



# Syncing AEI's website goals with latest web trends

Takeaways from An Event Apart Conference - By Neha Goyal, Web Developer @ AEI

## Agenda

- AEI's Website Goals
- Best Practices in Web Design
- Mobile First and Responsive
- Atomic Design
- Website Performance
- Good News and Bad News
- Suggested Improvements



### What are AEI's Website Goals?

### **AEI's Website Goals**

- Showcase the work of our scholars
- Increase traffic
- Elevate user's experience



### *How do we achieve our website goals?*

# Achieving our website goals

- Make the website accessible to a majority of our users
- Provide memorable user experience, while being predictable and consistent
- Improve Website performance



### Best Practices in web design

### **Best Practices**

- Mobile First Design to make website accessible
- Atomic Design to provide memorable experiences
- Fast loading website to improve performance and boost traffic



### What is Mobile First Design?

### Why Mobile First?

How does it apply to AEI?

### What is Mobile First Design?

- Not just Responsive Design
- Progressive Enhancement
- Deliver content that is easily "consumable"







# Why Mobile First Design?

- Device Diversity
- More and more users are accessing content linked from newsletters, Twitter and Google on their mobile devices and tablets.
- High SEO rankings
- Users switch browsing between their devices and want consistent experience.



### **AEI's Mobile Traffic**

- Over 37% of our traffic is from mobile and tablet
- 64% of our traffic from social media comes from mobile and tablet
- 48% of our traffic from emails comes from mobile and tablet



## **AEI and Mobile First Design**

- Ensure that the website will work on user's browser and device of choice.
- Provide rich experience on advanced
   platforms
- Consistent language for mobile
- Delivering similar features and content across devices



What is Atomic Design?

Why Atomic Design?

How does it apply to AEI?

## What is Atomic Design?

- Website composed of reusable "atoms" or blocks of designed features that fit together
- Create a library of widgets that is easy to maintain and update
- Unified UX, where the website design is consistent and cohesive



# Why Atomic Design?

- Pages look like they belong on the website
- Reusable code and better workflow
- Useful reference for CMS users
- Easy to maintain

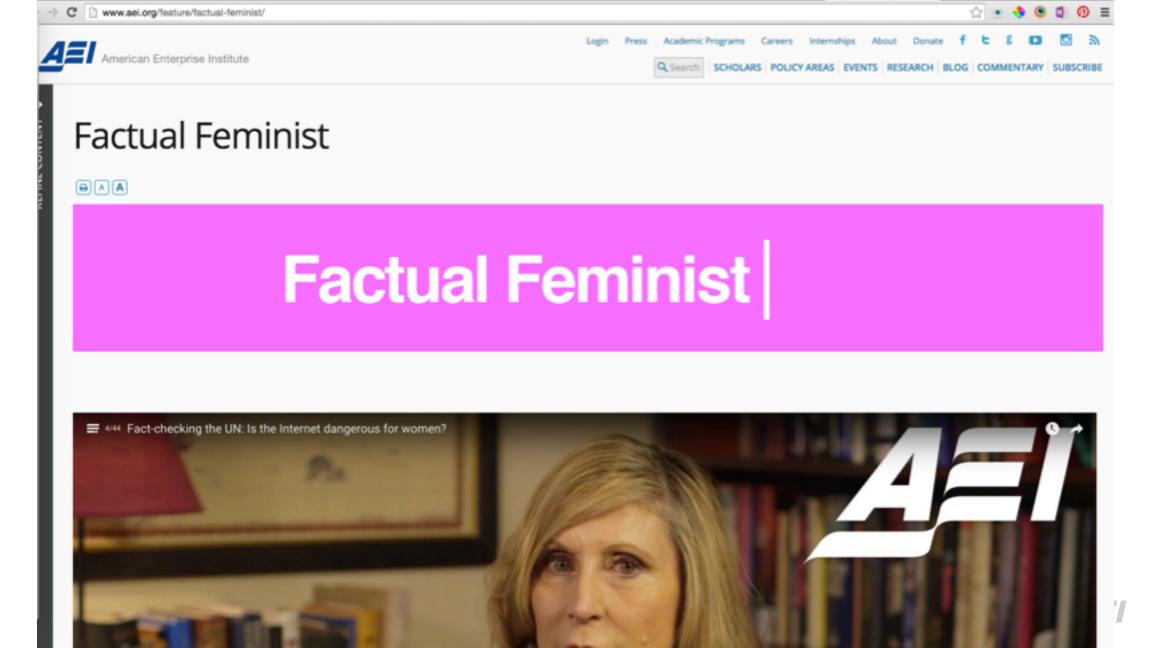


# **AEI and Atomic Design**

- Consistent and cohesive design for special features, projects and one off pages
- Create style guides and well documented reusable code pattern libraries, like we have done for sidebars
- Avoids updating each and every instance of custom code in the CMS



