

# ASSOCIATION OF MIDWEST MUSEUMS

## MODULE 4 MANAGING WEBSITE PROJECTS SETTING CONTENT PRIORITIES

July 21, 2021

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Association of Midwest Museums  
Module 4  
Managing Website Projects  
Setting Content Priorities

Wednesday, July 21, 2021

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>> Welcome to Managing Website Projects. Setting Content Priorities..

This session is brought you by the digital empowerment Project a nationwide initiative organized by the six US regional museum associations and dedicated to providing free self-paced training, resources for small museums. This inaugural series of online trainings focuses on digital media and technology projects is made possible by funding for the from the institute for Museum and Library services.

I'm Justin Jakovac, the Executive Director of the Mountain Plains Museum association. My pronouns are he/him. I'm today's host for the program.

My visual description is that I'm a white male with dark brown hair, a goatee, a mustache and a mint green shirt. I'm on a white background here today.

I'm presenting myself from Ohio the public library here and in this era of virtual meetings when digital spaces may substitute for our physical sense of place it's important to reflect on the land we each occupy and to honor the Indigenous people have called it home. Again I'm speaking to you from Ohio. These are historic homelands of the Osage, Kiora? and the Shawnee people. Wherever we are located please let us acknowledge Indigenous nations as living communities. Their elders both past and present as well as future generations. We the empowerment Project organize that our organizations

those of our members were found within a colonizing society which perpetuated the exclusions and erasures of many Native peoples throughout the United States and beyond. We ask you to reflect on the place where you reside and work and to respect the diversity of cultures and experiences that form the richness of our world and our profession. Thank you.

For a few housekeeping notes before introduce today's presenters and dig into contents pick up like to acknowledge the ASL interpreter showing to the left of our screen and let you know that captioning for today's program is embedded in a box just below the YouTube player on our website with controls to adjust your experience. That can be found at the watch life extension of the info hub.

The best way to continuously refine our craft is to listen to our attendees so we ask that you share candid feedback with us following today's program. You will be sent a link to a satisfaction survey. Please share your experience through the survey. It will only take a few minutes and will greatly improve our future work. During today's program we will address [disrupted audio] we will answer all the questions as they arise. We will answer all the questions as we can by the end but if there are some that we miss please go to our forum. We will raise answers, post, raise questions, post answers and connect with fellow museum practitioners on the website.

If you are looking for help in between programs please visit that forum, create a log in and post your questions. A member of the community will write back to you. Appear of lastly please follow us on social media to be aware of our future programs.

And we will have links to those posted in the chat.

On to our presenter. I am very pleased to introduce Despi Mayes who was the founder and lead strategist of Bluebird a marketing consultancy focused on serving startups and nonprofits. Her marketing career spans nearly [disrupted audio] through nonprofits, consumer, agencies in the startup world.

She has led digital marketing and interactive technology projects and collaborations with museums ranging from Terre Haute children's Museum to the Louvre plus many corporate clients from farms to Fortune 500 companies. Despi is a below average guitar player and above average mixologist, loves bee-keeping, prefers listening to music on vinyl and reading books in a hard copy. She also founded give and take Indy in 2019 a completely volunteer led

effort helping neighbors in Indianapolis facing food insecurity by hosting many food pantries. In 2021 give-and-take Indy is in four neighborhoods and is launched a community donation garden. On to Despi. Thanks for being here today.

>>DESPI MAYES: Hello thanks for having me. Thanks so much for that introduction I'm going to jump right in. I have I hope not too many slides for the time we have today so I'm going to power through them.

I'm excited to share this presentation in particular. I presented the last technical workshop on this topic and will present the next one. But this is my favorite topic. Setting content priorities.

I think it is the most important part of a website project and often I think is the one that also causes us the most strife and potentially SS off-track. Hopefully what I prepared today will help you avoid both of those things.

