

January 27, 2016



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”



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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*

Factual Feminist



Factual Feminist |



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



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.

5 CLAIMS
CONSIDERED

FREEDOM FEMINISM
ITS SURPRISING HISTORY AND
WHY IT MATTERS TODAY

About the Book ▶

The graphic features a dark blue background with a maroon horizontal band at the top. The text '5 CLAIMS CONSIDERED' is in a large, serif font. Below this, there is a small image of the book cover and the title 'FREEDOM FEMINISM' in a smaller serif font. At the bottom right, there is a link 'About the Book' with a right-pointing triangle.

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

Questions

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:**
<http://slides.aneventapart.com/event/austin-2015/>
- **An Event Apart Resources:**
<http://aneventapart.com/news/post/aea-resources-from-an-event-apart-austin-2015>

Appendix

Overview

Dec 27, 2015 - Jan 26, 2016

Customize Email Export Add to Dashboard Shortcut

All Sessions
100.00%

+ Add Segment

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce

Sessions vs. Select a metric

Day Week Month

Sessions



Primary Dimension: Device Category

Plot Rows Secondary dimension Sort Type: Default

advanced

Device Category	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	01. RSVP submitted [\$] (Goal 1 Conversion Rate)	01. RSVP submitted [\$] (Goal 1 Completions)	01. RSVP submitted [\$] (Goal 1 Value)
	595,590 <small>% of Total: 100.00% (595,590)</small>	70.72% <small>Avg for View: 70.66% (0.08%)</small>	421,188 <small>% of Total: 100.08% (420,857)</small>	18.97% <small>Avg for View: 18.97% (0.00%)</small>	1.35 <small>Avg for View: 1.35 (0.00%)</small>	00:01:55 <small>Avg for View: 00:01:55 (0.00%)</small>	0.14% <small>Avg for View: 0.14% (0.00%)</small>	846 <small>% of Total: 100.00% (846)</small>	\$2,538.00 <small>% of Total: 100.00% (\$2,538.00)</small>
1. desktop	372,063 (62.47%)	69.06%	256,932 (61.00%)	20.84%	1.42	00:02:09	0.18%	687 (81.21%)	\$2,061.00 (81.21%)
2. mobile	172,316 (28.93%)	75.12%	129,446 (30.73%)	15.35%	1.19	00:01:23	0.07%	129 (15.25%)	\$387.00 (15.25%)
3. tablet	51,211 (8.60%)	67.97%	34,810 (8.26%)	17.58%	1.32	00:01:51	0.06%	30 (3.55%)	\$90.00 (3.55%)

Show rows: 10 Go to: 1 1 - 3 of 3

This report is based on 247,405 sessions (41.19% of sessions). [Learn more](#)All Sessions
100.00%

+ Add Segment

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce

Sessions VS. Select a metric

Day Week Month

Sessions



Primary Dimension: Device Category

Plot Rows Secondary dimension: Medium Sort Type: Default

Advanced Filter ON X edit

Device Category	Medium	Acquisition			Behavior			Conversions Goal 1: 01. RSVP submitted [53]		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	01. RSVP submitted [53] (Goal 1 Conversion Rate)	01. RSVP submitted [53] (Goal 1 Completions)	01. RSVP submitted [53] (Goal 1 Value)
		38,693 % of Total: 6.50% (595,590)	60.58% Avg for View: 70.66% (-14.27%)	23,441 % of Total: 5.57% (420,857)	6.12% Avg for View: 18.97% (-67.76%)	1.11 Avg for View: 1.35 (-17.52%)	00:01:38 Avg for View: 00:01:55 (-14.42%)	0.04% Avg for View: 0.14% (-69.07%)	17 % of Total: 2.01% (846)	\$50.99 % of Total: 2.01% (\$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



Primary Dimension: Mobile Device Info Mobile Device Branding Service Provider Mobile Input Selector Operating System Other

