Is Your Website AWESOMESAUCE or just MEH?

Heuristic Website Review
It's your website. But it's your user's experience.

Howdy!

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How many websites do you use in a given day?

Which ones?

What kind are they?

How often do you look at your own site?

Why this Matters

Your website is your most visible asset. And probably the first point of contact.

More customers/donors/members (and prospective customers) will interact with your website than any other campaign or program

Improvements can increase usability by 47% to 58%

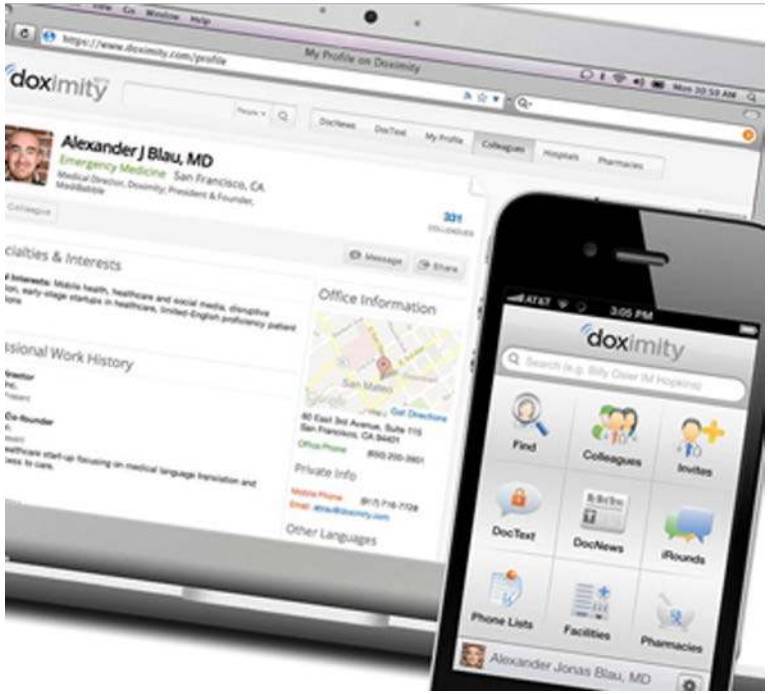
Your website can be what makes a potential customer buy… or not.

Competition

A social network for doctors founded in 2011 that now has more than **500,000 members**

AMA has ~234,000 members

The free network reaches almost half of all doctors in the United States



Source: http://associationsnow.com/2014/01/new-social-network-for-doctors-already-outpaces-ama-membership/

