FENTON HISTORY CENTER

museum and research center

INFO 683-01 Museum Digital Strategy
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May 5th, 2021

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01
SUMMARY

The Fenton History Center operates a museum and research center, library, and archives in the adjacent Hall House property. This institution is a valuable cultural institution in the city of Jamestown, New York. The Fenton Museum has exhibits and period rooms throughout the mansion that provide the visitor with visual evidence of life in the 19th Century.

RESEARCH

This location is the home of the Fenton Genealogy Support Group and the current meeting place of the Fenton History Center's Vets Finding Vets program. The research department also provides an online catalog.

EDUCATION

Fenton History Center Educational Programs are an excellent way to enrich English, World Cultures, Home and Careers, History, Art courses, and many more. Fenton History Center Educational Programs utilize local artifacts, documents, and photographs to promote the student's understanding of the concepts presented by our Museum Educators. When possible, the programs employ interactive, multi-sensory activities to enrich the student's experience. (Education)

VETERANS

Veterans, Reservists, or those still serving have free access to our Fenton Research Center for family genealogy, looking for old service buddies, documenting the other service members in your family, or helping us find and preserve the service record of past Chautauqua County. (Veterans)

02
MISSION & VISION

MISSION STATEMENT

"The purpose and mission of the Fenton History Center – Museum & Library is to provide education and cultural opportunities for the residents of Chautauqua County and its visitors through the collection, preservation, and exhibition of artifacts and archival materials pertaining to Jamestown and Chautauqua County."

VISION STATEMENT

"As a trusted steward of the community's heritage, the Fenton History Center – Museum & Library will champion the preservation and interpretation of regional history by maintaining the foremost historical center of its kind in southwestern New York. Research-based exhibits and innovative programming will inspire people of all ages to enjoy, appreciate, and understand the rich history of Jamestown and the surrounding area, as reflected by the FHC's extensive collection and library holdings. The dedicated staff, membership, and Board of Trustees will work together to build a strong, dynamic organization and expand the reach and scope of the FHC's activities."

03
METHODOLOGY & OBSERVATION

METHODOLOGY

Our research consisted of observations, data research, PEST (Political, Economic, Sociocultural, Technological) analysis, SWOT analysis, "persona" study, journey mapping, and communication with Fenton History Center. Further statements were based on SWOT analysis, looking at (internal) strengths/ weaknesses and (external) opportunities/threats. We conducted a complete SWOT analysis for the Fenton House Official website as a whole and comprehensive analysis for each function on their website. This method allows researchers to question a large pool of data from the website using a recording. Our findings were reflected on the "journey map" and "persona" studies, visualizing the user experience. The journey maps focus on the key audience profiles as expressed by FHC: museum-goer and museum experts visiting the website for information on the research center. Throughout the research process, we were in communication with Fenton History Center Director about their existing website use, annual report, and goals.

04
EXTERNAL & INTERNAL ANALYSIS

Understanding the current external climate that the Fenton History Center is operating within is key to informing the recommendations for the website digital strategy. By analyzing this context, it will help to identify a practical and feasible digital improvement proposal. (Figure 1. PEST Summary)
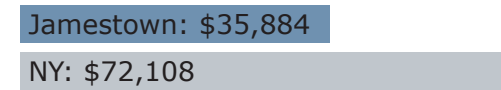
Political

Republican Presidential Results for the past 3 elections:

2020
- 58.9%
- 39%
- 2.1%

2016
- 58.4%
- 35.3%
- 6.4%

2012
- 53%
- 45.1%
- 1.9%
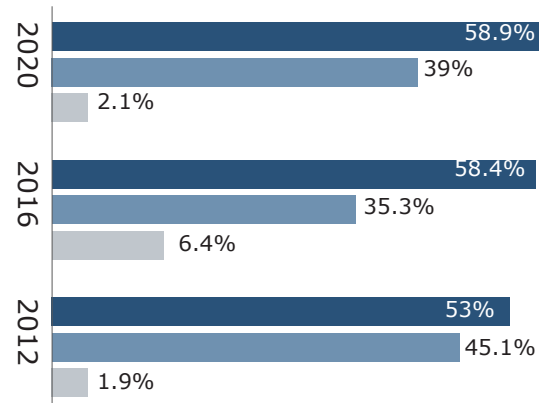
Economic

2019 est. Median Household Income

Jamestown: $35,884
NY: $72,108

Top Employment Industries (2018):
- Health Care & Social Assistance
- Manufacturing
- Retail Trade

