

Website Success Principles for Associations

National Pedigreed Livestock Council
May 3, 2016



Today's Session

- Share ideas for successful association websites
- Focus on **3 fundamental principles**:
 - **Design Basics & Responsiveness**
 - **Content Functionality**
 - Understanding **Analytics**
- **Goal for Today** - take-away **1-2 new ideas** that you can implement within your association website
- Preview the **new NPLC website!**



EvolutionoftheWeb.com

Interactive infographic of web technology since 1993

OSAE.org thru the years 1995 - 2015

OSAE
OHIO SOCIETY OF ASSOCIATION EXECUTIVES

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Since its founding in 1938, the *Ohio Society of Association Executives (OSAE)* has provided a variety of tangible services and benefits that enhance growth, development, and professional expertise among its membership. If you are an association executive, or provide products or services to the association community, involvement with OSAE is vital.

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Questions or comments? Drop us a line.
Web site maintained by *TCS Software, Inc.* | Graphics by *Tom Cole Design*.



Ohio Society of Association Executives ideas

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News **Calendar** **Jobs** **FIND** Locate current members.

March 10, 2003 **SURVIVING TOUGH TIMES...don't leave change to chance**
For OSAE 22nd Annual Management & Technology Conference Invest a day in your career!!!

March 24, 2003 **CAE Study Group Session**
Session Topic: Domain 2 Ohio State Medical Association

March 31, 2003 **CAE Study Group Session**
Session Topic: Domain 1 Ohio State Bar Association

March 13, 2003 **EXECUTIVE DIRECTOR OHIO STATE UNIVERSITY/Reading Recovery Council of North America**

March 12, 2003 **Assistant Director for Expo & Safety**
The Builders Exchange of Central Ohio

March 11, 2003 **Conference Planner**
Association of Community Center Centers

March 7, 2003 **DIRECTOR OF COMMUNICATIONS**
The Ohio Academy of Family Physicians

Name (Last, First) _____
Organization _____
Member Type
 Assn Exec/ CMB
 Affiliate (Supplier)
 [Advanced >>](#)

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CROWNE PLAZA HOTELS & RESORTS
THE PLACE TO MEET. CROWNEPLAZA.COM

Events ▼
August 2, 2005 **OSAE Leadership Institute - Session 4**
Understanding Yourself in The Context of Leadership
Ohio Veterinary Medical Association

August 5, 2005 **August Monthly Luncheon**
Crowne Plaza Columbus
[MORE >>](#)

Jobs ▼
June 21, 2005 **Trade Association Policy Position**
Ohio Council of Behavioral Healthcare Providers

May 13, 2005 **Membership Sales Rep**
PIA of Ohio
[MORE >>](#)

News ▼
June 17, 2005 **2005 ANNUAL CONFERENCE**
Deal Me In... To the High Stakes Table of Association Management conference brochure or the registration form now. For secured online registration, [REGISTER TODAY!](#)
Click on the title above for more info!

October 5, 2004 **CAE Study Guide Now Available**
Order your copy today!
The CAE Preparation Guide is now available to order at a cost of \$100 plus \$6.95 shipping. Download the order form. Or, purchase online! For secured online processing, [ORDER TODAY!](#)

AND - don't forget about the the CAE Scholarship Program!

myOSAE
Login ID: _____
Password: _____

[Forgot password](#)

GET INVOLVED!
VOLUNTEER
[click here to sign up](#)

Allied Society of asae
american society of association executives

© 2005 Ohio Society of Association Executives, 500 W. Wilson Bridge Road, Suite 80 Worthington, Ohio 43085. Tel: (614) 846-0999 Fax: (614) 846-1924 Email: OSAE@OSAE.org



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HOTELS & RESORTS
AT RIVERSIDE SQUARE

Welcome
Since its founding in 1938, the Ohio Society of Association Executives (OSAE) has provided a variety of tangible services and benefits that enhance growth, development, and professional expertise among its membership.

myOSAE
Login ID: _____
Password: _____

[Forgot password](#)

Spotlights
Expertise and a passion for association management
Are you a consultant? Our new Consultant Section recognizes your unique needs and equips you with the tools and resources to enhance your knowledge and build your business.

Featured Job
Executive Director
Home Builders Association of Greater Cincinnati

News
OSAE February Luncheon
Friday, February 6, Crowne Plaza - Downtown
Clippers' President and General Manager Ken Schnake will be deck for our February luncheon with the latest news from the clubhouse!

New BWC Legislation Now in Place
Group Rating Programs Will Continue for 2009
Governor Strickland signed legislation addressing a court ruling that would have discontinued the Ohio Bureau of Workers' Compensation (BWC) group rating program in Ohio.

Federal Lobbying Disclosures Filings Due
January 21 and 30 Deadlines
Lobbying organizations must file lobbying

Calendar
February 6, 2009 **February Luncheon**
OSAE Monthly Luncheon
Crowne Plaza Downtown - Columbus

February 11, 2009 **Association Societies Alliance Webinar**
HR Issues Association Executives Must Know
Online Webinar Event

March 6, 2009 **March Luncheon**
OSAE Monthly Luncheon
Embassy Suites NE - Columbus
[View all events](#)

asa & the center
for association leadership

ASA
AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES

OSAE.org since 2015

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Ohio Society of Association Executives

Fostering excellence, leadership and professionalism in association management

f t in + <keyword> Search LOGIN

SHANE YATES 1975-2016




Job Openings

03/03/2016
Executive Director
Ohio Society of Association Executives (OSAE)

03/11/2016
Member Support Specialist (part-time; M-F 2:00-5:00pm)
The Ohio Society of CPAs

[View all »](#)

ASSOCIATIONS
ADVANCE
OHIO

Serving
OSAE
and its
members
for over
20 years.

Not a client?
Click to
learn how
TCS can
help your
association.



