

Little Saskatchewan River Conservation District

www.littlesaskatchewanrivercd.ca

An overview of the LSRCDC's requested goals and objectives, implemented site features, and the design of the LSRCDC website.

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Part 1

Goals and Objectives

Goals and Objectives

The Little Saskatchewan River Conservation District (**LSRCD**) wanted to have a modern, professional looking website created for them, with the following features implemented:

- A system that would allow for the easy addition and removal of content, as well as an easy way to edit current content, to keep it up to date.
- A way to track how many visitors frequent their website, plus any other useful data (*Internet connection speeds, geographical location, popular browsers, etc.*) if possible.
- Drop down menus for the main navigation, for pages under certain categories.
- A slideshow displaying pictures of the **LSRCD**'s work, relative to specific pages on the website.
- A way to list/display the **LSRCD**'s "Latest News" and "Recent Board Minutes"

Along with the above features, the **LSRCD** was interested in the option of going with another web hosting provider for their website.

Part 2

Website Features

Website Features

To meet the goals and objectives requested by the **LSRCD**, some specific features were implemented into the site, such as:

- The WordPress content management system. (*See "Part 2.1 - WordPress"*)
- WordPress widgets to list/display the **LSRCD**'s "Latest News" and "Recent Board Minutes."
- The Google Analytics data tracking application. (*See "Part 2.2 - Google Analytics"*)
- Drop down menus for the main navigation, for pages under certain categories.
- A JavaScript header image slideshow.
- A custom footer that displays the websites main pages, contact info, and the Manitoba Water Partnership logo.

Part 2.1

WordPress

Creating, Editing, and Managing Website Content

As mentioned previously, the **LSRCD** wanted to have a system implemented into their website that would allow for the easy addition and removal of content, as well as an easy way to edit current content, to keep it up to date.

With this in mind, the WordPress content management system (*CMS*) was implemented, to meet the **LSRCD's** requested requirements for their website.

What is WordPress?

WordPress is a free content management system (*CMS*) that allows for the easy addition and removal of a websites content. It also makes it easy to edit, and keep that content up to date, for those with little, to no knowledge of website design and development.

With WordPress implemented, owners/managers of a website can log into a "dashboard" which displays a wide arrange of customizable elements for their site. The addition of a new page, site content, images, or other assets is just a click away, and eliminates the cost of hiring a "webmaster" to manage the website, or paying the designer/developer of the website to constantly make updates.

With this simplified way of adding new, up-to-date content to the site, there is no reason for ones website to become "out-dated", or no longer be "useful" to new or returning visitors.

How WordPress Helps Improve the LSRCD's Website

With the implementation of the WordPress CMS, the **LSRCD** is now able to easily add, edit, and remove pages, site content, images, or other assets with just a few simple clicks.

That means that the content featured on the **LSRCD** website can stay current, and up-to-date, by someone who already works within the **LSRCD**. Current and up-to-date content means more visitors, higher page rankings on search engines like Google & Yahoo, and less visitors leaving the site due to out-of-date content.

Part 2.2

Google Analytics

Tracking Visitor Data and Statistics

As mentioned previously, the **LSRCD** wanted to be able to track the number of visitors to their site, along with any other useful data (*Internet connection speeds, geographical location, popular browsers, etc.*), if possible.

With this in mind, the Google Analytics statistics/analysis application was implemented, to meet the **LSRCD's** requested requirements for their site.

What is Google Analytics?

Google Analytics is a free service offered by Google, that generates detailed statistics about a websites visitors. Once implemented, owners/managers of the website can log into a "dashboard", which displays a wide arrange of data that can be used to improve the site, not only for the sites visitors, but for the owners/managers as well.

How Google Analytics Helps Improve the LSRCD's Website

With the implementation of Google Analytics, the **LSRCD** is now able to find out a wide array of information about their website, and the sites visitors, beyond what one would get from a simple "hit counter". Such information includes:

- The total number of visitors to the **LSRCD** website
- The number of returning visitors, and unique/new visitors to the website
- How many visitors came directly, from referring websites, or search engines
- Which pages on the website are getting the most visits
- How long visitors are spending on any given page
- Where visitors to the site come from
- How fast their visitors internet connections are

This is just a small example of the data that is now available to the **LSRCD**, which can then be used to improved their website, not only for the sites visitors, but for the owners/managers as well.



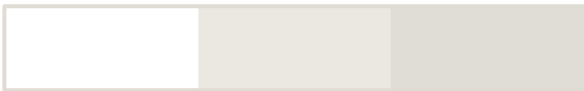
An example would be if the **LSRCD** finds out that a specific page isn't getting as many views as other pages, then it might be an indication that the content on that page needs to be changed in some way. This sort of important information wouldn't be possible with just a simple "hit counter".

Part 3
The Design

Creating the LSRCD's Website Design

For the **LSRCD's** website design, similar themes and elements such as fonts, colors, and images featured in already available materials (*Such as logos, pamphlets, etc.*) were carried over for the design.

Specific elements included colors from the **LSRCD's** current logo. These colors are featured prominently on the site, for elements such as the websites:

Main navigation and page links	
Page headers	
Background Colors	

Using colors from the **LSRCD's** logo was one of the **LSRCD's** favourite features of the website, and helps to keep a consistent image across all facets of the **LSRCD's** branding and material.