

Hello and Welcome

How to Build Your Website:

Workshop for Artists with Paul Druecke
Week Two

A two-part Virtual Workshop

offered by the Lynden as part of the Greater Milwaukee Foundation's Mary L. Nohl Fund Fellowships for Individual Artists program

Saturday, February 20, 2021 – 1-3:00 pm: The Big Picture

Saturday, February 27, 2021 – 1-3:00 pm: The Details that Make the Big Picture

General Housekeeping and Introductions

- Have a notebook and writing utensil available
- Everyone will have access to the presentation materials in the digital takeaway package at the end of workshop
- Feel free to come and go, there is no official break.
- Once again, we have a lot of information to get through, please make note of questions you have along the way, use chat feature to ask questions and communicate with one another
- Please share your personal website/social media info in chat
- If you are interested in personalized input, you can book a one on one consultation with myself or Joe by sending an email.

Recap Week One

- Your website is part of your digital universe.
- The intersecting guidelines of
Clear Purpose
Targeted Audience
Personal Sensibility
will help you decide on the content and flow of your website.
- Mapping out your website, gathering all of content into one place, and writing copy prior to uploading/updating the site will simplify the process.
 - More importantly it will allow you to focus on the design and functionality of the site as it is built.
- Touch on chat themes, website being a cause of stress, etc.

To emphasize

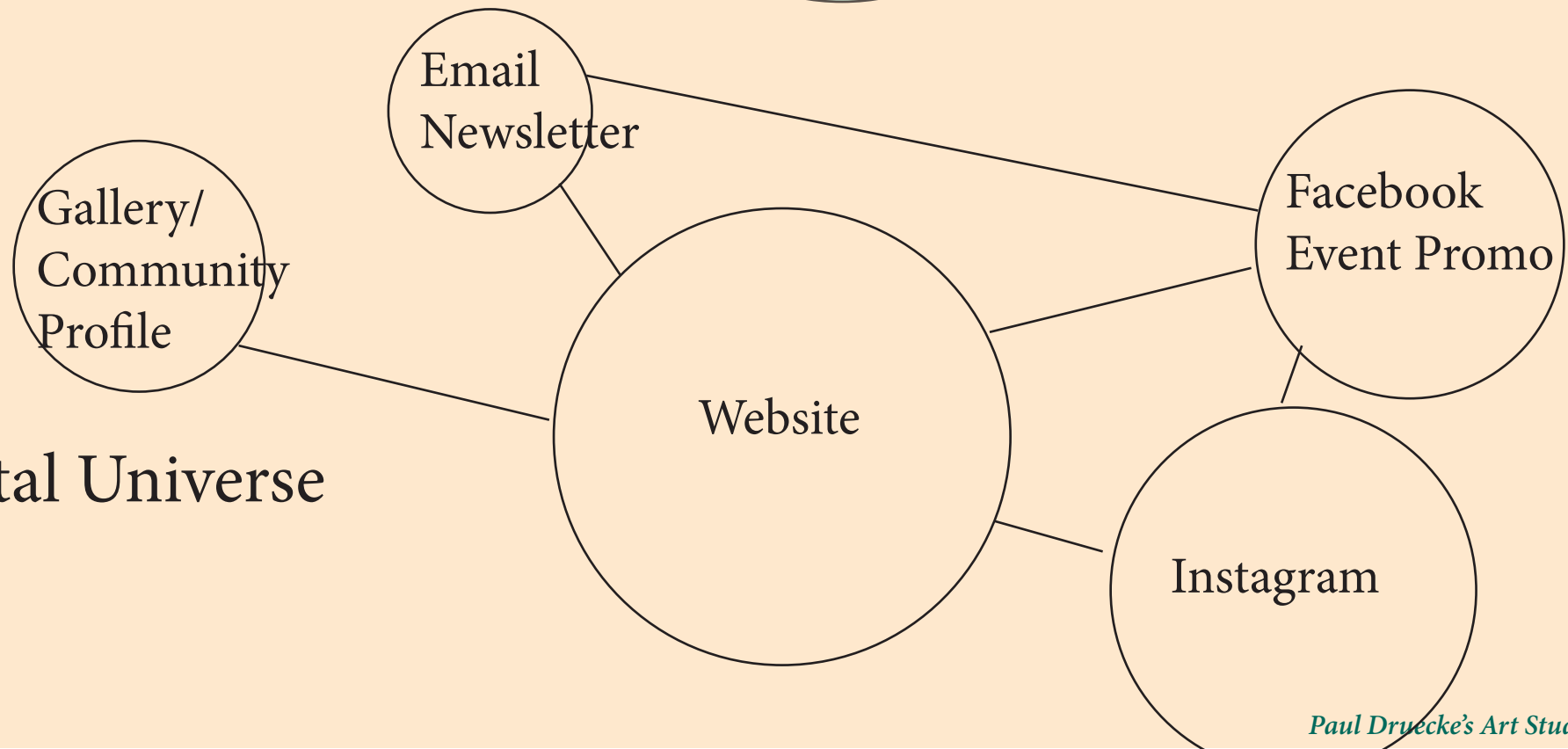
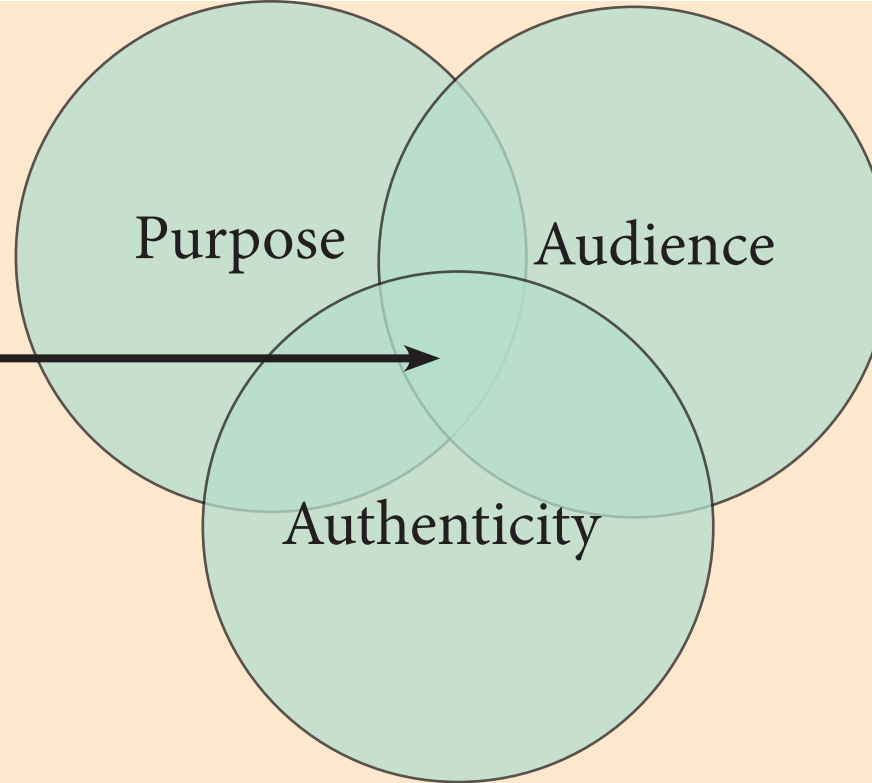
- “On the Web, usability is a necessary condition for survival. If a website is difficult to use, people leave. If the homepage fails to clearly state what a company offers and what users can do on the site, people leave. If users get lost on a website, they leave. If a website’s information is hard to read or doesn’t answer users’ key questions, they leave.”

- Nielsen Norman Group, Usability 101

<https://www.nngroup.com/articles/usability-101-introduction-to-usability/>

- Artists can of course break the rules, but it’s imperative to know and understand the rules and what is achieved by breaking them.

