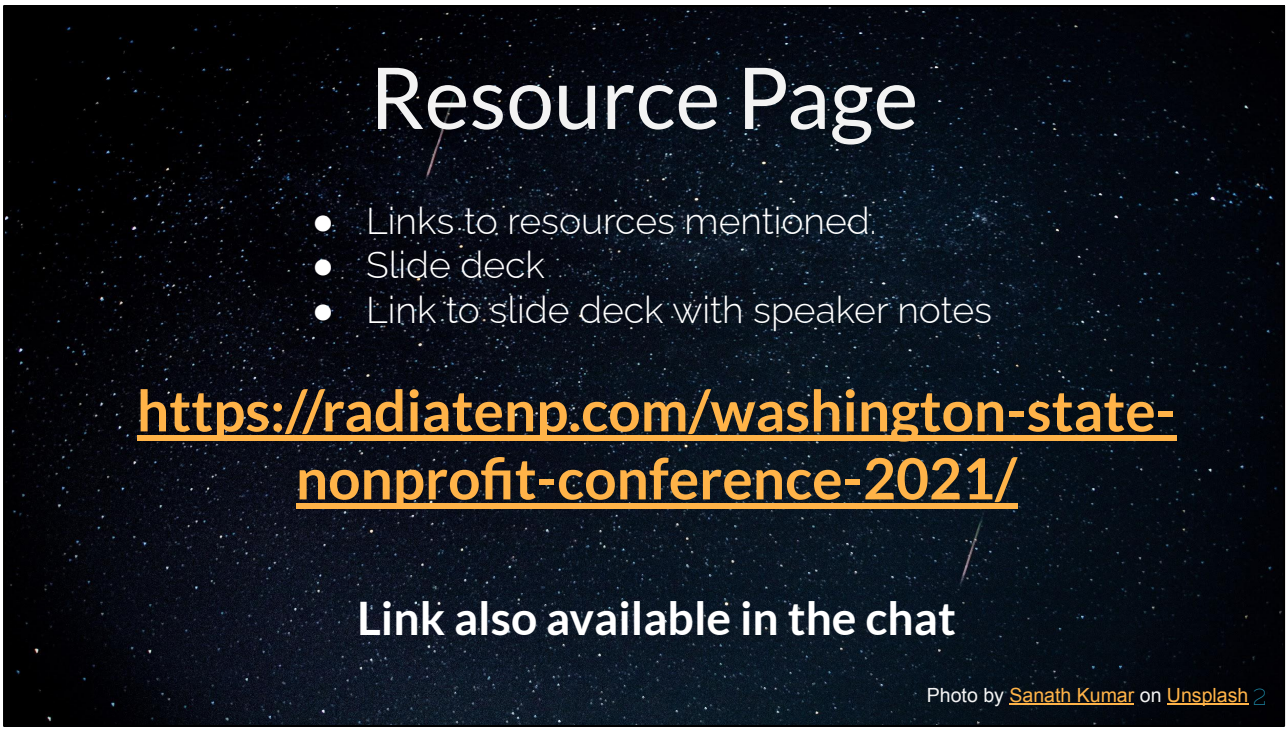
Title Slide Info

- Picture of a laptop with a potted plant
- Washington State Conference
- Presentation Title: Three (or more) biggest Website Mistakes
- RadiateWP logo with taglines “Support*Management*WordPress”.

Time Stamp :55



Est Time - 2 min

Slide Info -

- Title says, “Resource Page” on a background with a picture of stars at night.

Speaker Notes -

- Links to resources mentioned.
- Slide deck
- Link to slide deck with speaker notes

https://radiatenp.com/washington-state-nonprofit-conference-2021/

Link also available in the chat

Time Stamp:2:02

Est Time - 1 min

Slide Info -

- Picture of my two kids when they were 3 and 8, holding hands and walking on a beach
- Slide says - Hello! I Am Carol Stambaugh. I am here because I love WordPress, technology solutions and teaching.
- You can find me at carol@radiatewp.com

- Social worker and former association executive
- Executive director of two different non-profits
- President/Treasurer of AzSAE
- Earned the CAE (Certified Association Executive) designation while working for a nonprofit association.
- Volunteer for the WordPress Project

Time Stamp: 3:25

Est Time - 1 min

Slide Info -

- Picture of my business partner with his son overlooking a cityscape.
- Slide says - Hello! I Am Jeremy Saxey I love understanding and solving problems using technology, especially WordPress.
- You can find me at Jeremy@radiatewp.com

Time Stamp:4:06

Est Time - 1 min

Slide Info -

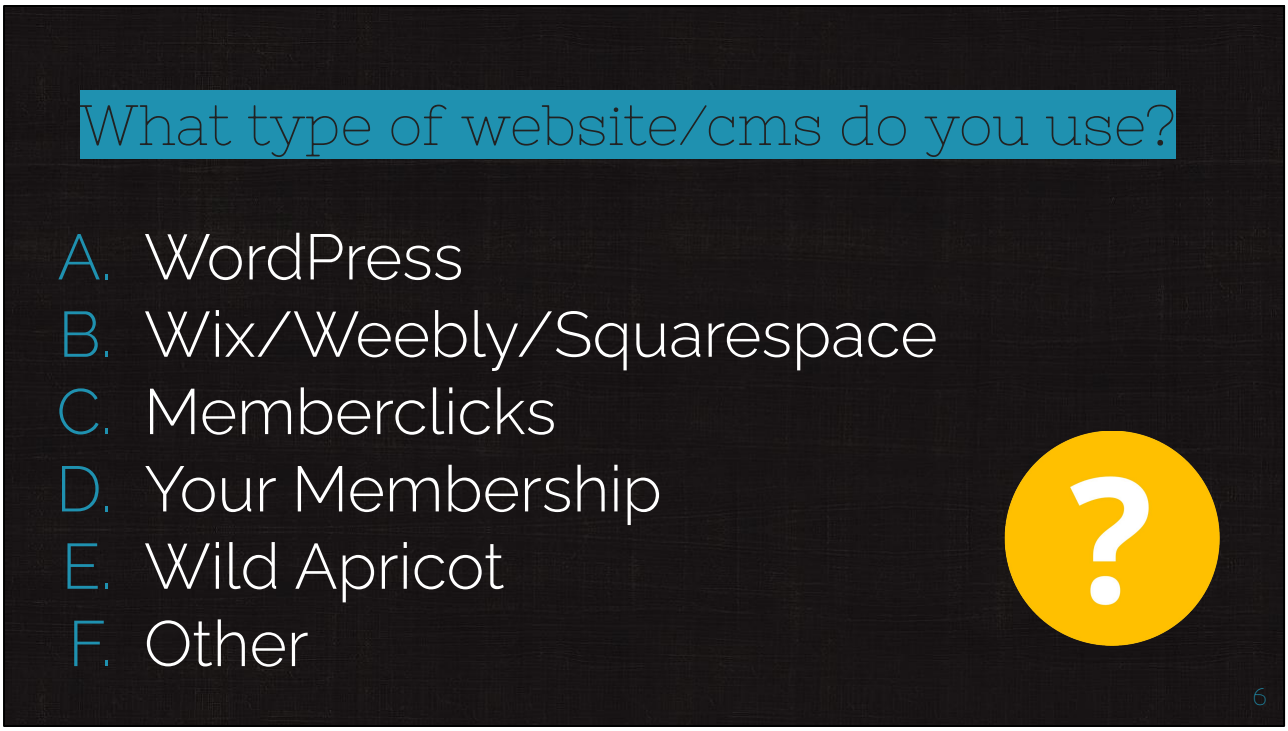
- Picture of four people, two men and two women. The man on the left is my business partner, then myself and the next person is Matt Mullenweg. In 2003, Matt founded WordPress at the age of 19 yo. WordPress now powers 40% of the web.
- The saying on the slide is a quote from Matt.

“Technology is best when it
brings people together”
-Matt Mullenweg

Speaker Notes -

- The WordPress Project is more than just a piece of software, it is a community of people working for an idea and a vision for the democratization of the web.
- Open.film is a great short video about the open source community that makes up the WordPress project.

Time Stamp: 5:37



Est Time - 1 min

Slide Info -
Poll Question - What type of website/cms do you use?

A. WordPress
B. Wix/Weebly/Squarespace
C. Memberclicks
D. Your Membership
E. Wild Apricot
F. Other

Time Stamp:6:11

Est Time - 1 min

Slide Info -

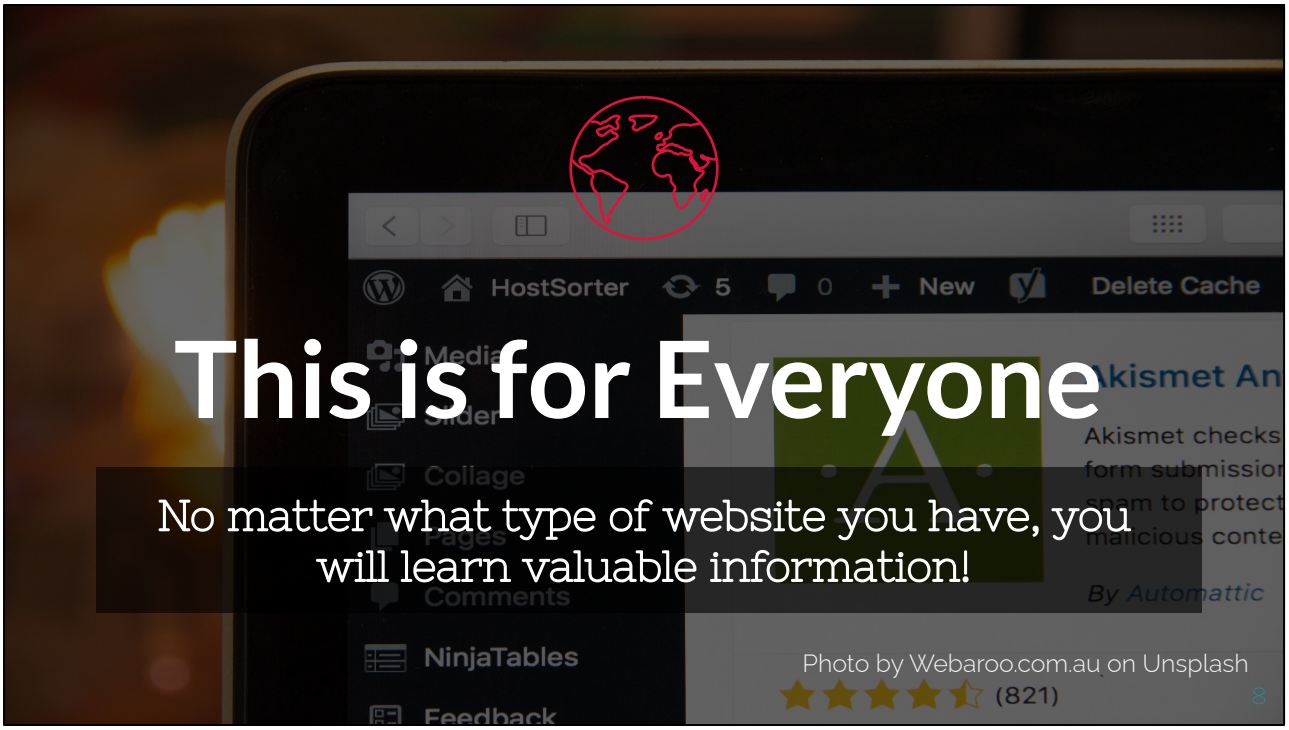
- Title - RadiateWP with a bullet list of the services I am about to describe.

Speaker Notes -

- Many web designer build websites, then turn them over with no maintenance plan.
- Websites are dynamic and always evolving and with that evolving technology it is important to keep it maintained, and up to date.
- We are one of a growing number of agencies focusing on WordPress Maintenance and Support.
- WordPress is our jam… it powers; 39.3% of the web.

BUT…

Time Stamp: 7:20



Est Time - 1 min

Speaker Notes -
This presentation is for everyone. No matter what type of website you have, you will learn valuable information.

Slide Info -
Picture of a laptop with the backend of WordPress showing on the screen.

Time Stamp: 7:46

Est Time - 1 min

Slide Info -

- Grey slide with title that says, “Question - How do we know what the biggest mistakes are?”
- Answer - Site Audits

Speaker Notes -

And guess what, that is out of date now… because we are constantly doing new audits and our team started two new site audits after I published these slides.

At the time this slide was completed, we had 105 audits and 1661 audit recommendations
Time Stamp: 8:23

Est. .5 min

Slide info -

- Gif of a dog dressed up in a shirt, tie and glasses with the words, “Trust me, I’m a Professional.”

Speaker notes -

- I like dogs, and using gifs in my presentation.

Time Stamp: 8:45

What is a Site Audit?