Forward Thinking.
Exceptional Service.

News & Info

Important Message from Your OSAE President: Continuing a Legacy of Unwavering Character, Commitment and Service
In Memoriam: Shane Yates, Executive Director

Recently, the Ohio Society of Association Executives regretfully announced that our Executive Director, Shane Yates passed away. Shane possessed an unwavering commitment to our members and the long-term success of our organization, and that commitment now rests upon the Society, with the assistance of its wonderful staff and volunteer leadership, to ensure Shane's plans come to fruition.



>> Please feel free to express your condolences or leave a comment on our 'Tribute Wall' by clicking here. <<

Calendar of Events

← March 2016 →

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

March 18, 2016
5:00PM
Institute for Organization Management Scholarship Deadline
Submissions due by 5:00 PM

March 24, 2016
12:30-4:00PM
SUPER Association Sales & Service Seminar

Location: **Quest Conference Center**

[View all »](#)



About News/Events Contact



Ohio Society of Association Executives

f t in +

Job Openings

03/07/2016
Communications Manager
Reading Recovery Council of North America, Inc.

03/11/2016
Member Support Specialist (part-time; M-F 2:00-5:00pm)
The Ohio Society of CPAs

[View all »](#)

News & Info

Important Message from Your OSAE President: Continuing a Legacy of Unwavering Character, Commitment and Service

Four OSAE Members Earn CAE Credential Congratulations New CAEs

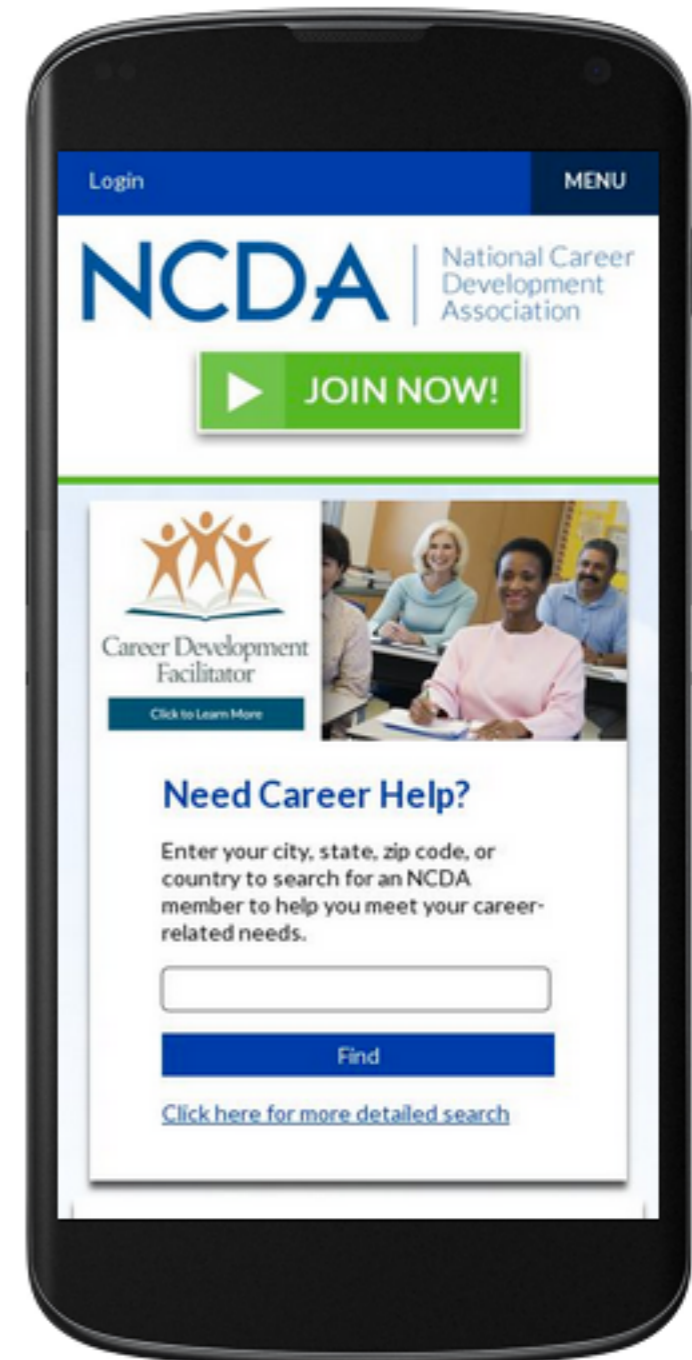
Design Basics

- **PLAN & PURPOSE** - #1 audience Members, Donors, Public - stay true to your MISSION; annual budget
- **VISUALS** - strong logo brand; domain names; professional imagery; color palette and layout
- **NAVIGATION MENU** - left/top 1-word titles max 8-10 drop-down submenus
- **STRUCTURE & SPEED:** You have **6 seconds** to make a good first impression!

The screenshot shows the NCDA website homepage with a blue header containing navigation links (Home, Contact, Login), social media icons, and a search bar. The main content area features a large banner for 'NCD A Webinars' with a woman looking at a tablet displaying webinar icons. To the right is a 'Need Career Help?' section with a search form and a 'Find' button. Below the banner are three colored boxes: 'Career Convergence' (green), 'Career Development Facilitator' (teal), and 'Career Resource Store' (blue). The main content area includes a 'Welcome!' message, a 'Latest News' section with several news items, and a 'Featured Product' section for 'Designing & Implementing Career Services' with a price of \$35.00.

