

## AJPA.org website content audit

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### Overall impressions

The usability of this site is terrible. It's difficult to navigate to items such as the blogs, and once there it's hard to find our way back again.

Since the association is so related to content, it might make sense to have a menu item called "Content" and include in there JRelease, free content from InterfaithFamily.com, etc., and a link to the Freelancer corner. We can remove the Groups link to make space.

A redesign should be done responsively, with a focus on optimizing for mobile.

On the top-level navigation, some of the main menu items click to a page, others don't. These behaviors should be consistent across the site.

The "More in this section" dropdown is not a common or even recommended practice. This is particularly troublesome here because oftentimes navigation into one page in a dropdown will result in a different dropdown from that page. Breadcrumb navigation is considered a usability best practice and would be more useful here.

For any page having to do with Rockover Awards, the "More in this section" dropdown pulls users out of the previous navigation and into a list that encompasses only the Rockovers—with duplication and even triplication on the list.

### Homepage

Marquee Carousel: Remove banners for 2014 conference highlights and 2015 conference registration

Welcome message: Could be freshened as a more active, modern message about how AJPA contributes to Jewish press and Jewish life.

Freelancer carousel: Images appear to be compressed horizontally, and it moves too quickly.

JReleases: Haven't there been more up-to-date releases than June? If not we may want to kill this section. Also, there should be a 1-2 line description of what these JRelease is.

Failed feed: Is this from JNS? That either needs to be fixed or removed.

### About AJPA

#### A Brief History of AJPA

The paragraph text is too wide. We need to compress that down, and if possible add photos to make it more visually interesting. Given how long this page is, we may want to consider cutting down some of the text as well.

Let's move the link to the bottom of that list.

## Mission and Goals

Again, text is a bit too wide.

On Goals, the exec committee should assess whether these are the continued goals of the organization.

## AJPA Updates and Initiatives

This appears to be about 1-2 years out of date. Rick should look at this page, assess his goals, and rewrite it. The layout shouldn't be so wide, either.

A sidebar box should include all of the pages in the hierarchy below it.

"More in this section" dropdown should either show page hierarchy or be replaced with breadcrumb navigation so users can see where they are and how to move up and down in this section.

### Hartman-AJPA Ethics Project

Text spreads all the way across the page, and a sidebar box should include all of the pages in the hierarchy below it.

#### Hartman-AJPA Ethics Project → Build Your Own Ethics template

There's a lot of text before we get to the actual business of building the template, which actually resides elsewhere. Therefore, we should break this into steps:

1. Step 1: Establish what this is and why we're doing it.
2. Step 2: Outline the steps of what's involved with building a code. Include the link (much more conspicuous) to the Hartman Institute working papers here.
3. Step 3: Begin building the ONA code. Link to external site should be much more prominent than a black "click here" link.
4. Step 4: Get started with Jewish aspects of code. Link to external site should be much more prominent than a black "click here" link.
5. Step 5: Share with AJPA and colleagues
6. Compress the committee members into a single paragraph or bring lines closer together.

#### Hartman-AJPA Ethics Project → Ethics Samples

There's no reason this needs its own page. The samples can be linked on a sidebar in the Build Your Own Ethics... page.

#### Hartman-AJPA Ethics Project → Working papers

A header on articles on this page should explain why they are here, link to that ethics code template page, and note that these are downloads.

### Study: Reporting Jewish

While the study itself is likely still relevant, the description about it is out of date. The introduction should be shortened, attributed to Marshall as past president, or rewritten entirely.

A sidebar box should contain a link to the study download in addition to the link being mingled through the text.

## Governance Documents

Context should be added to what these documents are, and noted that these are downloads. A short paragraph for each will do.

## Leadership

Since there has clearly been a leadership change over the past week, this page needs to be updated with the new executive committee and officers. It would be helpful to put a separate link color on names so we know that we can mouse over for email addresses.

## Staff

This page mostly looks good, though it would be nice to get a bit more padding between the photos and the ID text. It would be helpful to put a separate link color on names so we know that we can mouse over for email addresses.

## Donate

Shrink the width of the text and center the donate button at the bottom.

## Membership

By clicking on this link we get a page with full member rates. It was unclear that this was actually a link. All of this content should move to the “Become a Member” page. Should it stay, the Join Now link at the bottom should be a more prominent button with the trailing text removed completely.

## Member benefits

There’s far too much content here. This should be reduced to bullet points with short descriptions and a link to a pdf that contains all of the information featured on this page.

### Become a member

Header should change from Select your Membership Type to Become a Member to match navigation text.

Descriptions on the Membership page should be moved to here and a button next to each should select the member type.

### Become a member → Content for members

This page should not be buried as a sub-sub-navigation item. Move it up one level.

Clean up the top paragraph to just say “AJPA has formalized partnerships with three national Jewish media outlets to provide you with their materials at no charge...” and finish with how this is an added value of AJPA membership.

### Current Members

What is the purpose of this page? The information it provides isn’t enough to have value for anyone. I’d recommend killing it.