Unemployment jumped from **4.4%** in 2019 to **15.7%** in 2020 COVID peak

Sociocultural

Demographics:

81% White
10% Hispanic
4% Black alone
6 % other

Gender:

50.69% Female
49.31% Male

Technological

- Constantly in flux
- Costly to maintain
- Virtual and Physical balance

Political Summary
- Shift in political power with 2020 election
- Racial and social uprisings
- Global pandemic
- Resulting in uncertain and volatile political environment

Economic Summary
- Lower Income vs NY state
- Higher rate of unemployment vs US
- Unemployment rate jumped with COVID

Sociocultural Summary
- Total Population 2019 ~128K
- Predominantly White population
- Highest population in 65 yrs and older age group

Technological Summary
- Rapid progression of technology
- WordPress' and other online platforms' features
- The integration of technology and physical space
- Digital transformation can be a costly process

FENTON HISTORY CENTER

PEST

POLITICAL

The shift in political power in the US with the 2020 presidential elections[1], racial[2] and social injustice uprisings, and overall uncertainty in the face of the COVID-19 pandemic has resulted in a volatile political environment.

ECONOMIC

Jamestown's median household income is below the state average[3], which could cause local audiences to spend less disposable income on entertainment, including museum visits. Tourism is potentially threatened due to the pandemic. This could lead to a decrease in FHC's tourist visitors. Also, in the wake of the COVID-19 pandemic and related economic impact, private donations and public funding will undoubtedly become more challenging to procure.

SOCIOCULTURAL

Jamestown is packed full of valuable arts culture resources and entertainment, including an array of theatres, institutes, societies, and libraries. At one point, it was ranked one of "America's Top 100 Cities for the Arts". The city is also the hometown of many iconic celebrities, such as American actress Lucille Ball. The presence of historical museums, a wildlife sanctuary, and local institutions[4] in Jamestown hints at the city's worthwhile culturally enriching experiences. Sports fans appreciate the city's numerous sporting events, including golf, baseball, soccer, hockey, and figure skating. These sociocultural factors are helping the city to gain more diverse residents & tourists over time gradually and could help the Fenton History Center to acquire increasing visitors & researchers.

TECHNOLOGICAL

Along with the rapidly progressing technology, the use of technology in museums is a growing expectation that the Fenton History Center will have to meet. The expectation includes online exhibitions & collections, live video streams, social media activities, and mobile websites. FHC's website is powered by WordPress - a progressing open-source content management system that provides hundreds of customizable themes and plugins. FHC could take advantage of the mass features of this CMS to create a stylish website that responds to audiences' expectations. Meanwhile, the usage of other online platforms (such as Google Arts & Culture, Flickr, and PastPerfect Online) could help FHC to enrich its online offerings. Although there are benefits that come with the use of technology, the museum's existence is to preserve heritage in its physical form. This means there has to be a good balance between using technology to enhance services and maintaining the Fenton History Center's existence and attraction as a museum. In addition, the Fenton History Center needs to execute it in a sustainable way, which means the museum needs to determine the most cost-efficient way to engage with the visitors and continuously evaluate which project is most effective. Instead of focusing on investing in brand new technology, enhancements can be made mainly on its existing programs and platforms to make continuous progress.

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1 See Figure 2
2 See Figure 6
3 See Figure 4 and Figure 5
4 See Figure 9

The next part of the analysis will pivot to an internal view of the museum by way of their website. The goals expressed by the Fenton History Center revolve around engagement of the local community(schools, veterans, local businesses, history buffs, etc.), the build out of their digital infrastructure now (to allow for ease of future digital growth 5-10 years later), and to tie in their mission: "to provide education and cultural opportunities for the residents of Chautauqua County and its visitors through the collection, preservation, and exhibition of artifacts and archival materials pertaining to Jamestown and Chautauqua County" to the proposed digital strategy. The current challenges raised by the director of FHC include limited resources in both staff and funding, dedicated staff to digital functions, a feeling of disconnection to the audience (missing the power of place), understanding who their target audience should be, the drop off in digital programming (after reacting to the , and digital literacy with staff.