### Examples of pages on AEI.org that do not comply with Atomic Design





As illustrated above, flawed government policies were central to creating an unsustainable housing boom and ultimately the 2008 financial crisis.

How did the financial system accumulate an unprecedented number of risky mortgages? Learn more in this primer on the Government Mortgage Complex, "Government Housing Policy: The Sine Qua Non of the Financial Crisis," by Edward J. Pinto.

View a more comprehensive timeline showing how government policies promoted loosened credit standards and led to the mortgage meltdown.

### Download the PDF



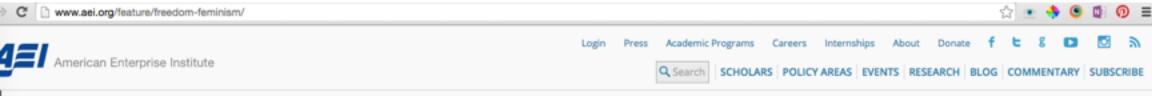
### Edward J. Pinto's Analysis

A Government-Mandated Housing Bubble, Peter J. Wallison, Edward J. Pinto | February 16, 2009

How the Government Is Creating Another Bubble, Peter J. Wallison, Edward J. Pinto | December 27, 2010

Taking the government out of housing finance: Principles for reforming the housing finance market, Peter J. Wallison, Alex J. Pollock, Edward J. Pinto | January 20, 2011

Government Housing Policies in the Lead-up to the Financial Crisis: A Forensic Study, Edward J.

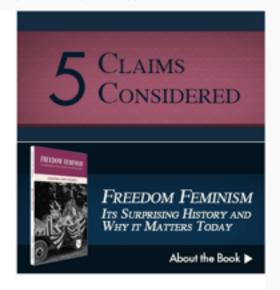


### Freedom Feminism

### ₽∧A

In recent surveys, 70 percent of American women rejected the label "feminist." Why? In "Freedom Feminism: Its Surprising History and Why It Matters Today," author Christina Hoff Sommers explains that even though a flourishing women's movement needs the support of both conservative and liberal women, feminism has devolved into a one-party system in the US.

"Freedom Feminism" is a modern version of feminism, in which women are free to employ their equal status to pursue happiness in their own distinctive ways, and it holds the key to a feminist renaissance.



Why improve Website Performance? How does it apply to AEI?

# Why improve Website Performance?

- Not only is there diversity in devices, browsers, but also ISPs
- Optimizing is essential for capturing user's attention and trust that the website will work
- Boosting traffic



### **AEI and Website Performance**

- Performance goals and budget
- Compiling stats from Google Analytics
- Reduce number of file requests
- Optimize images
- Striking the right balance between performance and that cool carousel



### **AEI's Page Load Times**

- 47% of consumers expect a web page to load in 2 seconds or less
- AEI's website takes 9 seconds to completely load visually
- It takes almost 12 seconds to fully load



### Good News for AEI's website

### **Good News**

- Our website loads faster than Wall Street
  Journal
- We get over 800,000 page views per month
- Our website is fairly responsive
- We are using consistent design, typography and colors



### **Bad News**

- Our website takes 12 seconds to load
- One-off pages in our CMS that do not look like they belong to the website
- Our UX on mobile is not consistent with our Desktop.



# Suggested Improvements

- Progressive Enhancement and Graceful
   Degradation for seamless UX
  - Provide elevated experience to advanced users
  - Maintain the access to the website to majority
- Create well-documented reusable pattern libraries
  - Don't create one-off pages Ex: Special Features
  - Create reusable widgets



# **Suggested Improvements**

- Improve load times
  - Reduce the number of file requests
  - Optimize images
  - Create a Performance budget
- Leverage Google Analytics to understand our traffic and website visitors
  - A/B Testing
  - Analyze mobile and social traffic