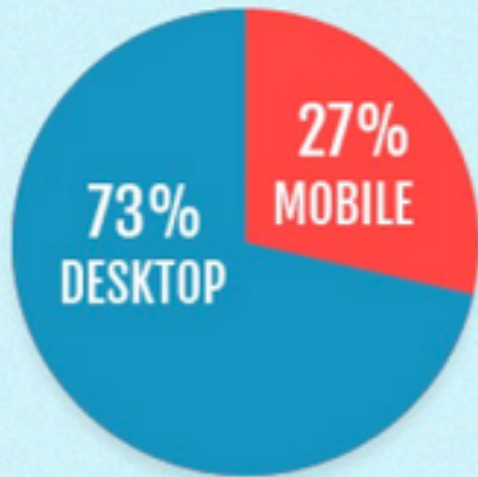
Are you Mobile Friendly?

- Google Mobile Friendly Test:
www.google.com/webmasters/tools/mobile-friendly
- Google Speed Test:
<https://developers.google.com/speed/pagespeed/insights/>
- Hubspot Grader:
<https://website.grader.com>
- Digital Marketing Resources:
<http://smartinsights.com>

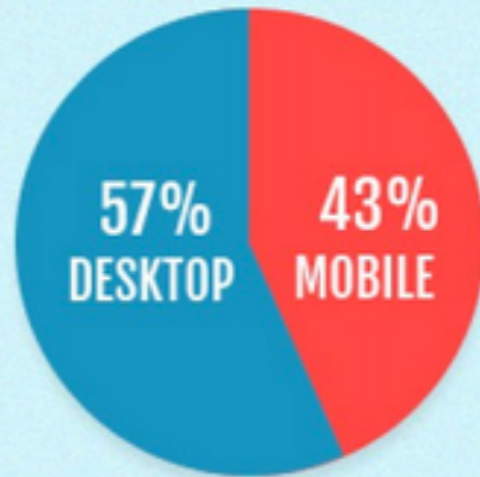


Why should you care about mobile-friendliness and social media?

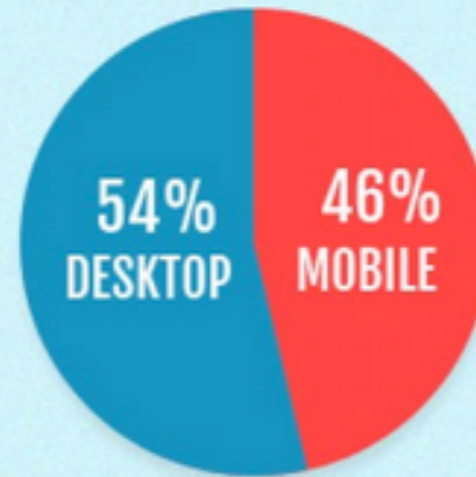
DESKTOP VS MOBILE



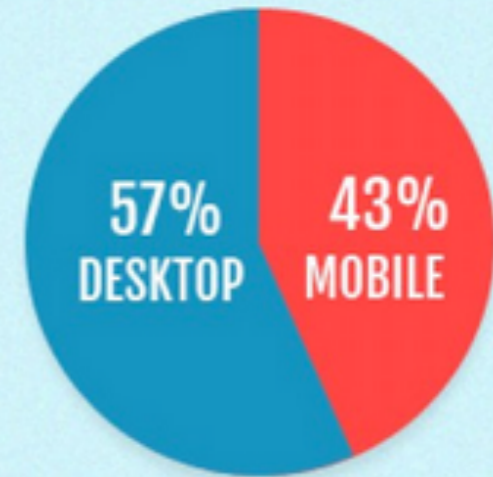
SURVEYS & RESEARCH



READ & SEND
EMAILS



SOCIAL MEDIA



READ NEWS

What is *Responsive* Web Design?

- Term originated in 2011
“*Web design that responds to users needs.*”
ONE Website = ALL device screens

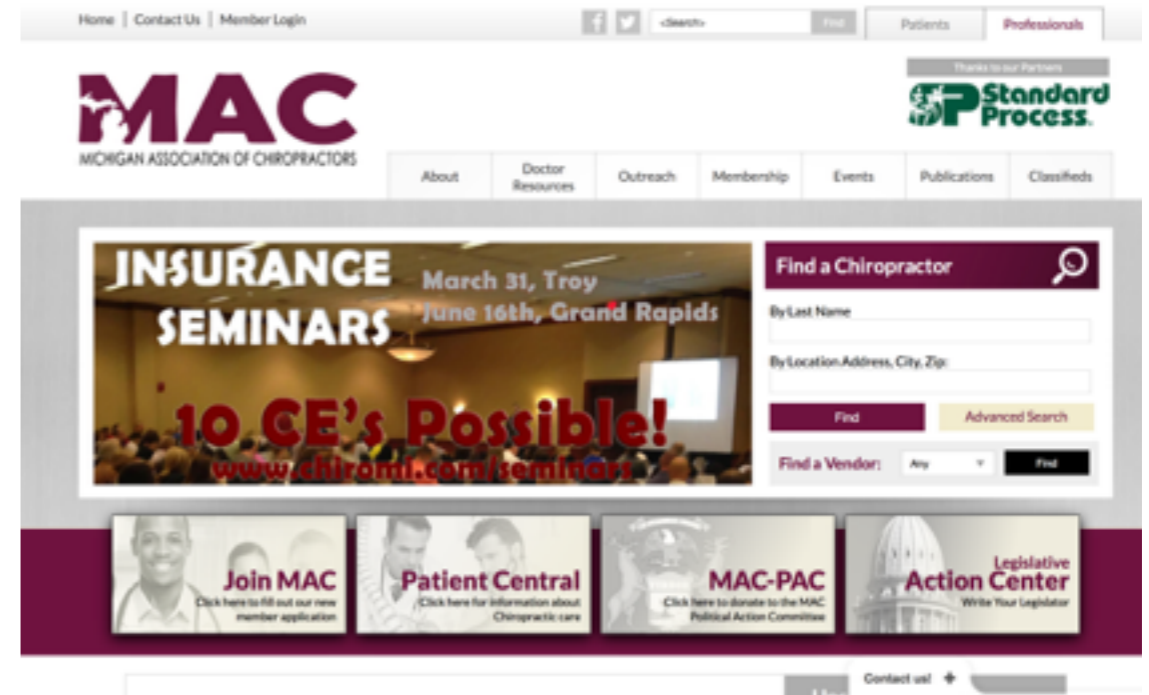
ABOUT THE AUTHOR



Ethan Marcotte is an independent designer and author, based in Boston, Massachusetts. He coined the term “responsive web design” to describe a new way of designing for the ever-changing web, and is the author of the definitive book on the topic: *Responsive Web Design*. His design, speaking, and writing has helped designers and organizations use the web’s flexibility to design across mobile, tablet, and desktop—and whatever might come next.

