



# Website Content And User Experience

Making Your Novi Site Engaging



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Presented by **NOVI** AMS

# Tizra

## Sponsor Introduction



**Abe Dane**  
Co-Founder



# Meet Your Presenters



**Jenn Norman**  
Tampa, FL  
VP of Customer Growth



**Lea Martinez**  
Chicago, IL  
Customer Experience Specialist



# What is Website Content?

***"Content is King"* - Bill Gates**

- One of the biggest misconceptions about content is that it only refers to written content.
- Content also includes video, social media, podcasts, and any other type of content people can read, listen, or interact with.
- Good content also builds links, so various types of content create "linkable assets" which makes it easier to build links naturally because the content is useful.

Source: Neil Patel, NP Digital



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# Website Content

Before We Begin...



## 5 Tips to Consider When Working on Content:

- You have 5-6 seconds to grab website user's attention - use it wisely!
- Be concise.
- Make your page skim-able (headers!).
- Use hyperlinks to guide website users - content should guide users, not confuse.
- Make sure website navigate clearly leads to desired content pages.



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# Website Content

## Table Do's and Don'ts



### Table Do's:

#### Display images with little text

- Keeps images spaced evenly and looks great on all device sizes

#### Space small amounts of text, such as names or job titles

- No more than 1-4 words

### Table Don'ts:

#### Put a lot of text in a table cell

- Is NOT device responsive, text is broken and vertical

#### Use to layout content areas

- Times have changed and so have devices - use div columns instead





## Desktop view of a webpage using a table:

# Sponsorship Levels

Meet Your Future Customers



### Gold Sponsor

Gold Sponsors receive top-level advertising throughout the event, including banners, scrolling advertising on all screens, and time to address the audience about their services during the event. All dinners and drinks are included with this sponsor level and Gold Sponsor receive 4 all-compassing passes to the event.

### Silver Sponsor

Silver Sponsors receive top-level advertising throughout the event, including banners, scrolling advertising on all screens, and time to address the audience about their services during the event. All dinners and drinks are included with this sponsor level and Gold Sponsor receive 4 all-compassing passes to the event.

### Bronze Sponsor

Bronze Sponsors receive top-level advertising throughout the event, including banners, scrolling advertising on all screens, and time to address the audience about their services during the event. All dinners and drinks are included with this sponsor level and Gold Sponsor receive 4 all-compassing passes to the event.

“Responsive”  
table  
on mobile

## Sponsorship Levels

Meet Your Future Customers



### Gold Sponsor

Gold Sponsors receive top-level advertising throughout the event, including banners, scrolling advertising on all screens, and time to address the audience

### Silver Sponsor

Silver Sponsors receive top-level advertising throughout the event, including banners, scrolling advertising on all screens, and time to address the audience

### Bronze Sponsor

Bronze Sponsors receive top-level advertising throughout the event, including banners, scrolling advertising on all screens, and time to address the audience

Diving  
columns  
on mobile

## Sponsorship Levels

Meet Your Future Customers



### Gold Sponsor

Gold Sponsors receive top-level advertising throughout the event, including banners, scrolling advertising on all screens, and time to address the audience about their services during the event. All dinners and drinks are included with this sponsor level and Gold Sponsor receive 4 all-compassing passes to the event.

### Silver Sponsor

Silver Sponsors receive top-level advertising throughout the event, including banners, scrolling advertising on all screens, and time to address the audience about their services during the event. All dinners and drinks are included with this sponsor level and Gold







# Website Content

## Image Sizing

**Top Featured: 2400x1000 pixels**

### Images that are too large...

- Take extra time to load, which means a slower website
- Slow load time are not a good user experience

### Images that are too small...

- Cannot not be made larger
- Will look pixelated when made larger (low quality)




# Website Content

## Smaller Images Can't Fill Big Spaces



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 **AONW**  
ASSOCIATION OF NO WORKAROUNDS

[Join](#) [About](#) [Resources](#) [Events](#) [Members](#)

Wednesday, May 24, 2023

### Luncheon Meeting

[View Event](#)

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# Website Content

## Choosing an Image



- **Images are responsive and display differently on each device**
- **Pick abstract photos that will look good no matter the device**
  - Use stock images to create pleasing visuals
  - Images don't have to be photos...use colors, close up patterns/textures, etc.
  - **Do Not Use Text!**
- **If using people in pictures, try to avoid faces looking directly at the camera**



Desktop



Wednesday, May 24, 2023

## Luncheon Meeting

[View Event](#)

iPad



Wednesday, May 24, 2023

# Luncheon Meeting

[View Event](#)

Mobile



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**Content Tip:**  
Don't Use Images  
with Text on the  
Image!