Mobile Device Info	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	#1 RSVP submitted (3)	#1 RSVP submitted (3) (Goal 1 Conversion Rate)	#1 RSVP submitted (3) (Goal 1 Completions)
	211,851	72.96%	154,564	15.73%	1.22	00:01:31	0.06%	136	\$408.00
1. Apple iPhone	93,232	71.48%	66,626	14.65%	1.16	00:01:21	0.09%	83	\$249.00
2. Apple iPad	37,563	66.61%	24,981	17.64%	1.31	00:01:49	0.05%	19	\$57.00
3. (not set)	7,618	78.75%	5,999	29.68%	1.32	00:01:35	0.26%	20	\$60.00
4. Samsung SM-G900V Galaxy S5	3,485	78.62%	2,740	10.96%	1.28	00:01:38	0.06%	2	\$6.00
5. Apple iPhone 6	1,725	78.67%	1,357	3.25%	1.06	00:01:04	0.00%	0	\$0.00
6. Samsung SM-G900V Galaxy S6	1,686	80.37%	1,355	12.22%	1.19	00:01:03	0.00%	0	\$0.00
7. Samsung SCH-I545 Galaxy S4	1,596	74.87%	1,195	10.21%	1.31	00:01:35	0.00%	0	\$0.00
8. Microsoft Windows RT Tablet	1,526	68.55%	1,046	25.16%	1.46	00:02:02	0.07%	1	\$3.00
9. Motorola XT1254 Droid Turbo	1,279	77.09%	979	7.40%	1.23	00:01:26	0.00%	0	\$0.00
10. Samsung SM-G900A Samsung Galaxy S5	1,243	78.76%	979	12.87%	1.22	00:01:28	0.00%	0	\$0.00
11. Motorola XT1080 Droid Ultra	1,068	73.87%	783	9.53%	1.24	00:01:35	0.00%	0	\$0.00
12. Samsung SM-G900P Galaxy S5	966	79.61%	789	13.15%	1.25	00:01:28	0.10%	1	\$3.00
13. Samsung SM-N910V Galaxy Note 4	958	70.84%	673	11.79%	1.35	00:01:44	0.00%	0	\$0.00
14. Google Nexus 5	882	81.52%	719	6.58%	1.16	00:01:26	0.00%	0	\$0.00
15. Apple iPhone 5s	863	79.95%	680	4.17%	1.04	00:01:02	0.00%	0	\$0.00
16. Mozilla Firefox for Android	817	78.46%	641	15.42%	1.34	00:02:12	0.00%	0	\$0.00
17. Samsung SM-G900P Galaxy S6	766	78.07%	588	14.62%	1.15	00:01:23	0.00%	0	\$0.00
18. Samsung SM-N915A Galaxy Note 4	722	77.42%	569	14.54%	1.22	00:01:28	0.00%	0	\$0.00
19. Samsung SM-N920V Galaxy Note 5	667	81.11%	541	14.09%	1.25	00:01:19	0.16%	1	\$3.00
20. Google Nexus 6	612	80.23%	491	7.19%	1.20	00:01:35	0.00%	0	\$0.00
21. Apple iPhone 6s	610	79.34%	484	3.77%	1.05	00:00:53	0.00%	0	\$0.00
22. Google Nexus 7	577	61.35%	354	11.27%	1.30	00:02:19	0.17%	1	\$3.00
23. BlackBerry KBD	554	60.29%	334	8.84%	1.27	00:02:04	0.00%	0	\$0.00

Search reports & help

Site Speed Suggestions

Dec 20, 2015 - Jan 19, 2016

Add to Dashboard Shortcut

All Sessions
100.00%

+ Add Segment

Suggestions

Avg. Page Load Time (sec) vs. Select a metric

Day Week Month

Avg. Page Load Time (sec)



This view contains active filters that may result in missing PageSpeed suggestions.

Page	Pageviews	Avg. Page Load Time (sec)	PageSpeed Suggestions	PageSpeed Score
1. /commentary/	73,722	6.50	4 total	79
2. /	53,476	6.90	5 total	83
3. /publication/blog/carpe-diem/	24,712	12.67	4 total	87
4. /publication/the-public-thinks-the-average-company-makes-a-35-profit-margin-which-is-about-5x-too-high/	22,089	7.71	5 total	87
5. /tag/polls-2/	20,022	12.78	4 total	86
6. /publication/charts-of-the-day-another-look-at-how-americas-middle-class-is-disappearing-into-higher-income-households/	9,682	9.30	5 total	65
7. /publication/quotations-from-thomas-sowell-one-of-the-greatest-economists-alive-today/	8,888	6.81	4 total	88
8. /publication/blog/	7,520	6.09	4 total	81
9. /publication/the-best-things-about-life-in-america-according-to-immigrants/	7,166	11.38	6 total	68
10. /publication/brennan-admits-isis-was-decimated-under-bush-but-has-grown-under-obama-by-as-much-as-4400-percent/	6,562	9.94	5 total	80

1 - 10 of 19645

This report was generated on 1/20/16 at 4:24:10 PM - Refresh Report



2.0s

2.5s

3.0s

3.5s

1: AEI
(Edit)



0%

0%

0%

22%

2: IJ
(Edit)



16%

96%

100%

3: WSJ
(Edit)



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