What does your website convey about your organization?

- **Professional** vs. Amateur?
- **Friendly** & Approachable?
- Information - **easy to navigate?**
And members find what they need?
- **Marketing 101** - Five W's:
Who-What-Where-When-Why
- **Information overload?** Are there too many flashy promos, ads or clutter?
- **Call to Action** - Latest News & Info?
How to Join? When is the next event?
- **How to contact you?** Phone, Address, Email, Chat?



Contact us! —

We're not around, but we'd love to chat another time.

We're not around but we still want to hear from you! Leave us a note:



[About Us](#) [Membership](#) [Awards](#) [Calendar](#)
[Photos](#) [Publications](#) [Career Opportunities](#)



The *National Pedigreed Livestock Council* represents an organization of executive officers of the various nonprofit breed associations of dairy, horse and pony, sheep, goat, swine and beef species. The Council is an opportunity for the executive officers of different species and breed groups to interchange ideas and learn from one another techniques of fulfilling the individual association objectives.

The National Pedigreed Livestock Council has adopted the objectives:

- (1) sharing, discussing, and acting on livestock industry issues at regular meetings of the membership;
- (2) participating in activity designed to promote the best interests of breeders of pedigree livestock and member organizations;
- (3) joining in efforts to utilize the power and economics of scale for the economic benefit of member organizations;
- (4) providing chief executive officers of the various species and breeds the opportunity of self-education and communication through social and educational interaction, and;
- (5) originating and participating in other activities which in the judgment of the directors are in the best interest of the Council.



SEARCH NPLC MEMBERS

Member Type

Last Name

Company Name

Find

Annual Meeting



An upbeat informative, TWO day program for members is planned annually and has members asking "HOW CAN IT GET ANY BETTER!?"

[more information](#)

Awards



The Distinguished Service Award acknowledges outstanding breeders, educators, scientists and promoters within the livestock industry.

[more information](#)

Resources



Check out the various newsletters, presentations, publications and other online resources available to help you.

[more information](#)

Welcome

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5. Originating and participating in other activities which in the judgment of the directors are in the best interest of the Council.

Latest News & Information

Darrell Anderson Receives Prestigious NPLC Award



Former NSR CEO Darrell Anderson was recognized recently at the National Pedigreed Livestock Council (NPLC) meeting in Amarillo, Texas. Hosted at the American Quarter Horse Association headquarters, Anderson was honored with the NPLC Honorary Lifetime Achievement Award.

[more info >](#)

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Member Events

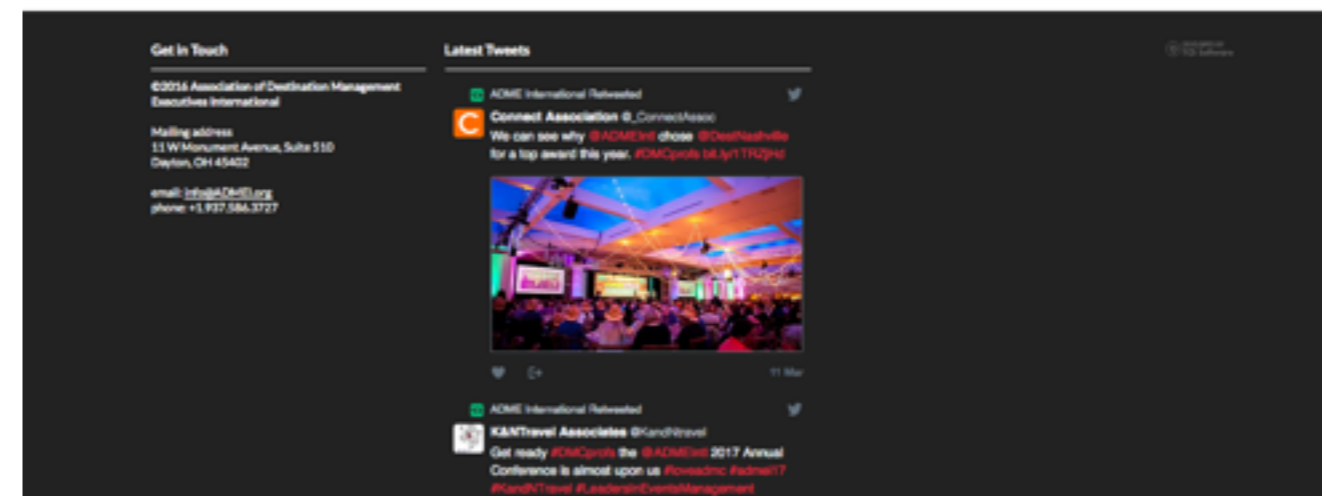
Mon 2 May 2-4, 2016
2016 NPLC Annual Meeting
 Hosted by: Unites States Trotting Association
 Columbus, OH

[view all >](#)

Functionality

Form Follows Function - The Four C's

- **CONTENT** - Internet “sea” of information - #1 SEO Algorithms rely on content - where do you rank on Google?
- **COMMERCE** - online forms, applications, registrations, store checkout - SIMPLIFY!
- **CONTACTS** - database tied to your website; logins, directories, Members Only
- **COMMUNICATION** - email, blogs, texting service and social media