Intersecting
Guidelines
of effective
websites.



Digital Universe

The Details: Day Two Overview

- Day two is looking at the details that go into a well-built, effective website (remember the house analogy):
 1. Domain names and Choosing a Platform, CMS or Custom Design
 2. Making your content stand out.
 3. Helpful tools for making design decisions, written content, and understanding how people use your website.
 4. Analytics and SEO, Search Engine Optimization
 5. Maintenance and keeping your site current.

MABEL KWAN

Music ▾

Menu focus communicates
what is important

Concise, third person bio, feature
on home page

Simple, elegant overall design has
slightly unexpected relationship
to Kwan's experimental music

Pianist Mabel Kwan specializes in contemporary music. She plays with Ensemble Dal Niente, Restroy, Fifth Season, Mega Laverne and Shirley, and Uluuul. Mabel is a 2017 3Arts Awardee, 2018 High Concept Labs Artist, and 2020 City of Chicago Esteemed Artist. Her interest in art and music began at an early age when she started accompanying her father on lieder, arias, and Chinese folk songs. Mabel brings together the intuitive, strange, and song-like in her experimental performances.



photo by Dennis Wise

Professional headshot photo

[long bio](#)

[contact](#)

Powered by Wordpress

The Details that Make the Big Picture

- Having a personal or memorable domain name helps your audience find you.
- **.com** - “commerce” seen as the default extension
- **.org** - “organization” meant for non-for-profits but unregulated
- **.net** - “network” internet service providers not recommended for individual use
- **.co** - “company”
- **.studio** - relatively new and a bit more expensive to register
- **.art** - relatively new and a bit more expensive to register
- If your name, or the name you would like for your website is already taken, you can try a creative variation or see if it’s available with one of the other extensions.

The Details that Make the Big Picture

- What is CMS? Content Management System is web-based software that allows users to create, manage, and modify content on a website, without needing to know anything about code or hire a developer to make updates for them. For our purposes, CMS are the Templates that web hosts offer as part of their monthly subscription.

- Code versus Templates

Templates: 1.Low-cost 2. No particular tech experience required
3. Less unique layout-wise 4. Typically easier to connect to other types of services (email, shop, calendar etc) 5.Includes mobile-friendly
6.Built-in FAQ support

Custom Design: 1. Can be more unique 2. Design flexibility
3. Requires outsourcing i.e. additional cost to develop and maintain website 4. Adding features or content may be more difficult

SAVE

CANCEL

Editing 'Page Content'

TEMPLATE TEST

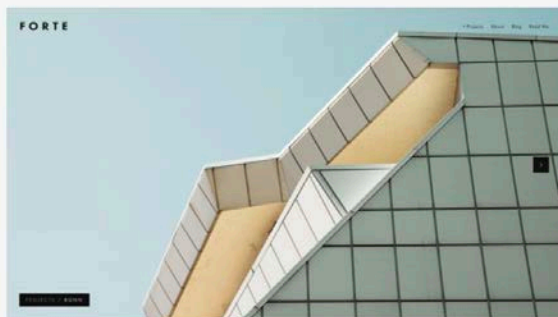
```
<div class="Site" data-nc-base="header" data-nc-element="header" data-nc-group="top" data-nc-container="top-center" data-nc-layout=">
  <div class="sqs-announcement-bar-dropzone" data-nc-element="announcement-bar" data-nc-group="top" data-nc-container="top-center" data-nc-layout=">
    <div data-nc-container="top-left">
      <div class="Header-search" data-nc-element="search">
        <form class="Header-search-form" action="/search" method="get">
          <input class="Header-search-form-input" name="q" type="text" spellcheck="false" value="" />
          <button class="Header-search-form-submit" type="submit" data-test="template-search">
            <svg class="Icon Icon--search--small" viewBox="0 0 15 15">
              <use xlink:href="/assets/ui-icons.svg#search-icon--small"></use>
            </svg>
            <svg class="Icon Icon--search" viewBox="0 0 20 20">
              <use xlink:href="/assets/ui-icons.svg#search-icon"></use>
            </svg>
          </button>
        </form>
      </div>
      <div data-nc-container="top-center">
        <div class="Header-social" data-nc-element="social">
          <div class="SocialLinks" data-content-field="connected-accounts">
            <div class="SocialLinks-inner">
              <a href="https://twitter.com/NYConstellation" target="_blank" class="SocialLinks-link twitter" style="">
                <div class="SocialLinks-link-svg" viewBox="0 0 64 64">
                  <div class="SocialLinks-link-icon" xlink:href="#twitter-icon"></div>
                  <div class="SocialLinks-link-mask" xlink:href="#twitter-mask"></div>
                </div>
              </a>
            </div>
          </div>
        </div>
      </div>
    </div>
  </div>
</div>
```

Template

You can switch [templates](#) at any time. Previewing a template allows you to make style changes without changing the live template visitors see.

[Learn more](#)

INSTALL NEW TEMPLATE



Forte **LIVE**

Installed 6 years ago.

Q Search Content Blocks

BASIC

a

Text

M↓

Markdown

Quote

Image

Video

Spacer

Line

Button

Audio

Embed

IMAGE LAYOUTS

Poster

Card

Overlap

Collage

Stack

GALLERY

Slideshow

Carousel

Grid

Stack

SUMMARY

Wall

Carousel

List

Grid

MORE

The Details that Make the Big Picture continued

- Templates are designed to be DIY, utilizing drag and drop graphic interfaces. Getting the most from templates:
 - use high quality images and video, in focus, optimally sized, etc
 - personalize your color palette and font choices
 - use a favicon to personalize your site
 - consider custom logo or other signature branding
- Many web host templates offer some degrees of customization, essentially changing the existing code. The common disclaimer is that once something is customized it can introduce bugs and their support may no longer be applicable nor able to help.
- There is another middle ground, you can hire someone to initially work with you on your website template. This also provides the outside perspective I had mentioned. The goal should be to become self-sufficient for any future updates.

The Details that Make the Big Picture continued

- Choosing which web host you use will require homework.
- The good news is that it is a very competitive industry, prices have been dropping for years. You can register your domain and host your site for around \$200 a year, or less. Hosts like Wix and Squarespace include the domain registration in the monthly subscription fee.

Squarespace is a popular, well-rounded host that allows for diverse content types (blog, shop, calendar, password-protected page etc). Gives lot of control over individual pages. Allows for customization and is a common site that developers are familiar with.

Cargo Collective offers more unique layout options and interactions. Incorporates long scrolling pages and bold design options like overlapping elements.

The Details that Make the Big Picture continued

icompendium is good for sorting work in multiple ways and making it searchable. Has simple pre-built layouts that are good for image-based work that do not require much written context.

Wix is beginner-friendly with a wide range of add-on apps that functionality. Wix has an entry level plan that is free of charge. It offers as many or more contemporary palettes as any other host.

Wordpress is generally a little more technically demanding than the above options. If you are tech-savvy it offers power and adaptability.

Wix Premium Plans

Wix gives you 100s of templates, unlimited pages & top grade hosting FREE.
Upgrade to Premium and get even more.