Our following internal website analysis is contextualized by these needs and challenges:
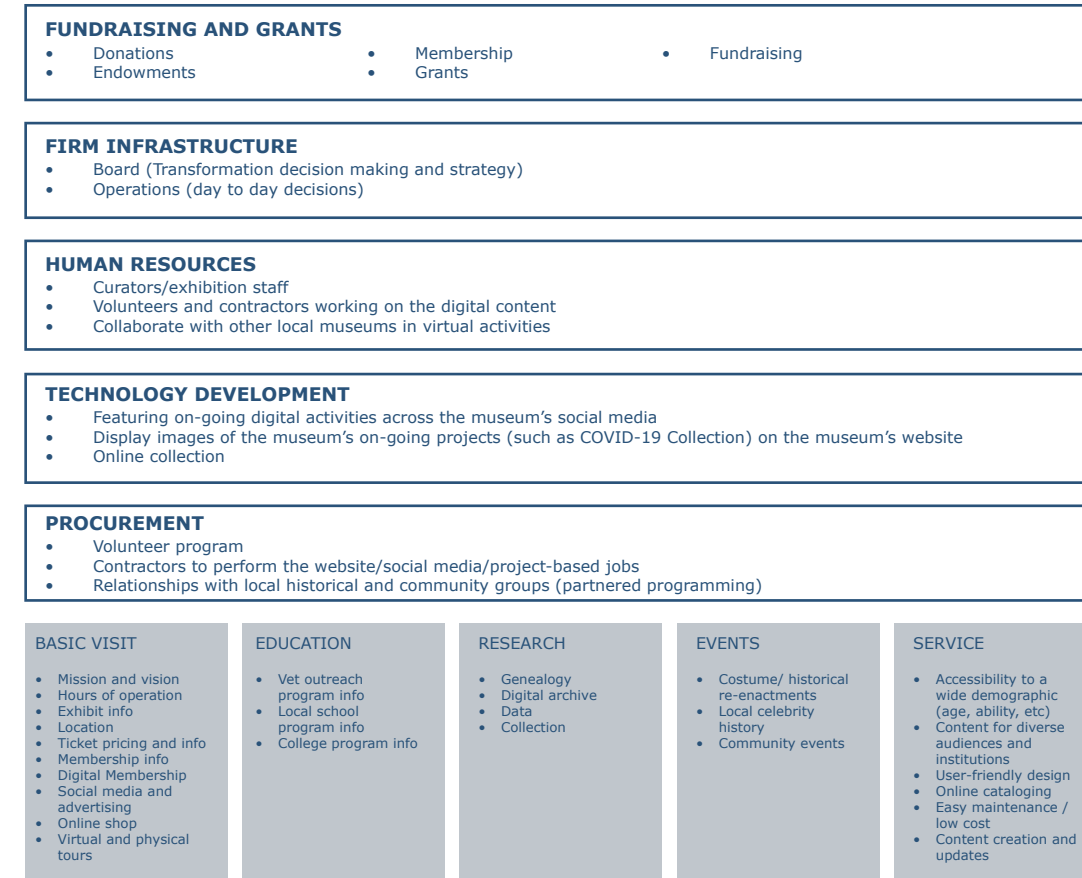
INTERNAL

CURRENT DIGITAL ACTIVITIES

- Museum website
- Social media (Facebook, Instagram, Twitter, YouTube)
- Monthly Newsletter via MailChimp
- Podcast
- Virtual workshop
- Digital membership

CURRENT USERS

- Local/seasonal residents
- Visitors interested in the rich history of the region
- Individuals interested in genealogy
- Educational groups

VALUE CHAIN

FUNDRAISING AND GRANTS
- Donations
- Endowments
- Membership
- Grants
- Fundraising

FIRM INFRASTRUCTURE
- Board (Transformation decision making and strategy)
- Operations (day to day decisions)

HUMAN RESOURCES
- Curators/exhibition staff
- Volunteers and contractors working on the digital content
- Collaborate with other local museums in virtual activities