Jumping right in the very first step we are going to talk about in terms of creating content priorities for your web project is picking an MVP and if you're not familiar in this context of web projects it's not what you think. Anything of MVP you probably think of this at least I do. I'm dating myself. This is the last time that I knew kind of what was happening in basketball. But I grew up in Indianapolis and as a kid our MVP was always Reggie Miller and a funny aside growing up in Indianapolis I learned when I would go other places people would ask me where I was from and I would say you know it's near Chicago.

It was kind of the default ask people were where is that? Maybe less so now I feel like Indy has grown up a bit gained some notoriety but the very first time I ever traveled abroad was to China and I was in a hotel elevator in Beijing and someone asked me where I was from. When I said Indianapolis I expected to follow it up with you know it's near Chicago and everybody their eyes lit up and they said Reggie Miller. So he has really helped us get the notoriety Indianapolis deserves. Anyway. I digress.

Instead of most valuable player MVP actually stands for the moment viable product and that sounds like such a clinical term for something that is so important and will make your visitors experience so much better.

The minimum viable product is a software term when you are building a piece of software you want to create the smallest thing that somebody can

functionally use and receive benefit. And we don't often enough think of our website projects in that same way. Keeping the basketball vibe going for these next couple slides when talking about MVP.

What is the minimum number of pages it features that are needed on your site to serve your audience? And if you can answer that question really well you will have a tighter project. You will have more excellent contents because you will probably have less of it but what you do have will be really wonderful. And it will help you guide the project staying on track.

So as part of this MVP process we are going to talk more later about doing versus saying. We also have a tendency when citing content priorities to focus on what is our website going to say and I would challenge you to think about what should it do. What you think about what it should do first you start answering harder questions about the way things should work. Types of tasks people expect to come to your website and do.

And, versus say. Focusing on the doing will really help you prioritize the right work up front.

The final thing here before we move on is plan launch phases. And I think because often, I don't know if this is true across the board but I've experienced often can be difficult to catalyze the necessary energy, motivation, budget to do web projects and so there is this tendency to pile everything you could ever want into these web project scopes.

What that does is set us up from the beginning to miss the mark because inevitably things will fall off of that list is launched a gets closer. And instead if you can own that upfront and plan some phases can help you with budget planning, time and resource allocation. Really really helpful to think about it in that way.

How do you get to your MVP? I think, these steps don't have to be in linear order but all of them are important in terms of helping you figure out what that is.

The first thing is goals. I talked a lot about goals last time. Created a goals worksheet that you can reference from that last workshop. And use those as a driving force behind your MVP and that will help you figure out what your web project needs to accomplish in the doing. What does this website project need to do?

And then what is reasonable for you to accomplish? Are you doing this by yourself? Are you doing this with a small team? Are you paying resources to help you? Those things all will come into play and building a reasonable timeline for a reasonable content scope.

And having a build and scale mentality will help you think about this is what we need right now and how can I create that. And then enrich it later. Some examples are people will launch a new blog and feel like they need to have a ton of content. But it is way better to launch that blog with three posts and add one every week than to wait until you have 30 posts. You know?

The other example here is doing a test I need to sell online tickets. So pick an event and just do that. Test that process. See what you learn and then think about how can I scale this up for all the events this quarter all the events this year? Do less, test it, and get better.

Use analytics to help you with your MVP.

I've redesigned and built many many many websites and in almost all cases people just don't have a really good idea of what people are really consuming when they come to your website. And often there is an assumption that it is way more than it really is and so if you use Google analytics you have another analytics tool, if you are not using it Google analytics is free and relatively easy to add so you are anticipating a project coming up at it now. Any data you have is better than none.

Anything outside of the top 20 sometimes the top 10 pages can feel optional once you look at the number of people actually reviewing them. And that feel is not good because we love content and we love making things available and having that the transparency that comes with making things available. But there is also on the other side of that having too much content with a lot of responsibility on your visitor to navigate through the content that you have put up there. You know?

Just think about minimum usefulness.

The other thing that is a companion idea with that is delete it and then add it back. So there is a lot of, you know, sometimes internal politics or internal conflict about what needs to be public facing and really a great way to deal

with that is to focus on those top 25 pages and we are going to make this project title it is going to serve this audience and these goals.

