



Three (or more) Website Mistakes and How to Fix Them

RADIATEWP

PRESENTATION PROPOSAL

PRESENTED BY

Carol Stambaugh


 **RADIATEWP**
SUPPORT + MANAGEMENT + WORDPRESS



CAROL STAMBAUGH, PRESENTER



A seasoned professional with over 10 years of experience working with WordPress, she has tenaciously embraced the technology sector. In 2010, Carol created Tech Tools, LLC, next she joined forces to found FreeUp Web Studio in 2013, and then took over the operation of RadiateWP in 2016.



Her work also extends to the nonprofit sector with over 14 years of experience in executive roles. Her volunteer contributions include service on the WordCamp organizing team every year since 2012 and leading the ArizonaWordPress Meetup Group since 2011.

Carol has been recognized over the span of her career as President of AzSAE, AzSAE Association Executive of the year, and was featured in the open.film documentary about the WordPress Open Source project.

Lastly, alongside her warm personality, interest to help people, and love for animals; Carol's resilience and love for learning have been key in her approach to the dynamic world of technology. She embraces change and harnesses new abilities and tools with ease. Carol lives with her husband, two kids, two dogs, and her hedgehog named Poe.

PRESENTATION TITLE

Three (or More) Common Website Mistakes and How to Fix Them






PRESENTATION DESCRIPTION




Does making changes to your website feel daunting? Do you know it needs something, but not sure what? Join us for a presentation on Three (or More) Common Website Mistakes and How to Fix them. As a digital agency serving nonprofits with ongoing WordPress maintenance and support, we have the opportunity to see a lot of websites. In the past year, our team has completed 82 site audits and made 1,301 recommendations to our clients on ways to improve their website. Through these audits, we have gathered hard data that shows the most common mistakes made on websites. This presentation will not only describe these mistakes but also show you how to fix these mistakes. This presentation is not limited to only WordPress users. These valuable lessons can be used by anyone with a website.

INTENDED AUDIENCE

Leaders (Volunteer and Staff) who are directly or indirectly involved with website communications and want to improve their website presence.



LEARNING OBJECTIVES

- Participants will be able to identify the top accessibility mistakes and how to fix these issues.
 - Participants will understand the legal requirements and obligations of website Privacy Policies and will be given 3 resources for ensuring compliance with website privacy laws.
 - Participants will understand the importance and complexity of website page speed and will be able to list 3 things that can help improve page load times.
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PAST PRESENTATIONS

- January 2021 - Top 3 Website Mistakes and How to Fix Them - Webinar for the Alliance of AZ Nonprofits
- Nov 2019 - Integrating WordPress into Your Daily Workflow - Custom presentation created for the International Tennis Association/Tempe, AZ
- October 2019 - WordPress Documentation Tips and Tricks - AZ WordPress Meetup Group/Tempe, AZ
- May 2019 - An Overview of the Features of the Divi Theme - AZ WordPress Meetup Group/Tempe, AZ
- November 2018 - Pluginpalooza: A Look at the Most Popular WordPress Plugins - AZ WordPress Meetup/Tempe, AZ
- March 2017 - Documentation Tips and Tricks - Galvanize Co-working Space/Phoenix, AZ
- April 2017 - Demonstration: Design, Develop and Launch a Website Using Divi - AZ WordPress Meetup/Scottsdale, AZ
- February 2017 - Website Needs Analysis: An Interactive Experimental Session - AZ WordPress Meetup/Chandler, AZ
- February 2016 - Plugin-palooza: A Look at the Most Widely Used WordPress Plugins - AZ WordPress Meetup/Chandler, AZ
- December 2016 - WordPress Basic Training for Hopi Nation/AZ
- November 2015 - Using Divi Theme to Design Your WordPress Website, AZ WordPress Meetup/Chandler, AZ
- October 2014 - To Tech or Not to Tech: A Discussion - ProBono Week - CoHoots/Phoenix, AZ
- May 2013 - There's an App for That - Nonprofit Business Summit by Phoenix Biz Journal/Phoenix, AZ
- Tips to Make Every Beginning WordPress User a Star - WordCamp/San Diego, CA

PAST PRESENTATIONS, CONT.

- November 2012 - Setting Up WordPress: A Demo From Genesis Theme Install to Completion - ASU Venture Catalyst presents Techiepalooza 2.0/Scottsdale, AZ
- August 2012 - Introduction to Google Analytics - AZ WordPress Meetup/Chandler, AZ
- June 2012 - Beginning WordPress Skills - ASU Venture Catalyst presents Techiepalooza/Scottsdale, AZ
- April 2011 - Technology Made Easy for Service Organizations - AZ Zonta Regional Conference Leaders/Chandler, AZ
- December 2010 - Technology Tools for Social Services - Navajo Nation/AZ
- November 2010 - Technology Tips and Tricks for Social Workers - National Association of Social Workers, AZ Chapter Annual Conference
- April 2010 - Technology Tips for Greater Efficiency - National Association of Social Works Annual Leadership Meeting in Washington DC
- January 2007 - December 2010 - Adjunct Professor ASU School of Social Work - SWU291 Human Service Delivery System



AUDIENCE ENGAGEMENT

Audience engagement is an important part of every presentation, particularly in a virtual format. For this presentation, I have polls built into the presentation asking relevant questions of the attendees. Addressing audience questions is a high priority. If the platform takes questions through chat, I will have an associate help monitor the chat. Another tool that I frequently use is Google Presentation tools which allow users to type in their questions anonymously (if they wish) and then it allows everyone to see the questions and then upvote the questions making it clear which are the most pressing questions to address.



CURRENT RELEVANCE

At no time in the short history of the internet, has the web been more like a “place”. Since March of 2020, the web has been a Place for meetings, it has been a source of information, and it has been a space for learning and teaching. In this short span of time, the importance of connecting and using websites has advanced faster than at any other point in history.



With the pandemic, people are relying on eCommerce, online shopping, and online learning like never before. One of the greatest frustrations to come out of this time is the reliance on technology and at times, the inability to access technology when needed. The pandemic has put the spotlight on website accessibility and speed. With the emergence of everything being online, from grocery shopping to registering for the vaccine, internet traffic is at an all-time high. This means the stakes are high and website owners must make sure that their website is compliant as well as accessible to as many people as possible, especially those with disabilities. The Three Common Mistakes presentation will address ways in which organizations can ensure site compliance while making their website “place” more accessible without sacrificing speed.