TECHNOLOGY DEVELOPMENT
- Featuring on-going digital activities across the museum's social media
- Display images of the museum's on-going projects (such as COVID-19 Collection) on the museum's website
- Online collection

PROCUREMENT
- Volunteer program
- Contractors to perform the website/social media/project-based jobs
- Relationships with local historical and community groups (partnered programming)

BASIC VISIT	EDUCATION	RESEARCH	EVENTS	SERVICE
• Mission and vision • Hours of operation • Exhibit info • Location • Ticket pricing and info • Membership info • Digital Membership • Social media and advertising • Online shop • Virtual and physical tours	• Vet outreach program info • Local school program info • College program info	• Genealogy • Digital archive • Data • Collection	• Costume/ historical re-enactments • Local celebrity history • Community events	• Accessibility to a wide demographic (age, ability, etc) • Content for diverse audiences and institutions • User-friendly design • Online cataloging • Easy maintenance / low cost • Content creation and updates

Building out a digital infrastructure to engage target audience and reach to new audiences

CURRENT WEBSITE ANALYSIS

According to the Fenton History center (365 days) website analytics data on the Tableau, the findings are divided into four sections:

- Whole website SEO situation
- An analysis of the behaviors of users coming from different sources
- An analysis of how users interact with content on the site
- The Content attractiveness on the Fenton History center

SEARCH ENGINE OPTIMIZATION NEEDS IMPROVEMENT

Current Fenton History Center Website SEO/SEM including site structure, mobile friendly, and the speed of the website should be more organized. According to the Google Page Speed Insight, lower speed of the website causes the bounce rate. Also, pages with slow load speeds may rank lower than pages with higher load speeds. hard to drive users and visitors to explore website. The site speed affects the user experience as users may bounce from pages that take long to load.
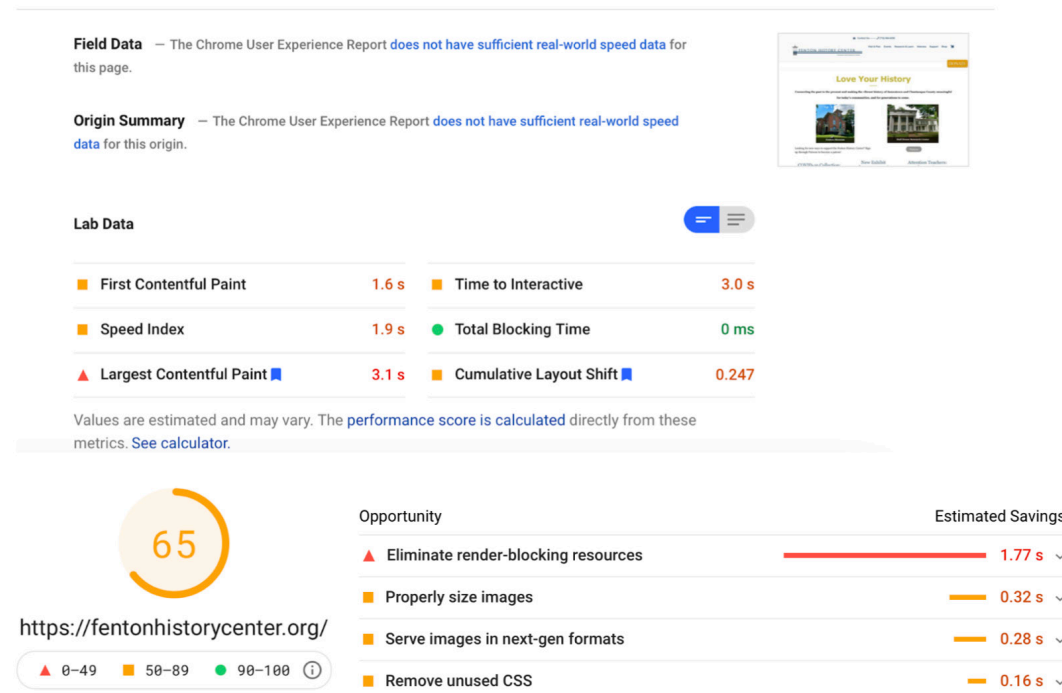
HOMEPAGE IS THE KEY