Get Started Today

Website Plans

Great for showcasing a professional site

Business & eCommerce Plans
Essential for accepting online payments

Enterprise Plans
Custom solutions tailored to your brand

		VIP	Pro	Unlimited	Combo
		First Priority Support	Complete Online Branding	Entrepreneurs & Freelancers	For Personal Use
		\$39 /month	\$23 /month	\$18 /month	\$14 /month
Custom Domain	①	✓	✓	✓	✓
Free Domain for 1 Year	①	✓	✓	✓	✓
Remove Wix Ads	①	✓	✓	✓	✓
Free SSL Certificate	①	✓	✓	✓	✓

BEST VALUE

TEMPLATES SITES IN USE SELECTION

- Cargo templates are designed to make sites of all
- Templates can be fully customized or used with
- To see what others have made check out the [In L](#)
- To learn more about how Cargo works [visit our tu](#)
- If you have specific questions or need other assi:

VIEW ALL SMALL MEDIUM LARGE

Fixed Width
See it In Use→

Basic Meditation
See it In Use→

Secondary Media
See it In Use→

Build a site in minutes with our easy website builder

1

Answer a few questions

Give us some basic info about your site & our AI will POOF! convert it into a cool design.

2

Insert a logo

Upload your own or use LogoMaker to create one in a jiffy. Logos are optional, of course.

3

Add images

Browse through the image library and grab photos that bring your topic or category to life.

4

Make some tweaks

Customizing is a cinch. Update fonts, theme colors, images, navigation, & more.

5

Launch your site

Congratulate yourself for building an awesome site while hardly lifting a finger.

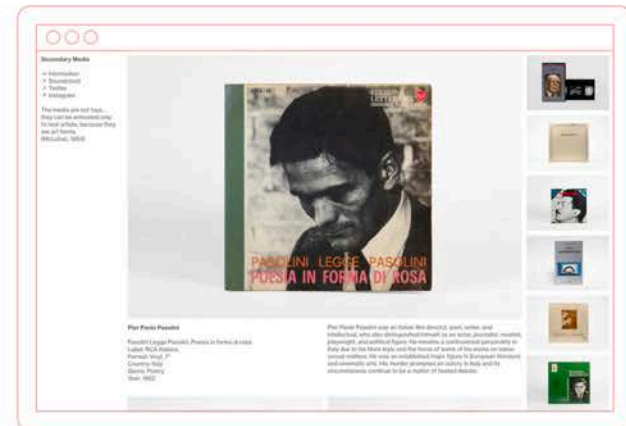
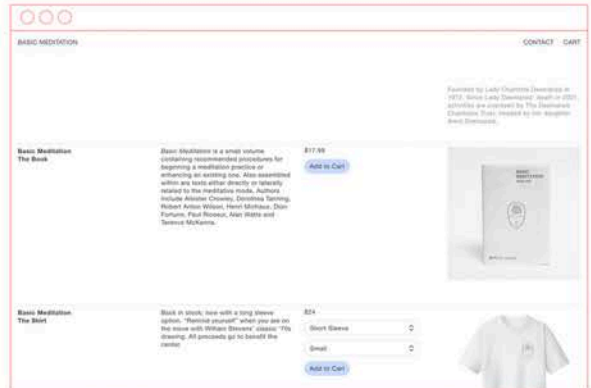
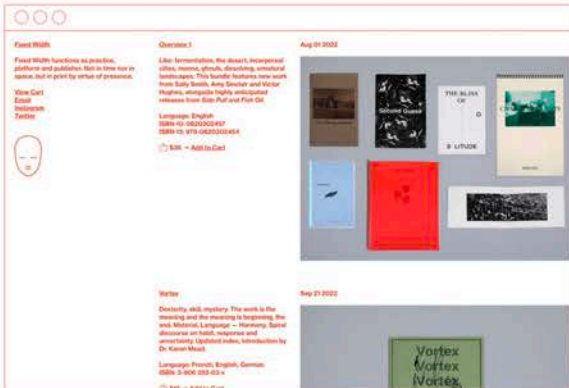
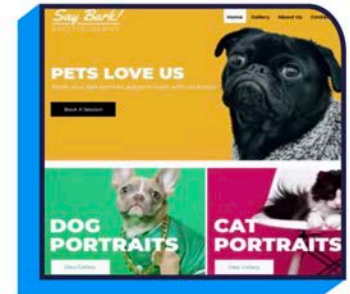
[Watch how it works](#)

Why Gator Builder? 'Cuz you get a good lookin' site, fast.

Not your typical builder.

Most website builders make you drag and drop your way to a satisfying site — after sifting through hundreds of templates, that is. So we said buh bye to slow features and introduced smart technology instead.

Gator Builder automatically creates your site in an optimized layout and industry-specific design. On top of that, you'll be up and running in a matter of minutes (yep, minutes) instead of hours. Aaaand your site will be backed by a team of HostGator geeks who are eager to help you out. Novice or pro, it's pretty clear we got your back. Not a bad deal, right?



Content and Design Details

- Image Quality - check for web-host's recommendations!
General guidelines:
 - 500kb to 1MB is a good target size so page loads quickly
 - Images should be between 1500 - 2500px on longest side
 - Use sRGB color profile
 - Give your images names related to content (helps with SEO)
- Image Captioning and Credit
 - Include photo credits as applicable
 - Caption images to clarify context or content
 - At the very least include basic information including title, material, size, date, etc.
 - Artwork information should be easily associated with imagery



[WORK](#)

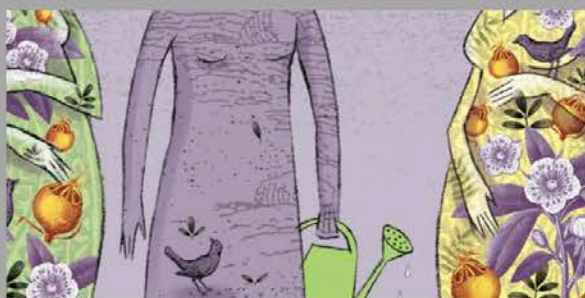
[TRAVEL SKETCHBOOKS](#)

[ABOUT ME](#)

[CONTACT ME](#)

Christiane Grauert

ILLUSTRATION & POP-UP/PAPER DESIGN



Content and Design Details

- Time-based Media - many web hosts require uploading media to a third-party site and embedding or linking to it. The benefit is that your content is searchable making it available for organic discovery.

The two primary options are:

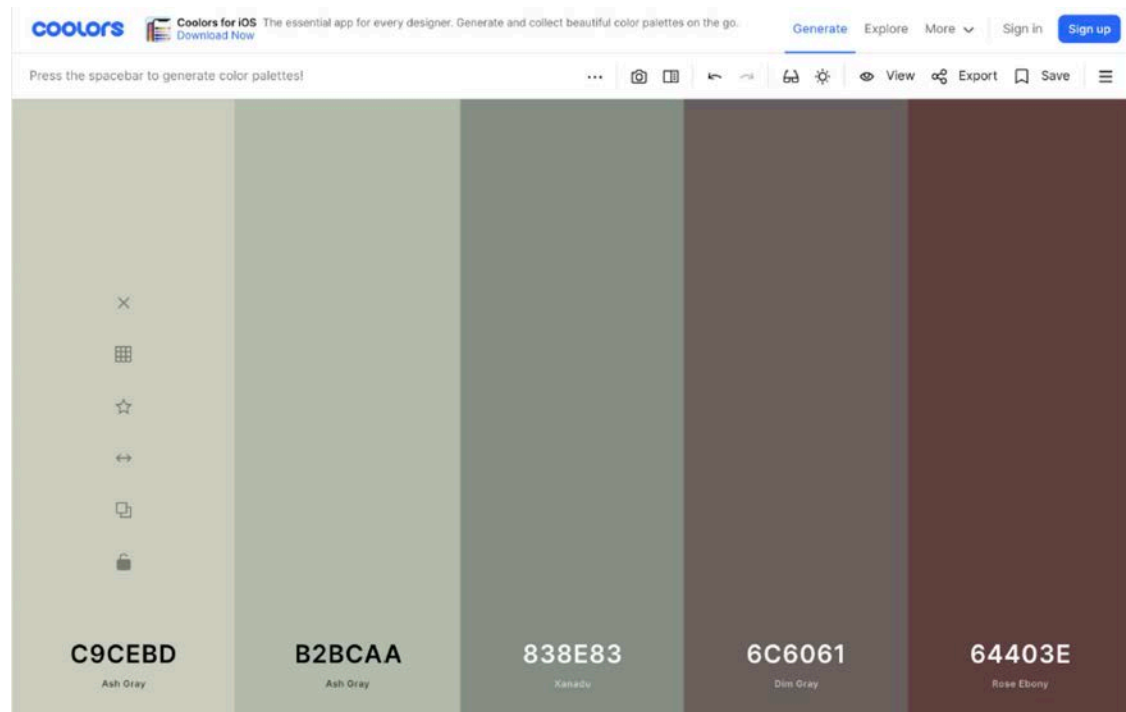
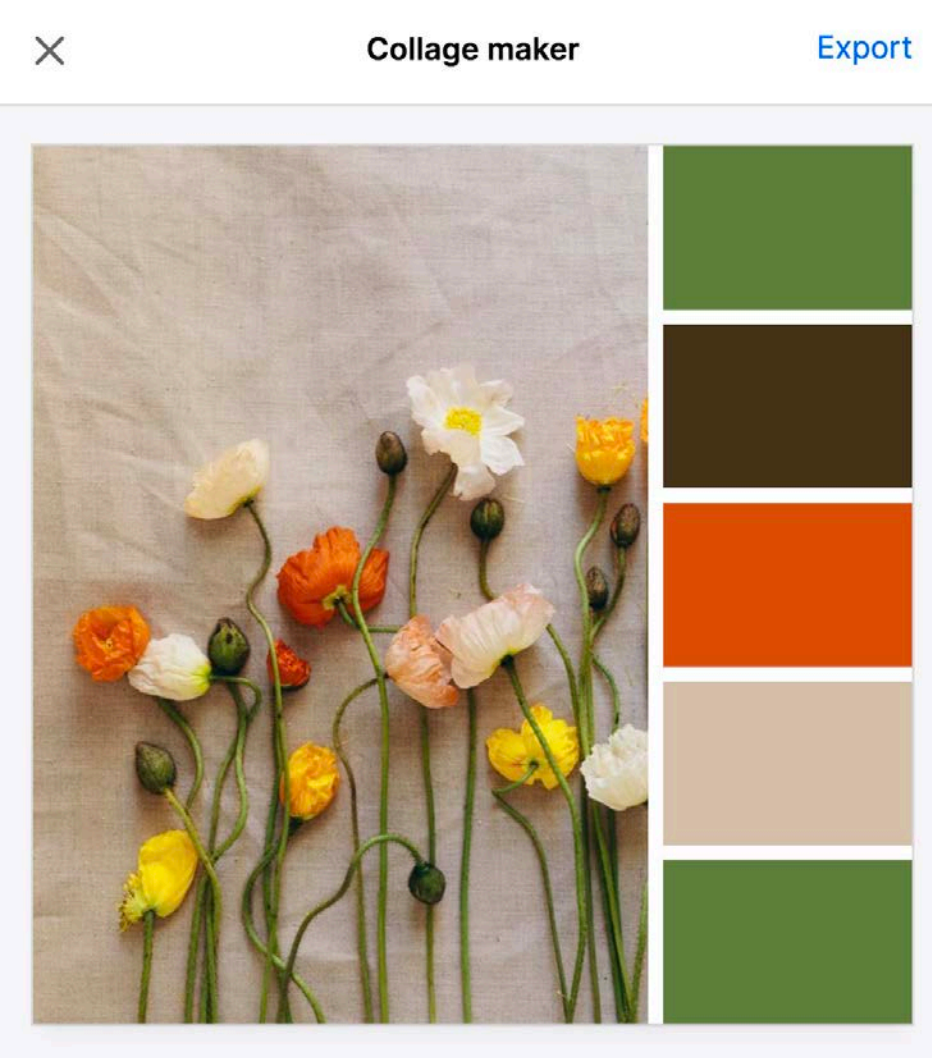
- YouTube with the largest volume of traffic
- Vimeo has more customization options & feels more premium
- Self-Hosting is harder to password protect and restricts organic discovery from a social platform

- Autoplay - Polls have shown that people prefer to be in control of starting video and audio. (92.3 percent of web users said that they found autoplay “annoying,” according to <https://www.boia.org/blog/why-autoplay-is-an-accessibility-no-no>)

- Having closed captions is best practice. Many people watch videos online without audio. Autoplay and closed captioning are connected to User Accessibility, which we will return to in a bit.

Content and Design Details

- Helpful tools for creating a professional websites
 - <https://colors.co> is a fun sight to explore and play with a wide variety of color palette option



Content and Design Details

- Written Content - it is helpful to approach writing for your website differently than writing for publications, grants, or academia.

General rules still apply.

- Use the active voice, active verbs and strong phrases.

- Use positive descriptions to assert your point.

- Avoid jargon and pretentious language.

- Use shorter sentences and paragraphs, which makes the text easier to scan and understand

- Polls indicate that the majority of people at all education levels prefer simple and direct writing, especially on the web. It is also an inclusivity issue. (<https://www.nngroup.com/articles/plain-language-experts/>)

The Details that Make the Big Picture continued

- Helpful tools for creating a professional websites
 - <http://www.hemingwayapp.com/> is an online grammar tool that grades the readability of your copy

Bold Italic H1 H2 H3 Quote Bullets Numbers Link

Hemingway App makes your writing bold and clear.

The app highlights lengthy, complex sentences and common errors; if you see a yellow sentence, shorten or split it. If you see a red highlight, your sentence is so dense and complicated that your readers will get lost trying to follow its meandering, splitting logic — try editing this sentence to remove the red.

You can **utilize** a shorter word in place of a purple one. Mouse over them for hints.

Adverbs and weakening phrases are **helpfully** shown in blue. Get rid of them and pick words with force, **perhaps**.

Phrases in green have **been marked** to show passive voice.

You can **format** your *text* with the toolbar.

Paste in something you're working on and edit away. Or, click the Write button and compose something new.

Write Edit

Hemingway Editor

Readability

Grade 6

Good

Words: **133**

Show More ▼

2 adverbs, meeting the goal of 2 or fewer.

1 use of passive voice, meeting the goal of 2 or fewer.

1 phrase has a simpler alternative.

1 of 11 sentences is hard to read.

1 of 11 sentences is very hard to read.

Content and Design Details

- Artist Bio - written in third-person and generally includes:
 - Birthdate, location, and type of art
 - Notable exhibitions, awards, residencies, collection
 - Education and place where they live and work
- short bio = approximately 75 words
- long bio = approximately 300 words