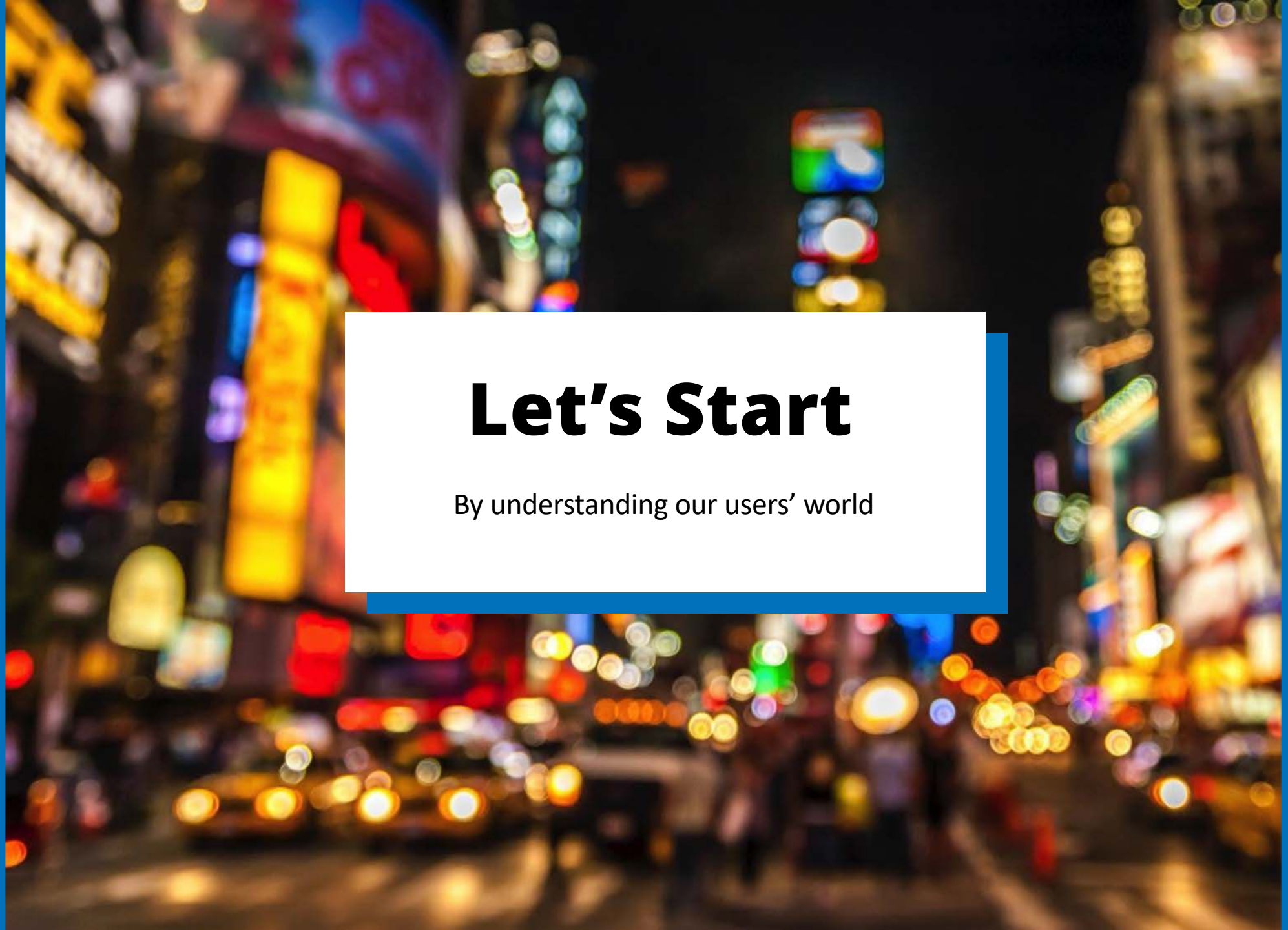
New Competition

4 Million active members

214,000 resources tagged to common core standards

For-profit marketplace for teachers to share resources and educational materials – all created by teachers and bought by teachers.

Education at the Fingertips

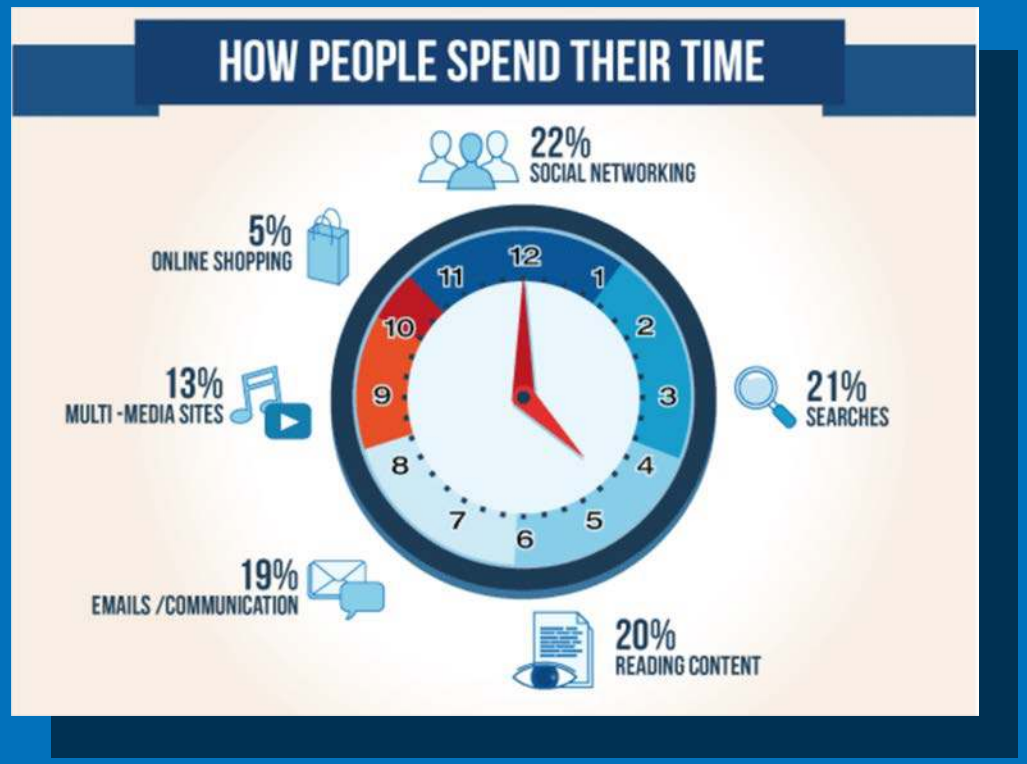


Let’s Start

By understanding our users’ world

“Users spend most of their time on *other* websites.”