According to last year data collection, the most interactive page is below:

- Homepage (null): Fentonhistorycenter.org
- Online collection page: Fentonhistorycenter. Pastperfectonline.com
- Archive page
- Download pdf (wp-content)
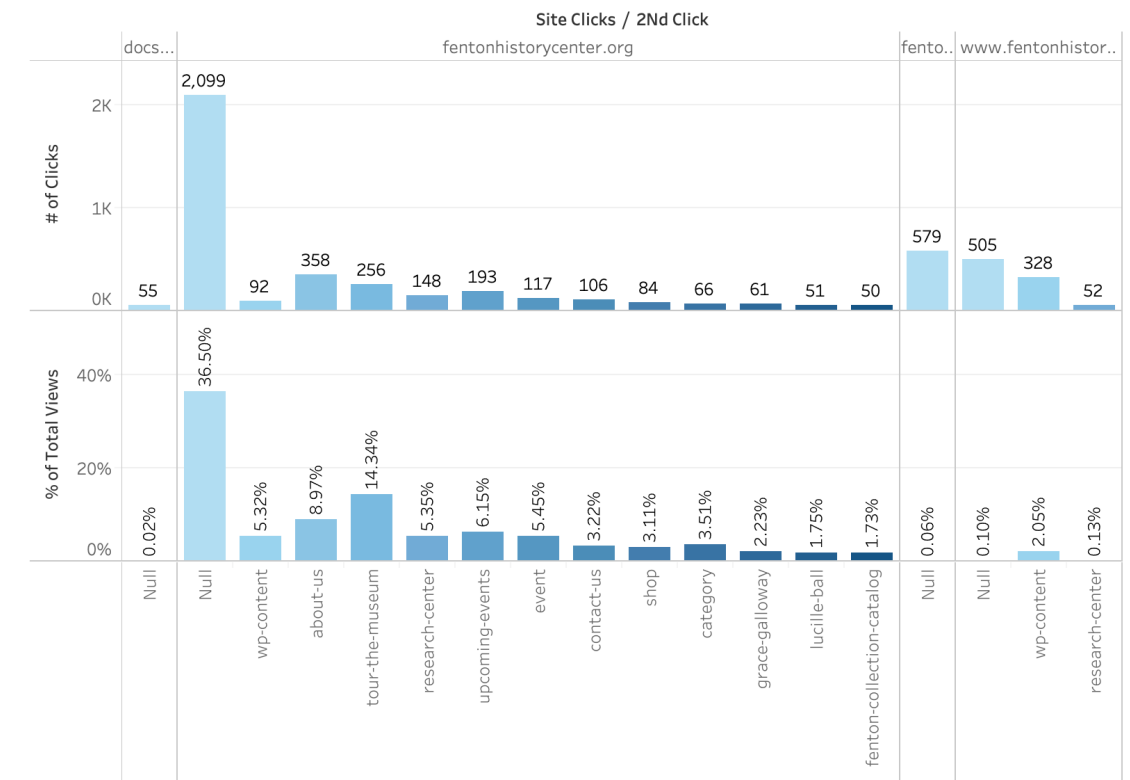
Homepage is main entrance and also the place for the users to interact with website. Through the users journey, **36.56%** users start from homepage, the top 3 journey is:

Homepage > about us

Homepage > tour-the-museum

Homepage > research center

Additionally see Appendix 3 for the mapping of the current website structure

05
SWOT

The SWOT analysis looks at internal strengths and weaknesses and external opportunities and threats for Fenton History Center's website. The strengths and weaknesses represent facets of FHC's website that the organization has control over continuing or changing digital behavior. The opportunities and threats in this chart represent environmental factors that are happening more broadly in the cultural sector.

STRENGTHS

- Has prominent links to social media platforms, newsletters, and other resources
- Has relevant and informational content about the museum
- Provides the resources for local history access
- Collaborates with other local museums in virtual activities

THREATS

- Other museums' websites, visitors paying more attention to other museum's online content
- Other types of entertainment industries competing for visitors in the county
- Museum's physical space shutdown caused by COVID-19
- The economy already trending down, COVID-19 exacerbated the economic downtrend
- Jamestown is not a primary tourist location; it depends on the tourism draw from the greater Chautauqua County resulting in low attraction/awareness. Tourism has decreased even more so due to the pandemic.

