

Welcome to the CIO Hour!

April 2023

Spring Cleaning Your Website

Today's Panel



DR. CATHERINE LADA, CAE

President, Lada Consulting
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Dr. Catherine Lada is an entrepreneurial Certified Association Executive with over 20 years of experience in the nonprofit sector. She has successfully launched and grown dozens of new association products and services as well as brands, teams, departments, and organizations. Cathy provides fractional chief marketing officer services. She is data-driven and highly focused on making the member experience enjoyable as well as efficient across all touchpoints.



JAMES C. MARQUIS

Chief Information Officer, 501Works
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James C. Marquis is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting with for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.



JIM FARIS

Creative Director, 501Works
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Jim Faris is the creative lead on design, UI and UX. With over 20 years of experience designing and developing web and marketing projects for large agencies, Fortune 500 companies, and small businesses, Jim brings a history of successful design and development projects that have won him many awards including; Clío, Mimic and Hatch awards for design, development and writing. When not in front of a computer, you can find him onstage playing the upright bass, in art studios painting or out of his Vespa... when the kids aren't climbing on his head.


The CIO Hour: Spring Cleaning Your Website

- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month



Visit www.theCIOHour.com for upcoming topics and events.

Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- Each session is worth 1 CAE credit – details to claim emailed tomorrow 

Agenda

- In the News – A few highlights that might interest you
- Fast Facts – Introduction to the topic of the month
- Q & A – 40 min – Discussion with our experts and taking your questions
- The CIO after Hour – 30 minutes of open mic discussion

In the News...

1. The rules of the road are about to change
<https://www.gatesnotes.com/Autonomous-Vehicles>
2. 50 years ago, he made the first cell phone call
<https://www.cnn.com/2023/04/03/tech/cell-phone-turns-50/index.html>
3. An 85-year Harvard study on happiness found the No. 1 retirement challenge that 'no one talks about'
<https://www.cnbc.com/2023/03/10/85-year-harvard-happiness-study-found-the-biggest-downside-of-retirement-that-no-one-talks-about.html>
4. This free app helps you find tons of useful ChatGPT
<https://bgr.com/tech/this-free-app-helps-you-find-tons-of-useful-chatgpt-prompts/>

Today's Topic: Spring Cleaning Your Website

Fast Facts from Forbes Advisors

- Users form an opinion about a website in **0.05 seconds** - Google
- In North America, **51.2%** of web traffic comes from mobile devices – Statista
- **47%** of users won't wait longer than two seconds for a website to load – Swear
- The average time spent on a page is **54 seconds** – Hubspot
- The average time spent on pages with video is **six minutes** – Wistia
- Mobile website users expect a website to load in under **3 seconds** - Neil Patel
- Website users spend **57%** of their time above the fold - Nielsen Norman Group
- WordPress is the most popular CMS, housing **42.4%** of the internet's websites - WP