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# Website Content

## Accordions - Make Your Content Collapsible

### The Podcast

Click to edit



Where do you go for the most important conversations in our industry? The Podcast is your source for insightful content and debate on related topics.

Whatever your role in our industry- we'll get you to the heart of issues.

Subscribe to the PodCast on Apple, Spotify, or wherever you listen to your favorite podcasts!

#### Podcast Episode: 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea [commodo consequat](#).

#### Podcast Episode: 2

#### Podcast Episode: 1

Tip: After editing, toggle each section closed then hit green SAVE button to avoid this...

#### Podcast Episode: 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea [commodo consequat](#).

#### Podcast Episode: 2

Aenean augue sem, rutrum quis volutpat a, scelerisque sit amet metus. Morbi urna nibh, molestie in pharetra elementum, aliquam in arcu.

#### Podcast Episode: 1

[Click here to learn more.](#)



# Website Content

## How to SEO: Search Engine Optimization



### 3 Steps to Increase Website Visibility and Recognition in Search Engines

- **Use Keywords & Headings:** Add to the top of your webpage, H1-H6.
- **Content creation:** Keep content unique, avoid duplicates, consider combining pages that have similar content together.
- **On-page SEO. Novi can help!:** Novi SEO Section includes Page Title, Description and Friendly File Name.





### Edit Static Page ✕

Default ⌵    Advocacy ⌵

**Leadership Roles to Display**

Sponsors ✕

---

**Limited Access**

Only Accessible to Logged In Members With Benefits    **Only Accessible By These Groups**

---

**Search Engine Optimization**

**\* Page Title** AE Tip™ 55 characters or less

Local Advocacy

**Description** AE Tip™ 160 characters or less

Learn more about AONW's local advocacy efforts and how we are working for the improvement of our industry!



**\* Friendly File Name**

local-advocacy

Cancel    Audit Log    Save & Close ⌵





Google   

[All](#) [Maps](#) [News](#) [Images](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 585,000 results (0.33 seconds)

<b>Page Title</b>	<b>novi AMS   Association Management Software</b>
<b>Friendly File Name</b>	<a href="https://www.noviams.com/">https://www.noviams.com/</a> ▼
<b>Description</b>	Association Management Software for Trade Associations Using QuickBooks.

### Our Story

Our Story. "Built by Associations for Associations" Isn't Just a Slogan.

### Pricing

Put novi AMS to work for your association with straightforward ...

### Features

Features. Everything we do is designed to make your ...

[More results from noviams.com »](#)

### Built for QuickBooks

Association Management Software  
Built for QuickBooks. new-qb ...

### Third-Party Integrations

Third-Party Integrations. Connecting Associations to ...

### Technical Requirements

Our technical requirements aren't that "technical." Do you have a ...



# Website Content

## Additional Tips & Tricks

### Uploading Files - don't override names!

- Avoid caching..uploaded file should have a new name from original.

### Hard Enter - force spaces

- TinyMCE editor needs them when spacing out content.

### Paste as Text

- Just copy/paste can bring over old formatting

### Use Hyperlinks!

- Guide your users, all emails should be hyperlinked

### Add time to your calendar to refresh your homepage.

- Switch out your top featured, slider sections!



# Printing & Imaging Association of Georgia

**Tip:** Mix and match  
your formatting  
options!

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## Our Mission

PIAG supports its members in the print and graphic communications industries by providing them valuable resources to succeed.

## Our Vision

To create impactful partnerships and opportunity for every print and graphic communications business in Georgia.

## Association

Founded in 1894, the **Printing & Imaging Association of Georgia** has been the steadfast supporter of the print and graphic communications industry within the state of Georgia. Through several name changes and redirections, we remain committed to our members and serving the industry.

<https://www.piag.org/about-us>

# Printing & Imaging Association of Georgia



## Our History

**1894**

### **FOUNDED AS EMPLOYING PRINTERS ASSOCIATION**

In 1894, we were founded as the Employing Printers Association (EPA) as a trade association representing commercial printers.

**1945**

### **AFFILIATION WITH NATIONAL ORGANIZATION**

In 1945, we became a charter affiliate of the national organization, bringing national resources to our local members.

**1976**

### **MERGER WITH THE AGP**

Consolidating to create the largest graphic arts trade association in Georgia, we merged with the Association of Georgia Printers in 1976 to become the Printing Association of Georgia (PAG).

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# Non-Ferrous Founders' Society

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## Become a NFFS Member



As a trade association, our memberships are designed for businesses rather than individuals. When your company becomes a member of NFFS, **all** of your employees are entitled to membership benefits. NFFS membership is an effective way to help your foundry simplify its regulatory compliance activities, keep abreast of new technology and government regulations, reduce day-to-day operating expenses, improve plant profitability levels, and much more!