OPPORTUNITIES

- Online platforms such as Google Arts & Culture could be used for Fenton History Center to display online exhibitions.
- Online platforms such as Flickr could be used to embed albums on FHC's website to showcase photo documentation of on-site experience.
- WordPress plugins/PastPerfect Online/ Flickr that allow featuring of selected collections on FHC's website
- WordPress plugins that allow embedding social feeds on FHC's website
- WordPress plugins that allow sharing the website content on social media
- WordPress provides themes and settings that allow FHC to make the desktop & mobile & tablet site more responsive.
- Analytics tools such as Google Analytics and Google Search Console could be used to enhance the user experience and the website SEO

WEAKNESSES

- Has the potential to make the website visually more engaging (layout, color theme, font)
- Confusing navigation (informational content about the museum's buildings, main exhibitions, collections, and core programs is not in one place)
- The article category doesn't follow the taxonomy.
- The museum's online events are lacking consistency in title/grouping
- Lack of highlighting social media activities
- Lack of high-quality images to showcase the museum experience
- Has the potential to improve the website's SEO and speed
- The structure of the mobile version is not responsive
- There is no online collection

06
PERSONAS & JOURNEY MAP

Target Personas

This strategic plan has found its intended audience to lie in two categories. The first, museum-goers like school history educators who already heard about Fenton History Center, wish to find the educational information and hope to participate in Fenton History Center virtual activities during the pandemic. The second persona has museum experiences or works in the same industry. They have potential business opportunities that wish to donate if their collection research is related to Fenton History Center's collection—providing more information to all about the organization, and encouraging a donation and participation. This strategic document will keep that audience the same, to keep in line with the mission values of the organization.

NAME

Agathe Guillot, 34, NY

TYPE

Responsible,

Background

Agathe is a social history teacher. She is looking for historical museum who has online collection and activity to show her students about Civil War history in the Western New York.

Demographic

- Female   34   years
- New York
- Single
- Social Study Teacher

Goals

- To make learning fun and interactive
- To use the online educational materials and information when teaching
- Encourage her students to interact in her class
- Make her subjects and simple and easy to understand as possible
- the material and information could be inspired

Technology

Browsers

Motivations

- Want to get comprehensive information on the website
- Wants the information and online activities to be engaging for the students and educational so they are learning while having fun
-

NAME

Richard, 40, NY

TYPE

Responsible, Academic

Background

Richard is a museum collection curator who keep doing researching for the museum collections. Recently he is really interested in doing the research of History News in the NY state. He hopes some upstate museum could provide the online collection and related articles to support his research. He likes to follow keywords and save articles so he can refer to them later. He considers a paid email subscription to view some highlights of the museum collections and news.

Demographic

- Male   40   years
- New York City
- Married
- Collection Curator

Goals

- Learning and completing his research
- Getting the collection information to refer to in his research
- Getting unique insights from specialist in the museums
- Hope to have communication and connection with other Museum profession

Technology

Browsers

Motivations

- Desire to visiting museum
- Desire to search the collection

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Journey Map

The journey maps are created to illustrate how the audiences navigate and interact with the Fenton History Center official website. To better understand the future digital plan and website could be improved, we created two maps that reach out to different personas: one is museum-goer, another is museum expertise. Each map uses an example visitor based on the target audience and creates a path for them through the website. The map analyzes the user's emotions from their actions and helps to understand missed opportunities. Based on the journey maps created for this digital strategy, it has been determined that the website could be used for diverse visitors and researchers.