### Freelancer Member profiles

Given how many freelancers there are, a menu at the top should list everyone by name and link down, then at the bottom of each profile there should be a “Go to top” link

Currently presented in second person, i.e., “Media outlets that run your work.” Change it to either first person, for a more personal feel, or use the person’s name, which makes it a bit more complicated from a development perspective.

All freelancers should be contacted and asked to be sure that their profiles are up to date.

### [Member Search](#)

Reduce country list only to countries where members may actually reside.

### [Member Search Results](#)

Map is pretty much useless. It should be removed.

Freelancer photos only appear for some members, even though many do have photos associated with their accounts.

There’s no reason for a popout of contact information when you mouse over a person’s name – that won’t ever work on mobile, either. Just include all of that information on this page, then have readers view profile right from there.

### [FAQ](#)

Change navigation and page title to “Member FAQ”

If possible, can all of the PDF answers to questions be presented inline, with collapsible text blocks so the answers don’t run on forever?

## [Events](#)

The text is outdated—AJPA no longer holds the conference in June—and the press tours section has had more recent trips than the 2013 one, hasn’t it?

### [Conferences](#) → [2015 Conference](#)

#### [Homepage](#)

Remove the left-side navigation for registering, scholarships, venue and fees. Will this page be replaced with something else in the near future?

#### [The 34th Annual Simon Rockower Award Winners](#)

#### [The 35th Annual Simon Rockower Award Winners](#)

There are entries for both of these in the “More in this section” dropdown. I’m not sure which is the correct one, but the incorrect link should be removed and all of the information in one should be transferred to the other. In the 35<sup>th</sup> Annual page, the included text mentions it’s the 34<sup>th</sup> awards. On the 34<sup>th</sup> Annual page, remove the text at the top about when the awards will be presented and just say that these are who the winners are.

### [All other Conferences](#)

For previous conferences, remove all pages with the exception of Rockower Awards and Photos, Presentations and Videos

## Webinars

When logged in: Put a prominent link at the bottom of the page to past webinars in addition to the dropdown above. And then, hopefully, get rid of the dropdown. When not logged in, have the page take you to login.

In the dropdown, remove both references to previous webinars, which only includes registration.

## 2013 Press Tour

Are there other press tours to include in this section?

Change the header so it includes our current logo.

Remove all the pricing information, just leave the sponsors. The rest is irrelevant at this point.

Perhaps add a few of the photos that are on the Shutterfly page, then put the photos link at the bottom in a more prominent button

## Rockower Awards

Change the header that states the 34<sup>th</sup> awards are open for submission.

The History text is kind of lame. How about shortening it and including a historical AJPA photo, or pictures from a previous awards ceremony.

## 2015 Competition

This is the same page as the **Competition Details** page in the submenu. Both of these pages should be removed, but that navigation should be maintained while this upper level page should not be clickable.

## 2015 Competition → Entry Payment Form

Remove from this year's section, but the reference to Entry #24 for non-members should state what that category actually is.

Even when I'm signed in, the page tells me I need to log in.

## 2015 Competition → Entry Submission Payment

Again, even when I'm signed in, the page tells me I need to log in. However, this text is in the form of an image, and it's unclear why. The image also duplicates the text below in the description section.

The description section that says "description" can be removed.

Search box, with a dropdown that allows search for Event tickets, makes no sense here and should be removed.

Page title should be changed from "Online Store: Misc" to "Rockower Submission Payment."

It's not clear what I'm submitting payment for – does this occur after entries have been submitted to another system? If so, there should be a link to that site with explanation about what's happening, then a link from there to this page.

### [Previous Competitions](#)

Move 2015 here when 2016 contest gets underway.

On all competitions, including 2015, if possible change the links so the link refers to the actual article name.

## [Career Center](#)

Rather than include a graphic on a blank page, list all available positions and then allow users to filter.

### [Search Openings](#)

Everything on this page should be on the default page for the career center.

All countries in the country list that wouldn't reasonably include our members should be removed.

In the Category search instructions, add "Command" for Mac users. Multiple select doesn't account for mobile.

### [Search Results](#)

All listings should be expired after a stated amount of time, e.g. 30 or 60 days. Some listings go back to 2013.

### [Submit an Opening](#)

Though the main career center page states that users must be logged in to submit a position, the page still loads without a requirement to log in.

Let's update the Format date instruction from 1999 to 2016. If possible, have the text field do the formatting and validation.

The difference between the "Legacy" text editors and the modern aren't apparent enough that there should be a link to switch between the two. Also, the description as Legacy Editor doesn't really mean anything.

In primary category, Advertising is misspelled.

The system asked me to reenter the math question twice before accepting a listing – this should be handled if a submission error occurs prior that needs to be dealt with.

There's no confirmation of submission explaining what happens next with my listing, and if I'm not logged in (I shouldn't have been able to get to this point anyway) the My Career Postings page doesn't actually show the posting I just submitted.

### [Subscribe](#)

Appears when not logged in, but only works when logged in. Has anyone ever used this notification? Are people using the AJPA website as a job hunting source? Is it a goal?

Attempting to cancel a subscription request leaves the user on the page, doesn't take them back to career page.

