submit a contact form with questions about your breed
Attend club events	<ul style="list-style-type: none">● Click a link to your club's calendar of events
Help people find puppies or rescue dogs	<ul style="list-style-type: none">● Click a link to your breeder directory● Send an email to a breeder
Increase awareness for my club	<ul style="list-style-type: none">● Click a link to learn more about what your club does● Share a link from your website that talks about your club



Who is the primary audience for your website?

Know who you're designing your site for. Your site can serve multiple groups of people, but there should be a clear focus on the primary group that you're trying to support with your site based on your club's goals. Some examples include:

Goal	Possible Primary Audience	Ideas
Increase club membership	Dog owners	<ul style="list-style-type: none">● Showcasing members participating in events● Highlighting member testimonials on the homepage to help convey how great club membership is
Support club members	Current club members	<ul style="list-style-type: none">● Include a main site navigation link to access the club member portal
Educate people about your breed	Dog lovers	<ul style="list-style-type: none">● Showcase a slideshow on your homepage with various images of your breed or● Place an easily accessible contact form for people to submit questions to your club about your breed



Modern Website Best Practices



Modern Website Best Practices

Practice	Description	Resource
Fast Loading	People are much more likely to leave your site if it loads slow, especially on mobile device. 40% of people abandon a website that takes more than 3 seconds to load. Heavy images are a popular culprit. Be sure that your images are no larger than they need to be and that they are compressed for the web.	<ul style="list-style-type: none">● Free Tool: Test My Site tests your mobile site speed, performance, and provides recommendations for improvements with resources for how to complete each reco.● Bonus Free Tool: Kraken.io provides a free image optimizer tool and can connect to Dropbox and Google Drive. They also have paid plans for as low as \$5/month if needed.
Mobile First	Mobile internet usage overtook desktop back in October 2016 and that trend still continues to this day. Websites need to make sure they have a mobile-friendly design to support the growing mobile audience.	<ul style="list-style-type: none">● Free Tool: Responsive Design Checker enables you to view how your site looks with different devices, including mobile and tablet devices.
SEO	Leverage search engine optimization to ensure your site can be found when people search for things related to your breed, your club, and more. Generate content for your readers but don't forget about search engine crawlers.	<ul style="list-style-type: none">● Free Guide: Moz's Beginner's Guide to SEO provides an in-depth tutorial on how search engines work. This guide covers the fundamental strategies that make your websites search engine-friendly.



Modern Website Best Practices

Practice	Description	Resource
Content Strategy	Whether it's written, video, graphic, or any other type of media, there should be a purpose behind it. The content you produce helps convey who you are and what you stand for. It also plays a major role in helping to drive traffic and increasing awareness for your site.	<ul style="list-style-type: none">● Free Guide: HubSpot's Guide on How to Develop a Content Strategy
User Feedback	Gathering user feedback helps improve your website and create a better experience. You can do this in different ways, such as email surveys, feedback widgets, and more. Go out and talk to people. It's important to hear what your users and potential users look for.	<ul style="list-style-type: none">● Tool (Paid): Feedbackify provides a feedback widget you can add to your site. They have a 15-day free trial and it's \$19/month after that.
Email Marketing	It's important to have different touch points with people that visit your site. Any form on your website should connect with your email marketing system to automate the storing of visitor's information and a related email regarding their interest.	<ul style="list-style-type: none">● Free Tool: Mailchimp
Website Tracking	With proper website tracking in place, you'll be able to gauge how successful your website is in achieving your goals.	<ul style="list-style-type: none">● Free Tool: Google Analytics is the standard analytics tool in the industry. You can view basic info like number of users and pageviews as well as set up goal tracking and website conversions.



