



Lorain Port Authority

INFORMAL WEBSITE ANALYSIS*

PRESENTED BY:



WEBSITE ANALYSIS

We briefly reviewed the **navigation** and **design** of the Lorain Port Authority's website in order to recommend updates and best practices to consider for the next website redesign project.

Included are some **key findings** and **recommended updates/additions** to provide the best possible user experience for visitors to the website.

**Please note that these recommendations are consumer-based and industry-specific for the Lorain Port Authority's website visitors, based on a complimentary brief review of the website. This report should not be considered a comprehensive analysis.*

NAVIGATION

Identify individual users of the site and arrange the navigation accordingly from the Home Page by pain point or solution. For example:

- Rent a Facility
- View Upcoming Events
- Book a River Tour
- Visit Jet Express Schedule
- Visit the Lorain Lighthouse

BLOGGING

Recommend blogging more often as a simple way to improve SEO and to keep the public informed with fresh and regular content. Also, blog posts can be shared in social in order to increase traffic to the website. Example blog topics:

- Grant awarded
- New event announcement
- Partnership announcement
- Individual events (details)
- Environmental statistics (from ODNR, other local reports)
- Project updates
- Answers to frequently asked questions

PHOTOS

Photos are another great way to generate traffic to the website. Suggest adding albums from events and photos of the various parks and rental properties. Adding new photos regularly will provide additional links to share in social and also add fresh content on the site. For example:

- Historical photos of the waterfront
- Before/After pics from parks and projects
- Tourism photos
- Facility Photos
- Event Photos

Maybe consider a photo blog featuring a new photo a few times per week. If galleries or regularly published photos are not feasible, ***at the very least consider photos to place throughout the content on the site.***

SHARED & PROMOTED CONTENT

Consider a section of the website for sharing others' content, such as:

- Grumpy's Bait Shop and Kayak Rentals
- SUP rentals
- Tourism info
- Destination guides
- Lorain County Metro Parks info
- Other activities that are enjoyed on the LPA property and surrounding waterfront

BRANDING

Incorporate prominent placement of the official Lorain Port Authority logo throughout the site, including in the header and footer.

WEBSITE COPY

Include descriptive copy on every page, in addition to the event graphics, in order to better assist visitors and provide the information they are seeking. More copy on web pages will also encourage improved search results.

CALLS TO ACTION

Implement calls to action to subscribe to the blog, connect in social media, and sign up for the mailing list. Add social media icons and links to the website.

OPTIMIZE SITE FOR MOBILE

Optimize the website for mobile devices with responsive design.



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Preliminary Proposal for Website and Marketing Services

December 12, 2014

Rick Novak
Lorain Port Authority
319 Black River Lane
Lorain, Ohio 44052

Thank you for contacting Emerge in regards to redesigning and developing the website for the Lorain Port Authority. Based on our conversations and consulting with Vanessa Knipper, we put together the following preliminary proposal. The deliverables and costs shown are not confirmed and are meant as a guideline to determine the final scope of the project.

Website Redevelopment Goals

The current website has become dated and needs to be updated with a responsive design to enable easier viewing on tablets and mobile devices. The editor will be updated with the most recent version to continue easy day to day content management and social media integration.

Deliverables

- Provide a project manager
- Create the new visual design
- Update content management system and extension modules (this includes all of the current site features and the addition of photo galleries)
- Develop the pages of the site
- Setup users and permissions
- Host the site
- Provide training

Optional Deliverable

- Create an online reservation module for facility rentals

Costs

Website Development: \$14,400

Reservation Module: \$7,800

After the launch of the new website, ongoing support will be provided for photos, blogging, videos for a monthly cost of \$1,000 per month. This includes both hosting and up to 8 hours of support.

To accept this proposal, please complete the section below and return to Nyree Skimin, 412 Avon Belden Road, Avon Lake, OH 44012 or scan the document and email to Nyree@Emergelnc.com.

Lorain Port Authority
319 Black River Landing
Lorain, Ohio 44052

Signature: _____

Date: _____

Name: _____

Title: _____