- UX (User Experience)
- Accessibility
- Performance and Security
- Content form and copy
- Legal
- Conversion Optimization
- SEO/Online Visibility
- Technical WP Assessment

11

Est Time - 1 min

Speaker Notes -

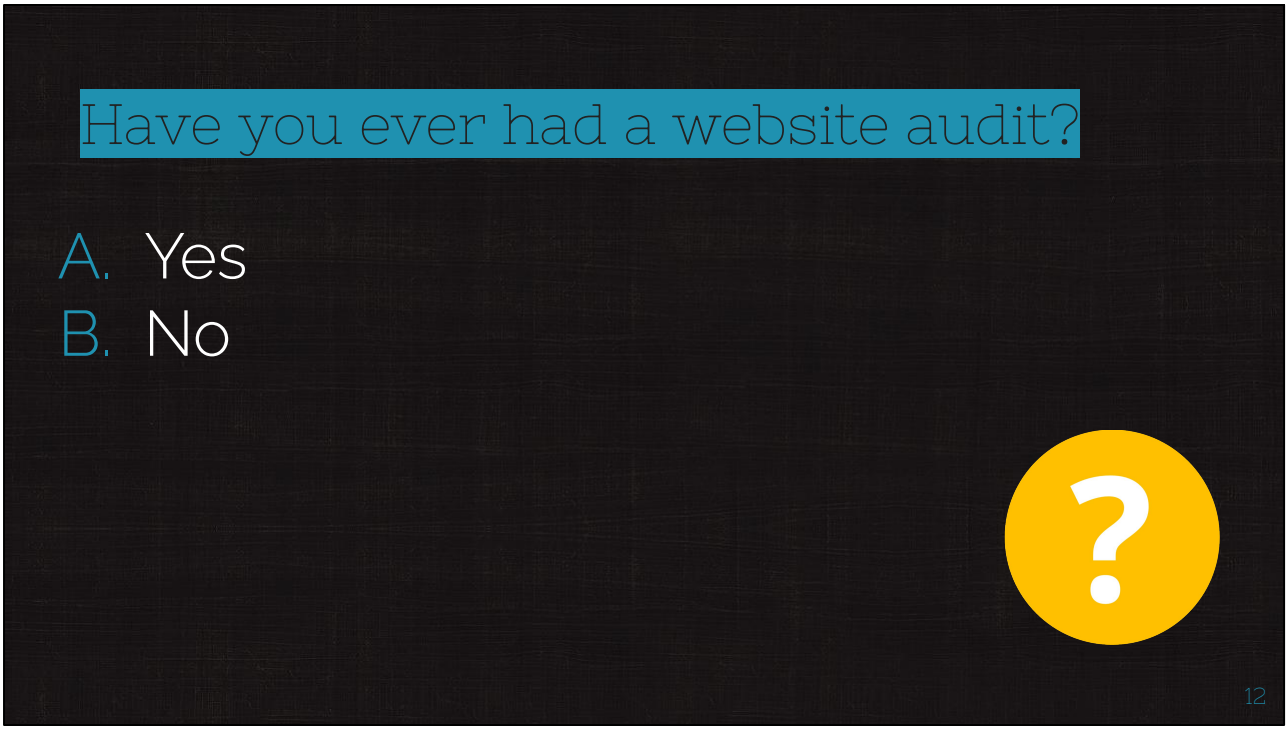
- Our Comprehensive Site Audit looks at all of the above listed areas of a website.
- However, we will not cover everyone one of these sections today, but we will talk about some of the most important ones.

Slide info -

- Title says What is a Site Audit? And it has a picture of the cover page of one our actual site audits.
- Then there is a list of all of the sections that we cover in a site audit. These include:
    - UX (User Experience)
    - Accessibility
    - Performance and Security
    - Content Form and Copy
    - Legal
    - Conversion Optimization
    - SEO/Online Visibility

- Technical WordPress Assessment

Time Stamp: 9:47



Est Time - 1 min

Slide Info -
Poll Question - Have you ever had a website audit?

A. Yes
B. No

Timestamp: 10:26

Est Time - 3.5 min

Slide Info -

- This is a section divider slide - The title says, “1. Accessibility Why is this Important.”
- The slide has a picture of someone using an accessibility device with a laptop keyboard.

Speaker Notes -

The most dominant issue right now for websites is accessibility. Why is it important for a website to be accessible?

1. It is a civil rights issue and it is the right thing to do.
    a. Imagine you are someone who is unable to use a mouse and needs to use the keyboard or speech and you are unable to sign up for a Covid vaccination, or grocery delivery.
    b. Imagine you are sight impaired and the website is referring to a picture, but you don’t know what the picture is.
    c. More people than you know use accessibility features on the web - My 13 yo who has dyslexia uses tools in his browser that allow the text to be read to him.

a. In just 3 years, Lawsuits went from 262 to 2235. This is from 2016 to 2019 according to https://blog.usablenet.com/.
b. Most targeted industries - retail, food, entertainment/leisure, travel/hospitality

Timestamp: 14;15

.5 min

Slide Info -

- Slide Title Says Alt Text Images
- Slide has a picture of someone's hands on a laptop

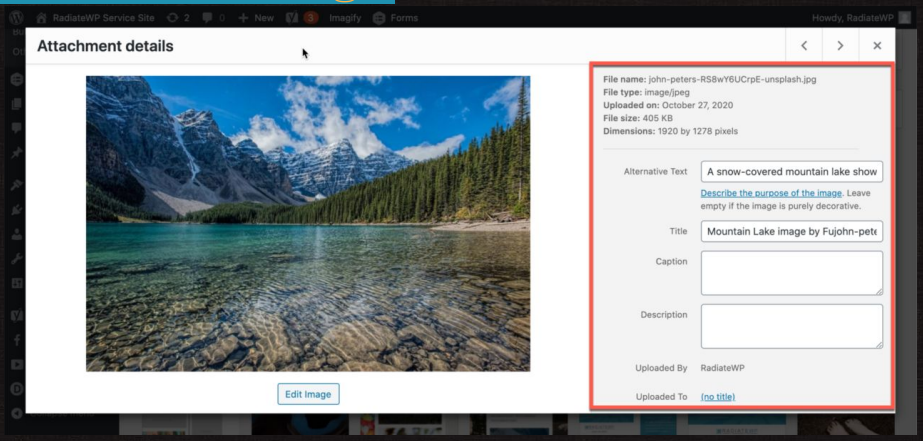
Speaker Notes -

- Only 18.6% of websites we reviewed had alt text images on their site.
- So what does that mean?

Timestamp: 14:59

The fix

Add alt text for each image.



15

Est - 1.5 min

Slide Info

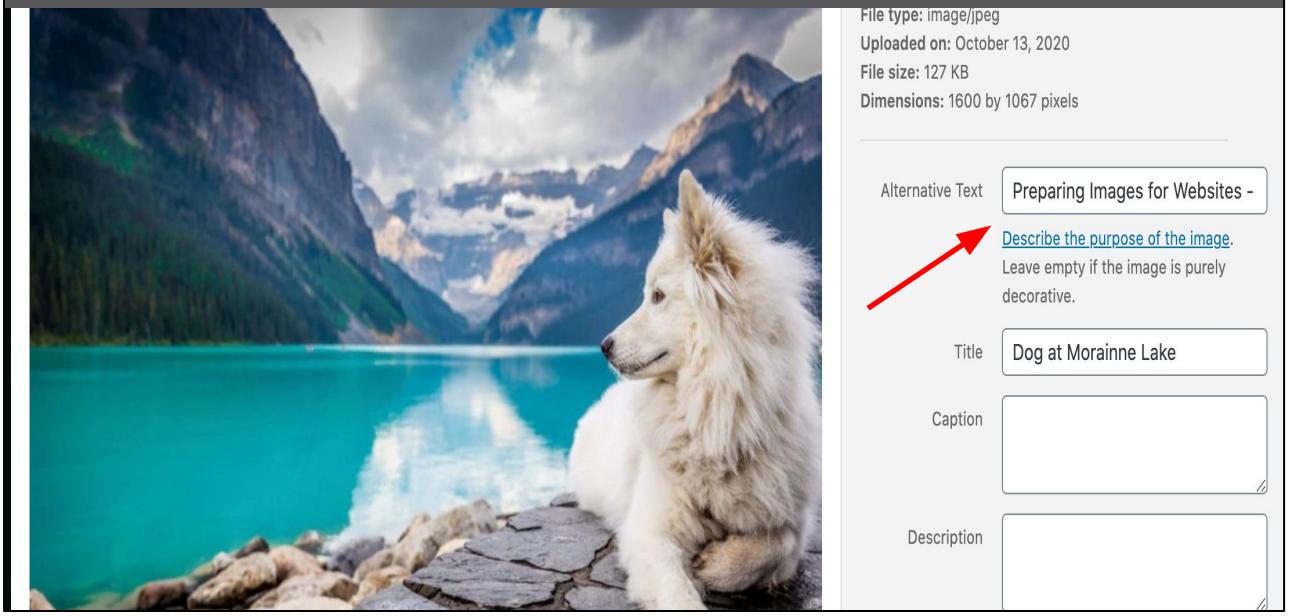
- Title says: “The Fix: Add alt text for each image”.
- It has an image of the backend of WordPress where you can add alt text to an image.

Speaker Notes -

- Alt text is the text that is read aloud to a website user when they are using a screen reader for the website.
- Add it for every image
- By describing the image in the alt text, you give valuable information to your user.
- Don’t need it for decoratie only images.

Timestamp: 16:02

ALT TEXT



Est. 1 min -

Slide Info

- Title says, “Alt Text”
- Slide has a large picture of a white dog in front of a mountain late with an arrow pointing to the alternative text field in WordPress.

Speaker Notes -

- Here is an example in WordPress
- You see the keywords “Preparing Images for Websites” , but behind that, I have “Dog at Morainne Lake”

Timestamp: 16:59

.5 min

Alt text is the only thing I will show you today. There are many more things to consider, but Alt Text is such a huge part of accessibility that if you make a vast improvement on this part, it will be a huge win.

Slide Info

- Title says, “Accessibility Resources”
- Bulleted list of items website urls.
  - https://a11yproject.com/
  - https://blog.usablenet.com
  - https://webaim.org/

Speaker Notes

For more information, you can view this list on a resource page on our website. Go to XXXXXXXXX

So many other accessibility issues

- Tab through navigation
- Color contrast
- Font size

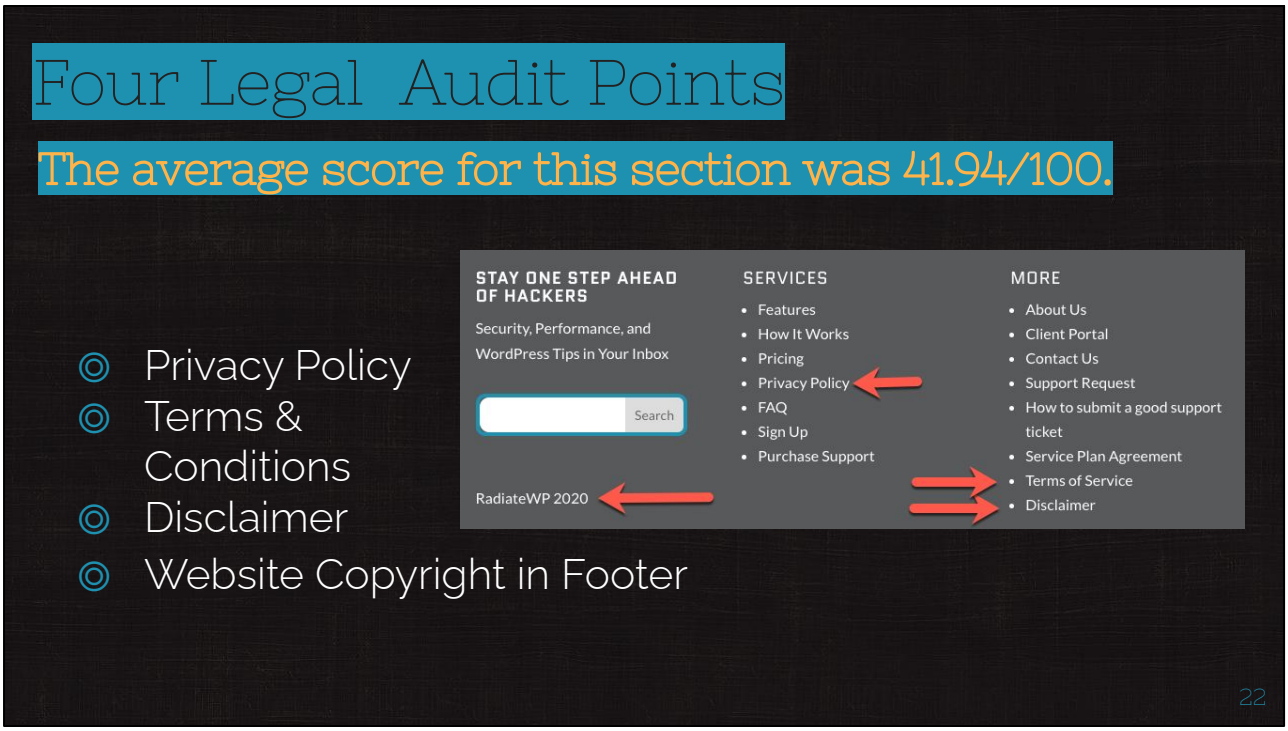
- Form creation and selection
- Tags in the code that identify buttons

18:59

Slide Info -

- This is a section divider slide - The title says, “2. Legal: Privacy is driving the web!”
- The slide has a close up image of a gavel.