CONTENT

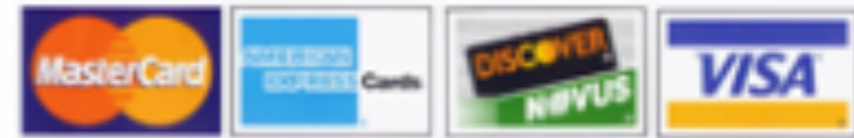
- Write copy in '**Web-bytes**'
1-2 click rule for more info; link to rest of story or PDF files
- Prioritize your content.
What are your TOP 3-4 programs or services?
- **Visuals** - A picture speaks a thousand words; be mindful of copyright; incorporate **VIDEO**
- Stay **RELEVANT!**
Dynamic Content - News -
Calendar - Links - Jobs/Ads



KISS
Keep It
Short & Simple

COMMERCE

- **#1 website security**
SSL = Secured Socket Layer
- **Easy purchase and check-out process**; 1-3 steps minimum; applications, registrations, store items
- **PCI-DSS compliance - DON'T keep credit card details!!**
- **Internet merchant accounts**
 - paypal.com
 - authorize.net



CONTACTS

- **ONE SYSTEM** - your database tied to your website
- **Logins / Passwords** - unique to the individual Contact record; minimum 6-8 digits
- **Members Only** content
- **Personalization** of membership information and automatic profile updates
- Online **Directories**
 - **Google API**
 - naylor.com



>>**Online CAPA Directory**<<

Member Type

Company Name

City, State or Zip Code

Distance from Starting Address

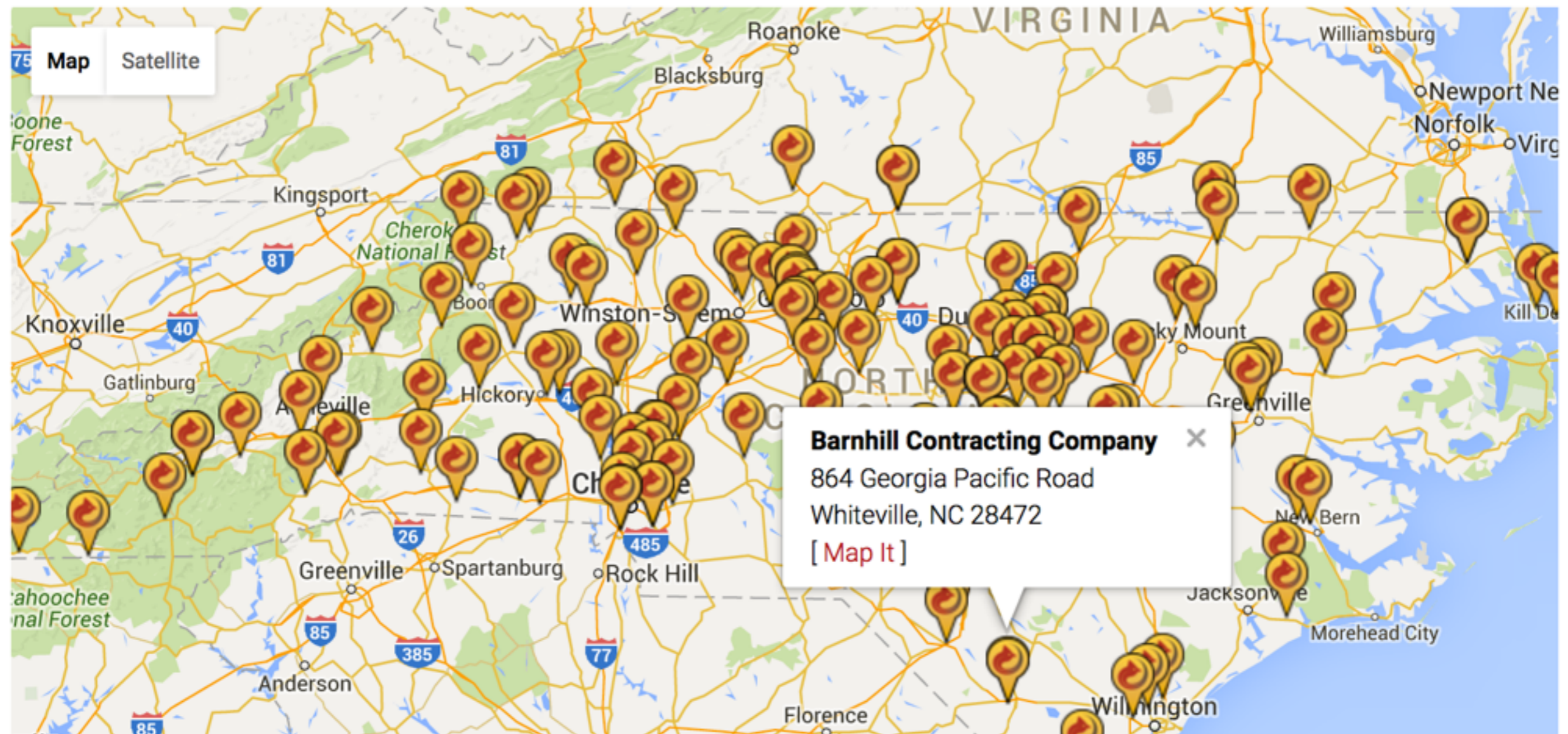
 

FIND

CarolinaAsphalt.org

Map of Member Asphalt Plants

The following map depicts the various member plant locations throughout North Carolina and surrounding states. Click the graphic icons below to show the plant location details including phone numbers and website link.