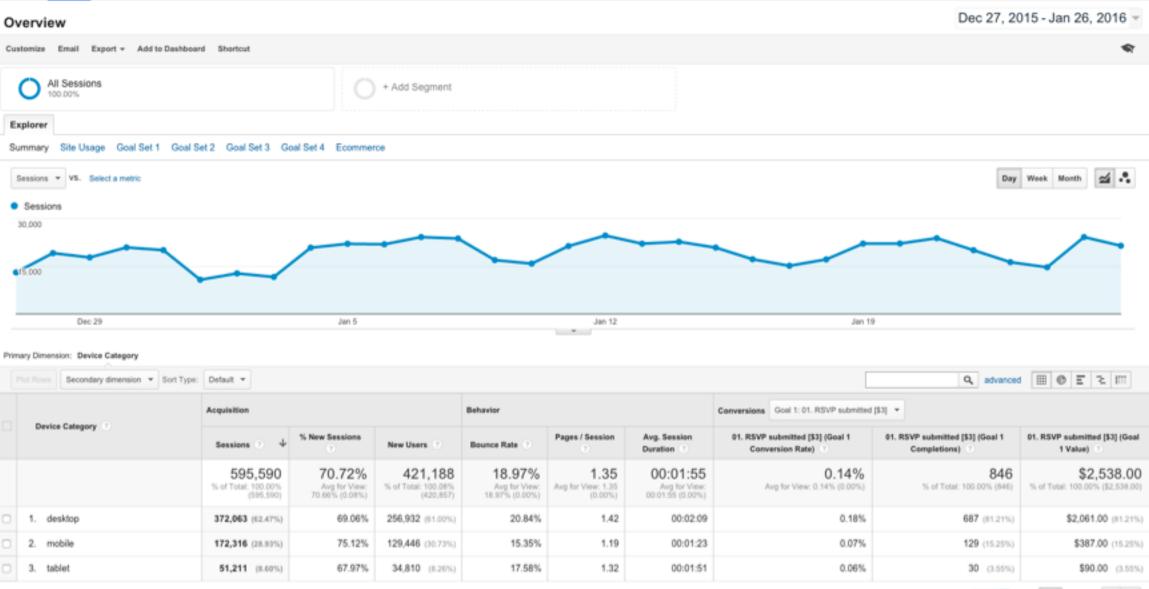


Thanks for coming!

- Style Guide Collections: http://www.bene.be/blog/comments/style\_guide\_collection
- Wordpress Image Optimizer: https://wordpress.org/plugins/ewww-image-optimizer/
- WebPageTest.org
- An Event Apart Speaker Slides: <u>http://slides.aneventapart.com/event/austin-2015</u>/
- An Event Apart Resources: <u>http://aneventapart.com/news/post/aea-resources-from-an-event-apart-austin-2015</u>