- Jakob’s law of internet UX



http://www.go-gulf.com/blog/online-time/

https://www.nngroup.com/articles/users-interleave-sites-and-genres/

“By 2020, voice and image searches will account for 50% of internet searches.”

- Mary Meeker, KPCB

37

Average apps installed

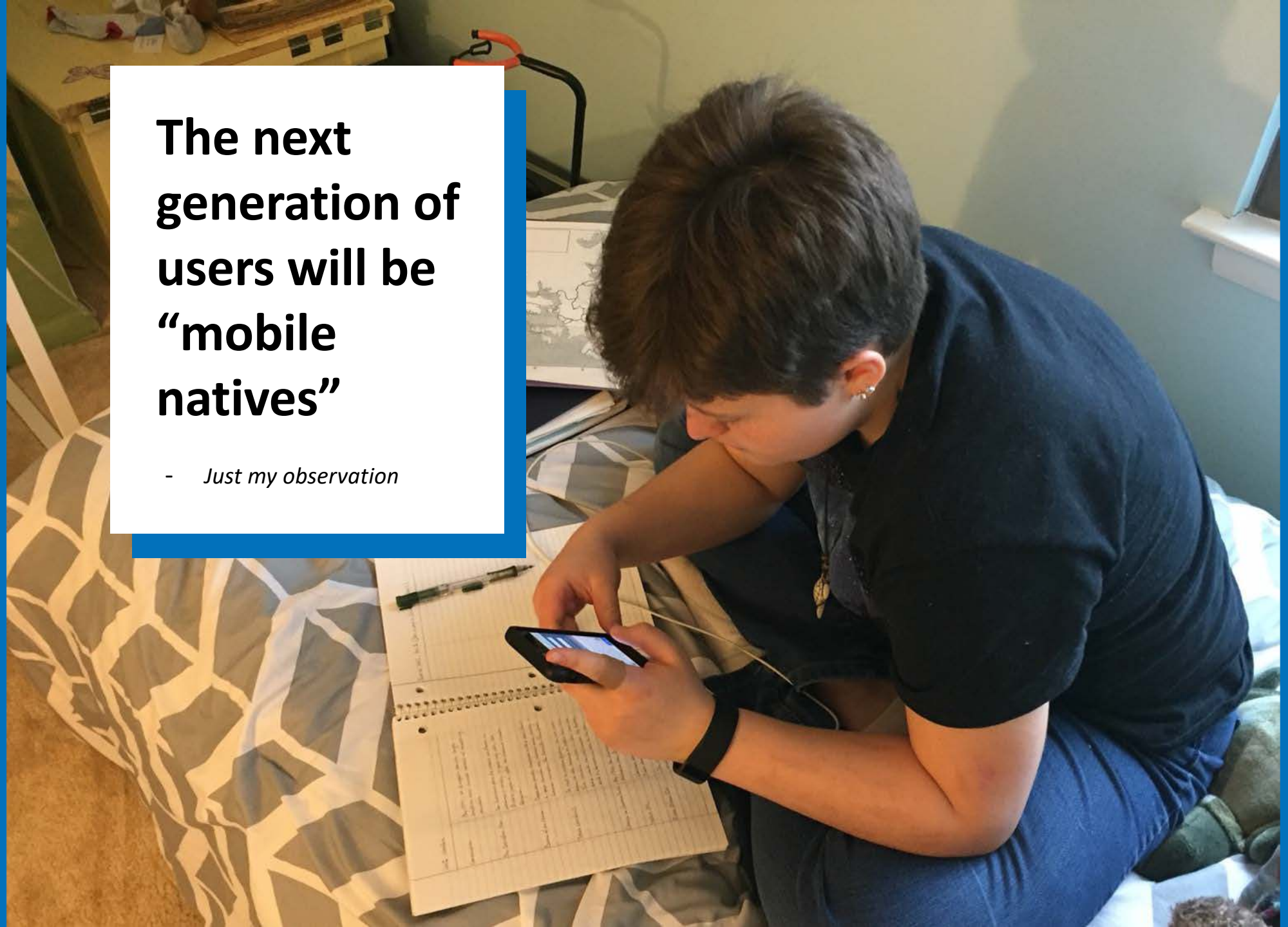
12

Average apps used daily

5

Hours spent on phone per day

- Mary Meeker, KPCB



The next generation of users will be “mobile natives”