COMMUNICATIONS

- **Email** marketing
 - ConstantContact.com
 - MailChimp.com
- Member **Forums & Blogs**
- **Texting** Service - eztexting.com
- Sharing via **Social Media**
 - AddThis.com
 - ShareThis.com

Ohio Society of Association Executives
Fostering excellence, leadership and professionalism in association management
EXECUTIVE NEWS BRIEFS

March 19, 2016 | Join Now | Advertise | Subscribe | Contact Us

Events

March 24, 2016
12:30-4:00PM
SUPER Association
Sales & Service
Seminar
Location: Quest
Conference Center

March 25, 2016
May CAE Exam
Scholarship
Deadline
Submissions due by
5:00 PM

March 28, 2016
1:30-4:30PM
CAE Study Group
Domain #6 & Review
#1 & #5
Location: OSAE
Office

In this issue of E-News Briefs

- **First Quarter Meeting Next Week**
- **Photo Sitting on March 11, 2016**
- **PowerSpeak: Present Like a Rock Star**
- **Power of A Thunderclap**
- **Call for Applications for 2016-2018 DELP Class**
- **IOM Scholarship Available**
- **Super Sales and Member-Centric Engagement**
- **OSAE Membership Directory Deadline**
- **Annual Conference Sponsorships Available**
- **April CEO Dialogue**

First Quarter Meeting Next Week
Next Gen Storytelling | March 11, 2016

Join us for our first quarter meeting of 2016 where Brad Ritter and John Millen share how business leaders can develop storytelling skills to help you better engage your members or clients and other important stakeholders in a way that motivates action in our digital-social world. [Sign Up Today.](#)

Photo Sitting on March 11, 2016
Don't Miss Out on Your OSAE Benefit

As a professional, at some time you'll be asked to provide a head and shoulders photo for some publicity piece, for your organization's website or your LinkedIn profile. Don't be tempted to make one yourself that will represent you poorly. Take



OSAE | Welcome to the Ohio Society of Association Executives

www.osae.org/ ▼

The **Ohio Society of Association Executives (OSAE)** is the 'association of associations' for executives of professional societies, trade associations and ...

You've visited this page 3 times. Last visit: 4/7/13

Jobs & Ads

Jobs ... an OSAE member, you can submit classified ads for only ...

Contact

Contact Us. Ohio Society of Association Executives. 41 ...

Calendar

Calendar. March 2016. Wednesday 9 2016. March 9 ...

[More results from osae.org »](#)

Staff

About. Overview · Board of Directors · Committees · Staff ...

Board of Directors

Board of Directors ... Ohio Chapter, American College of ...

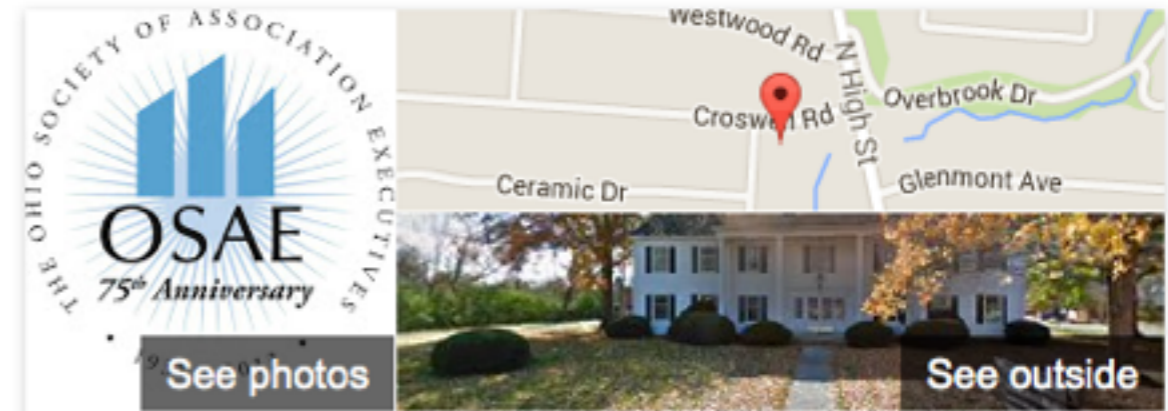
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Ohio Society of Association Executives | LinkedIn

<https://www.linkedin.com/.../ohio-society-of-association-executi...> ▼ LinkedIn ▼

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Ohio Society of Association Executives (OSAE) ★

[Website](#)

[Directions](#)

Non-Profit Organization

Address: 41 Croswell Rd, Columbus, OH 43214

Phone: (614) 824-4054

Hours: Open today · 8:30AM–5PM ▼

[Suggest an edit](#)

Reviews

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[Write a review](#)