Timestamp: 19:18



Est Time - 4 min

Slide Info

- Title says, “Four Legal Audit Points: The Average Score for this section was 41.94/100”
- It has an image pointing to different sections in a website footer.
- The bulleted lists identifies these sections as:
    - Privacy Policy
    - Terms & Conditions
    - Disclaimer
    - Website Copyright in Footer

Speaker Notes -

Average score for section was 41.94

Legal sections on a website

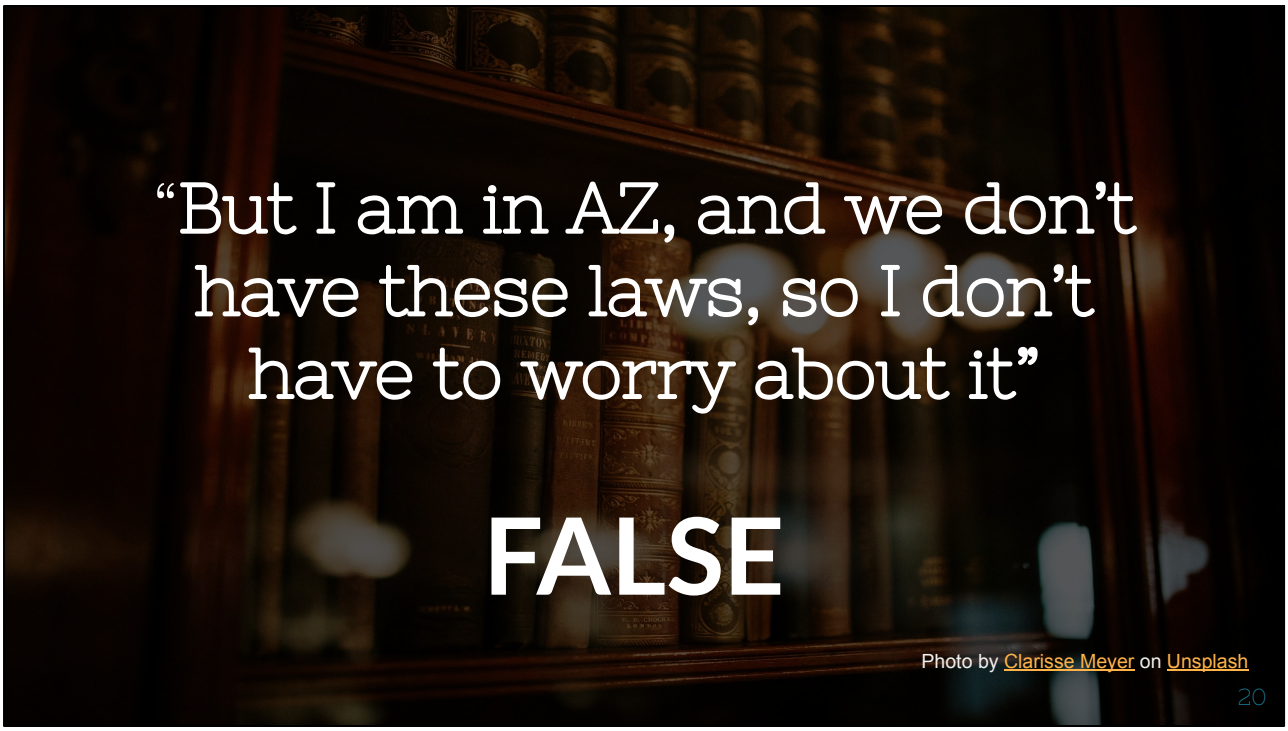
- These sections, if applicable to your situation, should all appear on your site.
    - Privacy Policy
    - Terms of Service
    - Disclaimer

Story time -

- Over the years, there have been data breaches and concerns over user information security
- GDPR (General Data Protection Regulation) - Became enforceable in May of 2018. The passage of this legislation in the EU rocked our industry and forces websites to begin taking privacy very seriously.
- Two aspects of the GDPR
    - Give individuals control of their data (The right to be forgotten)
    - Requirements for processing data and informing users how their data is used.
- 6 governmental entities including states, Canada, and the EU have passed laws and there are 26 bills that have been introduced in other states. https://termageddon.com/us-privacy-bill-tracker/

IMPORTANT -
Can I copy someone else's policies? - No
Can I get them done once and be done with it - No

Timestamp: 25:12



Est Time - 2 min

Slide Info -

- Title says, “But I am in AZ, and we don’t have these laws, so I don’t have to worry about it.” - “FALSE”

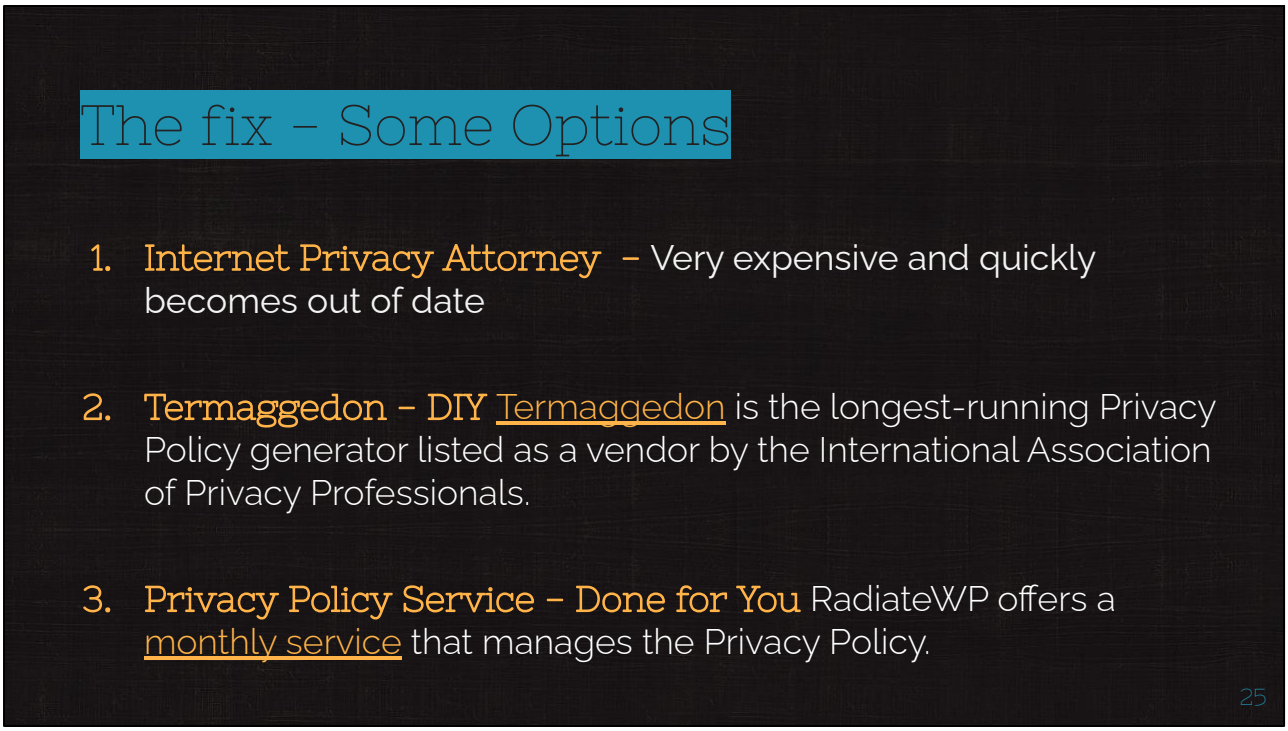
Speaker Notes -

- If you have visitors come to your site from CA, then you have to follow CA law.
- If you have visitors come from NV, then you have to follow NV too.

New states are introducing laws all the time.

- CA and NV are in place with Virginia on track to pass the next one.
- There are 26 privacy bills at various stages in the US at this moment.
- Canada has a new amendment to their law.

Timestamp: 26:04



Est Time - 3 min

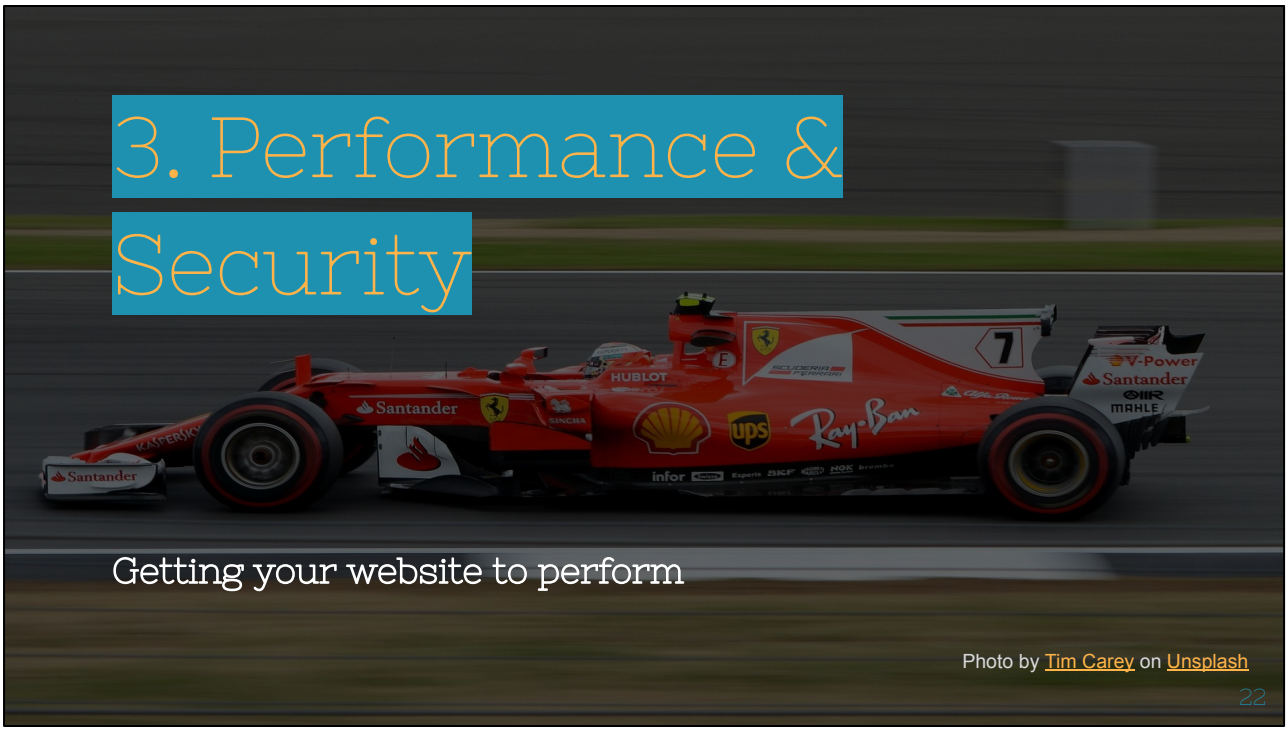
Slide Info -

- Title says, “The fix - Some Options”

Speaker Notes

1. Internet Privacy Attorney - Very expensive and quickly becomes out of date.
2. Termaggedon - DIY - Termageddon is the longest-running privacy policy generator listed as a vendor by the International Association of Privacy Professionals. This service is for any website, not just WordPress. This is a DIY service. Sign up for the service and you will work through a setup process to identify how your website processes data and then you get a code snippet to place on a page in our website and the policies show up on your site. IMPT to make sure you link them all up in the footer as I showed earlier.
3. Privacy Policy service - Done for You - RadiateWP offers a monthly service that manages the privacy policy. We will set up the Termaggedon service for you. RadiateWP done for you service has to be WordPress, but you DO NOT have to be a current client of ours. We will handle the setup for you.

Timestamp: 29:12



Est - 2 min

Slide Info -

- This is a section divider slide - The title says, “3. Performance and Security: Getting your website to perform”
- The slide has a large picture of a red race car on a race track.

Speaker Notes-

Why does page speed matter?

