

Quick Tips!

Profiling Three Lucky Participants

"Digital Facelift...", 9/29/2009 for Network for
Good

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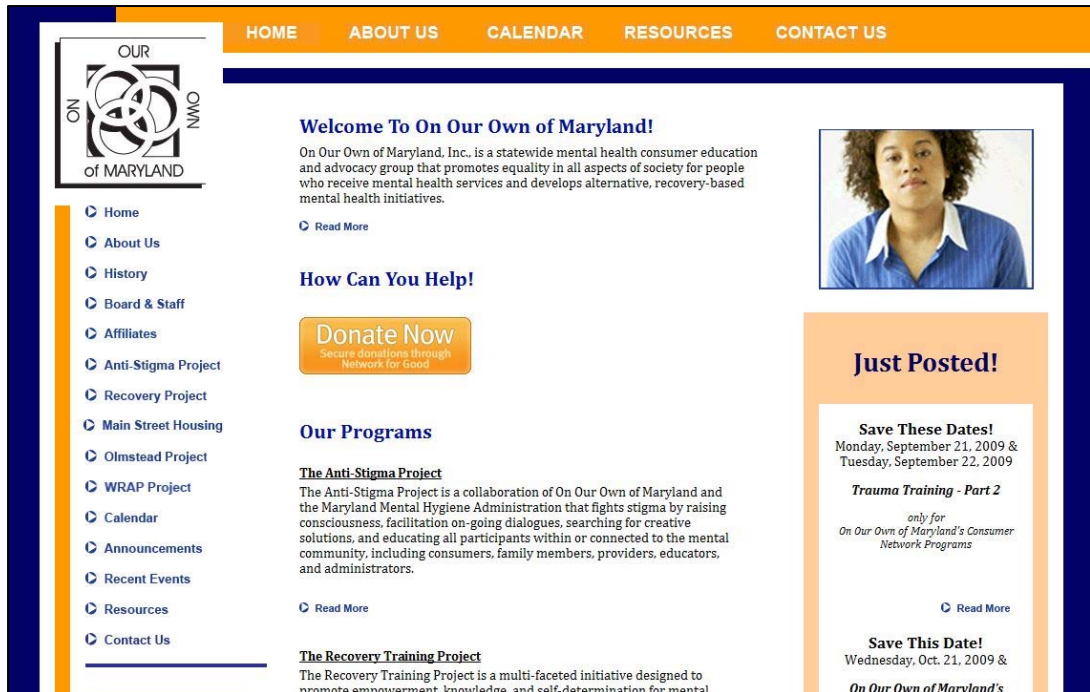
<http://electiondefensealliance.org/>

The screenshot shows the Election Defense Alliance website. The header includes the logo, the text 'Voting Counts ...when Your Vote is Counted.', and a search bar. The navigation menu contains links for Home, Press Room, Projects, Topics, Resources, EDA Blog, News, Take Action, Events, Join, Working Groups, About Us, Donate, and Store. The main content area features a 'User Login' form on the left, a central article titled 'Flip Out for Election Integrity' with a call to action to turn 100 Lincolns into 10 Flip Ultra Videocams, and a 'What's New' section. The right sidebar includes an RSS feed, a newsletter subscription form, and a 'Donate Now' button. A Flip Ultra videocam is shown in the center of the page.

- Homepage has a lot of text competing for my attention – lots of blue, and lots of different sizes. What are you **most** trying to get me to do? Make it obvious.
- Consider switching homepage Drupal view to “teaser” rather than “full node” so more than one post would show above the fold.
- Prioritize what you have in the sidebars, and reduce it. For example:
 - “Share” toolbar is at bottom of each page, so it doesn’t need to also be in the sidebar.
 - Social networking icons and links could be moved up into the header near search box, and reduced in size. If change.org network is only 22 people, probably best not to advertise the number of participants.
 - Do you need the login box to be so prominent? Alternatively have a “login” link in the header that goes to the login page. If relatively few people (staff/board only) have user accounts, put this link in the footer.
- Prioritize menus so there are fewer items on the top level. Take advantage of Drupal’s easy-to-manage menus.
- Actions not very prominent.

On Our Own of Maryland

<http://www.onourownmd.org/>



- At a glance, I should be able to tell what you do.
 - Add tagline or catchy phrase like "mental health is important!" or "it's okay to take care of yourself!" in large text
 - Cut the "welcome" paragraph in half (or less!) to make it more succinct, and use larger text
 - More photos of happy people would be great
- Improve page titles and include site name (helps with search engine optimization).
- Right column, remove "Just Posted" and feature the event titles more prominently. If you need a title there, make it more clearly descriptive like "Upcoming Events".
- 2 menus (top and left) are likely to confuse, especially since they are similar but not identical. Streamline / prioritize / reduce, perhaps introduce hierarchy.
- Left pushes the "donate" button below the fold. If it were at the top of the column instead, it could be in the same place on each page throughout the site (which has been shown to increase its effectiveness).
- Consider laying out the "our programs" info with blocks of color behind, to draw more focus. If "Donate Now" is moved to top of left column, it can be taken out of center column on homepage, to make more space above the fold.

GESU School

<http://www.gesuschool.org/>

2009 Symposium Info News Releases & Upcoming Events
Publications & Newsletters GESU SCHOOL

about GESU
a model for success
how to enroll
alumni
make a gift
contact us
For Trustees

“When you walk into a classroom, you feel the joy and the enthusiasm of the kids radiating around the whole place.”
-Reflections of a first-time visitor

“you can tell that they love learning.”

But more than that...they respect the teacher and each other. This alone is a remarkable accomplishment. But I found that there's so much more to the Gesu story.
—Reflections of a first-time visitor to Gesu School

- Fantastic photographs! Very visually appealing.
- What action do you want me to take? Lots of positive words pop out at me, but none of them tell me what I should do.
- “Donate Now” button on all pages, in the same place.
- Relies very heavily on graphics (even the navigation and content), which are cumbersome to update.
- Add external blog or calendar with feed widget. I know WordPress has a plugin that will make a widget you can put on your website; I’m sure there are others too. This would allow you to create new content frequently, and display it on the website without having to update the graphics.
- Add “alt” tags for every graphic, which helps search engine optimization as well as accessibility compliance. Currently, none of the pretty text is machine readable.
- Add meta keywords and descriptions to help with search engine optimization.
- Mid-range improvement would be to take all of the photo/text graphics and combine them into a JavaScript carousel, so the content text could be pulled up higher.