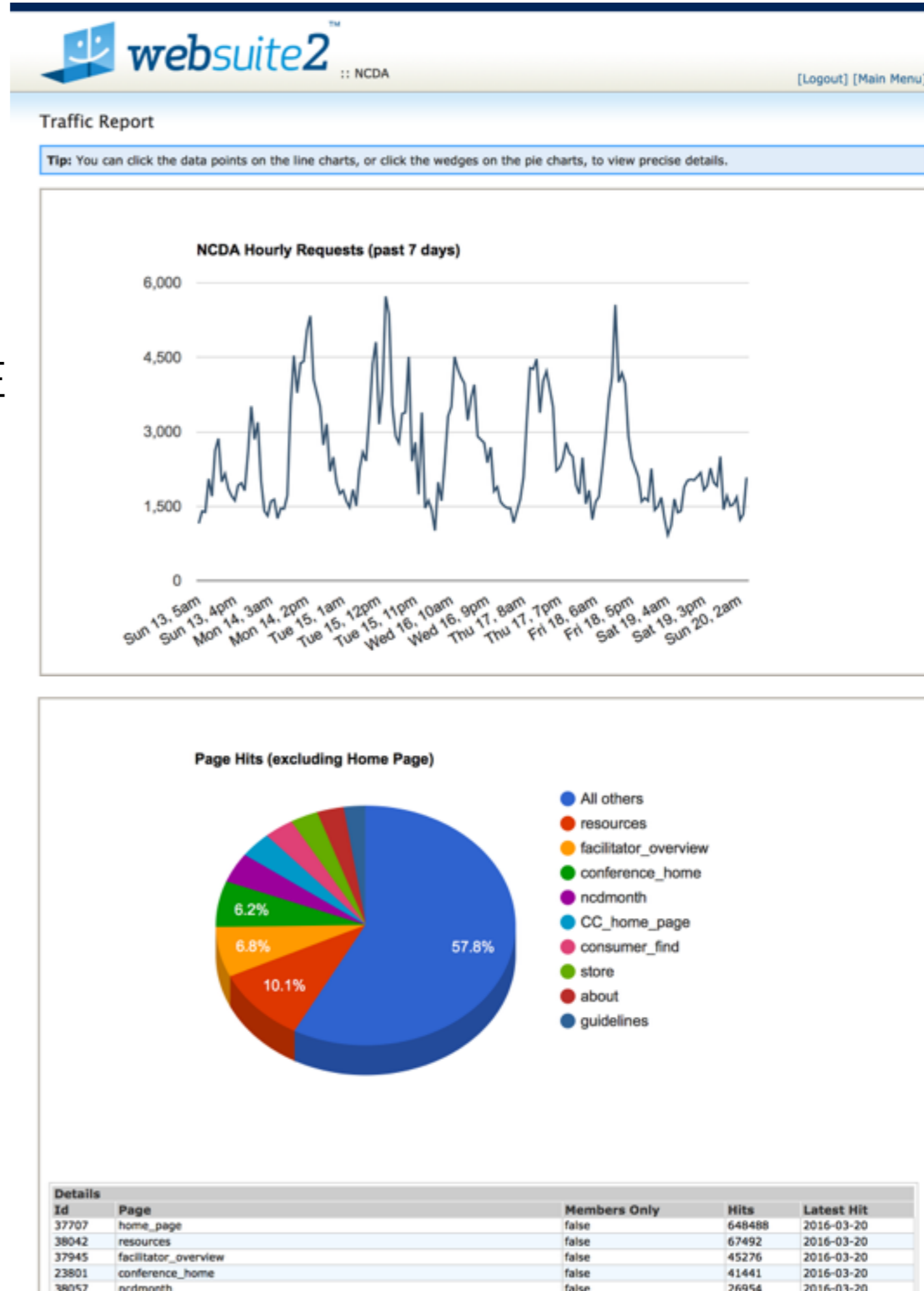
[Add a photo](#)

SEO: Where do you rank on Google and Yahoo?

Use keywords and phrases that members and prospective members might use to find information about your organization.

Analytics

- **analytics.Google.com** - FREE
- **Demographics** - physical location people are coming
- **Behavior** - new vs returning users; length of time on site; entry points, flow and exit
- **Technology/Mobile** - operating systems; browsers and devices



Search reports & help

Audience Overview

Feb 13, 2016 - Mar 14, 2016

Email Export Add to Dashboard Shortcut

All Users
100.00% Sessions

+ Add Segment

Overview

Sessions vs. [Select a metric](#)

Hourly Day **Week** Month

Sessions



Sessions

3,162



Users

2,189



Pageviews

8,646



Pages / Session

2.73



Avg. Session Duration

00:02:24



Bounce Rate

40.10%

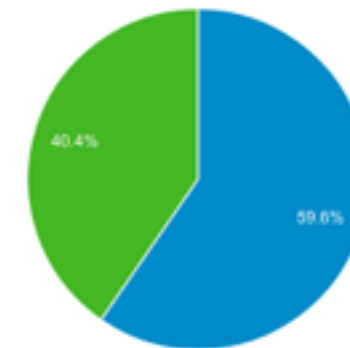


% New Sessions

59.61%



New Visitor **Returning Visitor**



Demographics

Language

Country

City

System

Browser

Operating System

Service Provider

Language

	Sessions	% Sessions
1. en-us	3,073	97.19%
2. ar	25	0.79%
3. en-gb	9	0.28%
4. en-ca	7	0.22%
5. en	4	0.13%
6. pt-br	4	0.13%
7. c	3	0.09%