And if we need to add pages we will add them in response to a need for visitors. End be a really helpful argument if you're bored or a group of volunteers or a colleague is wanting to add stuff that you feel like maybe not needed. That is a good strategy for compromising how to handle that.

And then as we are talking about content a really big part of that is to remember that it is more than words. I'm dating myself again here. If you know you know. More than words. So people are visiting your site and they have a job to do. Sometimes it's research. Often it is getting ticket or visit information. Finding out what exhibits or objects you have on display. But they are coming to your site with a task and the better that you understand what some of these coming to do, the better and tighter your content priorities can be.

Make it as easy as possible so that means the fewest number of layers in your navigation. The fewest number of clicks when thinking about building a web.

If you can list the tasks that you think a website visitor may be expected to complete and then prioritize those. That will help you a lot with your planning pick up your building out phases. Or even if you're just prioritizing the work to do so that when launch date comes you have the most important things ready.

And then more literally remember that it is more than just the text. There's a lot of time and effort given to writing and editing and preparations of text that goes on to our website and often the images or videos or other elements become an afterthought for lots of reasons. Sometimes because it is harder that we don't have as many resources on our teams that can do that kind of work. So it can make it more challenging so gets put off until the end because we want to figure it out but I would really encourage you to own that stuff up front and I will show you a content template that is available to you on the Museum learning hub when this recording becomes available that you can use to record not only the text is going to be migrated to your site. But links, video files, image files, other features or forums. Really thinking through the richness that is all the elements on the page will help you both plan better and get to the end of the project with less surprise.

But also just make it a better experience.

With those things in mind I'm going to talk you through how to take that minimum viable product and then create the content plan.

With simplicity at the foundation of it.

So four components to this plan. The first is a site map and it is because the site map will become like a map a true map guiding you, directing you on the rest of the project.

I've created a simple tracking spreadsheet that you can use as a resource here to track all the content that is going to be needed so you basically create that site map, load everything on the site map into the tracking spreadsheet and then you can keep track of what is going on with it, what is missing, what you need to work on, etc.

The part I think every one thinks about the most is the gather, write, edit part. The biggest and longest part often of web projects will could possibly go wrong? We will talk about that. And then the migration progress of action moving content from the documents into the website and bring it to life. Those are the four parts and we will talk through them in more detail.

Here is a sample site map. This is a relatively small website so if you need a bigger one or if you are doing a project that is more of a component or a new category that you can use this idea even if these specific categories are not perfect for what you are trying to do. But this is just a way to think about a site map.

What it is doing here is showing you this categories about who we are. This categories about how to visit. This categories about what is happening right now. Here is how people can become engaged with us and here's how people can communicate with us. So remember when I talked about the doing versus the saying. These blue boxes are about the doing. So people want to learn who we are and what we stand for that's where they go. They want to learn how to visit that's where they go, etc.

As you are building the site map for any kind of web projects think about what is it you want them to do first and then how do you organize the site map to prioritize those most important things to do.

In this site map you can see a couple of examples of things like under visit for example there is a link that links to the exhibits homepage. Also think through how you're going to cross-reference these things and, because when somebody wants information about how to visit they also want to know what exhibits you have

That way you are keeping the content in one place but you are linking to it to make it easier for people to do the full thing they came to do.

Another example is this COVID 19 info page which is an example of how your site map should be flexible and fluid enough to assist you in whatever current thing might be happening. So another kind of pitfall that content planning, that you can find in content planning is that you just didn't plan for XYZ in the future. So you want to think about how can I create a simple page template, for example, that would allow me to create a page like COVID 19 info.

You cannot think of everything that might possibly be. But as you start looking at the visual layout of your site map, the visual layout will help you look for content gaps and if you look at this you might say that there is something critically missing from the mission or operation of your Museum and you are able to see that because you can see everything that's going to be on this website laid out in the someone at a glance visual place.

That helps you add it.