- *Just my observation*

40%

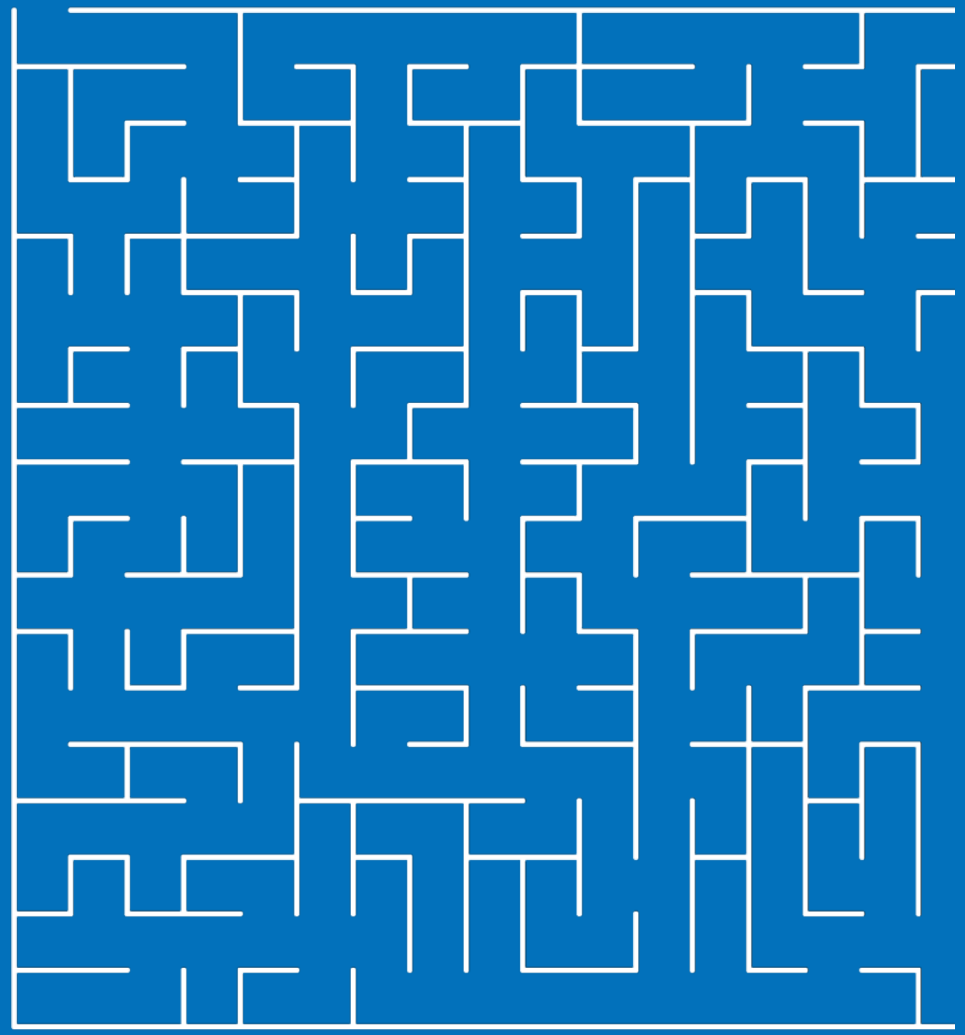
of members only visit their association site “a couple of times a year”

(Even fewer visit monthly or weekly)

Look at your Google Analytics to check out your own recency.