Modern Website Best Practices

Practice	Description	Resource
Easy to Use Content Management System (CMS)	As experts in your breed, people look to you for information, education, guidance, and more. A CMS will enable you to update and publish content as needed, helping to execute on the above content strategy.	<ul style="list-style-type: none">● Free Guide: DreamHost's Comprehensive Guide to Content Management Systems goes into more detail about what a CMS really is, the benefits, and the top available options.● Free Tool: Wordpress is the most popular CMS and easy to get up and running.
Site Security	Make sure to include fundamental security and privacy protocols, such as basic security checks, to keep any sensitive data safe.	<ul style="list-style-type: none">● Free Tool: Observatory by Mozilla has helped over 125,000 websites by teaching developers, system administrators, and security professionals how to configure their sites safely and securely.
Social Media Integration	Make it easy for visitors to share interesting content from your site and enable them to quickly access your social media pages from your site will broaden your reach and increase visibility and traffic.	<ul style="list-style-type: none">● Include social sharing buttons at the end of articles, blog posts, and other pieces of content.● Make sure content is optimized to be shared, such as including an image that depicts what the content is about.



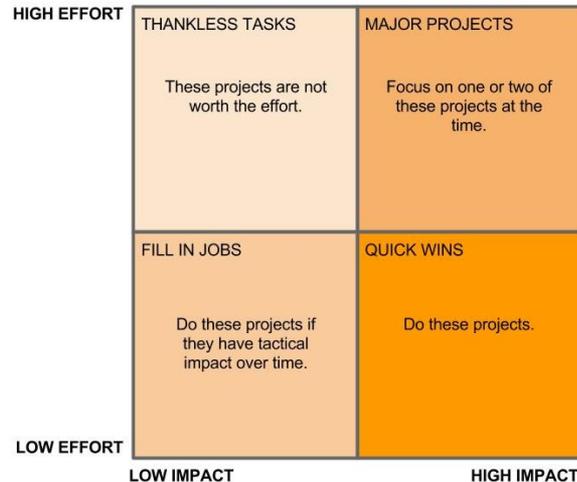
Prioritization



Prioritization

As you plan for different enhancements you want to add to your website, one practice you'll instinctively need to do is prioritize. There are many techniques to do this, but one common approach is the Impact vs. Effort matrix.