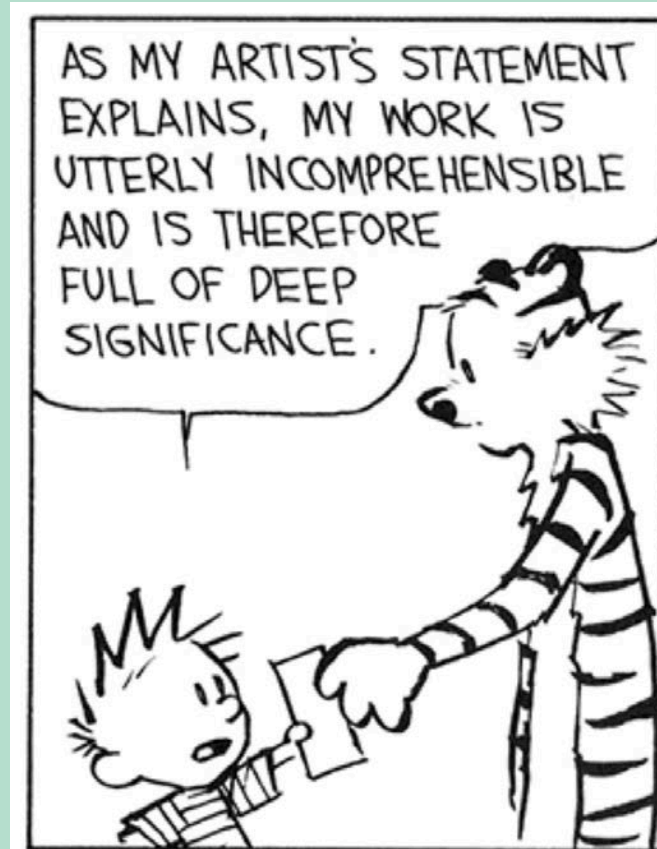
ABOUT

Valaria Tatera is a visual artist whose work investigates the intersection of ethnicity, gender, commerce, and the environment. A member of the Bad River Band of Lake Superior Chippewa, Tatera explores self-identity and contemporary Indigenous issues such as the environment, sovereignty, and the co-opting of imagery. She earned an MFA in 3-D from the University of Wisconsin-Madison, M.A. and B.F.A. in Ceramics from the University of Wisconsin-Milwaukee.

Valaria is well respected statewide, and has worked with various artists, as well as teaching in various institutions across Wisconsin. She was a finalist in the Mary Nohl Fellowship and the United States Artist Fellowship, a recipient of the Museum of Wisconsin Art best sculpture 2014, and featured clay artist at Lakefront Festival for the Arts.

Content and Design Details

- Artist statement, an effective statement is
 - Clear, direct, and understandable to the general reader
 - Written in your voice, in the first person
 - Between 100-300 words
 - Conveys your unique vision and creativity
 - Anticipates and answers viewer's question about your work (benefits of the buddy-system for website development)
 - Is an evolving document



Calvin & Hobbes on artist statements. Cartoon by Bill Watterson, July 15, 1995

Content and Design Details

- Elements of an Artist Statement include
 - Description of the work - techniques, materials, scale, process, subject, etc.
 - Inspiration and objectives for the work
 - Your vision as an artist, including underlying ideas & concepts
 - Aspirations for the work and why your intentions matter
 - Historical movements or artists your work relates to

Dread Scott Statement

ARTISTS STATEMENT

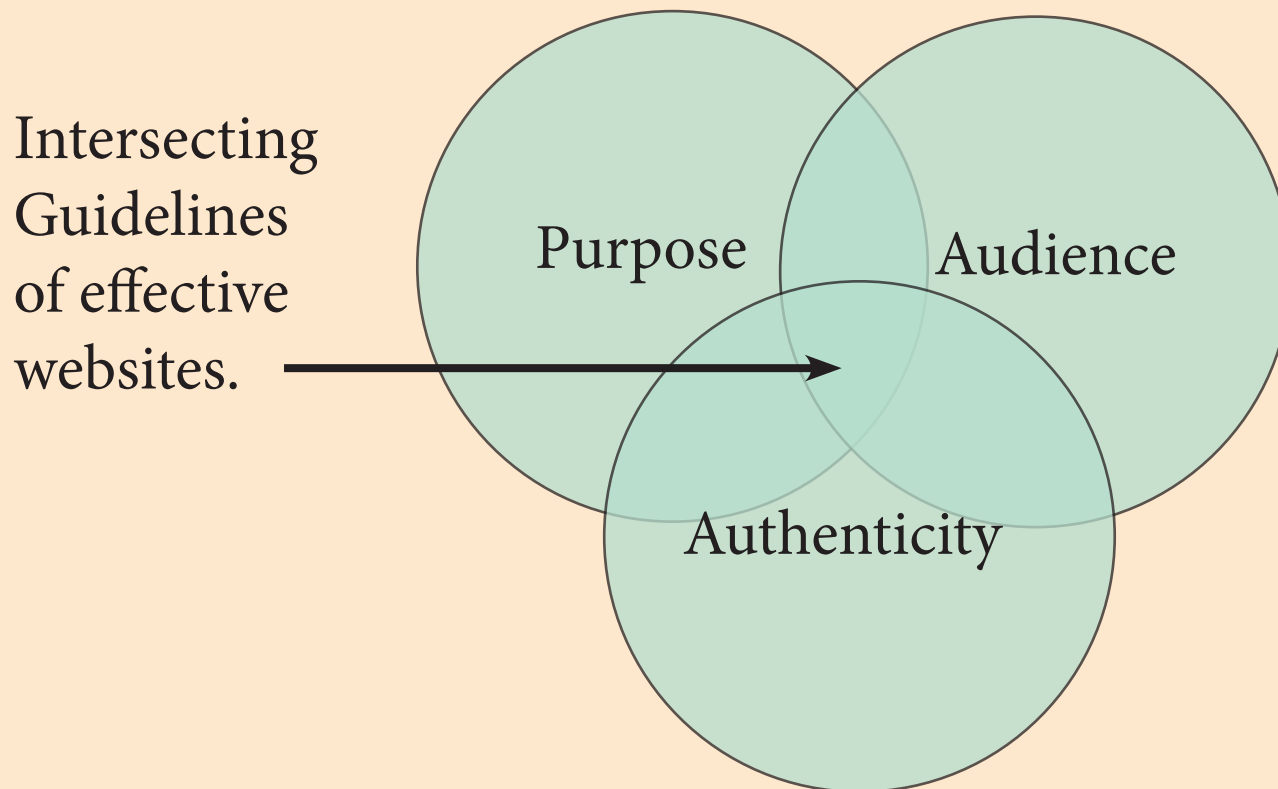
I make revolutionary art to propel history forward. I look towards an era without exploitation or oppression. I don't accept the political structures, economic foundation, social relations and governing ideas of America. This perspective has empowered me to make artworks that view leaders of slave revolts as heroes, challenge American patriotism as a unifying value, burn the US Constitution (an outmoded impediment to freedom), and position the police as successors to lynch mob terror.

In 1989, my artwork *What is the Proper Way to Display a US Flag?*, a conceptual artwork for audience participation, became the subject of national conversation over its transgressive use of the American flag. President G.H.W Bush called it "disgraceful" and the Senate denounced and outlawed it. This public conversation confirmed my belief that art, including fine art, could be part of changing the world.

I work in a range of media: performance, installation, video, photography, printmaking and painting. Two threads that connect them are: an engagement with significant social questions and a desire to push formal and conceptual boundaries as part of contributing to artistic development. My projects are presented in venues ranging from museum galleries to street corners. I bring contemporary art to a broad public and the audience is often an active element of the art.

Dread Scott: Decision is a performance that reflects on America, a country whose democracy is rooted in slavery. These roots are woven into the fabric of the country and its founding documents. During the performance I read from the text of 1857 Supreme Court *Dred Scott Decision* while a group of 4 nude Black performers was guarded and controlled two live German Shepherd dogs, which dogs barked continually. The audience was part of the work and had to pass through the men to go into a "voting booth" one at a time and respond to a moral question. *Money to Burn* is a performance that was enacted on Wall Street in 2010. Starting with \$250, I burned singles, fives, tens and twenties, one bill at a time, while encouraging others to join me with their own money. The transgressive act of burning my own money alluded to the absurdity of a system that treats life necessities as commodities and is based on profit—it's crazy to burn money but it is the height of rationality to have a market where billions can vanish.

- Your copy should be professional but it is good to remember that your website will evolve, there is no pressure to make everything perfect. The Intersecting Guidelines can help focus your ideas when composing your website copy.