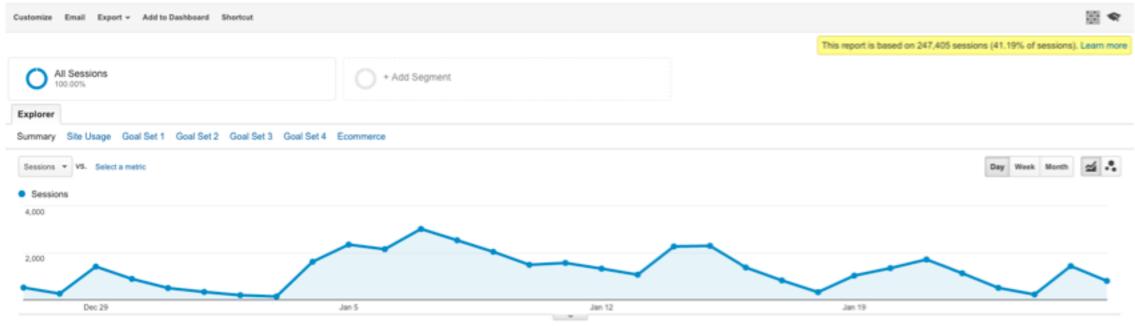




Show rows: 10 😋 Go to: 1 1 - 3 of 3 < >

This report was generated on 1/27/16 at 9:55:20 AM - Refresh Report

### Overview



### Primary Dimension: Device Category

| Pict Roves Secondary dimension: Medium 💌 Sort Type: Default 💌 |                 |            |   |  |  |   |   |  |   |   | 0 2 2 11                                     |
|---|-----------------|------------|---|--|--|---|---|--|---|---|--|
|   | Device Category | Medium 🕘 🔍 | Acquisition                               |  |  | Behavior                                      |   |  | Conversions Goal 1: 01. RSVP submitted [53] *       |   |  |
|   |                 |            | Sessions 💿 🗸                              | % New Sessions                                 | New Users 💿                              | Bounce Rate                                   | Pages /<br>Session                      | Avg. Session<br>Duration                           | 01. RSVP submitted [53] (Goal<br>1 Conversion Rate) | 01. RSVP submitted [53]<br>(Goal 1 Completions) | 01. RSVP submitted [\$3]<br>(Goal 1 Value)   |
|   |                 |            | 38,693<br>% of Total: 6.50%<br>(\$95,590) | 60.58%<br>Avg for View:<br>70.66%<br>(-14.27%) | 23,441<br>% of Total: 5.57%<br>(420,857) | 6.12%<br>Avg for View:<br>18.97%<br>(-67.76%) | 1.11<br>Arg for View:<br>1.35 (-17.52%) | 00:01:38<br>Arg for View:<br>00:01:55<br>(-14.425) | 0.04%<br>Arg for View: 0.14% (48.07%)               | 17<br>% of Total: 2.01% (846)                   | \$50.99<br>% of Total: 2.01%<br>(\$2,538.00) |
|   | 1. mobile       | social     | 21,239 (54.89%)                           | 63.18%   | 13,419 (57.25%)                          | 7.35%   | 1.09                                    | 00:01:19   | 0.02%   | 5 (29.41%)                                      | \$14.57 (28.57%)                             |
|   | 2. desktop      | social     | 13,929 (36.00%)                           | 55.90%   | 7,786 (33.22%)                           | 4.20%   | 1.15                                    | 00:02:11   | 0.09%   | 12 (70.59%)                                     | \$36.42 (71.43%)                             |
|   | 3. tablet       | social     | 3,525 (9.11%)                             | 63.43%   | 2,236 (9.54%)                            | 6.27%   | 1.08                                    | 00:01:24   | 0.00%   | 0 (0.00%)                                       | \$0.00 (0.00%)                               |

