**Redevelopment of Florida Historical Society-Strategy Guide**

This strategy guide is a list of our team’s recommendations for the redevelopment of the Florida Historical Society (FHS) website. This list will be used as a guide for future content creation, development, and marketing. Within each list will be approaches we will take for the information architecture, mobile responsiveness, marketing, and social media integration. These improvements have been checked, researched, and analyzed to our specifications to secure that FHS maintains a well navigated and simplified website after it has been launched.

1. **Future Content Creation**
   1. Planning and Strategy
2. **Development**
   1. Information Architecture
   2. Optimize SEO
   3. Responsiveness/Mobile Experience
3. **Marketing**
   1. Email marketing
   2. Social marketing
   3. Content marketing plan
4. **Completion of Vision**

**I. Future Content Creation**

Florida Historical Society has dedicated themselves to preserving Florida’s past through collecting and maintaining archives of historical documents and photographs, publication of scholarly research on Florida history, and educating the public about Florida history since 1856. The aim this team has is to redevelop the existing content so it will attract, engage, and navigate users to a user-friendly simplified website.

1. **Planning and Strategy**

We conducted a thorough research and analysis about the issues that this website has in order to redevelop it properly. We were able to generate multiple ideas to solve these issues by having a group brainstorming session. The brainstorming session assisted us in collecting a sufficient amount of data of the multiple problems of the website. Information architecture, navigation, aesthetic, content organization, mobile responsiveness, social media, layout, digital media. One of the threats we analyzed on this website was the amount of unorganized content. Creating a visual design guide to provide an aesthetic that would appeal to the audience. A sitemap will be developed to help design the wireframe which will give a strong structure of the information architecture of the website. The wireframe will then lead to the development of the Low-fi prototype to establish the navigation and interactivity of the website. After the development of the low-fi prototype, there will be a hallway testing plan with 3 groups of random people. During the hallway testing an explanation will be given in each group, to discuss the purpose of the session. After the hallway testing plan a questionnaire will be assigned to different users to accomplish certain tasks. The questionnaire will give a more structured and detailed data collection on the low-fi prototype. Once the results come back from the testing plans, the next process will be the development of the Hi-fi prototype, with all the recommendations the users in the testing plan gave. After the Hi-fi prototype we will use a combination of frameworks so it can reduce the database proficiency, ease the debugging, make the development process easier, and reduce the code length.

**II. Redevelopment**

Information Architecture (IA), Search Engine Optimization (SEO), responsiveness, mobile experience are the main principles that are going to be focused on while redeveloping this website. Increasing stickiness and loyalty will incorporate revisits by returning users and new users as well. Redeveloping this website by focusing on the functionality, interactivity, content management system (CMS) and tech requirements will make this website user-friendly.

1. **Information Architecture**

Information Architecture (IA) labels, organizes, and structures content. The visual elements, functionality, interaction, layout, and navigation of this site is unsuccessful and will cause users to keep leaving until it is properly built and restructured. The unorganized content that is on the Florida Historical Society (FHS) website makes the navigation difficult and explicit. Users will visit this website and get lost quickly. Facing a bad interaction with this site will cause users not to visit because the website has a lucrative amount of content but it is not organized. To organize and simplify the IA of the FHS website is to have a card sorting session with multiple users in the room both with and without disabilities. Having 15-20 participants so they sort at 20-30 cards with pieces of information into the different sections. After the card sorting the construction of a visual hierarchy to build a solid navigation system so users can be able to understand and classify the content. Site-mapping will help establish the type of hierarchy this website is going to be. Mapping out the content and the categories of the website will help simplify the site and establish the navigation of the strict hierarchy pattern. Another positive outcome of the sitemap is that it will assist us on which sections will need to be archived because of the lucrative amount of content this website contains. After mapping out the content, conducting the research we needed, and acquiring data from the users in the card sorting session, we began the establishment of the wireframe so we can have a representation of the site so it could display the navigation and interface.The wireframe will lead to the Adobe XD Low-fi prototype which will display where all the content is placed and it will define the clear and concise structure of the websites information architecture. Good information architecture ensures that the users (returning and new) will be self-sufficient. The wireframe will lead to the usability testing plan of hallway testing and questionnaire to make sure the website works for the users. Having the users interact with the website will give feedback on any improvements to make before the Hi-fi prototype is developed.