Dashboards

Shortcuts

Intelligence Events

Real-Time

Audience

Overview

Active Users

Cohort Analysis **BETA**

Demographics

Interests

Geo

Behavior

Technology

Mobile

Custom

Benchmarking

Users Flow

Acquisition

Behavior

Conversions

Search reports & help

Behavior Flow

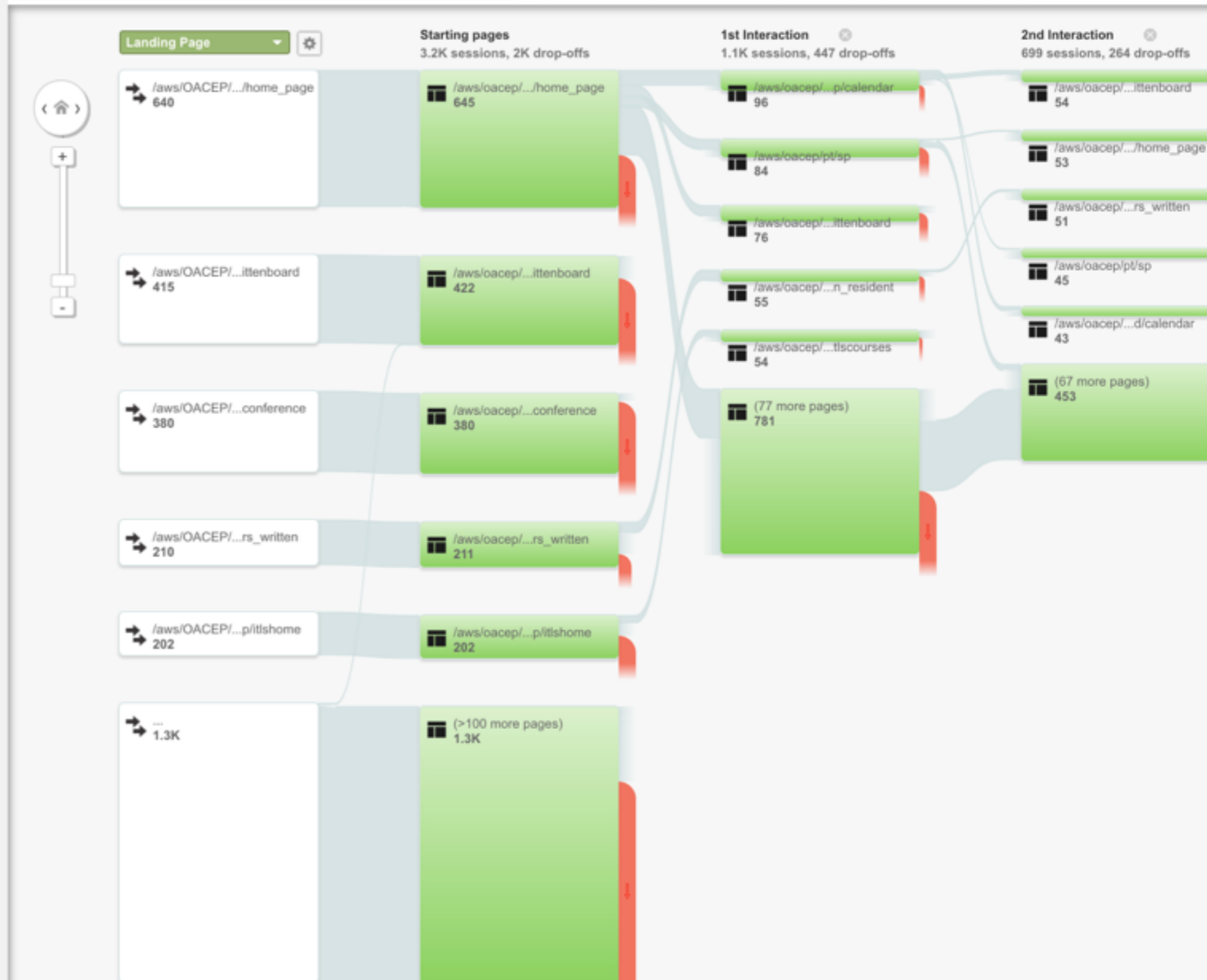
Feb 13, 2016 - Mar 14, 2016

Automatically Grouped Pages Level of Detail Export

All Users
100.00% Sessions

+ Add Segment

- Real-Time
- Audience
 - Overview
 - Active Users
 - Cohort Analysis **BETA**
 - Demographics
 - Interests
 - Geo
 - Behavior
 - New vs Returning
 - Frequency & Rece...
 - Engagement
 - Technology
 - Mobile
 - Custom
 - Benchmarking
- Users Flow
- Acquisition
- Behavior
 - Overview
 - Behavior Flow**
 - Site Content
 - Site Speed
 - Site Search
 - Events
 - Publisher
 - Experiments
 - In-Page Analytics



Search reports & help

Browser & OS

Feb 13, 2016 - Mar 14, 2016

Customize Email Export Add to Dashboard Shortcut

All Users
100.00% Sessions

+ Add Segment

Explorer

Summary Site Usage Ecommerce

Sessions VS. Select a metric

Day Week Month

Sessions



Primary Dimension: Browser Operating System Screen Resolution Screen Colors Flash Version Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Browser	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	3,162 <small>% of Total: 100.00% (3,162)</small>	59.61% <small>Avg for View: 59.61% (0.00%)</small>	1,885 <small>% of Total: 100.00% (1,885)</small>	40.10% <small>Avg for View: 40.10% (0.00%)</small>	2.73 <small>Avg for View: 2.73 (0.00%)</small>	00:02:24 <small>Avg for View: 00:02:24 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. Chrome	1,181 (37.35%)	60.71%	717 (38.04%)	38.61%	2.95	00:02:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Safari	875 (27.67%)	51.89%	454 (24.08%)	41.94%	2.61	00:01:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Internet Explorer	776 (24.54%)	60.57%	470 (24.93%)	37.37%	2.78	00:03:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Firefox	223 (7.05%)	74.89%	167 (8.86%)	46.19%	2.22	00:01:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Edge	64 (2.02%)	68.75%	44 (2.33%)	35.94%	2.50	00:01:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Mozilla Compatible Agent	15 (0.47%)	100.00%	15 (0.80%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Opera	10 (0.32%)	60.00%	6 (0.32%)	80.00%	1.20	00:00:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Safari (in-app)	8 (0.25%)	50.00%	4 (0.21%)	25.00%	3.00	00:04:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Android Browser	5 (0.16%)	60.00%	3 (0.16%)	0.00%	2.40	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. IE with Chrome Frame	2 (0.06%)	100.00%	2 (0.11%)	50.00%	1.50	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 12

- Real-Time
- Audience
 - Overview
 - Active Users
 - Cohort Analysis **BETA**
 - Demographics
 - Interests
 - Geo
 - Behavior
 - New vs Returning
 - Frequency & Rece...
 - Engagement
 - Technology
 - Browser & OS**
 - Network
 - Mobile
 - Custom
 - Benchmarking
 - Users Flow
- Acquisition
- Behavior
 - Overview
 - Behavior Flow
 - Site Content
 - All Pages
 - Content Drilldown
 - Landing Pages
 - Exit Pages
 - Site Speed
 - Overview

Thank You!

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