Show rows: 10 📴 Go to: 1 1 - 3 of 3 🕻 🕨

This report was generated on 1/27/16 at 10:00:22 AM - Refresh Report



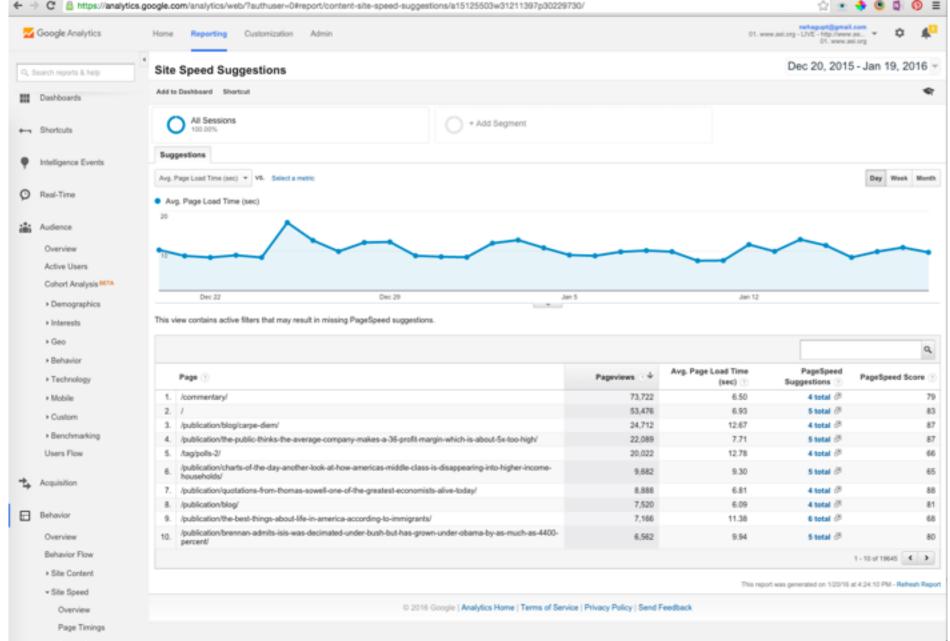


□ 5 3 0 E torete P

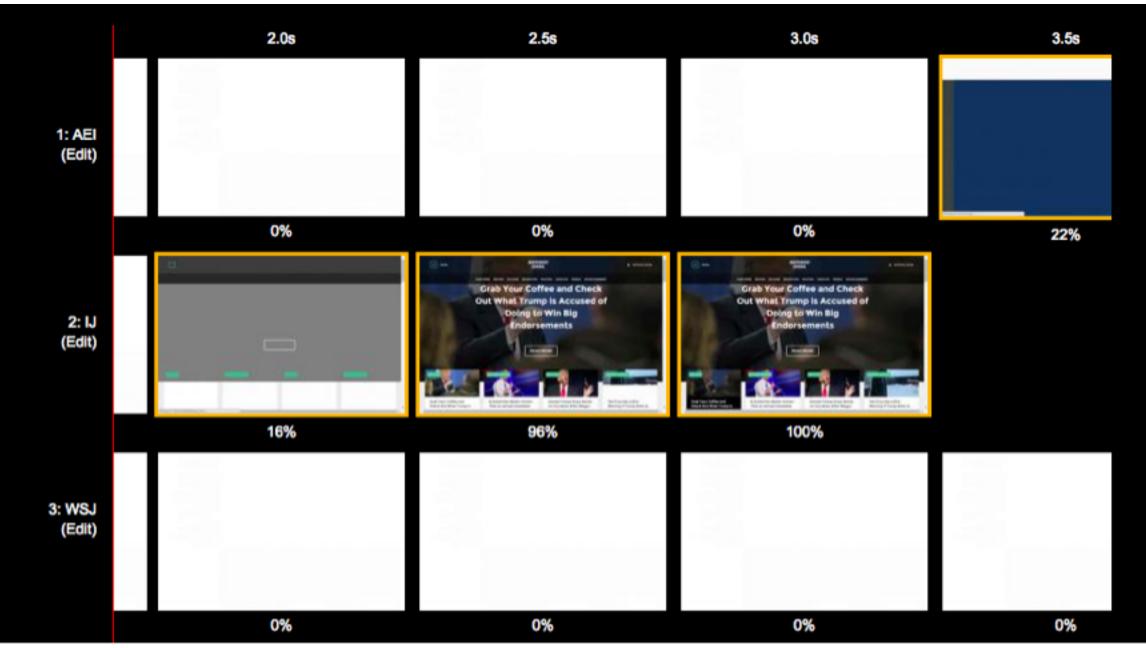


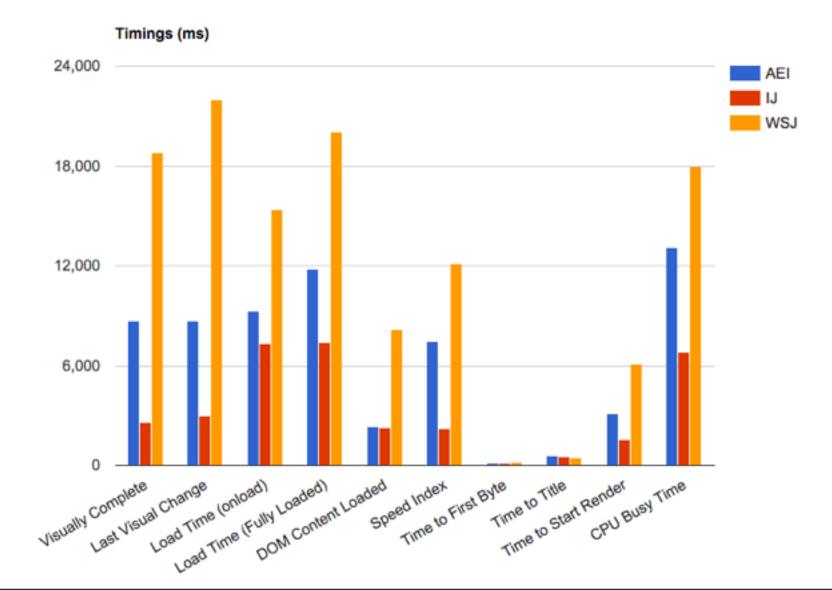
Pict Press Becondary dimension + Bort Type: Default +