Once you create that site map you will take that tool and then put all of your pages of that site map into this tracking spreadsheet for your own, however you want to track it. But that becomes a punch list for all the content you need to account for in your website project. It could be 100 things, could be five things depending on the scope of your project. But basically this tracker will allow you to figure out here is what this page is. How it fits into the overall site map. That's what category and page title are about to. The type of content it is. Who is assigned to, what the current deadline is and then all these checkboxes that allow you to keep an eye on is it ready for review? Has somebody reviewed it? Is it ready to be migrated? There is also a notes scale and other fields to help you communicate with anyone you are collaborating with about missing images or questions, research that is needed, stuff like that.

You can make the spreadsheet more complex to have a more complex review process just by adding more columns or labeling those to suit your need. But I would say keep it as simple as it can be and also be effective because that will make your life so much easier.

The next part is you have your site map and you have your tracking spreadsheet and now it's time to actually make some content. I've created this

content template for you and all the stuff you see highlighted there are comments, notes about how to use this document to its fullest. Excuse me.

So basically the most important thing with your template is that it is consistent. And you want to be able to share this with anybody who needs to review it. Share it with anybody needs to migrate it into the site and ever but should have a general understanding about what these components are.

Because you are working on this content kind of in concert with the design, you can go back and forth a bit. I have added some suggested links ideas for headlines, intros, main page content that I think will help you just think about creating a structure for those things. But as your design starts to take shape can go back into these content documents and make more specific adjustments if that is necessary.

When you think about a homepage design, for example, often there will be very specific, very limited character counts or space for things. You want to make sure your content documents reflecting that.

I would suggest that your content process kicks off the second that site map is done and that is when your design process kicks off, too. And the nice thing about doing them concurrently instead of in a linear way is that you will discover faster where your design plan has gaps. So often when you are working on a website project usually have some design inspiration, websites that you admire. You are looking at your brand either you're making changes to it or you are using an existing brand structure, logo, colors, fonts stuff like that. And then however you are building this site whether using an off-the-shelf template or working with a designer who is designing for you, and both of those cases, often, the visual part of those designs is what is emphasized in that part of the project.

And that is fine. It's an important part but focusing on the design is not going to tell you that we need this specific block in order to film the blank thing. You know? When you have your list of things that the website visitor needs to do and then you start creating the content for all those pages, then you can go back and work more effectively with the design resource on your project to say we really need to account for the specific type of content that is really important. So it could be a good way that back-and-forth communication rather than this person does this part of the project. This person does this part of the project and then there are things that don't match up that have to be

reconciled. Doing them concurrently can create more collaboration throughout the project.

I have pulled together some ideas to help you get creative with how you can really stretch your budget how you can think creatively about presenting content in an interesting way without having to build a bunch of custom widgets, plug-ins, features whatever the case may be. So I want to show you some of those examples.

I want you to think about if you are familiar with the IKEA packing culture where people go to IKEA and they buy IKEA furniture and they turn it into something else. That is kind of the angle I'm going at with some of these things because when you are out in the world on the web if you start to think this way, if you have this web hack mindset you will start to see components and think how can I repurpose that? The nice thing about a lot of content management systems that exist right now is that there are so many plug-ins and so many features, WordPress or even Squarespace. There's all these prebuilt functions. And if you have an eye for, here is a little future. Can I find a plug-in to plug into my site to do that and turn it into something else? It's a really great way to present content creatively without custom development.

Here are some ideas to help you get to thinking that way.

The first one is portfolio so there are many many WordPress themes out there that have these wonderful portfolio components and they are usually made for artists like photographers or creative agencies to showcase the creative work they have done but there is absolutely no reason why you could not repurpose those to highlight what is in your collection to show highlights of a current exhibit.

You also could use them to feature a suite of programs if you have summer camps, school workshops, anything that would benefit from a visual and that is almost anything. You could turn into this visual format.

