12:00–12:15  Greetings & lunch

12:15–12:20  Announcements

12:20–1:00  Best Practices in Website Development

1:00  Wrap up
Going from Good to Great

Best Practices in Website Creation
Who is working on their site now?
Discover
Who are your users?

And what do they need?
User Research

- One-on-one interviews
- Survey site visitors or email list
- Contextual inquiry
What goals is the business working toward? How can the site help accomplish them?
Stakeholder input and alignment

- Interviews
- Surveys
- Workshops
You can’t improve what you don’t measure
Measurement plans

• Goals
  What result are we trying to achieve

• Signals
  What user behaviors signal that a goal is or is not being achieved

• Metrics
  What do we need to track
Create
Great content is the best sales tool in the world.

Marcus Sheridan
Content

What does my audience want to know?

• Search trends
• Analytics

Does this align with the business goals?
Powering Innovation in Agriscience

Innovation to help produce the food the world needs

Innovation powers integrated solutions to meet farmers' needs today, and to anticipate tomorrow's challenges. Through innovation, we provide products and services to produce what our food system demands, and to conserve resources and sustain the land. Our transparent approach reaches across the food chain, inviting consumers in. By understanding the science, stewardship and testing that goes into our products, our goal is to give consumers
Enjoyable and Relatable
Useful and Useable
Works Seamlessly Across Devices
Measure
Monitoring

Based on our measurement plan:

- Heatmaps and Recordings (Hot Jar, Crazy Egg, etc.)
- Analytics (Google or similar)
- Site feedback surveys (Foresee, Qualtrics, Hot Jar)
Site Surveys
Analytics Dashboards

- Data studio or Improvado
Evaluative User Testing

- Measure improvement in task completion and time on task
- Qualitative user feedback
- Validately or Lookback
Questions
Thank you for participating

See you at our February 11 program!