1. **Optimize SEO**

Search Engine Optimization will improve the traffic of the website. In our case to improve the SEO is to publish relevant and authoritative content. In order to do that we will need to identify and target specific keywords for each authoritative content page on the website. Terms like:

* Historical moments in Florida
* Florida beaches
* Cities in Florida
* Landmarks in Florida
* Hurricanes
* Everglades
* Key West
* Orlando
* Miami
* Map of Florida
* Florida culture
* Florida museums

Reducing load time will also allow search engines to see how much heavy traffic the Florida Historical Society can handle when it is directed to it as a primary result. There are numerical ways to reduce the load time. The multiple ways to reduce the load time are for example reducing the size of images, compressing files, and the minification of either the CSS or JavaScript files. The good thing is that Google has a website which tests and recommends improvements on the website load time. Also by regularly updating the content on the Florida Historical Society website will keep users coming back to the website, and improve the SEO. Another recommendation we are going to do is have users upload blogs because it will keep updating consistently.

1. **Responsiveness & Mobile Experience**

Responsive web design is what makes websites look good on all devices, whether that be desktops, laptops, smartphones, tablets, and smartwatches. Responsiveness on a website is important because it allows the website to be accessible to everyone. Florida Historical Society website responsiveness is excruciating, there is no fluid layout on any mobile device because we can tell there is no media query on their styling and they did not take the approach to mobile-first. The redevelopment of this website will take the approach of mobile-first so it can provide a better user experience which will lead to a wide spectrum of returning users and new users. In order for this website to be responsive so users can have an exceptional mobile experience with the Florida Historical Society website we will need to take a considerable amount of steps. First would be to redesign the website with images and content scaled for smaller screens. After that would be to write the content responsively and then use css media queries so that the website can display different styling based on the device that is being used. Third is to make sure that the navigation menu uses clear language and large buttons for users to have easy access no matter the size of the screen. Lastly would be to test our website regularly to ensure everything looks good and functions properly across the various types of devices. The benefits of improving the responsiveness and mobile experience of the Florida Historical Society are the improvements of customer experience, SEO, user engagement, and help retain customers.

**III. Marketing**

There are multiple strategies for us to market this website, which are: email marketing, promoting the business through social media marketing, and then going the extra mile with a comprehensive marketing plan. The goal is to drive traffic to the site which means more opportunities to put the value of the content in front of the audience.

1. **Email Marketing**

There are several types of email marketing strategies to attract users. One particular email strategy is the Welcome messages. Welcome messages lets users know what they can expect from future emails. We have to make sure our emails are friendly and refer to each subscriber by name. The other type of email marketing is newsletters, which will provide users with information they may want to read. The content won’t be completely self-promotional for the users, instead we will include a call-to-action at the end of the point to our readers. Lastly the other type of email marketing FHS will use is Educational content, which will educate the audience about current events, events that will be going on at the location, and/or historical moments in Florida.

1. **Social Media Marketing**

The new website has added social media icons on the footer of each page. Facebook and Twitter are icons that have been incorporated on the website. Social media marketing will attract more clients and will increase the awareness of FHS. Ways to improve the social media integration would be to use high-quality images on the posts. Implementing SEO in our social media is another way to improve the social media market for our website. We need to remember that SEO doesn’t end with our website. By using keyword-rich text in the social media profile will direct more online searches. Incorporating related hashtags on platforms like Twitter will make them more discoverable. Posting on social media will draw more people to both the social media page and our website. Frequent posting on social media, continually and consistently on multiple social media pages will greatly increase web traffic to our website and will allow a great amount of exposure to the content of the Florida Historical Society. We must remember that in all social media accounts it is important to use the description box to link not only the website but also other social media pages. Since the Florida Historical Society website will be fully responsive for mobile devices, the users are going to have a user-friendly experience no matter which page has been visited. Social media will have the ability to bring in new visitors that may have never experienced a well-organized and simplified website that shows what it has to offer.