Also something to think about is using phone tripod mounts to create a widescreen video. I think one of the biggest challenges that even I, I build websites all the time I create content for social media, all that stuff that you do in digital marketing and as Justin said in my intro I have this nonprofit, give-and-take indie. I built a website at I posted on web on Facebook and all the time why am I not shooting horizontal photos? All my photos are vertical. It's a hard lesson even for me.

Create that wide format because you're going to need it for your desktop users. But having vertical content is great for your mobile users so it is a good thing to use just get a phone tripod mount and you will have instantly better photographs and videos that you could use as beautiful backdrops on your homepage or an ensign exhibit page and it is a cheap way to make it a lot better.

Another example is using restaurant menu builders as venues for your programs. I love menu builders, forward press especially because they are increasingly mobile friendly and is just such a great way to show a lot of content in a visual way in a layout that people are really used to consuming. I will show you an example of that.

Here is a portfolio, I didn't realize sorry about that. But this is an example of a great portfolio layout that would easily translate to objects in your collection or highlights from an exhibit and then you can click in and you can see a standardized set of information about each object.

This is an example of what I mean with restaurant menus think about if you have 10 different summer camps or eight school workshops. Whatever the case may be. This gives you a chance to show that information in an overview sense. Here you are seeing how it could look at it was on a desktop or on a phone on the right. And you could even create a click and where people could click to go to a page that is filled with content about that particular program. This is just a way to get your juices flowing as you are clicking around the web and you see components like this. Just think about how you can repurpose them.

The blog are a perpetual conversation people are having about content. How can we utilize a blog better? Often people launch them and then there is a lot of excitement at the beginning and then trickles down and is harder and harder to get the right content for them. So thinking about them as a place to show a single type of content or thematic content to be much more effective. Your some examples showing more objects.

Giving mini-tours. I think that there are so many ways that you could utilize blog to create the 10 most visited objects. The most provocative questions people ask. It doesn't always have to be fun or funny. I think meaningful is so much more important especially now. So how can you create the most meaning for your visitors?

There was a project that I was trying to make happen in a particular museum I was working with and it just never came to fruition. I hope somebody will do this.

I think it could be a great example of this. So give, allow visitors to give tours of different galleries, different parts of your Museum, talk about their favorite objects, whatever the content case may be. But choose the people who best reflect your visitors. So this particular project I was trying to partner with a local, the Indiana school for the deaf to create ASL tours that were led by children for children for children's Museum. There are just so many ways to make that kind of content really meaningful. One of them is through representation.

And that project, the stars were not aligned unfortunately for that project to come to fruition.. Somebody out there do that project please I think it's such a wonderful idea and so often we don't really create content for children, by children and even if you are not a children's Museum I think there could be a lot of value in doing that.

And then this last one is sharing historical documents with commentary I think this could be a lot of fun especially if you have a lot of paper documents in your collection. Letters, manuscripts about whatever the case might be. I said bonus points if your curators are willing to make short videos that talk about them.

Often in historical document there words we don't recognize may be places that don't exist anymore. Plenty of opportunity for you to call out some of those cool things and you can make your blog just about doing one of these things. And benet's not what are we going to write about? You could sit down in January and map out where going to write two blog posts per month or one per week whatever the case may be educate easily determine what this are going to be and how you're going to get people to help you do that. Or if you're doing it yourself you will know what to put on your calendar because there is no guessing. It's not what is relevant right now it's like here is how we are going to tell the story. Make sense?

Here is one of my favorite YouTube videos. I saw this is been a couple years ago so you might've seen or if you have not going to show you the highlight reel. So I'm not to spoil it and point to play at and then talk to about why I think it is important.

[VIDEO PLAYING]

>> Here are two seventeen year old boys confronted with an antique from a bygone era - a rotary phone.

>> You have four minutes to dial that phone number.

>> Jake and Kyle were challenged to make a phone call and a rotary phone under four minutes.

>> How about restarts?

>> Okay. Wait a minute. You have to pick up the phone then do it? But the phone to your ear what do you hear? What does it sound like?

>> The resulting video has older users either laughing or crying and how much times have changed.

