

# STC IDL SIG WEBSITE MAKE OVER



Jannetta Lamourt



# AGENDA

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Why

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What

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Where

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When

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Who



9/3/20XX

# WHY?

Your website probably doesn't need a redesign if:

- You've redesigned it within the last two to three years
  - You're happy with how your website performs
  - The functionality works seamlessly


# STCIDL SIG SITE

How our site measures up...

WEBSITE MAAKEOVER



# Current View



## STC IDL SIG

Website for the STC Instructional Design & Learning Special Interest Group, a Community of Practice

[Home](#) [About](#) [Communication](#) [Members](#) [Students](#) [Resources](#) [STC website](#)

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### POSTS

SEPTEMBER 30, 2022

#### Manager's Column Q3: Recapping, and looking ahead

By **Maralee Sautter**, IDL SIG Manager

Hello IDL SIG members,

The third quarter is coming to an end, and hopefully, your summer was amazing and full of vacation fun. The following is a recap of our recent SIG events

[Continue reading](#)

WHAT ARE YOU LOOKING FOR?












#### IDL SIG CALENDAR

[View our calendar here.](#)

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SEPTEMBER 30, 2022

#### IDL leaders share our superpowers

Your Instructional Design and Learning friends have collected a lot of

#### IDL SIG WEBINAR/EVENT SIGNUP

[Open Eventbrite](#) to view current and upcoming IDL SIG events and programs. Follow us to be notified of upcoming events.

# HOW IT LOOKS



WORD SALAD





## WEBSITE MAKEOVER

- We are word lovers – so it is no wonder our site follows the word-heavy “**blogging**” format.
- But is that attractive enough to capture new members’ imagination and confidence?
- What evokes instant recognition for readers and non-readers? **Images plus quality content.**



## Add valuable content through effective SEO and images

# What a good site needs

1) Content.

2) Usability.

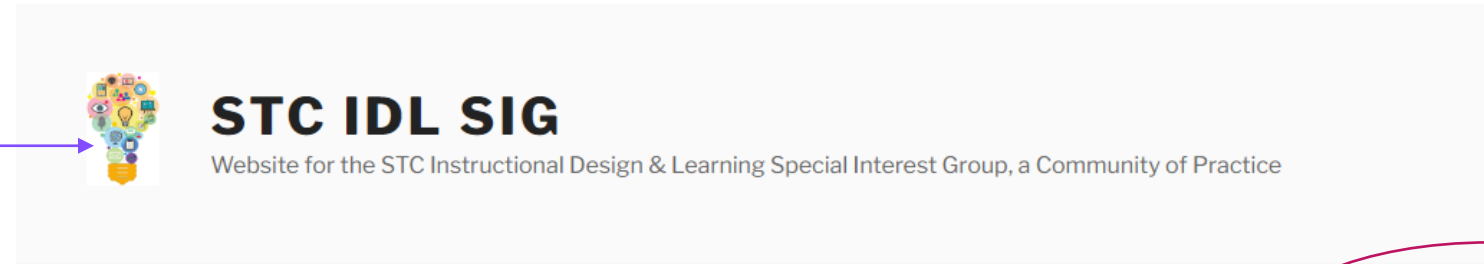
3) Aesthetics.

4) Visibility.

5) Interaction.



# Current View



Home About ▾ Communication ▾ Members ▾ Students ▾ Resources ▾ STC website ▾

500 plus  
pages of  
content

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Search ...



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# ALSO



A Clear Purpose.



A Simple Web Address.



Strong, Professional Branding.



Simple Navigation.



Easy-to-Find Contact Information.



Strong Calls to Action.



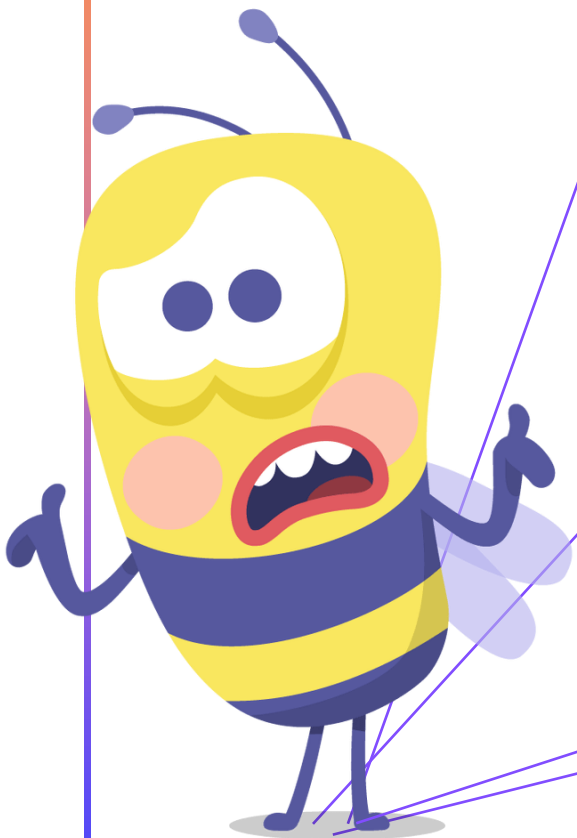
A Great Mobile Experience.




Compelling Content.



# Current View





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# WHAT WE NEED IN A GOOD WEBSITE

- **Simplicity**
- **Colours**
- **Typefaces**
- **Graphics**



# Modern Site Elements

Unique  
Typography

Engaging and  
Responsive  
Hero Images

Background  
Videos

Semi-flat  
Design

Hamburger  
Menus

High-quality  
Images

Card Design

Feature  
Videos

Mobile-  
Friendly  
Layout

White Space

Speed  
Optimization



# Timeline



Introduction: The main elements of what we, as a group, need to consider as important to our website use and audience. Also, there will be an overview of the topics.

Site Structure & Navigation: This working session will delve into site taxonomy, web structure, and navigation: the art of presenting large amounts of information in an easily understood/navigable manner.



Site design: This working session will explore WordPress free and at-cost themes, Topics (add-ons), search engine optimization (SEO), and more.

SEO, the giant beast: This session explores how tagging images, text, and other elements of online publishing can lead to better online exposure with the top search engines.



# THANK YOU