Concerns:

Simplicity of making / producing web page updates

Selecting a solution that increases the agency’s:

self-reliance of web presence updates

ability to produce updates in a timely manner

Structure:

Adding some kind of “How do I?” web element to facilitate easy, quick help needs

(On LARS Staff) to discover and produce a more logical site map design (e.g. programs vs. events, etc.)

Platform discussion (suggested platforms for proposed testing):

Weebly

WordPress

Wix

Square Space

Strikingly

Weebly Demo:

Automatically produces a mobile friendly user environment

Developer update user interface (UI) is easy to navigate / understand

Produces a moderately visually appealing UI \*with careful curating

Thought: strip down colors to match logo (blue / orange)

Downside: free version limits developer to building demonstrably basic web design techniques

SEO:

SEO, regardless of chosen platform will be highly revamped with in-depth training offered to the new developer hire

Way Forward – Can you shoot me those links?

Platform research (Leah / Alden)

Primary goal: balance easy for staff to use vs beautiful / easy to use and see

Timeframe: 6 weeks from now: all info received

1+ week: decision on a platform

2+ week: first draft of new platform site

2+ weeks: Transfer process and live release