1. **Content marketing plan**

Creating a comprehensive plan that combines email, SEO, and social media marketing tactics. Promoting this website through an email marketing campaign, SEO-friendly website, or eye-catching social media posts. Exploring other channels to promote this website, such as paid advertising or consider taking a web design questionnaire that way we can reach out to a broader audience.

**Marketing Plan**

**Audience Analysis**

* Education Level:
* The target education level would be those between kindergarten and highschool. This is best for this certain age group so that they can become knowledgeable about Florida’s history. There are events on the website geared for children and teenagers to learn more, so this would be a great way to implement that in the marketing plan.
* Preferences:
* The users prefer learning in digestible chunks of information that is not difficult to understand or is too overwhelming. This is shown through the multiple sections within the website, so entering would not be a cluster of information coming at the user at once.
* Location:
* The audience would be mainly located in Florida due to this being their hometown. With the history solely being for Florida, the implementation of the location has already been predetermined.
* General Interests:
* These individuals love learning about history and enjoy the arts (music, painting, music). These are implemented through the website giving information about Florida’s history and events shown in the calendar in regard to the arts.
* Values:
* The users of this website value giving back to the community. This is shown through the support page by sending money or giving back physically.
* Buying Behavior:
* The users buy through intention and through wanting to learn more. The shop within the website has a section for books, which is a great way to be more knowledgeable about Florida’s history. Also, sending money through the memberships is the best way to intentionally support an organization.

**Media Strategy**

* Owned Media:
* We would use portions of the website as a place to advertise ourselves. For example, the support button on the navigation bar would be strictly for providing monetary benefits from the visitors/members. There is also a “shop” section that is advertised at the opening of the website for viewers to browse and potentially buy an item. Through using these tactics, Visitors would not only look through the website for more information about history, but also to purchase items and support the organization.
* Paid Media:
* We would use news cycles and social media to better spread the word about the Florida History Society. With constant ads running through the news, this will bring a more broad audience to appear and visit our website. Social media would also be beneficial for us because through influencer collaborations, branded content, and paid ad placements, a diverse but like-minded set of individuals would visit our website and be more informed about Florida’s history. By using these tactics, we would be able to negotiate rates for the content being distributed and review the analytics to see what is or is not working.

**Guidance on Possible Social Media Integration**

* Sending Emails:
* Sending email blasts can help summarize everything new from the organization in one submission. It’s also a good way to advertise new products and promote upcoming events.
* Add Social Media Posts:
* A way that we can implement this would be incorporating a section devoted to 3 followers of the Florida Historical Society posting positive things about the organization. This would be changed daily so this can incentivize new users to follow the organization’s social media.
* Include Social Media Links In Footer:
* Adding the social media links in the footer can show new users that the organization is active on social media platforms. This is also a way to allow easy access to the socials.

**IV. Completion of Vision**

Recommendations for going from the Adobe XD HiFi prototype to the distributable website involves using frameworks and libraries because of the amount of data and content that this website contains. Frameworks and libraries are built to make working with programming languages easier. With a heavily based content website like Florida Historical Society, the need for redeveloping it with a framework is required. Here are a couple of frameworks and libraries we are thinking of using:

* HTML5 Boilerplate - It is a comprehensive set of files which could be used as step one of the project. HTML5 Boilerplates consists of HTML, CSS, JavaScript, and images to give the project a quick jumpstart.
* Foundation - is a frontend framework that integrates the classic web design languages HTML and CSS with other tools and controls to provide a responsive environment for the design.
* Pure (CSS Framework) - this framework contains CSS styles to get started on making layouts, buttons, forms, and tables.
* jQuery - contains a library of JavaScript functions that can manipulate the webpage, respond to user events, acquire data from their servers, build effects and animation, and much more.

In order to know that the Florida Historical Society website is going to do well, the team recommended that they need to monitor their traffic with Google Analytics. Monitoring the website with Google Analytics will help monitor the information to the website regarding the amount of user traffic. Aside from monitoring their traffic, Google Analytics also monitors page views, the amount of time the user spends on the page, and more. This will help monitor the devices users are using to access the website. Devices like desktop computers, smartphones, tablets, and laptops. Focusing on this information will allow the Florida Historical Society to make any adjustments to their website and acquire a better understanding of their audience.