JOIN NOW! To apply for NFFS membership, choose the appropriate membership category below.

### Why Join?

From exclusive webinars and events, to networking opportunities, and advocacy on behalf of the foundry industry, there are many reasons to become a NFFS member. For a full list of membership benefits for your company type, select the appropriate link below:

[Membership Benefits for Foundries](#)

[Membership Benefits for Industry Suppliers](#)

### Categories of Membership

<https://www.nffs.org/membership-information>



# Greater Nashville Apartment Association

## FAQs

Below is a quick reference guide of popular questions from GNAA members.

If you do not see your question below, please feel free to [contact us](#).

### Education Certifications, Credentials and CECs

- **I took a course and need my certification/CECs. How do I get a copy of it?**
  - Certifications are located in your account when you [log in](#) and they can be both downloaded and printed.
- **How often does GNAA offer specific education courses?**
  - GNAA generally offers a course once a year, although exceptions are made when enough member interest warrants a second offering. You can find a list of our current offerings on our [Education Calendar](#). If you have suggestions or questions about education course offerings, please [contact us](#).
- **How do I earn CECs to maintain my credential designation?**
  - Please review the [Professional Designations and CECs](#) page for details on earning CECs.
- **Does GNAA turn in my CECs to NAA?**
  - No, it is each person's responsibility to submit his or her own CECs to NAA. Learn more about CECs and where to send in CECs to maintain your designation on our page [Professional Designations and CECs](#).

# Arizona Multihousing Association

**Tip:** Canva and Adobe allow you to bring your branding colors to add to images.



**Charnissa Moore**  
*Membership & Business  
Development Manager*  
Arizona Multihousing  
Association



Member & Business Development  
Manager



Se Habla Español

**Christina Desaubin**  
*Communications &  
Marketing Manager*  
Arizona Multihousing  
Association



Communications & Marketing  
Manager



**Jenica Hickey**  
*Special Programs Manager*  
Arizona Multihousing  
Association



Special Programs Manager



Se Habla Español

**Alex Gonzalez**  
*Membership Coordinator*  
Arizona Multihousing  
Association



Membership Coordinator



**Melissa Grittman**  
*Accounting &  
Administrative  
Coordinator*  
Arizona Multihousing  
Association



Accounting & Administrative  
Coordinator



**Jake Hinman**  
*Government Affairs  
Consultant*  
Capitol Consulting, LLC



Government Affairs Consultant

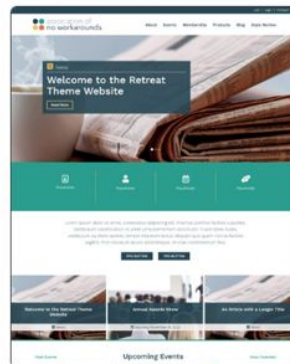


## Choose Your Theme



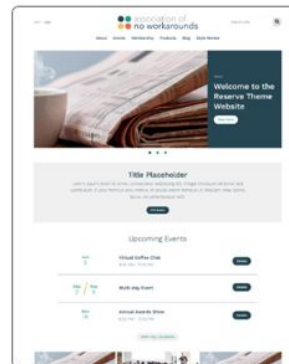
Pick the theme that fits your association best (or maybe just the one you like the most)!

### Retreat



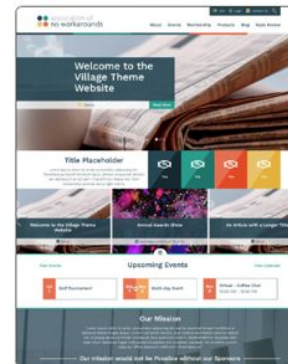
[Visit Sample Site](#)

### Reserve



[Visit Sample Site](#)

### Village



[Visit Sample Site](#)

It's been a while  
since we  
onboarded...

Check out our Novi  
Theme templates -  
Give your site a  
facelift! Reach out  
on Intercom for a  
quote.

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# What Tips Can You Share?



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Tips and Tricks - To go! Scan the QR Code Below to download



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## 6PM \ Yacht Starship



- Walk over to the Sail Pavilion (across the street from the hotel)
- 6:00 – **6:30** PM Boarding & Cocktails
- 6:30 – 9:00 PM Set Sail for Dinner and DJ
- Reception and dinner are included in your Novi registration ticket.
- Your dinner and first drink are on us! The bar will accept credit cards only after that.



# THANK YOU TO OUR 2023 SPONSOR PARTNERS



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