## Partner w/AJPA

Spell out With

This page only provides a name and contact info. Move all of the info from the Sponsor Opportunities here to take advantage of this real estate.

### Current Sponsors

More in this section dropdown should relate to this section, not show links to 2014 conference information. Better yet, remove it entirely.

Is it still necessary to feature 2014 sponsors?

Differentiate between conference sponsors and year-round sponsorships.

If 2014 sponsors should stay in, remove the link to the 2015 opportunities and add one for 2016.

Sponsorship opportunity information should move to the top of the page, along with a description of what sponsors get and what sponsors do for AJPA members and their members' readers/customers.

### JRelease

List recent press releases on this page to show examples.

Email link text is the same color and style as other bolded text on the same line. Differentiate between a link and emphasis.

Also, since this is in a box immediately above this tab, it may make sense to just remove it entirely.

## Groups

Since members must be logged into this section, perhaps this tab should be removed entirely and put into the Member Center, or only shown if members are logged in.

With the specific committees, members are required to join the committee to see the committee page. But what information gets posted on these pages aside from feed activity? They don't appear to be used for any relevant information.

Information about these groups *is only visible if the user joins*. But nothing else happens from there. I recommend getting rid of the committee pages unless they are for informational purposes only, with a call to action for people to email to join. The work of the committees does not appear to occur on this site.

### Committees → Finance/Sponsorship Committee

**Message: Group Unavailable. This group is currently inactive or has been deleted.**

Directory & Feature and Options dropdowns include non-relevant links and get stuck in position.

[Committees → Membership](#)

[Committees → Rockowers](#)

[Committees → Webinars](#)

[Listsers → Business](#)

Getting to the actual blog entry list is a three-step process, in particular if a member wants to post a new item. Users can do it in two steps – click on a post on this page, then click on Add New Post from the individual blog posting page, but it's unclear from first glance whether it's a response posting or a new one entirely.

Clicking on View all blogs below goes to the intermediate page that serves no purpose. **It would be wonderful if we could get rid of this page entirely.** The fact that we have to give instructions on how to get from one page to the next and use the blog offers a good indication that there's too much complexity to get to the blogs. It may also explain why they're used so infrequently.

Mid-level navigation: Group Home, Blog Home, Group Blogs, Unsubscribe, Manage Subscriptions – couldn't we take care of this by having one link back to the member center, plus the Unsubscribe?

[Listsers → Add New Post](#)

Overall this page is fairly straightforward, but the checkbox to post at the bottom means nothing if we're not sure what a wall is in this site. Can it be removed?

[Listsers → Editorial](#)

[Listsers → Freelancers](#)

[Listsers → Story](#)

## Become a Member box (and top-most page navigation)

Since these links are the same and right on top of one another, get rid of the smaller one at the top.

## Member Center Box

Since this page is the central spot for managing memberships, it seems like it would make sense to have all aspects of membership, including listsers and committee pages each member belongs to, as an easy link.

Navigating through this section should have linked breadcrumb navigation at the top, e.g., Member Center >> Membership >> Member Renewal so we're not constantly left at dead ends.

[Edit Bio](#)

Info about members focuses on 2<sup>nd</sup> person instead of 1<sup>st</sup> person (see freelancer profile suggestions above)

Submit page doesn't allow user to easily return to member center page.



## My Preferences

Many of these selections don't mean much of anything if we only use this site casually.

The yellow box with the text stating "*Highlighted options no longer apply to you. They will be removed once you have de-selected them and clicked the "Save My Settings" button.*" Why is this here? Why not just take it off the list of options in the first place?

Submitting takes me to my feed page, rather than back to the member center. Why?

## Invoices

Rather than default to blank invoicing, default to list of membership invoices.

If I'm looking at closed/paid invoices, remove the button asking me to pay.

## Content & Features section

I would be surprised if *any* of these pages is used by any of our membership. I'd be curious about other associations whose members use this site as well. What can we do about killing this section?

## Community → Messaging, Connections, Forum Settings, Referrals

I'm guessing these aren't used by membership. What can we do to get rid of them?

## Community → Groups

If these groups are the same as the blogs, is it necessary to have access to both? Can we use just the blogs?

Each group name links to a page that then links to the actual blog/listserv. If we could eliminate this extra page and go right to the blog itself that may reduce a lot of confusion about this site.

## Community → Blogs

If possible, this link should be at the top or the blogs themselves should be listed at the top.

## Networking & Careers → Resume/CV

We have no resumes filled out on this site. Could we remove it?

## Networking & Careers → Career Postings

Can't we just use the word job?

Would be interested to see if it actually retains submitted jobs and if jobs submitted without the user being logged in can be mapped to the correct user.

## Global footer

Does the freelancer corner change? How? Why are they different freelancers than on the homepage carousel?

The JNS RSS link needs to be fixed or removed, and the JTA RSS header should be renamed and widened so it has space to display its articles.

The sponsors box does a fade here, while it does a scroll on the homepage. This should be standardized sitewide. I recommend a fade throughout. It's less distracting, though the timing should be standardized as well to about 6 seconds per view. On some occasions it moves very quickly.