>> If this was zero then...

>> Wait, wait.

>> Watch out. You bring it all the way around and then like. What are all the holes though?

>> These are a great questions.

>> Before you laugh at their effort these two boys who probably show most of us a thing or two about how smart TVs work.

>> 8500. We did it?

>> No I didn't.

>>DESPI MAYES: So they never could do it. [LAUGHING]. But what is funny about this video is that for certain generation of people it's like completely obvious what this object does and it is fun and funny. [Video Starts Again] Hang on sorry.

Hopefully that's better. So the reason I included it is I think that a lot of museums have many objects that people just don't know what they are for,

don't know what they do. This is a really funny example of how you might be able to illustrate that. Obviously there is touching problems that I realize that but again just to get your creative juices flowing how can you tell a story of an object or place or situation in a way that is engaging for people who encounter it online. I think this is a really wonderful way of doing that.

I'm going to try to speed through the next couple of slides so that leaves some time for questions. I also have recommended some things here that are really worth spending money on to help you make your content great. I'm a big lover, user of Canva. If you haven't checked it out, it's an online graphic design program, but not software you have to download or buy. There is a free version you can create an account just experiment. The Pro account I think is \$13 per month it's totally worth it because you have access to a great many more images, graphics, icons and also file formats. So one of the things that you might need for a website is PNG files that have a transparent background for example and you can create those so easily it's wonderful. I cannot say enough things about it. It really makes design more accessible to people who have limited design experience.

Professional photography is another thing we are spending money on. Depending on where you are the cost may vary. About 300-\$500 is what it will cost in Indianapolis to hire a photographer for an hour or two to create 150 images and these images can level up the perceived quality of your web project so tremendously. There's almost nothing you can do that will have the same visual impact as hiring a professional photographer.

Creating a brand style guide. You can do this yourself for sure in a simple way. Or can hire an experienced designer to do it for you. The cost will vary greatly. Basically creating some type of document that writes down what are your web fonts? What are your headline styles? What colors are acceptable? What is the button style? How does the logo get used? All of those things so that if you are working with external partners or vendors, volunteer design folks or people helping with the website, you want to be able to hand somebody this information. Even internally to have an internal team you want to be people who are working on this to have a consistent guide to what your website should look like. And this is a place where websites get messier and messier all the time as different people manage them. Because this is missing. Can really help.

Another thing we are spending money on is a template. If you are buying a WordPress theme or Squarespace or any of these inexpensive templates are

often very first. To free one's. They have a lot more invested in them because people are trying to sell them and make money. But also they just have better tools and so you could spend 50-\$100 for example and get a really really great WordPress theme that has a lot more features than if you got a free one. And to me that level of investment for what you get is amazing.

And then this last one is a harder one because it can be hard to make the case or to hold the spacer the budget for it but really looking at your priorities your MVP and the goals of your project and what are the right tools? Do you need a \$3000 something to make this project work? What is it going to be like if you don't invest that money and you built it anyway and then you get one year down the road and you have to redo it?

So try to use that MVP is a way to prioritize what tools you need to invest in so that you don't end up having to work later.

Try not to hold on too tight to your plan. Definitely use phases as a way to manage that. When things go wrong it's usually because we are being inflexible because we feel like we have to or we have made a deadline promise. And sometimes the best way to handle it is to just let it go. We really wanted this fancy wonderful interactive thing but what we really need is a page that tells people what our hours and location is. Know what I mean?

That is I think the biggest problem in content planning is not being willing to go quickly after that plan B and getting off track

And focus on saving the content priority rather than the feature itself. That example I gave an example. If you are planning to have a really awesome interactive virtual tour thing but what you really need to do is showcase all of the things people can do it your museum there definitely is cheaper faster way to do that. You can put that more in-depth interactive thing in a future phase and will help you manage the overall project to its completion.

That was everything that I had to share with you for today I feel it I talked a mile a minute. So you can connect with me in all these ways. You can follow Blue bird or connect with me directly. I'm lucky you can Google me and is pretty easy to find me. And then there is also an opportunity as Justin mentioned for discussion on the forum as well is the Q&A that is right now.