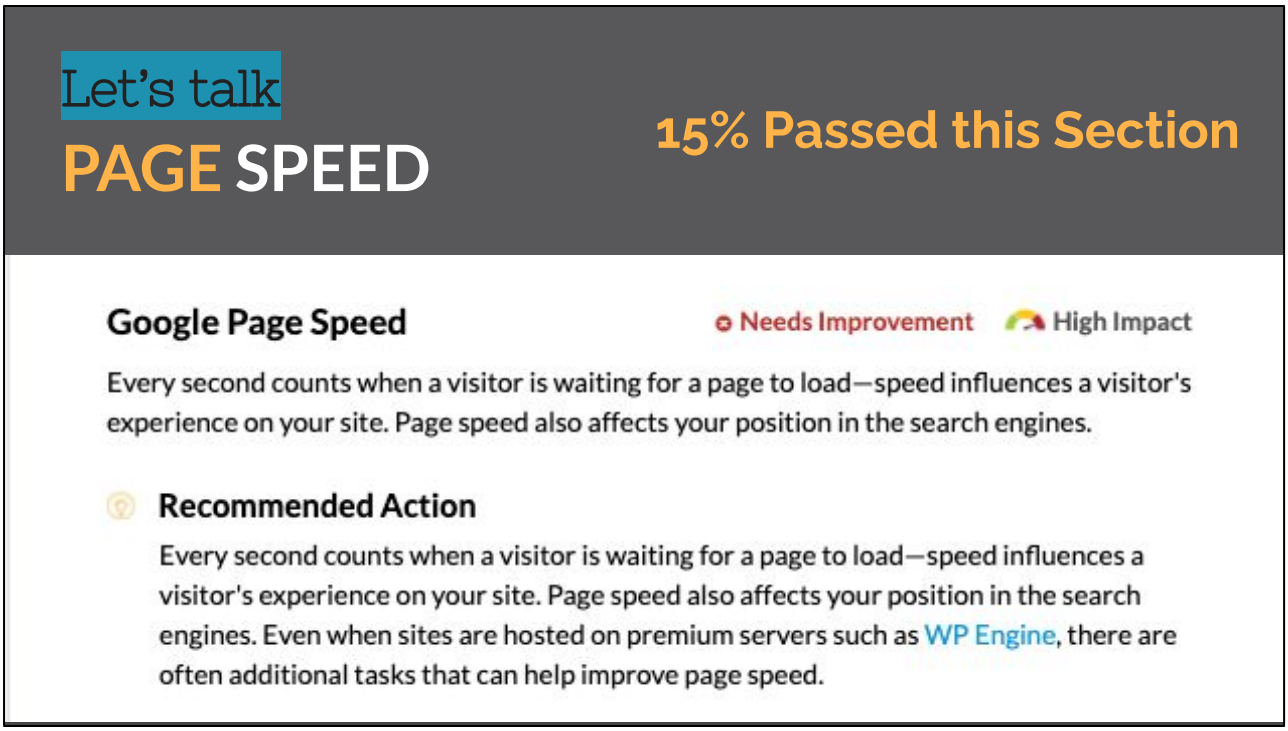
- It matters to the users
- AND it matters to Google for your search results.

Remember what Google’s goal is. Their goal is to “serve up the best results for the user” (and advertising, but that is a different story).

In a blog post published by the website searchengineland.com, the average user will give up on a website if it takes longer than 3 seconds to load.

When a site is slow to load, users get frustrated and “bounce” or leave our site. Google hates that and they want to give their users good pages that load fast.

AND, you hate that too. Because you lost a website visitor.



Est Time - 1 min

Slide Info -

- Title says, “Let’s Talk Page Speed: 15% passed this Section”
- The slide shows a screenshot from the Google Page Speed test that comes from one of our audit reports.

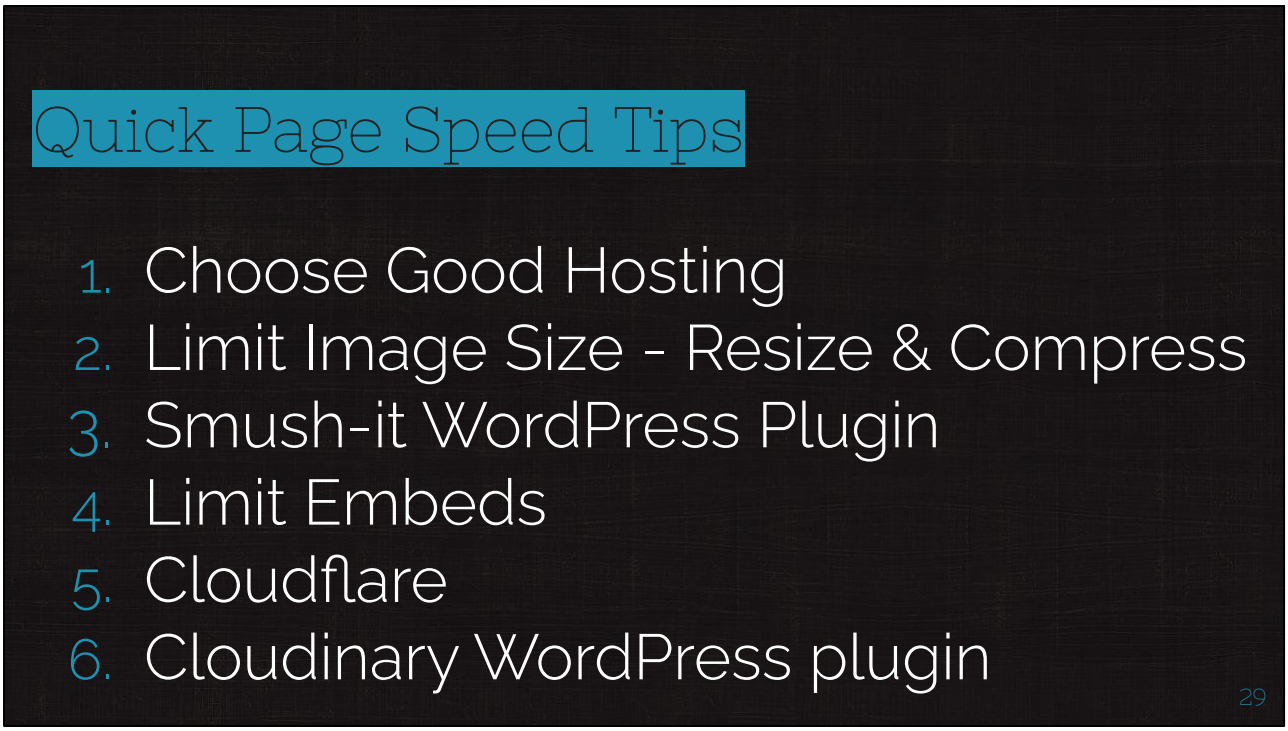
Speaker Notes -

Only 15% of audits passed this section

A lot of variables contribute to page speed

- Internet
- Hosting company
- Server configurations
- Software versions
- Themes and plugins
- Type, size and amount of content

Fixing page speed is a complex journey and often takes some time, work and technical expertise.



Est - 5 min

Slide Info -

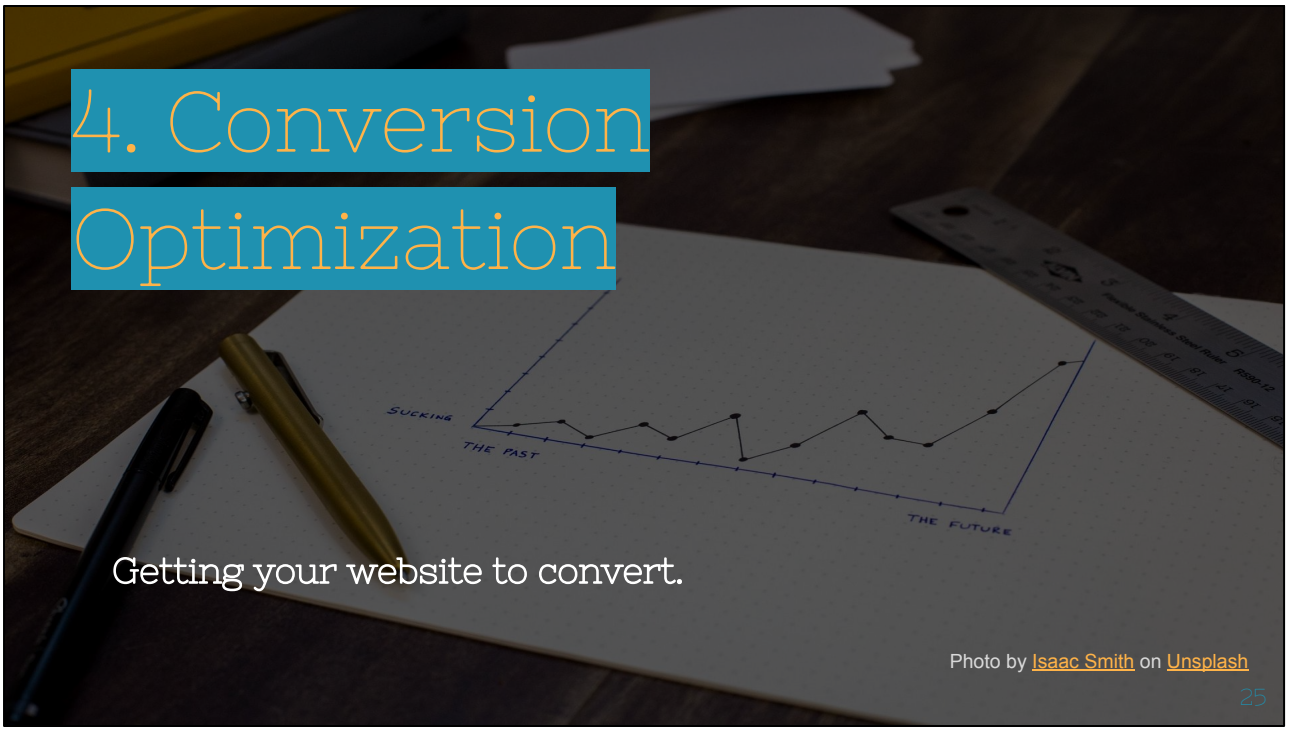
- Title says, “Quick Page Speed Tips”
- The slide lists out these bullet points

Speaker Notes

1. Choose Good hosting
    - Very important for sites that are self-hosted. We have our favorites and are happy to answer questions about that.
2. Limit Image Size - Resize and Compress
    - Current phones take pictures that are FAR bigger than is needed for the website. RESIZE and COMPRESS - WebP formats
3. Smush-it WordPress Plugin
    - WordPress plugin that handles image compression for you.
4. Limit Embeds
    - Embed code slows the site down because you are embedding information that is on another site and they two have to communicate in order to show the content.
5. Cloudflare

    - Cloudflare is a service that handles your DNS and acts both as a firewall and caching to speed up and protect your site. (Can answer questions privately on this if interested)
2. Cloudinary WordPress Plugin
    - Media hosting/CDN system that can speed up your images. There are other similar services like Amazon AWS and Rackspace.

Timestamp: 37:50



.5 min

Slide Info -

- This is a section divider slide - The title says, “4. Conversion Optimization: Getting Your Website to Convert
- It has an image of a desk with graph paper and a hand drawn graph and the desk has pens and a ruler laying to the side.

Speaker Notes -

- Conversion Optimization had the best scores on the audit, but this is still so important that I wanted to highlight this area.
- Your website should have a purpose, goals, and it should be painfully obvious to the user what your primary CTA is.

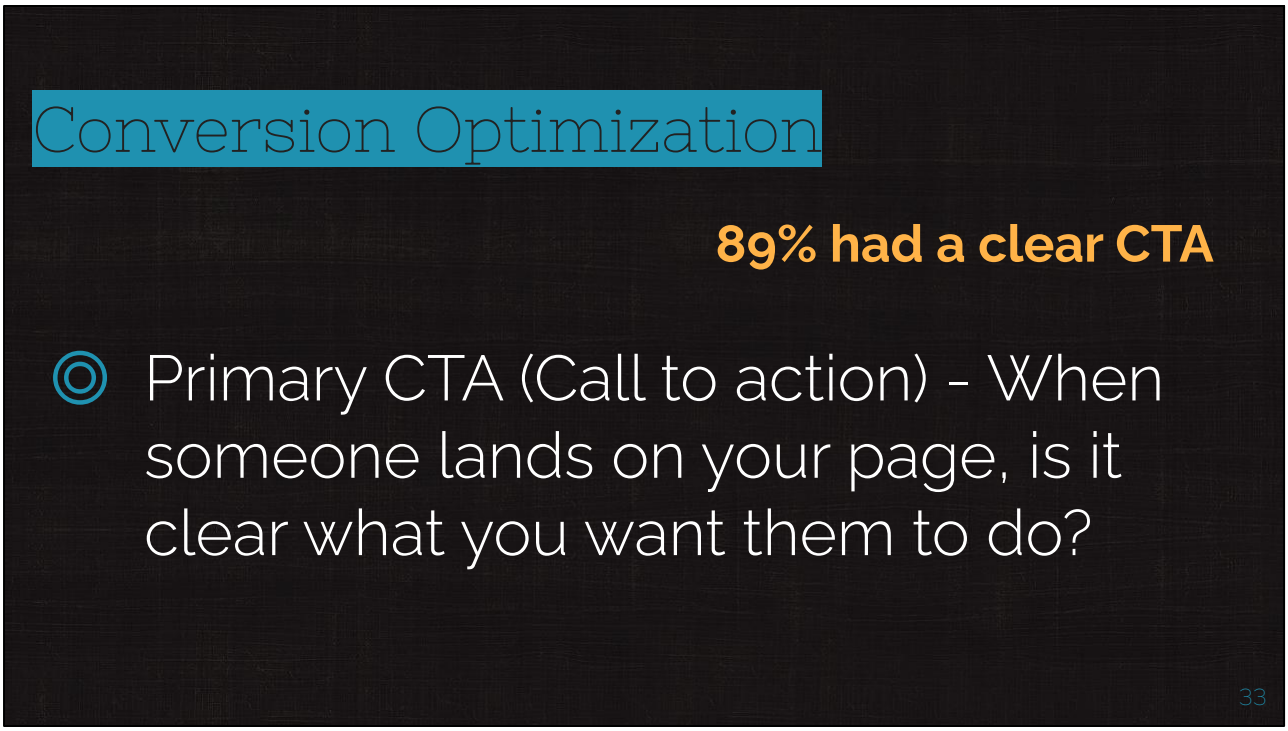
Timestamp: 39:02

Est. 1 min

Slide Info -

- Title says, “What is a Conversion”
- Subtitle says, “When your website visitor completes a desired action on your website
- The image is a person's hands on a desk holding an iPad and some paper charts

Timestamp: 39:31



Est. 1 min

Slide Info -

- Title says, “Conversion Optimization: 89% had a clear CTA”
- The bullet point says, “Primary CTA(Call to action) - When someone lands on your page, is it clear what you want them to do?