Audience
>> Behavior
>> Frequency & Recency
>> Days since last session

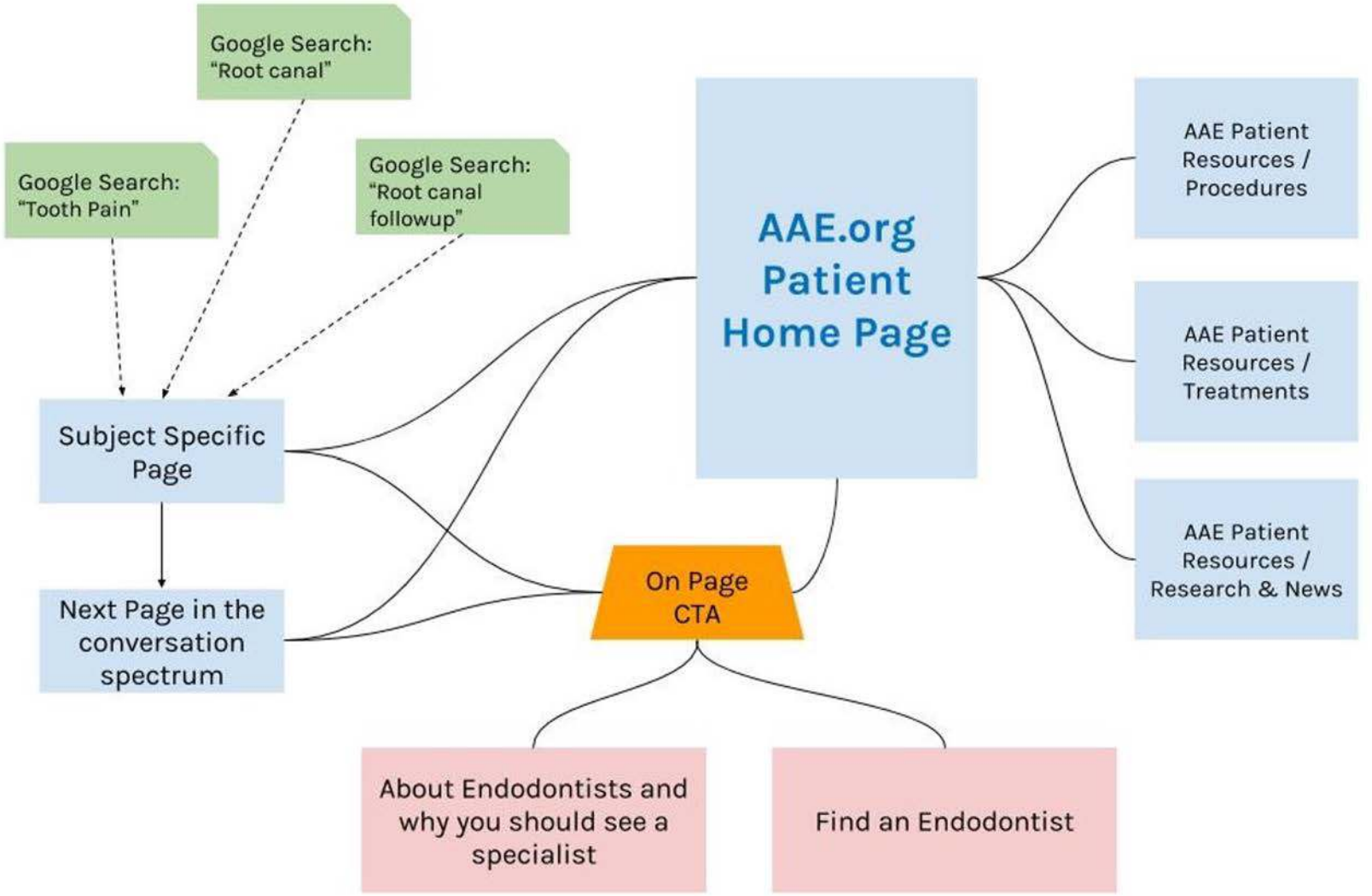
You don’t always have control over the user’s journey through your site.



Google Analytics Top Landing Pages

1.	aae.org/patients/root-canal-treatment/	**63,490** (10.97%)
2.	aae.org/patients/root-canal-treatment/what-is-a-root-canal/root-canal-explained/	**48,427** (8.37%)
3.	aae.org/patients/dental-symptoms/cracked-teeth/	**38,530** (6.66%)
4.	aae.org/patients/root-canal-treatment/what-is-a-root-canal/	**30,595** (5.29%)
5.	aae.org/	**25,901** (4.48%)
6.	aae.org/patients/dental-symptoms/tooth-pain/	**25,714** (4.44%)
7.	aae.org/patients/your-office-visit/post-treatment-care/	**25,228** (4.36%)
8.	/patients/root-canal-treatment/	**22,443** (3.88%)
9.	aae.org/patients/dental-symptoms/abscessed-teeth/	**16,988** (2.94%)
10.	aae.org/patients/root-canal-treatment/myths-root-canals/	**14,532** (2.51%)

