

## Kevin Wolf

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**From:** info@podi.com  
**Sent:** Tuesday, October 27, 2020 9:11 AM  
**To:** Kevin Wolf  
**Subject:** PODI News - Site Redesign Considerations and Google's New Analytics Script



Dear Kevin,

### **Three important considerations for deciding if it's time for a web site redesign.**

Web technologies are always evolving and it is worth a look every few years to ensure your site is keeping up. And now, with everything in flux, there is no better time to take another look at your site. Is it serving your audience well in 2020? Here are a few quick considerations in determining if it is time to redesign or restructure your web site.

#### ***What is the site doing for the organization?***

Your web site should be working for you. If it is just sitting there, unattended or static, it is time to make a change. Ensure your site is up to date and keep it that way. Here are a few ways to keep it fresh.

**Content Management System:** Your site should have an easy to use and feature-rich CMS behind it. Your staff should be trained to use it and to make frequent updates.

**Blogs, Tweets, and Posts:** These are all quick ways to connect with your audiences. All three can interact so posting to one is picked up by the others. Find your favorite and use it frequently.

**Videos, videos, videos:** There's been a huge growth in the use of videos this year. Clients are providing webinars, conference presentations, COVID updates, member promotions, and more via video. Ensure your audiences are hearing from you through the videos you post.

#### ***Are you leveraging today's technology?***

Technology is constantly advancing and if your site is several years old, it needs to be refreshed and updated to leverage what's new. Here are some quick examples.

**Broad device support:** Use of tablet and mobile use continues to grow and your site needs to work well across many devices formats. Not only should the main site display well, but menus need to operate in mobile formats, phone numbers should be clickable, and addresses link to maps.

**Security:** New security recommendations and services are emerging all the time. If you haven't reviewed your site for security exposures in the last two years, you need to do so. Ensure your site is meeting today's best practices like sitewide use of https, PCI compliance, and GDPR data protections.

**Open Authentication Standard:** The OAuth2 open standard lets sites leverage login authentication via Facebook, Google, and other platforms. Today's web users are finding this on many sites and may be expecting it on yours.

### ***Has your audience or message changed?***

We're now in a work-from-home, virtual school, mask wearing, and hand-washing world. With so many changes it is time to take another look at updating message and services.

What resources are site visitors looking for or needing for their work or home life? That could mean a dedicated COVID-19 mini-site, links to new online authorities, or a new library of video recordings.

Now is a good time to step back, take a careful look at your site and create a plan for improvement. Our team is ready to help you get the most out of your online presence.

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### **Have you received this email from Google?**

Google Analytics (GA) users are receiving the email shown on the right which encourages GA users to update their analytics tag to the latest tag, known as the Global Site Tag.

**Background:** Google Analytics links a script program to your site which collects user activity and information shown in your GA reports.

Originally, GA used a script called urchin.js to collect data on user activity. Urchin.js was replaced with ga.js in 2005. Which was replaced by Universal Analytics (analytics.js) in 2013.

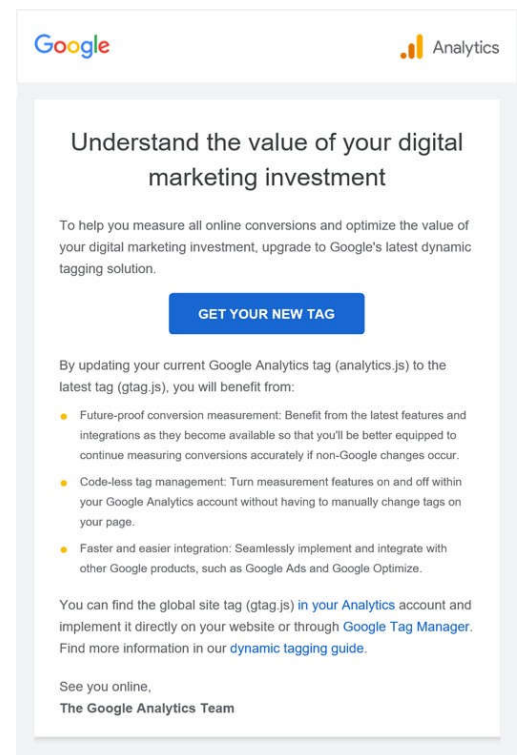
The 2013 update included raising the code to current standards and providing many enhanced reporting functions. These enhancements are reflected in the GA reports you now use to review site activity today.

**The Email:** The email message shown here is encouraging GA users to upgrade analytics.js to the follow-on script called the Global Site Tag or gtag.js.

The new Global Site Tag code doesn't introduce any new function for typical GA users. It does lay the groundwork for becoming the hub of user activity data collection from a variety of tools. In other words, Google Analytics is taking this step to consolidate code libraries used across other products like Google Tag Manager, Google Adwords, Google's mobile activity tracker, firebase, and others so they can interact.

**Should I upgrade?** The upgrade to gtag.js is only about new tagging syntax, without any functional upgrade for typical GA users. You will not miss out if you stick to using Universal Analytics (analytics.js) code. And analytics.js will be around for a long time, so there is no concern about loss of function or the deprecation of analytics.js anytime soon.

If you use Google Tag Manager, Google Adwords, or other Google-based tracking tools, you should consider making the switch as a step toward Google's integration strategy. If you choose to not make the upgrade to gtag.js, your current configuration and reporting from GA, Tag Manager, and Adwords will continue to operate as you have them configured today.



## Other News and Notes

The new **Pool and Hot Tub Alliance** web site is now live! The PHTA and Potomac Digitek teams have been working closely for months to get the organization ready for this event. PHTA was recently formed from two merging organizations. Development of the new site helped define and refine processes in the merged association. The new web site includes integration with ProTech's CRM-based back office, the Thought Industries Learning Management Platform, Higher Logic, an e-Store, a Publications Library, and a custom tool for requesting earned certification certificates.

The **Society for Laboratory Automation and Screening** just launched its new site sporting a dramatic new design and new integrations with the organization's iMIS back office, Higher Logic, and Path Learning Management System. The redesign also provided an opportunity to streamline the navigation and content making things easier to find and access. The PODI team customized the site's Mura Content Management System to support a third-party design and the styling of U/I elements.

*Virtual Conferences:* This summer the PODI team helped more than two dozen clients create or convert conferences into a virtual format. Here is one notable success.

The **Association of Water Technologies** captured all 30 of their conference presentations and made them available for free to attendees in the weeks following its meeting. Later this month AWT will make the videos available for purchase either individually or in user-defined packages. Member and non-member pricing will also be reflected in the online order form. Purchased videos will post to the purchaser's account and be ready for viewing as soon as the purchase transaction completes.

Thanks for reading.

Paul Finkel

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