Speaker Notes -

This audit point had a nice high score with 89% having a clear CTA. However, this is such an important issue, I wanted to talk about it so this is front of mind when you are looking at your own website.

- Are you CRYSTAL CLEAR with you primary CTA on your home page?
- Do you have a secondary CTA and it is clear as well?

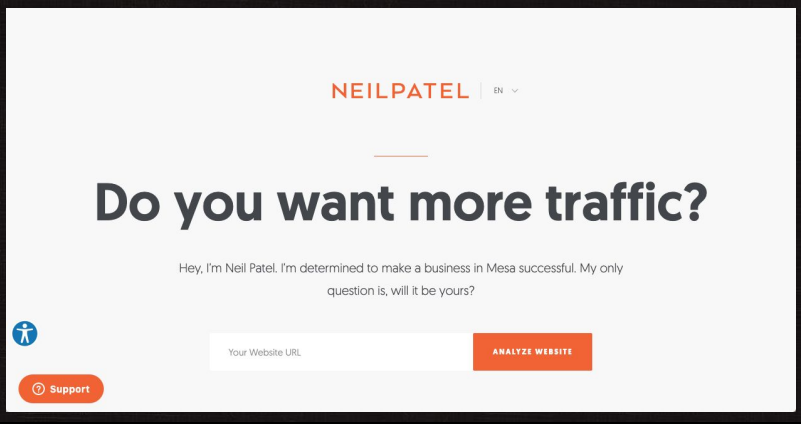
Examples -

- Sign up to volunteer
- Sign up for our newsletter
- Donate now
- Get a special offer code
- Download this free guide

Timestamp 41:09

Conversion Optimization

- CTA Example - Lead Generation with a "free tool"



Est - .5 min

Slide Info -

- Title says, "Conversion optimization

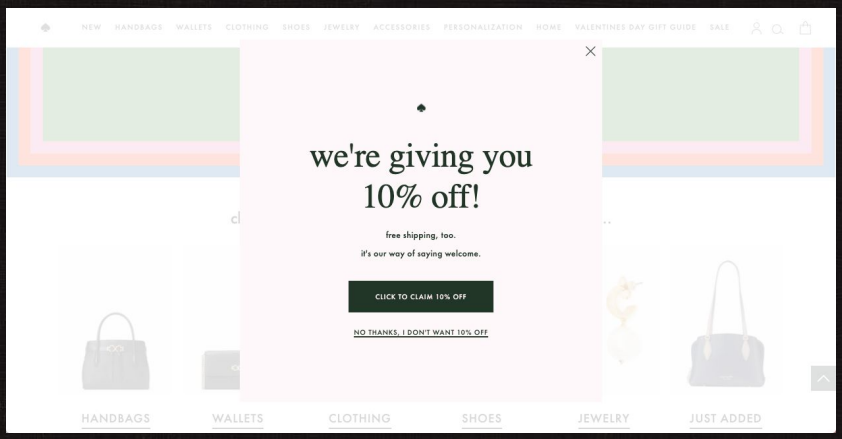
Speaker Notes -

- CTA Example - Lead Generation with a Free Tool
- Neil Patel is an SEO expert and his website has this call to action for you to try his free SEO site audit tool. He collects a web address and offers a free tool and lets you demo the premium version for 7 days while collecting an email address.

Timestamp: 42:15

Conversion Optimization

CTA Example - Special offer



29

Est time - .5 min

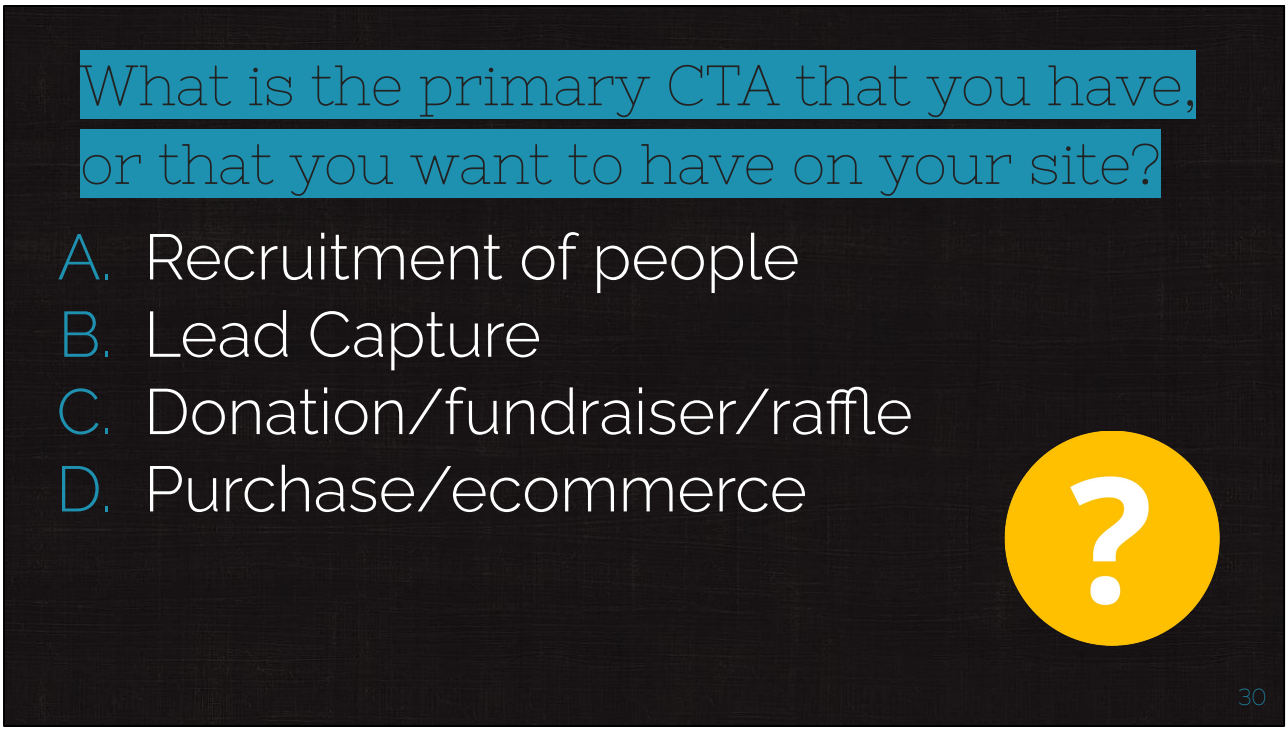
Slide Info -

- Title says, “Conversion optimization”

Speaker Notes

- This slide contains an image of a CTA for a special offer that will end with an Email capture for ad retargeting and/or lists building.
-

Timestamp: 43:01



Est Time - 1 min

Slide Info -

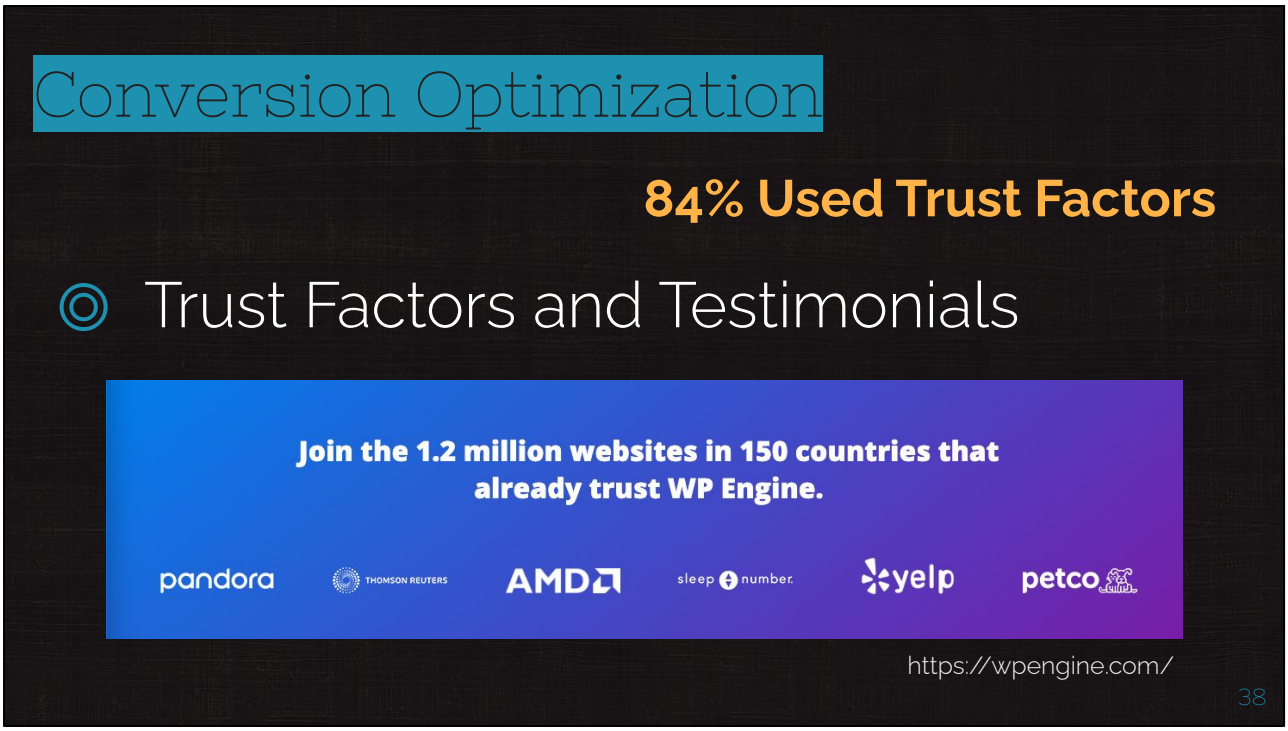
- Slide title is “What is the Primary CTA that you have or want to have on your website.“

Speaker Notes -

Poll Question - What is the primary CTA that you have, or that you want to have on your site?

- a. Recruitment of people (ie. Sign up to volunteer, job applications, service recipients, etc)
- b. Lead Capture (Sign up for our newsletter)
- c. Donation/fundraiser (Please give us money)
- d. Purchase now (can also be a fundraiser, but there is an exchange of goods)

Timestamp: 44:01



Est time - 1 min

Slide Info -

- Title says, “Conversion optimization: 84% Used Trust Factors”
- Picture of a screenshot that shows an example of trust factors and testimonials

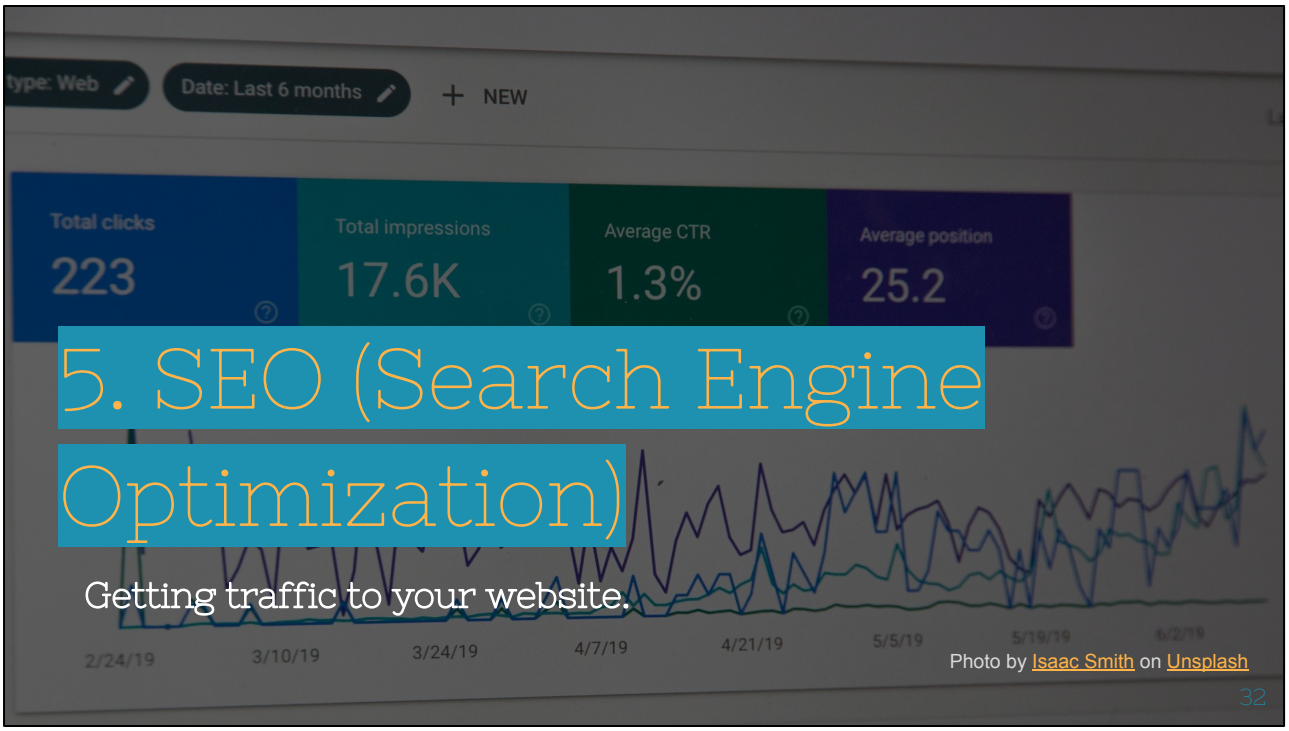
Speaker Notes -

84% used Trust Factors

- A trust factor could be a testimonial or a logo or name of a well known company that endorses you or gives you public credit.
- The image is taken from WPEngine website. WPEngine is a managed WordPress hosting company and this picture shows some of the big names that trust their website to WPEngine hosting.
    - Pandora
    - Thomson-Reuters
    - AMD
    - Sleep Number
    - Yelp
    - Petco

- By having these logos, there is an element of trust because if these big names trust this company, so will I.