AAE User Journey / Patients

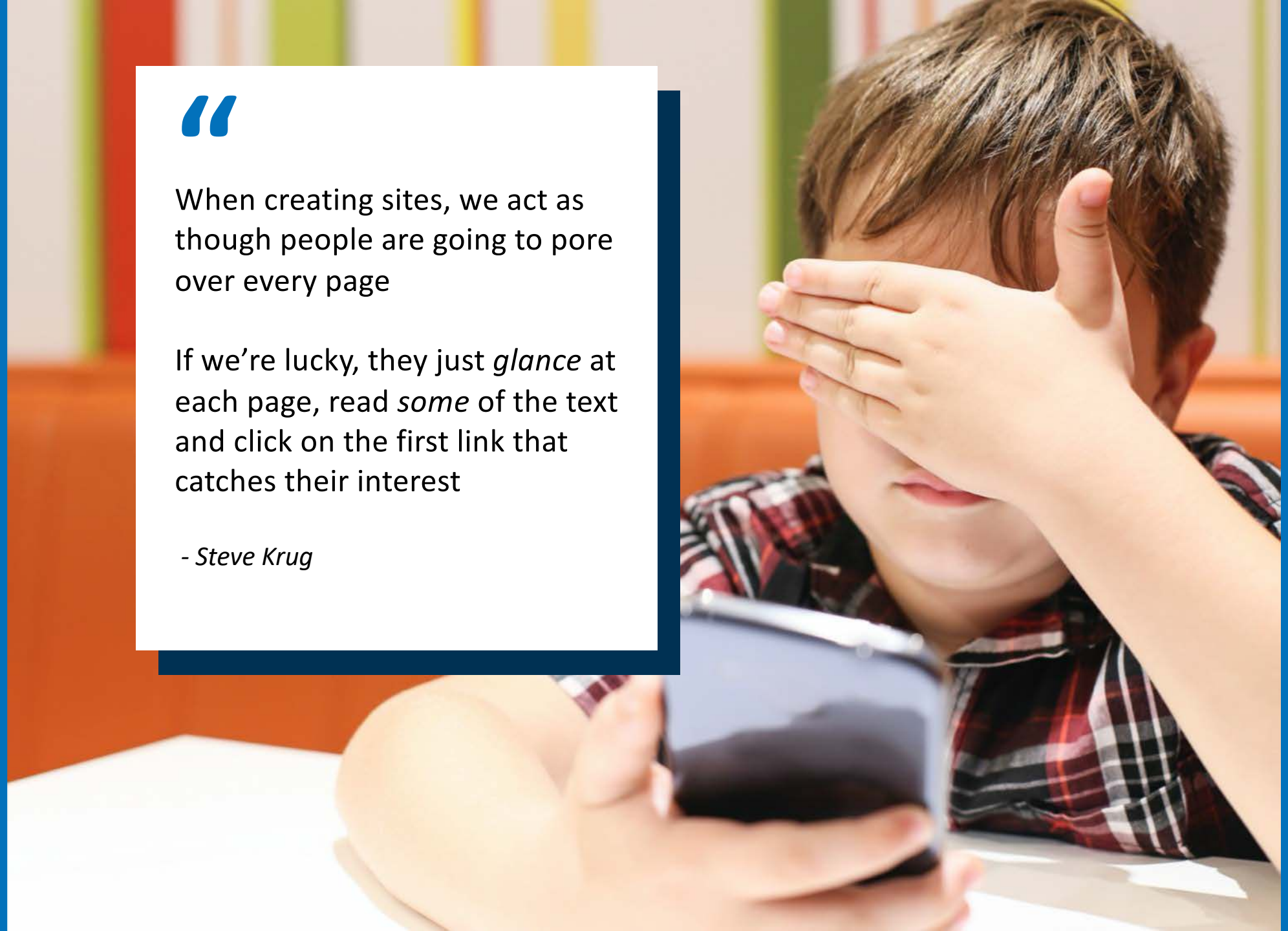


55% of users will spend fewer than 15 seconds on a site.