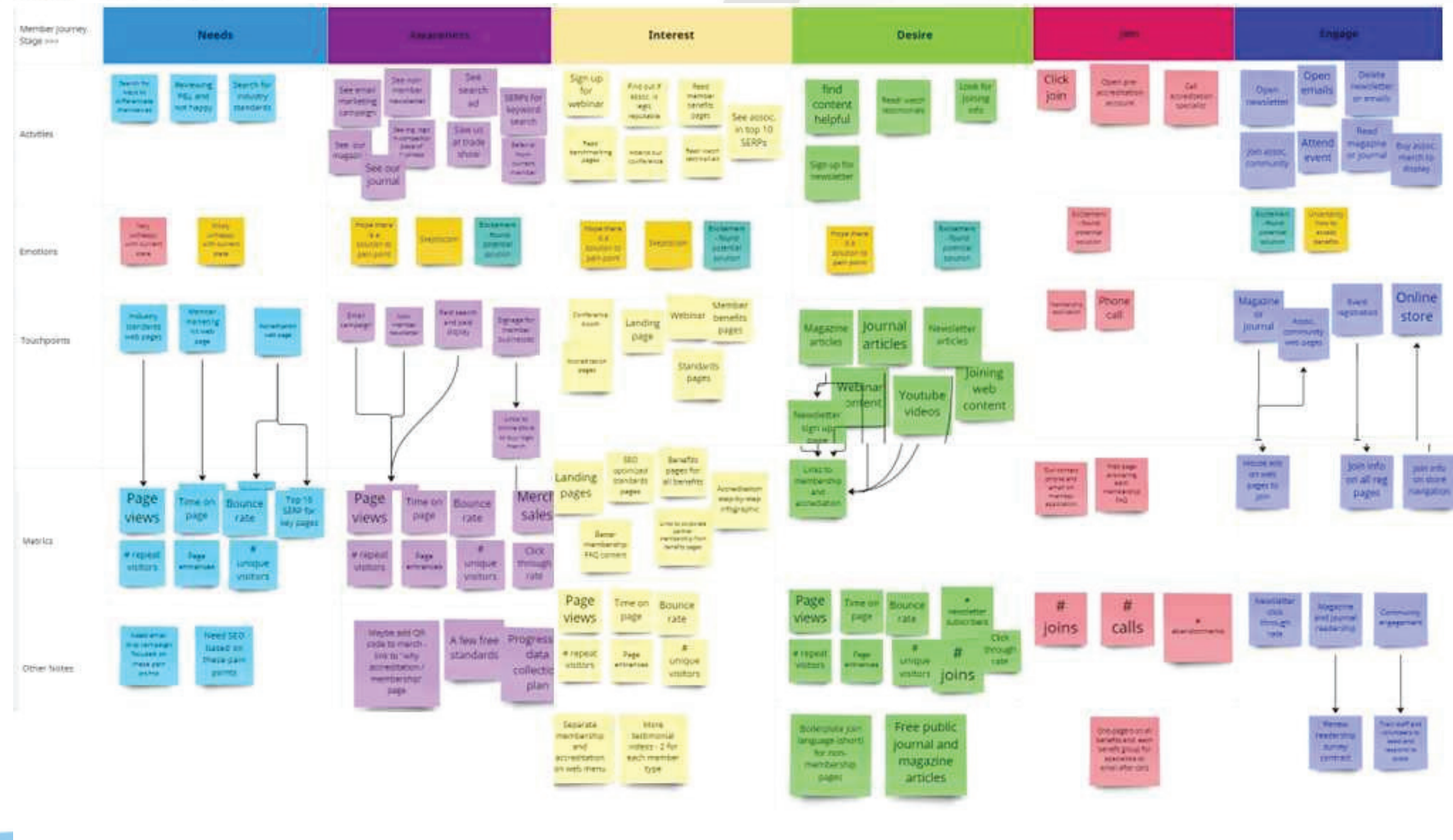
SOURCE: <https://www.forbes.com/advisor/business/software/website-statistics/>

On to Your Questions...

How should association approach content for their spring cleaning?

How can associations better approach Website navigation?

Sample Member Journey Map



SOURCE: Lada Consulting

What should be done to ensure that a Website is nice and speedy?

What should associations have on their RADAR with respect to compliance?

How do we keep our design looking fresh?

What are some things to keep in mind (and check) about SEO?

What can we do to keep your Website secure?

How do you tackle the management side of the Website?

Any last parting advice,
especially for smaller organizations...

Other Questions?



Thank you to our panel of experts!

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Jim Faris

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Delivering technology that **WORKS** for your association.

CONSULTING

501WORKS

- IT Consulting Services – vCIO Service
- Software Selection & Implementation Services
- Customized Software Solutions and Integrations

INTEGRATION

MOJO MIDDLEWARE

Mojo Middleware™ - Easily integrate your different association software packages with over 40 available connectors.

SOFTWARE

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Software Mage™ – Online tools helping you navigate the AMS/CRM selection process, gather requirements, draft your RFP, and evaluate vendor responses.



We are here to help!
Call or email us for a **30 minute free** consulting session

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Final Thoughts

- Join us May 4th for **Unleashing The Power Of Data**
- An archive of this presentation and today's Webinar will be posted on theCIOHour.com in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: theCIOHour@501works.com
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.