SEO = Search Engine Optimization

- SEO is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. Effective SEO helps search engines figure out what each web page is about, and how it may be useful for users.
- The presence and work of SEO is often, but not entirely invisible.
- Optimizing for search engines is about understanding:
 - What people are searching for online and words used to search
 - The answers they are seeking,
 - The type of content they wish to consume.
- Effective SEO makes your website easy for both *users* and *search engine robots* to understand.

SEO = Search Engine Optimization

- A high SEO ranking means that search engines (Google/Bing) will include your website when relevant content is being searched.
- Highly ranked sites are:
 - Easy to use, navigate, and understand
 - Provide information relevant to the query
 - Deliver high quality, credible content
 - Are professionally designed to modern browser standards
(as mentioned, another plus for using a web host template)
- Search engines/web-crawlers are focused on text. To see the text-only version of a site search for the site in a browser, in the resulting list click on the three dots to the right and select cached. Then click on Text-only version. There is also an option to view HTML source code.

To see the Text-Only version of your website

www.linkedin.com › lajwanti-waghray-26a958a

Lajwanti Waghray - Director / Producer / Owner - Red Crane ...

Milwaukee, Wisconsin · Director / Producer / Owner · Red Crane Films

View Lajwanti **Waghray's** profile on LinkedIn, the world's largest professional community.

Lajwanti has 3 jobs listed on their profile. See the complete profile on ...

www.authenticobsessions.com › episodes › lajwanti-wa...

Laj P. Waghray — AUTHENTIC OBSESSIONS

Dec 15, 2020 — Laj P. Waghray. Documentary filmmaker **Laj Waghray's** keen observation and deep listening skills are evident in her films. She produced and ...

www.redcranefilms.org › about

About — Red Crane Films

DIRECTOR / PRODUCER. Lajwanti (Laj) P. **Waghray** has an extensive background in film and activism. In 2012, she directed and produced "Sleepovers," a

About this result

BETA



Source

authenticobsessions.com was first indexed by Google in June 2020

- Your connection to this site is **secure**
- <https://www.authenticobsessions.com/episodes/lajwanti-waghray>

This is a search result, not an ad. Only ads are paid, and they'll always be labeled with "Sponsored" or "Ad."

[Send feedback on this info](#)

Privacy settings

How Search works

Cached

This is Google's cache of <http://www.redcranefilms.org/about>. It is a snapshot of the page as it appeared on Jan 31, 2021 11:26:21 GMT. The current page could have changed in the meantime. [Learn more.](#)

[Full version](#) [Text-only version](#) [View source](#)

Tip: To quickly find your search term on this page, press **Ctrl+F** or **⌘-F** (Mac) and use the find bar.

- [Work](#)
- [About](#)
- [Blog](#)
- [Contact](#)

Menu

Red Crane Films

- [Work](#)
- [About](#)
- [Blog](#)
- [Contact](#)

Red Crane Productions strives to make meaningful films that celebrate the artistic nature of the medium and address important social issues, serving as a catalyst for discussion. The crane represents honor, longevity and soaring spirit to cultures worldwide, and the origami symbols of Red Crane demonstrate how, with a little creativity and perseverance, we can produce something beautiful.

DIRECTOR / PRODUCER

Lajwanti (Laj) P. Waghray has an extensive background in film and activism. In 2012, she directed and produced "Sleepovers," a documentary about four girls as they grow into young adults. She co-directed the third film in Janet Fitch's series, "Guns, Grief and Grace in America" (2009), co-produced Ramon Rivera-Moret's documentary, "On Calloway Street" (2008) and worked as an associate producer for Shari Robertson and Michael Camerini's "Well-Founded Fear" (2000). Waghray is a 2014 recipient of Kartemquin Films' Diverse Voices in Docs fellowship. She also serves on the Milwaukee Film Festival's Education Committee. In addition to her film work, Waghray has served on the boards of Didi in Milwaukee and Sakhi in New York; both aim at ending domestic violence in the South Asian community. She currently serves on the board of Lynden Sculpture Garden, an institute committed to promoting the enjoyment, understanding, and appreciation of art and sculpture in nature.

CO-PRODUCER/ CINEMATOGRAPHER

Ramon Rivera-Moret is an award-winning experimental filmmaker. His films have been shown at Anthology Film Archives; Millennium Film Workshop; The Queens Museum of Art; PBS; and film festivals including the Chicago Latino, Ann Arbor, San Francisco Art Institute, and Athens International. He has received awards from the National Endowment for the Arts / American Film Institute, the New York State Council on the Arts, the Jerome Foundation, the Puerto Rico Institute of Culture, the Puerto Rico Film Development Fund, the Independent Television Service (ITVS), and the Amherst Art Series fund. Rivera-Moret is currently a visiting assistant professor in the Film and Video Department at Pratt Institute and lives in Brooklyn. New

SEO = Search Engine Optimization

- SEO Basics

- HTML (H1-H6) headings play a crucial role as Google/search engines use header tags to determine important text on the page.
- Add SEO titles and descriptions for each page—snippets of up to 155 characters that summarizes a page's content.

Yoast SEO

Content: *primavera sound 2016* +

Snippet Editor ?

Snippet preview

Primavera Sound 2016: guide to the 40 best bands & stage-t...
www.methodsunsound.com/ultimate-guide-primavera-sound-2016-stage-times/
This year's Primavera Sound takes place on June 1-5, which means you only have a couple of weeks to get acquainted with THE best festival line-up of 2016.

Edit snippet

SEO title

Primavera Sound 2016: guide to the 40 best bands & stage-times

Slug

ultimate-guide-primavera-sound-2016-stage-times

Meta description

This year's Primavera Sound takes place on June 1-5, which means you only have a couple of weeks to get acquainted with THE best festival line-up of 2016.

SEO = Search Engine Optimization

- SEO Basics

- Do not lock important content away in a PDF or save text as an image! Only live text is crawled by search engines.
- Name your visual media files in a straight-forward way, specific to image content. Helpful to include your full name in the filename.
- Write longer text, the ideal length for each page is 300-350 words (or more) is considered optimized for search engines.
- Upgrade to secure “https” as this is a factor in SEO ranking. (How you do this depends on where and how your site is built.)
- Add alt text to all photos, search engines do not index visual content like images and videos. Adding alt text to images insures they are recognized by search engines. Alt-text also improves accessibility (more on that next).

User Accessibility

- Digital Accessibility is a social justice issue. You can take steps to insure that your website content is available to everyone, including people physical, cognitive, or situational disabilities. Examples are people with low or no vision, ADHD, or slow internet speeds.
- A couple things to focus on for making your site accessible.
 - Color contrast
 - Font style/sizes (italics, underlined, and centered text pose difficulties)
 - don't autoplay video or audio
 - don't incorporate rapidly flashing images
 - meaningful alt-text—Alt text is written copy that appears in place of an image on a web page if the image fails to load. This text helps screen-reading tools describe images while also increasing SEO ranking.
 - use closed captioning on videos

User Accessibility

- Helpful tools:

Alt-text

- Enhance your alt-text experienc— <https://alt-text-as-poetry.net/>
- More about Alt-text— <https://ahrefs.com/blog/alt-text/>

Contrast and Legibility

<https://webaim.org/resources/contrastchecker/>
<https://contrast-grid.eightshapes.com/>

Disability Statistics

<https://www.cdc.gov/ncbddd/disabilityandhealth/infographic-disability-impacts-all.html>

Analytics

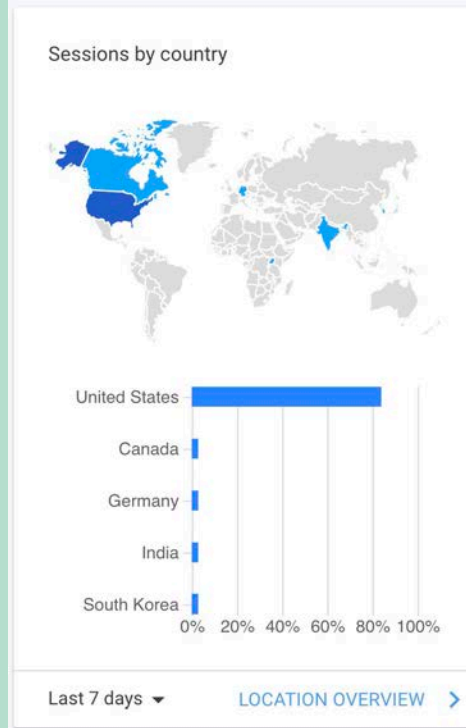
- Google Analytics is a powerful - and free - tool you can install on your website to collect important data about site traffic, popular content, visitors, and much, much more.

