SYNOPSIS

Storytelling and Fundraising for Cultural Heritage professionals

Module: Digital Skills

Web site check list

This checklist addresses some of the basic things you should do to make sure your organisation's web site isn't missing anything important. The aim is to help you improve user experience and address security issues.

1. Define what you want your Web site to achieve

Define what you want your visitors to do when they visit your site. Draw up a list of desired goals. These are the desired outcomes, actions and activities that you want site visitors to do, for example filling in a form, booking a ticket, downloading a guide, watching a video and so on.

These goals can be tracked to monitor how your site is performing.

2. Test the user experience on your site

It is very important test the usability of your site on both mobile and desktop versions of your site. The experience will be different on each type of device and potentially have its own set of challenges and issues. You can use analytics tools to record and track what people are doing on your website.

Visitor feedback surveys such as a pop-up form can be used to ask questions about user experiences on the website. The form can be triggered to pop up when visit a certain page, or spend a certain amount of time on your site or people leave the site. Examples of survey form providers include Survicate, Survey Monkey, Google forms. Heatmap tools allow you to visualise how visitors act on a particular page on your website. This information helps you understand usability issues with your website. Examples include: Crazy Egg, ClickTale, HotJar. User testing with small groups of users from each of your target user groups, giving them specific tasks to perform on the site then asking them for feedback on the experience. Examples include: UserTesting, Userlytics, Usability Hub.

3. Web site security certificate

An SSL certificate is a digital certificate that authenticates a website's identity and enables an encrypted connection. SSL stands for Secure Sockets Layer, a security protocol that creates an encrypted link between a web server and a web browser. It creates a secure link between a website and a visitor's browser. This means any data passed between your site and the visitor (via a contact form for example), remains private and secure. It will encrypt the data and protect it from being stolen by hackers.

An SSL secured website shows a locked padlock in your browser bar and starts with https:// (not http://). There are different levels of Security Certificate, and unless you are collecting extremely sensitive data or credit card information, a standard Domain Validation SSL Certificate should fit the needs of most websites.

4. Owning your own web domain

Sometimes the person who registers the domain for an organisation does it in their own name, or the agency who builds the site has ownership. It is crucial for your organisation to own and have access to the place where your domain name is registered, so be sure to get this transferred to the control of your organisation while you can, or your domain name could expire, you may lose control of your website or you may not be able to make changes to where the site points to, should you ever need to change it.

While there are services out there that can help you to attempt to reclaim web sites, such as Nominet, due to GDPR issues they may not be able to help if you cannot contact the people named on the register.