STC IDL SIG
WEBSITE
MAKE OVER

Jannetta Lamourt
AGENDA

Why
What
Where
When
Who
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
STCIDLSIG
SITE

How our site measures up...
POSTS

SEPTEMBER 30, 2022
Manager’s Column Q3: Recapping, and looking ahead
By Marilee 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

SEPTEMBER 30, 2022
IDL leaders share our superpowers
Your Instructional Design and Learning friends have collected a lot of
HOW IT LOOKS

WORD SALAD
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

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

POSTS

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500 plus pages of content

IDL SIG CALENDAR
View our calendar here

CONNECT WITH US ON SOCIAL MEDIA
Click the icons below to open the IDL links

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

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.

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