-Helpful article on setting up Google Analytics

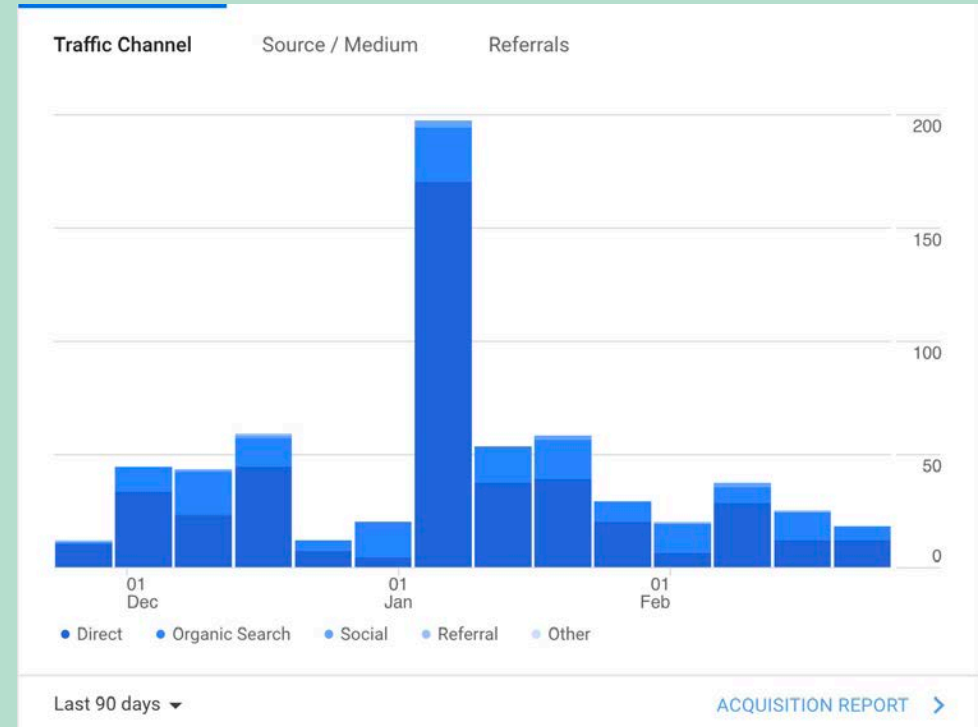
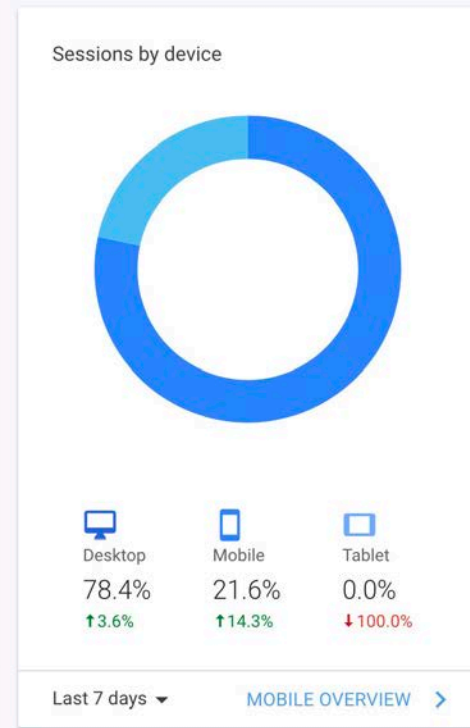
<https://support.google.com/analytics/answer/1008015?hl=en>

- A few of the things you can learn, and track over time, using Google analytics:
 - Types of devices coming to your site, laptop, mobile etc
 - Traffic sources-how people are finding your site
 - Quantity and duration of sessions
 - Top pages viewed
 - Where your visitors are located, Country, City

Where are your users?

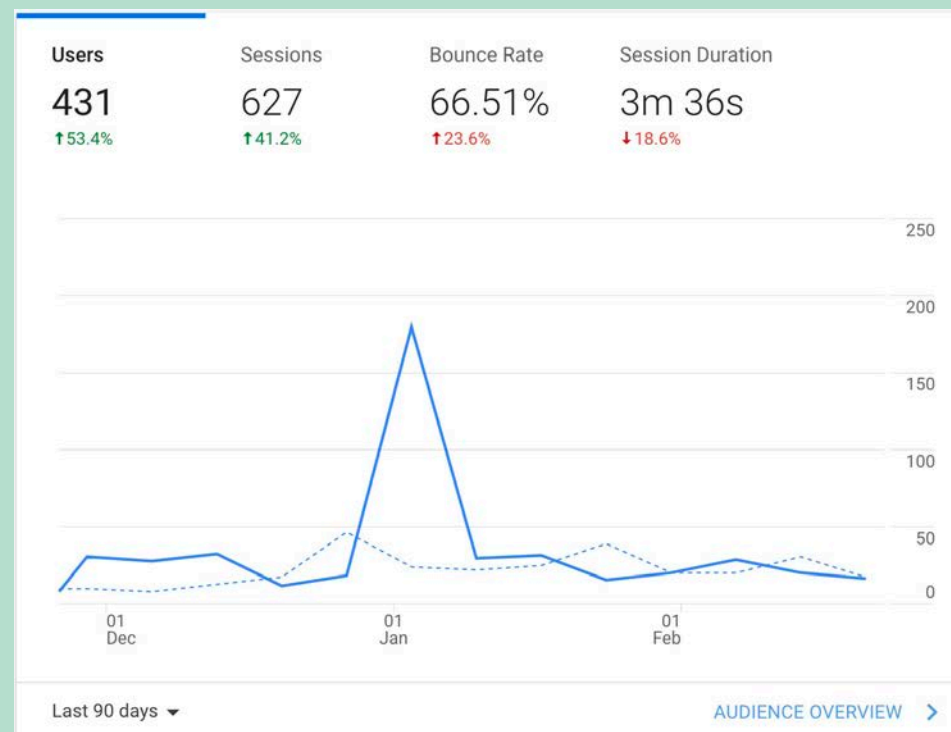


What are your top devices?