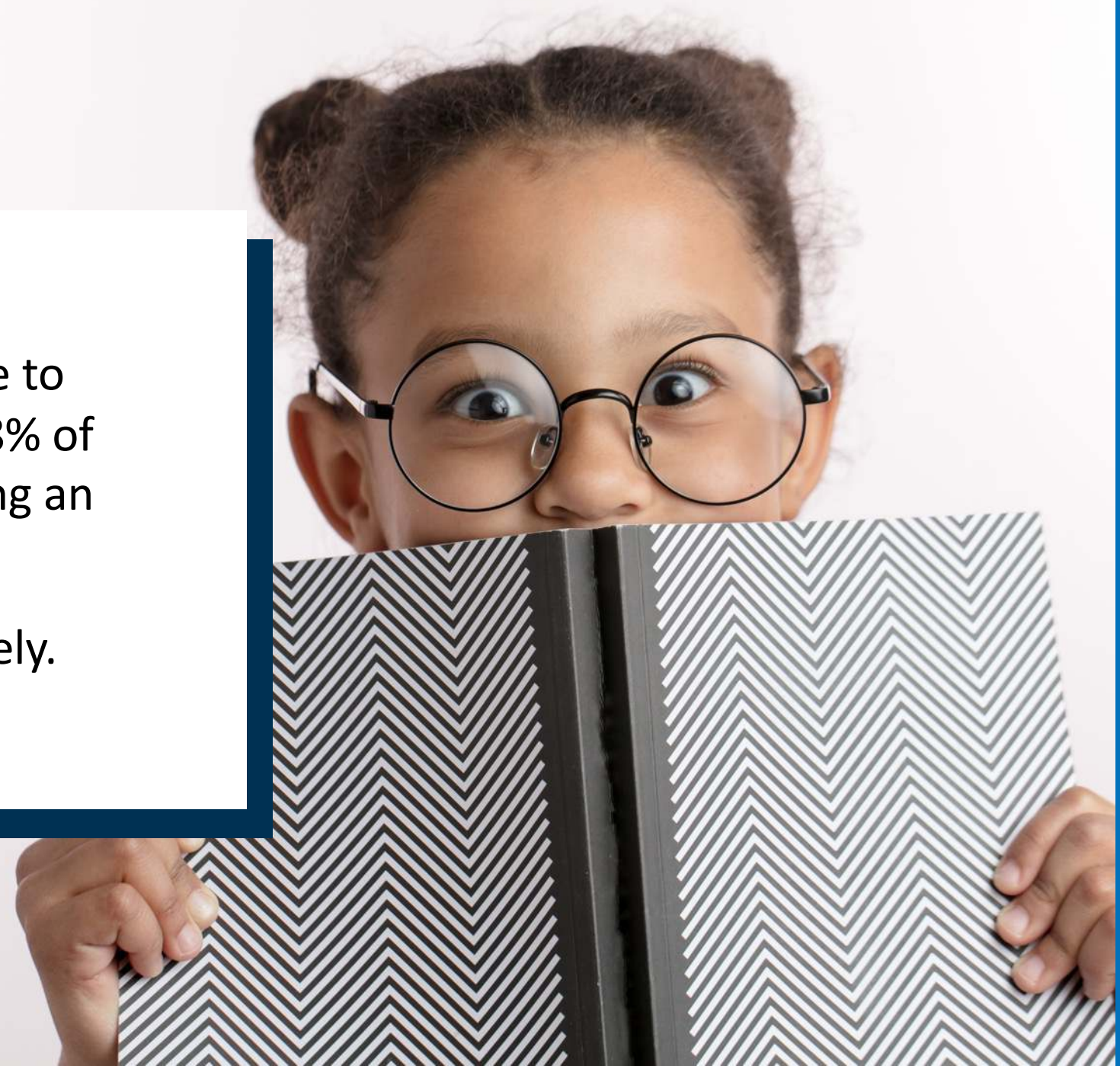
Hubspot

Most viewers leave within 10 to 20 seconds.

Nielsen Norman Group



> When creating sites, we act as though people are going to pore over every page
>
> If we're lucky, they just *glance* at each page, read *some* of the text and click on the first link that catches their interest
>
> *- Steve Krug*



“

Users have time to read at most 28% of the words during an average visit.

20% is more likely.

- Jakob Nielsen

So how can we look at our websites in a different way?

It starts with saving the day for your users!

People come to a website to solve their problems. Not yours.

Loyal Larry

57, Private Practice Endodontist

Engaged Ellen

47, Private Practice Endodontist

Newbie Ned

30, Group Practice Endodontist

Passive Pete

35, Busy Dad

Proactive Paula

42, Teacher

Leverage the Conversational Spectrum

- Use your content strategy to control the conversation
- Guide the user to the next step and deeper engagement

“What is a root canal?”

Oblivious	Symptoms of tooth pain that indicate a root canal is necessary
Curious	Root canal procedure
Intrigued	Why a specialist (an endodontist) should do your root canal
Invested	How to find an endodontist
Conversion Goal	Find an Endodontist Tool

Engage to Drive Action

- We want users to DO something
- Give them someplace to go and keep them engaged
- Drive users into other content

How to evaluate your site

Heuristic Evaluation *(noun)*

A **heuristic evaluation** is a usability inspection method for computer software that helps to identify usability problems in the user interface (UI) design. It specifically involves evaluators examining the interface and judging its compliance with recognized usability principles (the "heuristics").