Timestamp - 45:52



Est - 2 min

Slide Info -

- This is a section divider slide - The title says, “5. SEO (Search Engine Optimization: Getting Traffic to Your Site
- The slide has an image of a computer screen with computer analytics charts.

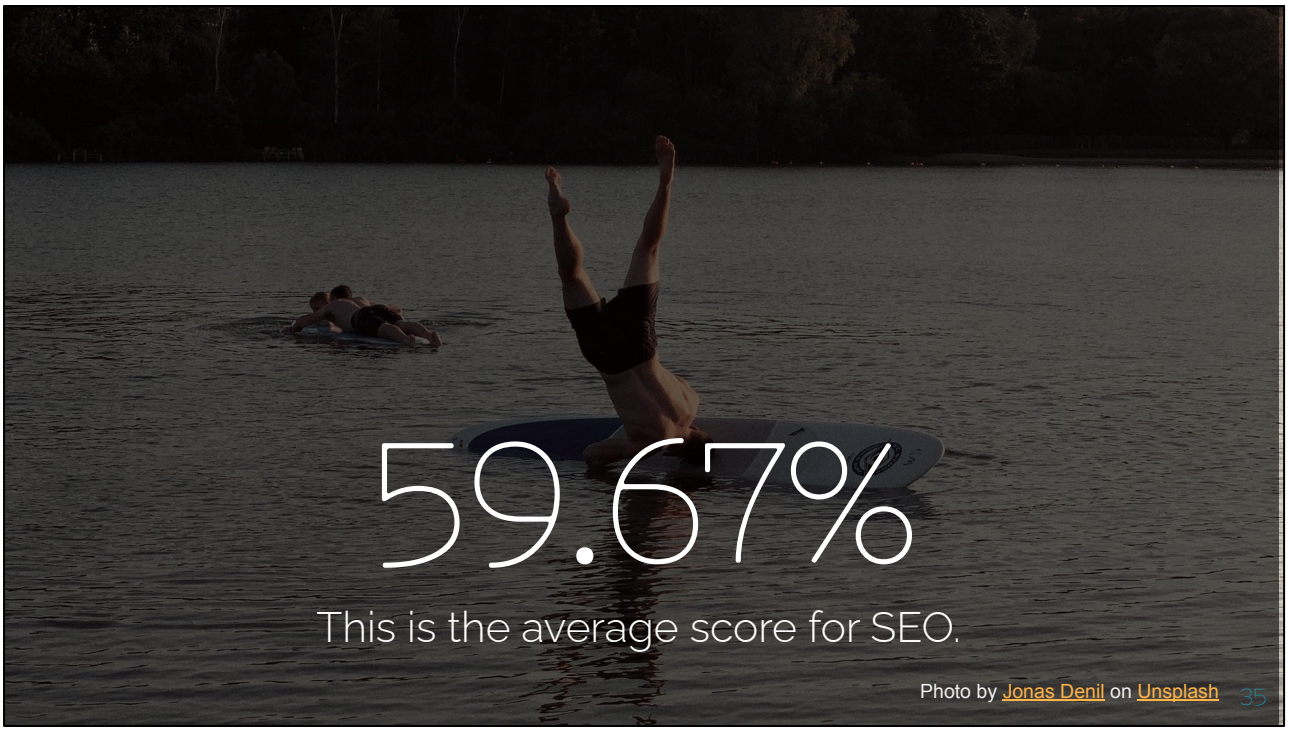
Timestamp 46:20

Est - 1 min

Slide Info -

- The title of this slide says “What is SEO”
- The subtitle says “The art of ranking high on a search engine in the unpaid section, also known as the “organic listings”.
- The Image is a darkened Image of the Google logo.

Timestamp 46:51



Est - 1 min

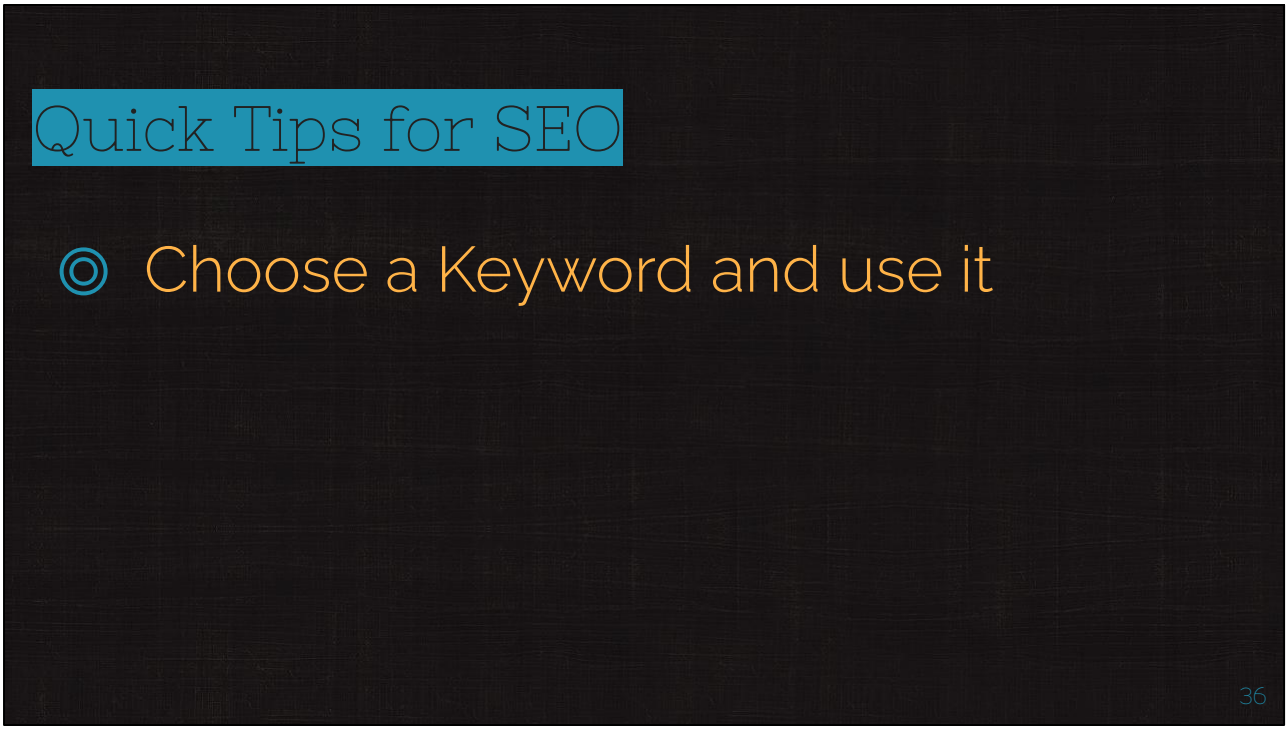
Slide Info -

- The title of this slide says in very large letters 59.67%
- The subtitle says, “That is the average score for SEO”

Speaker Notes

- 59.67% was the average score for SEO
- SEO is hard, takes a lot of time and work
- Some of the work is technical, some of the work is not.
- Some websites simply do not worry about it and that is okay for their organization.
- However, many nonprofits assume (incorrectly) that they don’t have to worry about SEO.

Timestamp 48:45

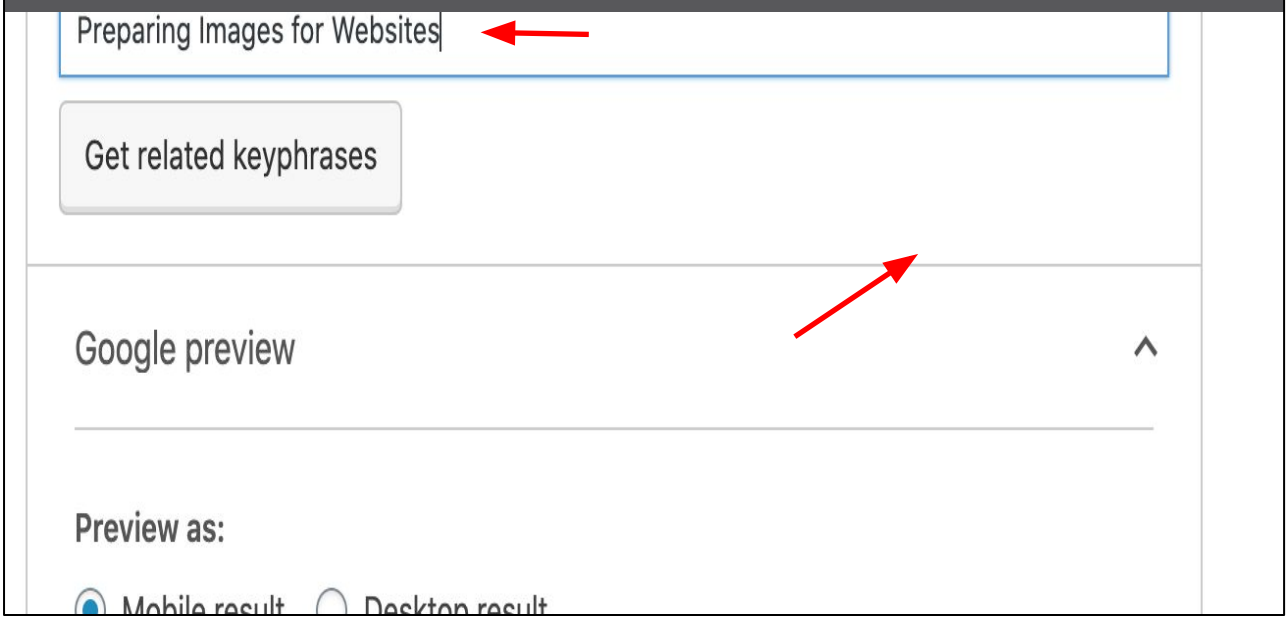


Slide Info -

- These next series of slides are going to have the same slide title, but each new slide will show a new bullet point.
- The title of the slide says, “Quick Tips for SEO”
- The first bullet says, “Choose a keyword and use it:

Timestamp: 49:03

USING KEYWORDS



Est. 4 min

Slide Info -

- The title of the slide says ”Using Keywords”
- The image shows a screen capture of the back end of a website where a keyword should go.