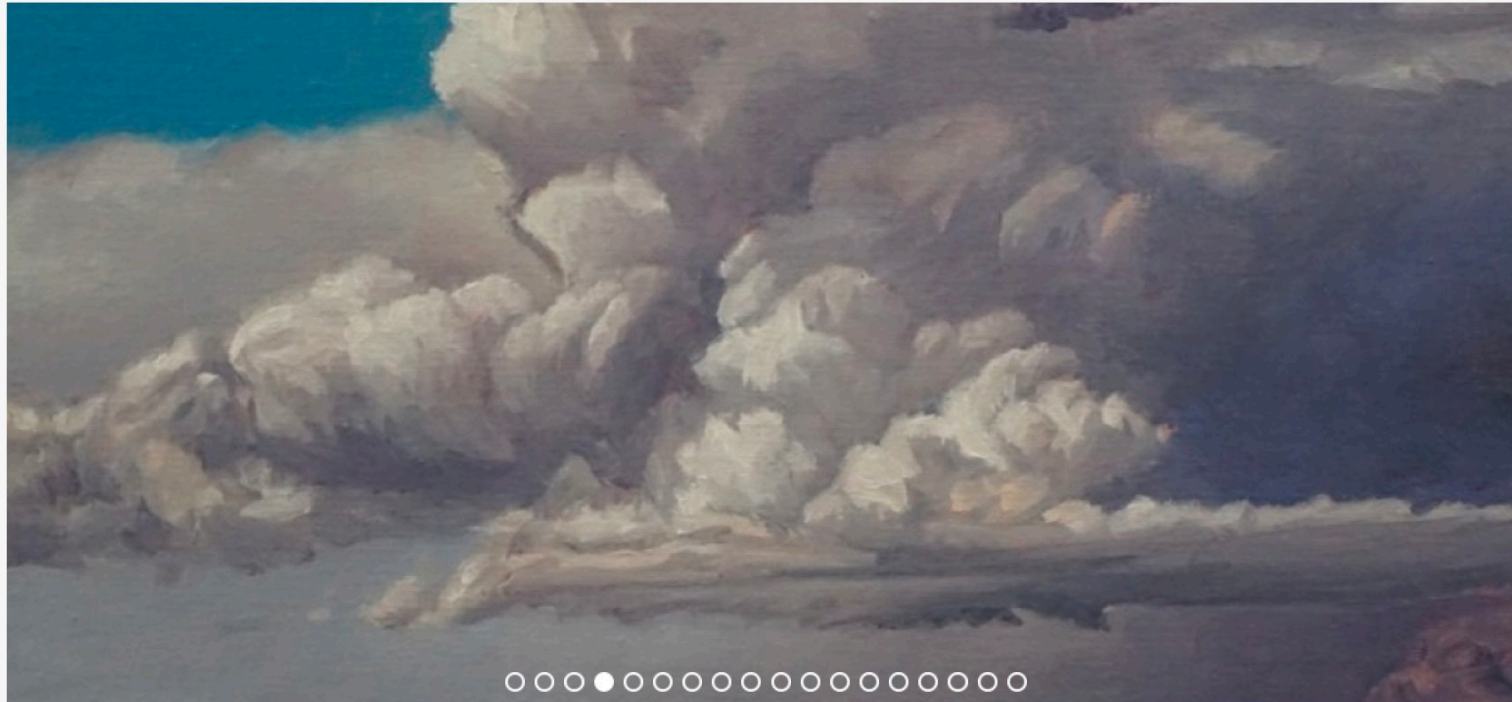


How did visitors arrive

Location and Type of Device



Total Visits



FINE ART PAINTINGS

I capture the powerful beauty of clouds and storms on camera and translate their majesty onto canvas with brush and oil paint. Each painting is an intimate portrait that reveals the structural elements and unique character of each storm cloud. My visual representations of storms honor the physical process by which Earth's life sustaining water is distributed around the globe.

David Holland lives in the perfect place to pursue his passion for [painting dramatic cloudscapes](#). Every year in the skies above his home state, there is a clash of warm and cold air that creates spectacular thunderstorms. He captures these marvels of the natural world with his camera and uses the photographs to depict in oil paintings, the most dynamic storms.

Every storm is unique and each of his paintings explores the essence and structure of an individual real life thunderstorm. He reveals the individual character of each cloud system allowing you to see into them and feel the interaction of light, water and air that make up each cloud. He lets you feel the presence of the life sustaining gift that each storm brings to us – water.

SEND DAVID AN EMAIL

Name *

Would you like to receive emails from us in the future? *

- ☐ No
☐ Yes

SUBMIT

Looking to the Future

- Your website, and it's function within your digital universe, is an ongoing project. As your work, opportunities, and achievements evolve how you choose to feature and highlight content will change.
 - Again, an active, up to date website can be generative for your studio practice. Look for insights, maybe even pleasure, from the process!
- Set aside time, and mental energy, to revisit your website on a monthly, quarterly, or semi-annual calendar.
 - This could be the time to look through analytics data and consider updates and tweaks.
- As I mentioned, Joe and I are available for individual consultations, just send an email if you would like more information on rates.
- A simple cover page can serve as short or long-term placeholder.



BEATRIZ AYALA

LEGAL CONSULTANT

From high-profile companies to local landlords and tenants, Beatriz Ayala serves her clients as an experienced defender and advisor. She developed her tireless work ethic at Pierce Law School and cultivated a deep commitment to housing rights while volunteering for the Sunrise Housing Association. Grace established her career at Winkle, Garcia, & Patterson, LLP in Chicago, working there for ten years. Now based in Baltimore, MD, she enjoys being a mother, wife, and contributor to *Weekly Law* and *Legal News*.

CONTACT

[Twitter](#) [LinkedIn](#) [Email](#)

Time for Questions . . .



- Try to reduce stress around digital sharing as it affords unprecedented opportunities to build and stay connected to your audiences
- That's a wrap!

THANK YOU

I look forward to seeing your websites evolve and flourish. Please take a moment to offer feedback on the workshop. A link to the evaluation form is available in the chat. Also here: <https://forms.gle/umrFgdF77c8b6d286>

Email: pjdruecke@gmail.com Website: pauldruecke.com

Participant's Website and Social Media

The following information was shared via the in-session chat:

Kristina Rolander www.kristinarolander.com IG @kristinarolander

Macus Alonso Macusalonsotextiles.com

Marsha McDonald IG @marsham6

Ayako Kato www.ayakokatodance.com

Glossary

Autoplay - is audiovisual content that starts automatically when a user goes to the host web page.

Analytics (often associated with Google) - is the measurement, collection, analysis, and reporting of web data to understand and optimize web usage. Web analytics is not just a process for measuring web traffic but can be used as a tool for business and market research and assess and improve website effectiveness.

Blogs - consists of discrete, often informal diary-style text entries (posts). Posts are typically displayed in reverse chronological order.

CMS - Content Management System is software that helps users create, manage, and modify content on a website without the need for specialized technical knowledge

Domain Name Registration - Domain name registration reserves a name on the Internet for a certain period, usually one year. ... The registration's owner controls content associated with that website and allows one to create a unique web presence and personality.

Embedded Content - the integration of links, images, videos, gifs and other content into social media posts or other web media. Embedded content appears as part of a post.

Footer - is an area located at the bottom of every page on a website, below the main body content. It is generally consistent on all pages.

HTML - Hyper Text Markup Language is the standard markup language for documents designed to be displayed in a web browser

Glossary

Links - A link (short for hyperlink) is an HTML object that allows you to jump to a new location when you click or tap it.

Menus - is a collection or list of links. ... Some menu items may have sub-menu items that are displayed in a drop down menu.

Mobile Friendly - A mobile friendly website is coded to shrink down and rearrange content in order to correctly display on a mobile device.

SEO - Search Engine Optimization is the practice of increasing the quantity and quality of traffic to your website through organic search engine results

Site maps - A site map (or sitemap) is a list of pages of a web site within a domain. There are three primary kinds of site map: 1. Site maps used during the planning of a Web site by its designers. 2. Human-visible listings, typically hierarchical, of the pages on a site. 3. Structured listings intended for web crawlers such as search engines.

Templates - See CMS

User Accessibility - Web accessibility means that websites, tools, and technologies are designed and developed so that people with disabilities can use them. More specifically, people can: perceive, understand, navigate, and interact with the Web.