Audience Audience Acquisition Behavior Conversions Cost 1.01.80xP submitted (\$2) \* Mobile Device Info Overview 81. REVP submitted [53] (Goal 1 Conversion Rate) 01. RSVP submitted (53) (Seal 1 Completions) 91. RENP submitted (\$2) (Goal 1 Value) Beautions. • % New Desiliers New Yours Bounce Rate Pages / Bession Arg. Session Duration Active Users 72.96% 154,564 1.22 0.06% 136 \$408.00 211,851 15.73% 00:01:31 Cohort Analysis #114 5 of Total 20.025. (544.342) Aug for View: 70.32% (3.79%) 5. of Total: 40.38%. (Mic.407) Aug for View: 1.34 (-0.00%) % of Total: 18.81% (723) % of Total: 10.07% (\$2,100.00) Aug for View: 10.05% Aug for View (00.01.04 1.00.000c) + Demographics 66,626 (43,115) 1. Apple Phone 8 \$3,232 (A4.01%) 71.48% 14.65% 1.18 00.01.21 0.09% 83 (01.0752) \$349.00 (01.074) + Interests 2. Apple Pad 8 37,803 (17,71%) 68.67% 24,981 (00.1012) 17.84% 1.31 00.01.49 0.05% 19 (13.87%) \$57,00 (10.87%) + Geo + Behavior 7,818 (3.40%) 29.88% 1.32 00:01:35 0.26% \$60.00 (14.71%) (not set) 78.79% 5.999 (LEFS) 20 (14.71%) \* Technology 4. Sameung SM-G900V Galaxy S5 6 3,485 (1.47%) 78.62% 2,740 (1.27%) 10.96% 1.28 00:01:38 0.06% 2 (1475) \$6.00 (1.47%) Browser & OS 5. Apple Phone 6 100 1,725 (0.1170) 78.67% 1.357 (1.1174) 3.25% 1.06 00:01:01 0.00% 0 00000 \$2.00 (0.075) Network 6. Sameung SM-G920V Galaxy 56 100 1,686 (0.10%) 80.37% 1,355 (0.075) 12.22% 1.19 00:01:03 0.00% 0 (0.00%) \$0.00 (0.07%) Mobile 7. Sameung SCH i545 Galaxy S4 74.87% 00:01:35 6.00% 100 1.516 (0.71%) 1,195 (0.774) 10.21% 1.31 0 (0.00%) \$0.00 (0.07%) Overview 8. Morusoft Windows RT Tablet 100 1,526 (8.72%) 68.55% 1,046 (0.075) 25.18% 1.46 00.02.02 6.07% 1 (0.74%) \$3.00 (0.24%) Devices 9. Motorola XT1254 Droid Turbo 8 1,270 (0.011) 37.09% 979 (1475) 7.40% 1.23 00.01.26 0.00% 0 (0.00%) \$0.00 (0.07%) + Custom 10. Samsung SM-CHOOA Samsung Galaxy 85 78,76% 12.87% 1.22 00.01.28 0.00% \$0.00 (0.07%) 100 1,243 (0.50%) 979 (LATE) 0 (0.00%) + Benchmarking 11. Motorola XT1080 Droid Ultra 1.24 00.01:35 100 1,040 (0.50%) 73,87% 783 (0.51%) 9.53% 0.00% 0 (0.00%) \$0.00 (0.00%) Users Flow 12. Sameung SM-G900P Galaxy S5 -944 (0.40%) 79.61% 789 (0.00%) 13.15% 1.25 00.01.28 0.10% 1 (0.2452) \$3.00 (0.24%) Acquisition 13. Sameung SM-N910V Galaxy Note 4 6 959 (0.40%) 70.84% 673 (1415) 11.79% 1.35 00:01:44 0.00% 0 00000 \$0.00 (0.075) 14. Google Nexus 5 642 (0.42%) 81.52% 719 (1475) 6.58% 1.16 00:01:26 0.00% 0 (0.00%) \$0.00 (0.07%) 10 E Dehavior 15. Apple Phone 5s. 100 P43 (0.4770) 79.95% 4.17% 1.04 00:01:02 0.00% 0 (0.00%) \$0.00 (0.07%) Overview 16. Muzilla Firefox for Android . 78.48% 641 (LATE) 15.42% 1.34 00:02:12 6.00% 0 (0.00%) \$5:00 (0.07%) Behavior Flow 117 (0.20%) + Site Content 17. Samsung SM-G920P Galaxy S6 100 746 (0.36%) 78.07% \$98 (correct) 14.62% 1.15 00.01.23 6.00% 0 (0.00%) \$0.00 (0.07%) + Site Speed 18. Samsung SM-N91GA Galaxy Note 4 14.54% 00.01.28 0.00% 8 722 (0.3455) 37.42% \$89 (LOPS) 1.22 0 (0.00%) \$0.00 (0.07%) + Site Search 19. Samsung SM-NE20V Galaxy Note 5 100 667 (8.1752) 81.11% 541 (comp.) 14.09% 1.25 00.01(19 0.19% 1 (0.24%) \$3.00 (0.24%) + Events 6 7.19% 1.20 00.01:35 0.00% 20. Google Nexus 6 612 (0.25%) 80.23% 491 (0.025) 0 010050 \$0.00 (0.00%) \* Publisher 21. Apple Phone 6s 6 410 (0.20%) 79.54% 484 (0.21%) 3,77% 1.05 00:00:53 0.00% 0 (0.00%) \$0.00 (0.01%) Experiments 22. Google Nexus 7 577 (0.27%) 61.35% 354 (1275) 11.27% 1.30 00:12:19 0.17% 1 (0.24%) \$3.00 (0.24%) 60 In-Page Analytics 23. BlackBerry KBD 00:12:04 6 554 (0.28%) 60.29% 304 (0.27%) 8.84% 1.27 0.00% 0 (0.00%) \$0.00 (0.07%)