I'm going to stop my share so we can have some discussion.

>> That was great thank you Despi.

>>DESPI MAYES: Of course.

>> Here I am frozen. Thanks for that presentation that was fantastic.

>>DESPI MAYES: Thanks.

>> I'm looking through for some questions. Give me one minute to peace through our comments. Not too many questions. Let me circle back around and talk about some of the earlier aspects of your conversation in terms of perhaps I know you already prioritized through the cost elements that need to be considered but maybe just attack back on the must haves perhaps or your major priorities for those cost elements as you digest the larger conversation you just gave us.

>>DESPI MAYES: I think is firstly cost goes I would prioritize buying a template, professional photography and then after that it's really what is the most important thing for this project to do? And there are just such a plethora of potential goals you could have. The goal might be to make the collection more accessible online. Or the goal might be to make it easier for people to buy tickets on their phones. Or it might be how do I get data that is submitted on a web forum into another system? In all those cases the thing you invest in is going to be different. But prioritize that thing that is related to your overall goal.

>> Awesome. I have one question came through that I don't have open yet so give me one second.

>>DESPI MAYES: No worries.

>> Let's take a look at I'm sorry, you mentioned Canva I'm a real big fan. Us or anything in the market that even compares to something like that for easy to use graphic design off-the-shelf?

>>DESPI MAYES: I don't think so. If somebody thinks there is one I would love to know about it. But I feel like Canva is so fully featured for what it is but still simple to use. There is a line that you quickly cross when you have lots of options. It becomes then so much more difficult to use if you are not an expert at I think what Canva has done is make simple design projects accessible and easy for people don't have Photoshop skills. So the only other

tool that I use and unfortunately I don't come I think it might just be for Mac it's called easy crop and it is wonderful. If you are trying to size a bunch of images for your website or whatever it costs \$12 you pay for it once and you have it forever. It's wonderful.

>> Awesome. I've got a good one here if time runs out regarding your project are there any quick methods to compensate for lack of time and still turn out an effective website?

>>DESPI MAYES: I think cut things. Seriously. You have to cut something. And not forever. It just have to become a postlaunch thing and so I think that is the point about being flexible is really that is the place to be flexible because I think in museums at least it's been my experience that a lot of the dates that we have are not flexible dates. There is more of a hard deadline than in many other industries for this kind of thing. So just do a smaller thing really well and then add stuff after the fact. It will go so much more smoothly and the worst is when you end up trying to make sure every thing on your punch list was accounted for but it's not really fully there. I think it's much better to just do fewer things.

>> Wise counsel thank you. Another question how do you plan the website InSync with other working group so don't work directing with the website so how do you streamline communications across multiple departments?

>>DESPI MAYES: In the last workshop I talked about Trello as a potential tool for that. Really the number one thing I would say is do what is going to work best for the culture that you are in. Sometimes adding a new tool is people do not want to do that. But sometimes it does work. So whatever your culture is I would say if it is having a weekly 15 minute standup where people are not allowed to sit down. That is what standup means [LAUGHING]. You need to do that spirit for their body but it's like everyone comes together you have 15 minutes you give updates you ask questions you talk about what your obstacles are and that is it. That is a great way for meeting culture. If a this email culture similarly you could send weekly updates about what is happening. That tracking spreadsheet is an example of something I can be shared across teams and everyone can contribute. You can use Google docs to manage permission so some people can have viewing access and some people can have edit access depending on their role in the project but it gives everyone transparent access to what is happening.

So I would do what makes sense in your culture and then do it consistently and as long as people feel like they're getting consistent updates I feel there is less anxiety and less conflict.

>> Yeah. Awesome. So how do we prioritize content? What should be the main page and what should be limited to sub pages?