Effort vs Impact Quadrant



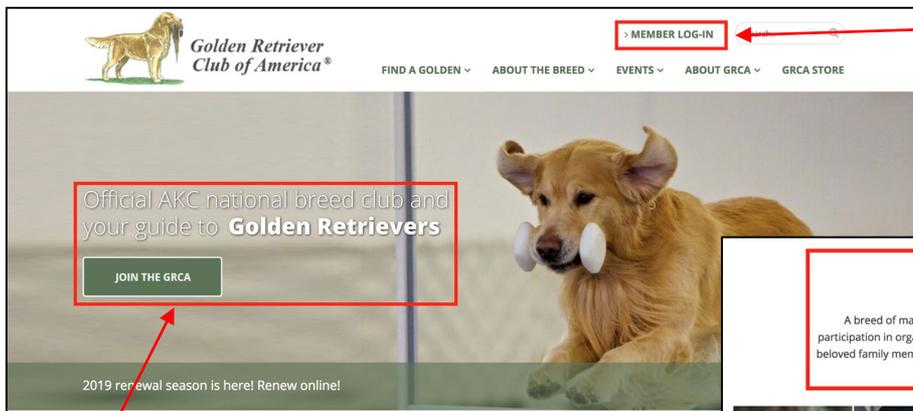


Club Site Examples



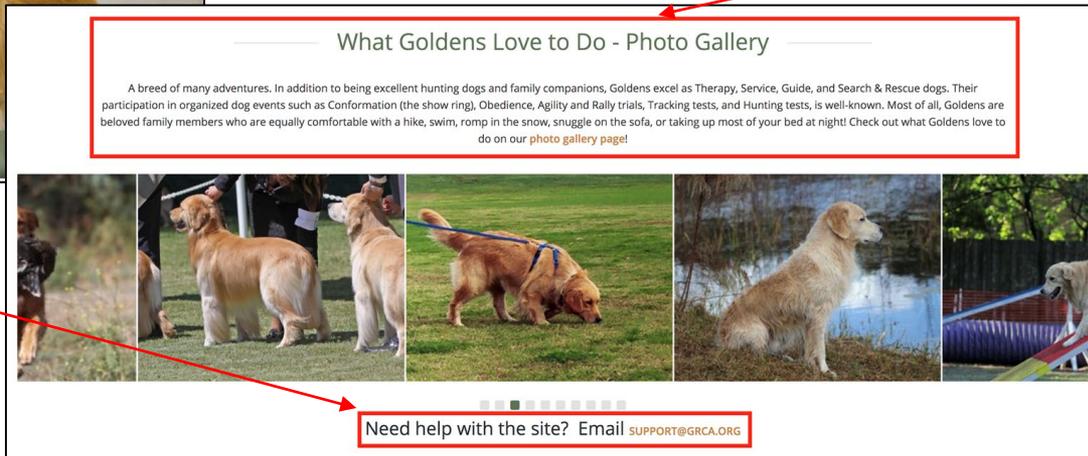
Club Site Examples

Golden Retriever Club of America - <https://www.grca.org/>



An easy and highly visible call out for members to log in.

Highly engaged homepage content with a lot of text around the breed.



A single and clear call to action above the fold with a goal of growing club membership.

A highly visible call out for people to get in touch with the club.

Need help with the site? Email SUPPORT@GRCA.ORG



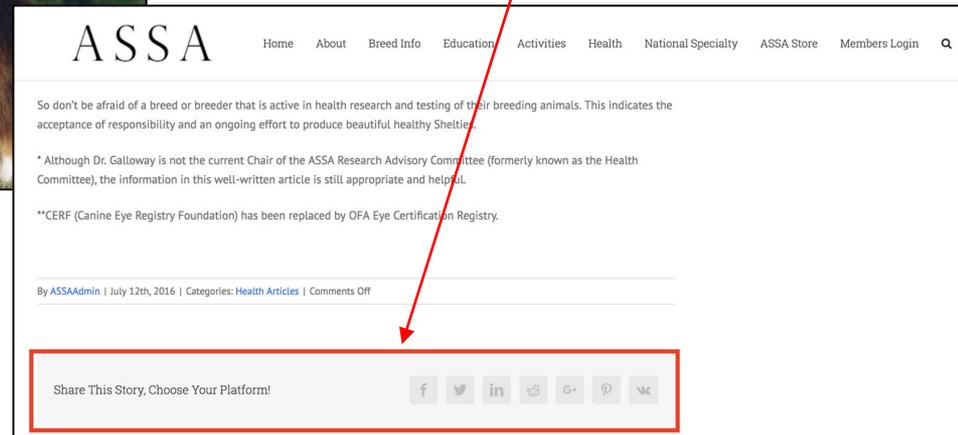
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American Shetland Sheepdog Association - <https://www.americanshetlandsheepdogassociation.org/>



A single and clear call to action above the fold with a goal of breed education.

Ability to share content on social media at the bottom



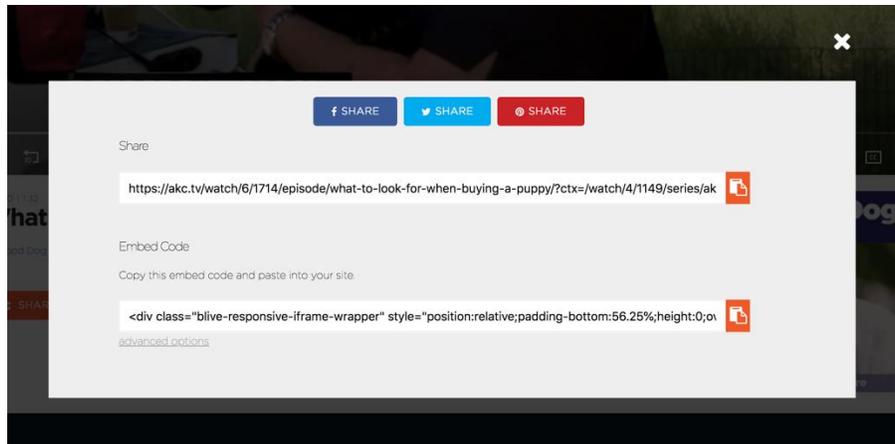


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