Speaker Notes -

What makes a good keyword

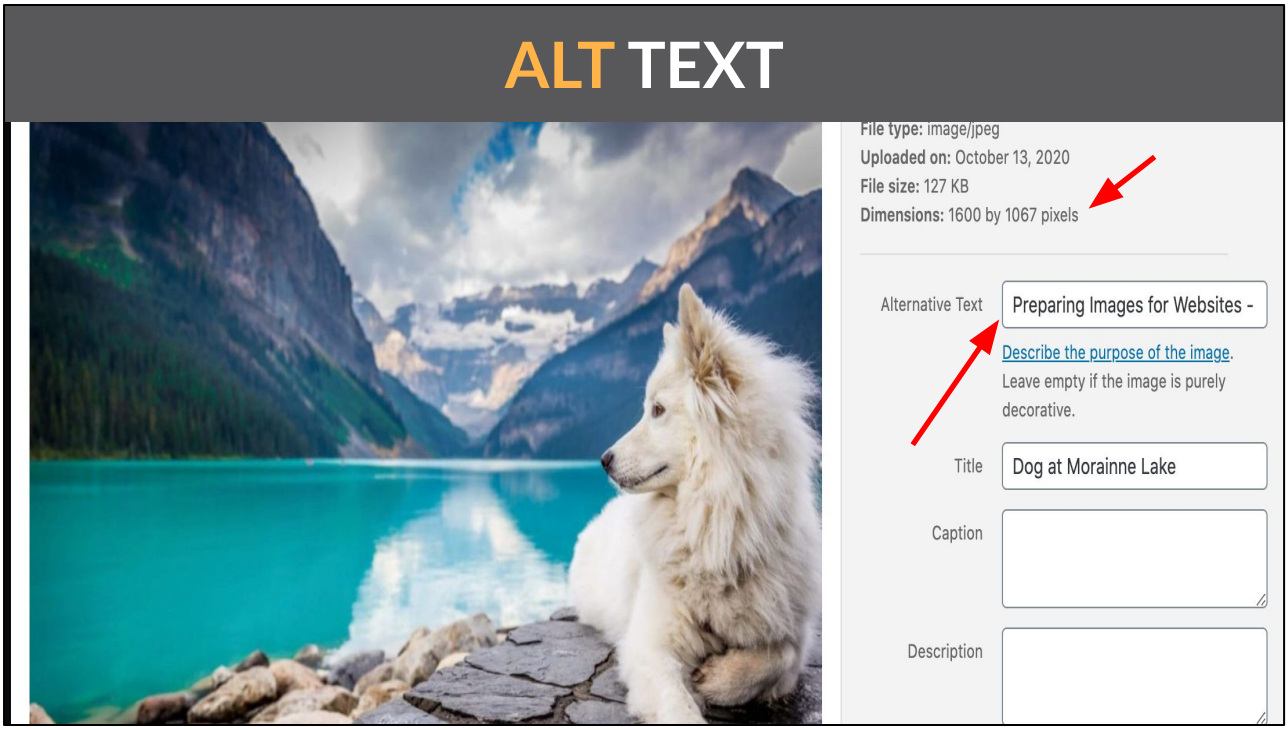
- If someone is looking for your article but they don’t know it exists, what do you think they would type in Google search to find it?
- Finding a keyword isn’t always easy.
- Use your keyword throughout your page/post.
- Use it in your section headings
- Spread it out throughout the post
- Ideally, you look for keywords with lower competition. If you are a local mom and pop store, do not try and compete with Best Buy for a keyword for 4K Smart TV.
- I am going to use the example keyword, “Preparing Images for Websites” for this presentation.

Timestamp: 51:08

Slide Info -

- The title of the slide says, “Quick Tips for SEO”
- The next bullet says Keyword in Image Alt-text

Timestamp: 51:18



Est. 1 min

Slide Info -

- The title of the slide is “Alt Text”
- The image shows another screenshot with a dog and a mountain lake and is using this as an example to show where to add alt text for images.

Speaker Notes -

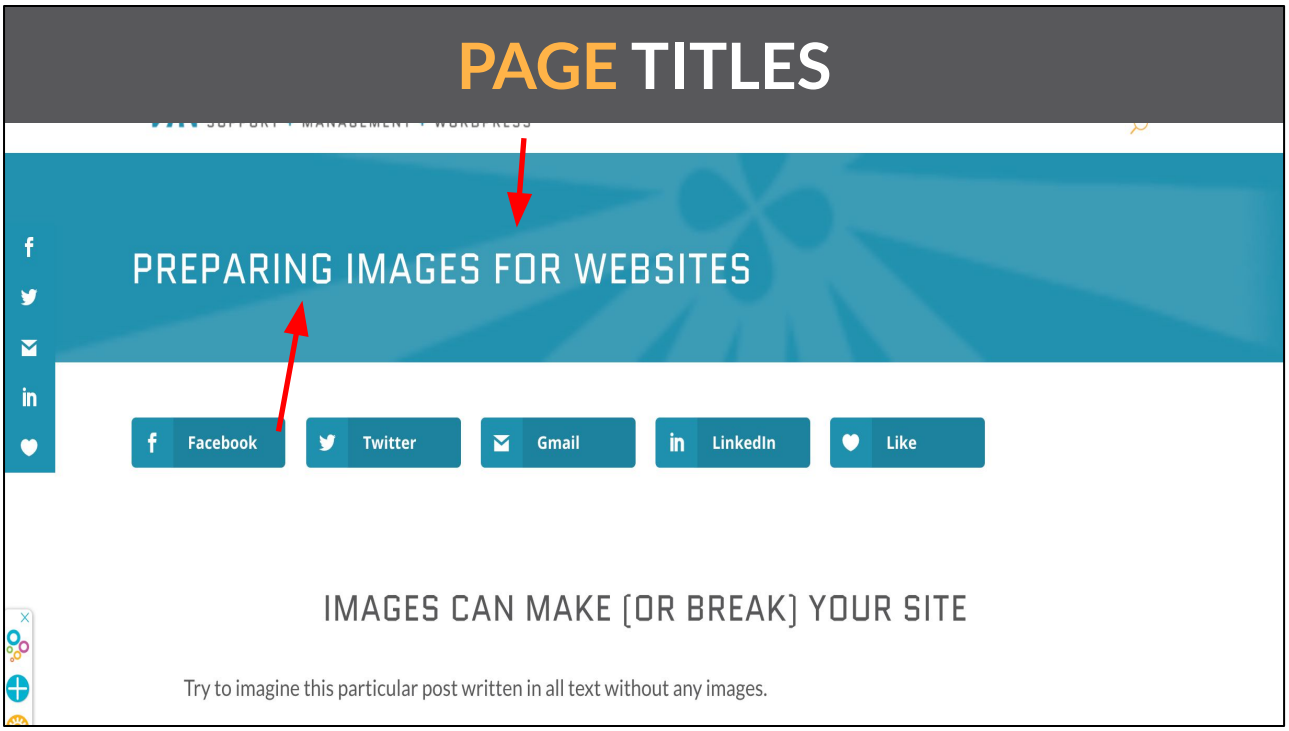
- Use the keyword in your alt text (remember that from the section on accessibility?) describe the pic and use your keyword.

Timestamp: 52:32.93

Slide Info -

- The title of the slide says, “Quick Tips for SEO”
- The next bullet says ”Keyword in Title”

Timestamp: 52:40



Est time .5 min

Slide Info -

- The title of this slide is “Page Titles”
- The image shows a picture of a website that shows the keyword being used in the title of the page.

Speaker Notes -

Keyword should be in your page title

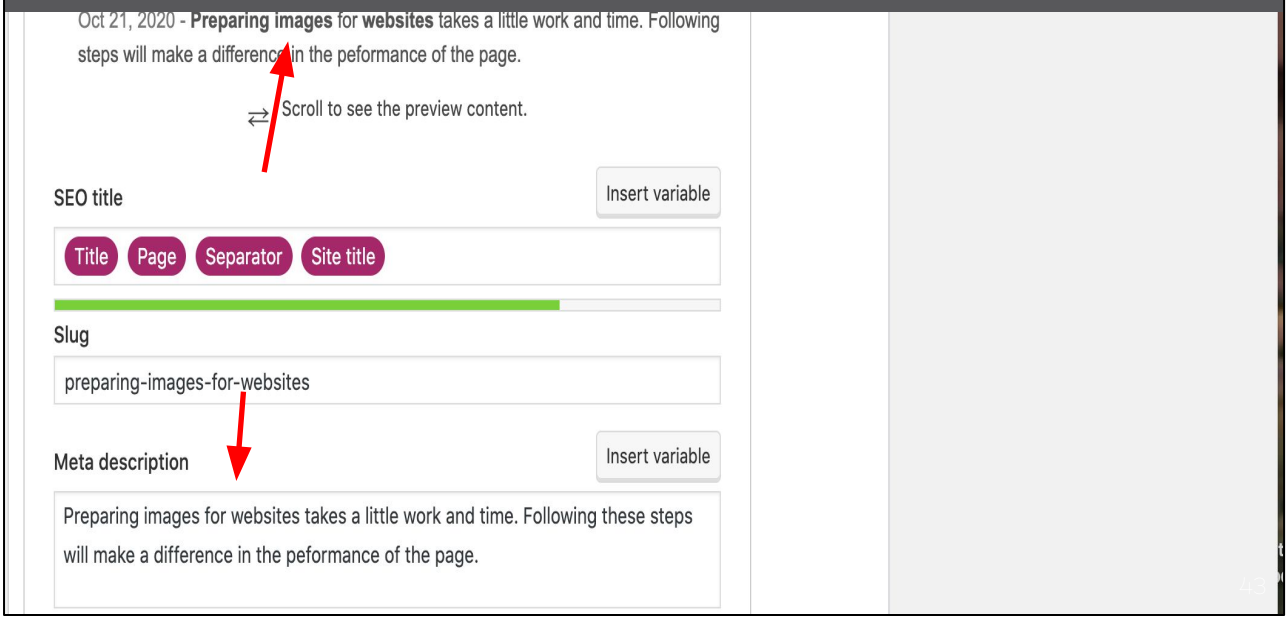
Timestamp: 53:06.28

Slide Info -

- The title of the slide says, “Quick Tips for SEO”
- The next bullet says, Keyword in meta-description”

Timestamp 53:16

META DESCRIPTIONS



Est time - 2min

Slide Info -

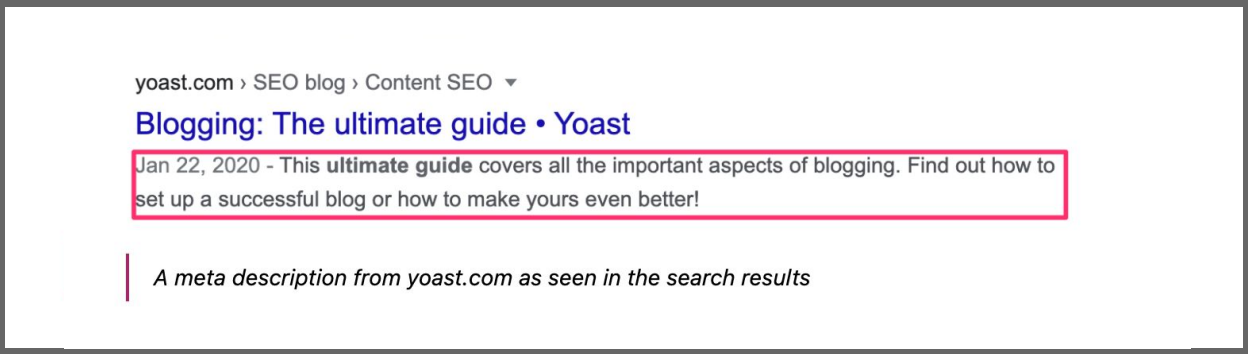
- The title of the slide is “Meta Descriptions”
- The image shoes the back end of the site and how to enter a Meta Description into WordPress using the Yoast Plugin

Speaker Notes

- The meta description is a summary with 155 characters.
- It shows as the description on the Google search page
- Use your keyword at the beginning
- https://yoast.com/meta-descriptions/

Timestamp: 54:15

META DESCRIPTION IN SEARCH RESULTS



A meta description from yoast.com as seen in the search results

Est time - 1 min

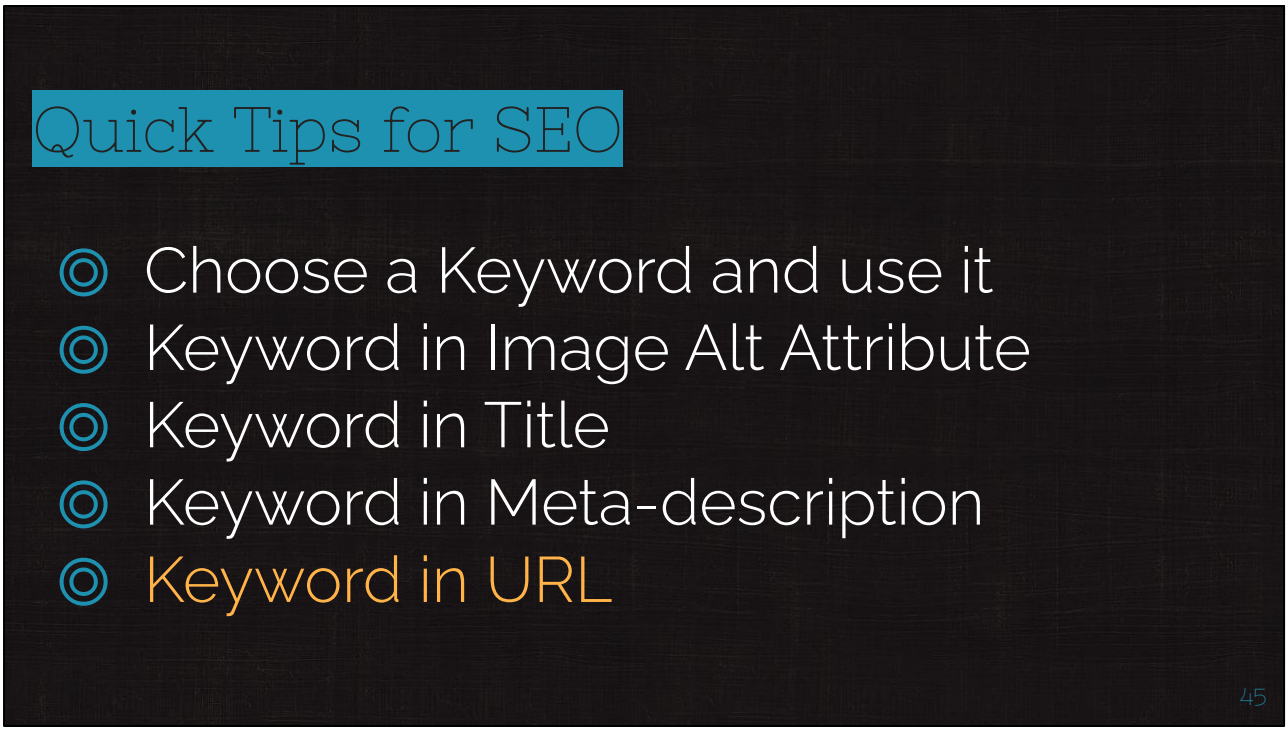
Slide Info

- The title of the slide is “Meta description in search result”
- The image shows a screenshot of a real meta description as it shows on a google search results page.