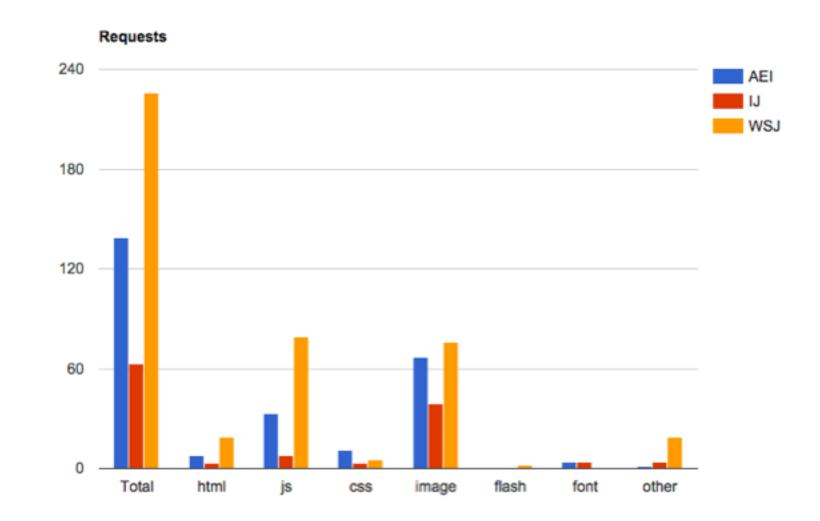


Speed Suppestio...

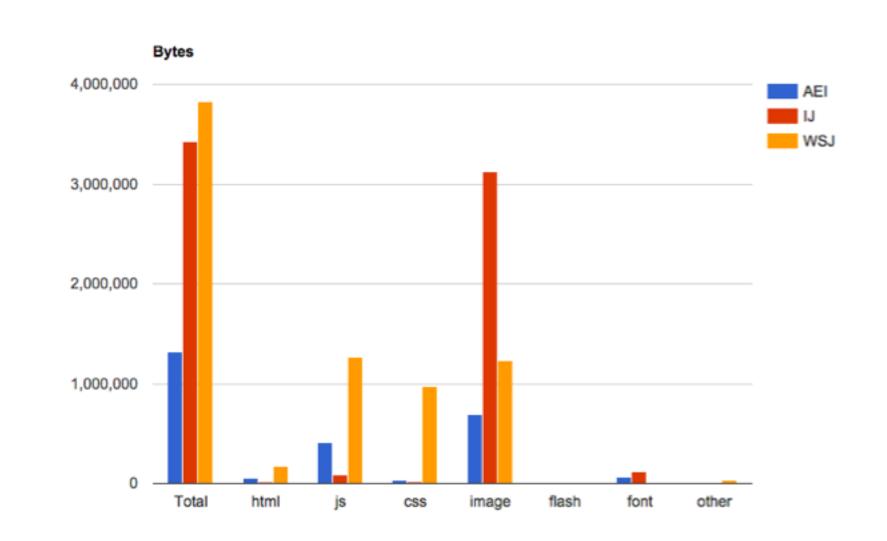








AEI



AEI