10 Questions

1. Does your website keep things simple?

2. Are users informed?

3. Are you speaking their language?

4. Is your website consistent?

5. Do you avoid making visitors remember things?

6. Do you provide control and freedom to explore?

7. Do you help visitors avoid mistakes?

8. Do you help visitors recognize and recover from errors?

9. Is your help… helpful?

10. Does your website grow with your visitors?

10 Criteria for Better Website Usability: Heuristics Cheat Sheet
https://www.addthis.com/blog/2015/02/17/10-criteria-for-better-website-usability-heuristics-cheat-sheet/#.WP_GWFK-Ldc

What to Review

Appearance & Design	First impressions are important and make the difference between staying or going on your site. They set the tone for your brand and communicate your organization's impact.
Content	Your users have come to your site for a reason and to solve their problem. Make it easy for them to do that and make it easy for them find and use your site.
Navigation	How users get around your site. Is it easy to use? Does it make sense to the user? Does it help them solve their problem?
Efficiency & Accessibility	How does the site perform? Does it functionally do what it needs to do to reduce user frustration? Can all users access and use the site?
Mobile Experience	Mobile web usage is exploding and more users will come to your site for "in the know" and "need it now" moments. What will their experience be?

What to Use

Heuristic Checklist (handout available)

UX Check

https://www.uxcheck.co/

Web AIM Accessibility Evaluation Tool

https://wave.webaim.org/

Google Page Insights

https://developers.google.com/speed/pagespeed/insights/

Google Mobile Friendly Test

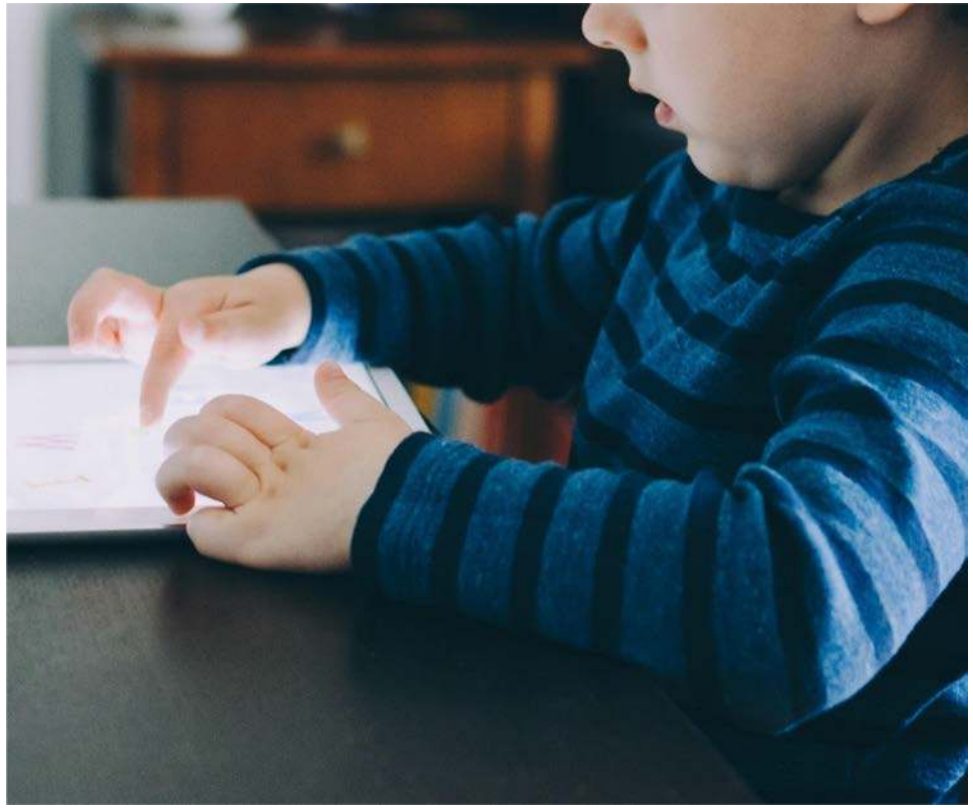
https://search.google.com/test/mobile-friendly

Page Speed Tests

- Pingdom - https://tools.pingdom.com/
- GT Metrix - https://gtmetrix.com/
- KeyCDN - https://tools.keycdn.com/speed

Who should review?

- On your own with focused time
- 2 to 3 staff who aren’t in the site every day
- External consultants



What to Review

Site (General)

- Start at top
- Follow expected user journey
- Look for trends
- Compare to site goals

Sections

- Work through a section
- Follow user path
- Align review with that area's goals in mind

Specific Pages

- Focus on a page at a time
- Select high value pages (e.g. landing, views, etc.)
- Align review with page's content goal

Let’s review some sites.

Insert videos of reviewed sites here

Questions?
Get in touch….

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