Speaker Notes

- The meta description is a summary with 155 characters.
- It shows as the description on the Google search page
- Use your keyword at the beginning
- https://yoast.com/meta-descriptions/

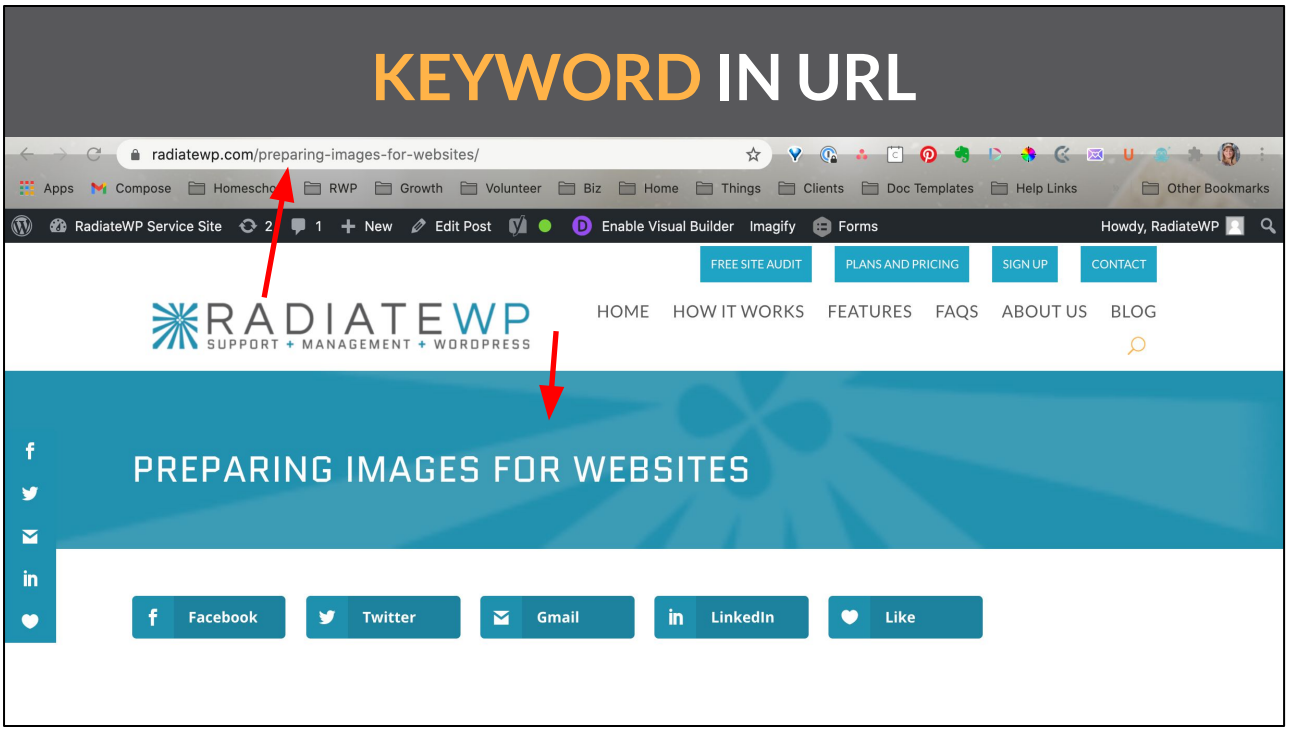
Timestamp: 54:51



Slide Info -

- The title of the slide says, “Quick Tips for SEO”
- The last bullet says Keyword in URL

Timestamp: 55:01.33



Est .5 min

Slide Info:

- Title: Keyword in URL
- Image of our website with our keyword in both the page title and the url

Timestamp: 55:18

Slide Info -

- The title of the slide is “Core Web Vitals: Estimated release date - mid June 2021”
- The image on the slide is the same darkened image of the Google logo as before.

Speaker Notes

A Big Google Release - Estimated release - Mid June

Remember the page speed from earlier? This new Google release is taking a deep dive into the specifics of page speed with a focus on user experience.

- How fast it loads (LCP - Largest Contentful Paint)
- How quickly a user can interact with it (FID - First Input Delay)
- The visual stability of the page (CLS - Cumulative Layout Shift)

Also important in this is image compression with the new image format WebP.

Timestamp: 57:28

.5

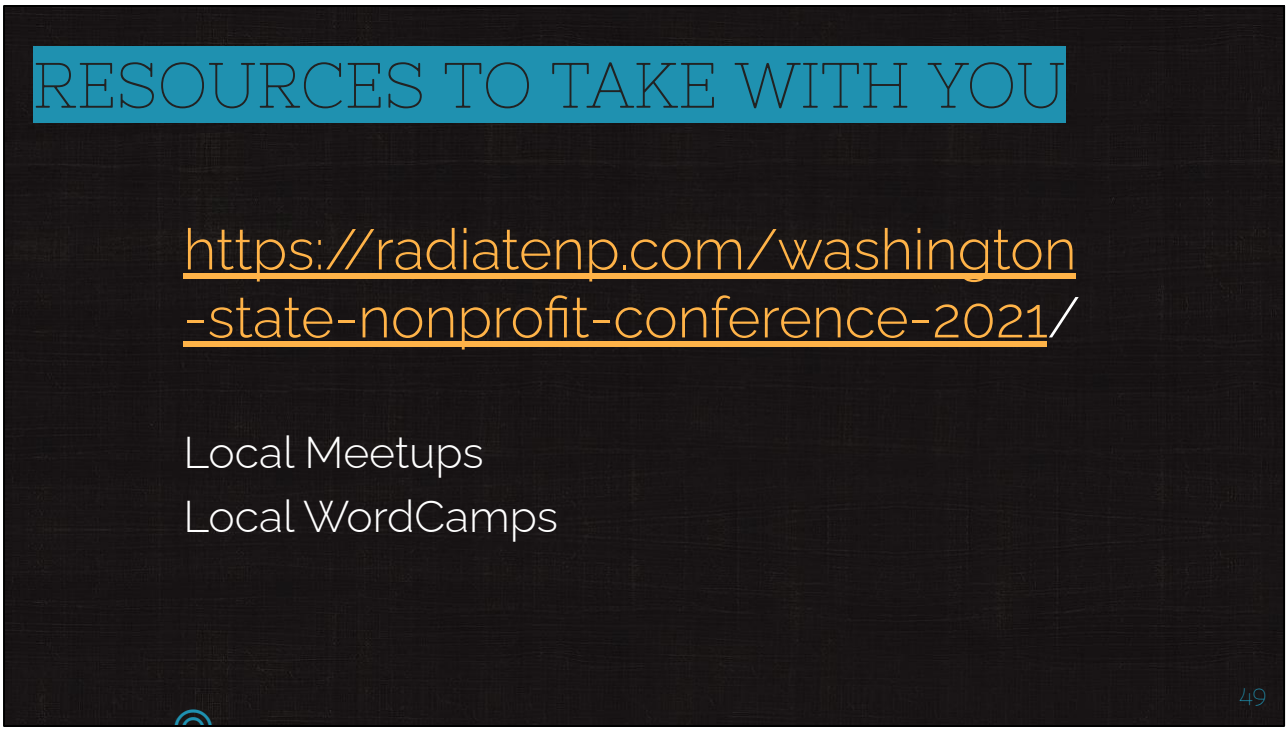
Slide Info -

- The page title says, “SEO Resources”

Speaker Notes -

- https://yoast.com --
- https://yoast.com/wordpress/plugins/seo/
- https://neilpatel.com/
- Ubersuggest

Timestamp 58:54



1.5

Slide Info -

- The title of the slide is “Resources to Take With You”

Speaker Notes -

Resource page

- Local WordPress Meetups
- Local WordCamps

1:01:15

Est Time - 1.5 min

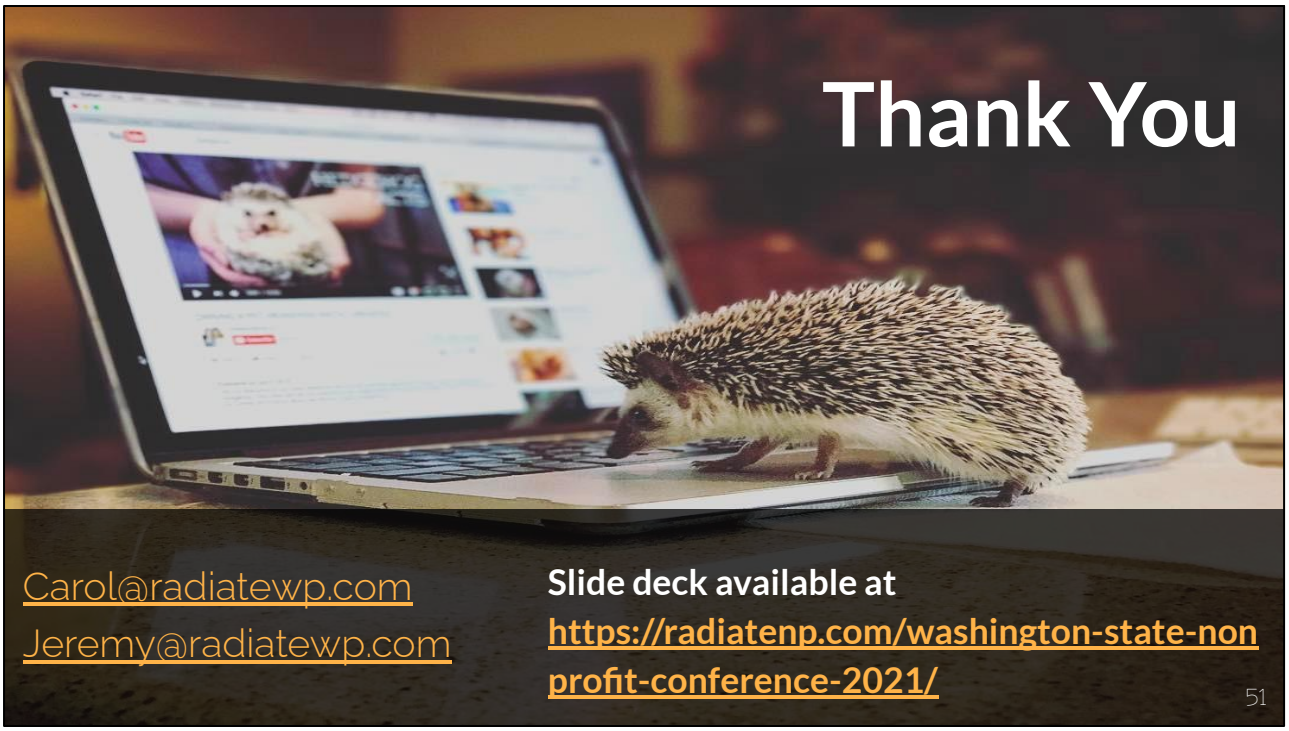
Slide Info -

- Title says, “Free Quick Audit Report”
- There are two pictures that are actual screenshots of a page from one of our audits and a picture of a scorecard from one of our audits.

Speaker notes -

- We are offering a free quick audit to everyone who attends our session.
- To sign up for your free audit, go to https://radiatewp.com/win-a-free-website-audit/

Timestamp 1:02



.5

Slide Info -

- The final side has a title that says Thank You.
- The image on the slide is my hedgehog named Poe with his front paws on a keyboard looking like he is using a computer website that has pictures of other hedgehogs.
- Yes, that is really my hedgehog and his full name is Edgar Allen Poe because my daughter was reading him in her English literature class at the time and for some reason thought that the hedgehog needed this name.
- The slide has the contact information for Jeremy - Jeremy@radiatewp.com
- It also has the contact information for Carol - Carol@radiatewp.com
- It has a link saying where this slide deck will be made available.

Timestamp: 1:03

Free templates for all your presentation needs

For PowerPoint and Google Slides

100% free for personal or commercial use

Ready to use, professional and customizable

Blow your audience away with attractive visuals