>>DESPI MAYES: When you think about it sort of like in concentric circles of priority. So your homepage is basically a hobby like the hub of the wheel where people you don't really want people to spend much time there you want them to come there and admittedly know where they should go to get what they need. The next level pages should do the very same thing but for that content area. So that is a visit patient should have what are the five the top five questions people have about visiting when they come to your website? That is what should be on that page. So really thinking about those category landing pages as being those category hubs. And the pages below them support them with detail.

That's how I would do it.

>> Okay so how do we decide what content is most eye-catching for visitors and what will keep them coming back for more on the website?

>>DESPI MAYES: That is a great question. The thing about it is in general this is a controversial statement perhaps but in general people will not come to your website unless they need to do something or you have pushed of them there. With email or social media or something like that. So I think we spend a lot of time thinking about how to pull people to our website when what we really should do is push them there. And that push is like I said an email with links or social media posts that are sending traffic there. It's just not a very realistic expectation that people will come to just check out what is happening on your website. Will wish that were true but there is just so much competition for time and eyeballs and all of that stuff that it just is not very likely.

Instead I would say think about what is your strategies to get people to your website and prioritize the content you need to do that. That is going to be some type of blog content. If what you are mainly going to do is push people to exhibit related or object related pages, make those amazing because that is the marketing strategy that you are using to get people to find out what is happening with you.

>> A question about voice of prose. Which voice would you suggest. Third person, storytelling blog versus statements of fact? And consistency is in that question.

>>DESPI MAYES: I think that is related to who you are as a brand and is your brand, or even brand is kind of like a marketing speak word but what is the personality of the Museum? Are you formal and serious? Are you about issues that require a certain amount of gravity? The tone should reflect that and similarly you are a children's museum or, like I just went to Sacramento and they have the skull Museum in Sacramento. Skulls and you can buy every T-shirt you can imagine with a skull and stuff. They have a tone that is irreverent and a little aggressive. It just depends on the type of content that you actually are Museum is displaying and interpreting. More than anything else I think.

>> Great. Got you. Okay I've got two more and we are going to race. Comments on the merits of watermarks to discourage theft. Or reuse.

>>DESPI MAYES: I would ask why you want to do that. Are you making revenue from selling those images? Do you have intellectual property commitments with living artists? There's a lot of reasons why you might need to do that but in my experience it just is not that big a deal. I've worked in museums I know that's not a cool answer for me to give for rights of production people I know it but in general or wanted to share the stuff on their social media feeds that will probably tag you when they do. So I think it is better in the age in which we are living to make those things look good on you and for you to look cool than it is to be really formal about that. Like I said I understand there are reasons why that is not a great answer but that's my honest answer.

>> Love it. Last one and then we are going to say our goodbyes for the week and see you next week. My Museum just bought the rights to a.org website. What is the first step to deciding how to build it, nuts and bolts, not content. Do you recommend a step one choosing a platform perhaps?

>>DESPI MAYES: I would recommend setting goals first and you can look at the first module of this series and get a lot of tools to get you started there. The reason I recommended that so that that whole presentation is how to build requirements how to set goals, identify your audiences. That will all serve you really well and the next one I will talk about how to interview a

technical resource, how to communicate with them. Some of the more nuts and bolts things about managing the web project. Not content based.

>> Stay tuned we will have those recordings available when we are finished with the whole module you be able to go back to that first one and you will see a lot more by the end of the next month.

>>DESPI MAYES: Yep.

>> I can see that my cameras cutting out okay here we are. Thank you very much for being here today Despi. And thank everyone for attending today's program of the second of our technical modules technical sessions of the fourth module. After each one all those websites will be available after the module is all complete. Please today go ahead and fill out the survey. Visit our website the watch live of the Museum learning hub or the form of the Museum learning hub rather. Come on back and login, ask questions and get part of those forms. Watch social media to be part of the future programs. Please complete the satisfaction survey. Our next program with Despi our final of the module technical instruction will be next Tuesday at noon Mountain time, 1 o'clock Central, 2 o'clock Eastern. Same place, Museum learning hub watch live. And will see you next week. Have a great time. Bye-bye.

[End of webinar]