	SEARCH	JORNAL PAGE	RESEARCH INFORMATION	ONLINE COLLECTION
	Substage title	Substage title	Substage title	Substage title
Visitor goals	Searching keywords	Browsing journal articles	Find more research information	Finding external link of online collections
Process	Richard friend introduced him Fenton museum Richard Google "Jamestown Post-Journal" + "Fenton Museum" keywords	The google link brings him to the Hometown History PDFs page. He looked around and find some articles pdf version. In the pdf, the collection pictures are low quality and hard to zoom in and zoom out.	Through the categories he finds more different type of articles about Jamestown history. He choose"Local" But these articles are not related with the journal page and no pictures could support it.	Richard also wants to find more online collection in Fenton History Center. He click "Research& Learn" in the Menu, and choose "Research" then he found "online catalog". However, Fenton Collection Catalog asked him to link external site. In "Fenton Collection Catalog" page, less information and navigation confuse him.
Process and channels				
Screenshot				
Think & feel	" Interesting, curious, but confused "	" some good articles, but less information "	" Interesting, but the articles without collection information "	" Exciting, but confused "
Experience	anticipation	acceptance	acceptance	anticipation
Problems	The Fenton Historical Museum's article is hard to be searched in the Google Search Engine.	Pdf is good, but it is hard to relate to the collection or another articles.	User flow confused No images and article genre in the articles	Less detail information of collection The category is not based on the collection
Opportunity	Optimize the Keywords	Provide an online page articles, and use API to connect the online collection	reorganize and recategorize the catalog of articles. Articles and News could be separated. Articles could enhance more details and pictures to support it	Minimize links within the website and use the navigation bar only Connect with online collection system Category the collection by medium/genres

	SEARCH	JORNAL PAGE	RESEARCH INFORMATION	ONLINE COLLECTION
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Process and channels				
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Think & feel	" Interesting, curious, but confused "	" some good articles, but less information "	" Interesting, but the articles without collection information "	" Exciting, but confused "
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Opportunity	Optimize the Keywords	Provide an online page articles, and use API to connect the online collection	reorganize and recategorize the catalog of articles. Articles and News could be separated. Articles could enhance more details and pictures to support it	Minimize links within the website and use the navigation bar only Connect with online collection system Category the collection by medium/genres

RESULTING ANALYSIS:
FHC is a smaller scale cultural institution situated in a low-income , primarily republican, white, and aging populated county of Chautauqua County, NY. Due to the pandemic, they became reactively digital to maintain visitor engagement. The longevity of some of these efforts are not sustainable due to the current website infrastructure and content.

NEED:
Sustainable website structure and organization to support accessibility for target audiences and entice future audiences to capture new membership potential. Expand the digital acumen with the FHC staff to support future digital efforts and maximize resource talent/growth.

Proposed Solutions and Approach:
- WEBSITE IS THE KEY TO CONNECT - ACCESS POINT & CALLING CARD
  - Entice visitors to physical and vistrul FHC- the website is the main access point to see what the museum has to offer, plan visits, notification of events
  - Encouraging the appreciation of history jamestown (and history in general) by creating easily accessible historical ephemera and artifact for research
  - Potential partner collaboration, visit/event attendance planning, welcome to members, connect with community and community organization
- SAY MORE WITH LESS -
  - Be Strategic With Words, Organization, And Hierarchy of content to yield the most effective way to engage the audience
- BUILD A DIGITAL CULTURE WITHIN
  - Provide cost conscience digital learning opportunities for staff
  - Sustainable

07
IMPLEMENTATION PLAN

1. IMPROVE THE USABILITY AND USER EXPERIENCE OF THE WEBSITE

1.1 Organize and curate the website structure

The current FHC website structure has many components and subcomponents. That generates confusion on the navigation and leads to the page to not be user-friendly. Apart from reordering the contents in the main navigation bar, we propose curating the content. This will allow the content for each section and subsection to be consistent. To illustrate this on the FHC website, the "Research and Learn" area has many subsections, and these subsections have sub-subsections[1]. This reflects content that is not organized or curated. This results in a complicated website to navigate. Combining some of the subcomponents into one page could simplify the navigation.

A good example is the Museum of Chinese in America (MOCA) 's website. Instead of showing all of the visit-related subcomponents on the menu bar, MOCA chose to show them on the Visit page. Also, all of the subcomponents on this page have thumbnails to inform users what the content is about. By clicking each of them, users can find the detailed information they are looking for. Other similar examples of website structure are The British Museum's Membership page and Museum of Science+Industry Chicago's Explore page. One more excellent example is the Van Gogh Museum website. The navigation bar does not have subcomponents; these are found once one of the main titles is clicked. The information on each page is concise. On this website, the visual predominates; it is a way of communicating without having long texts. Also, each component has information on the subject; there is no cross-information.
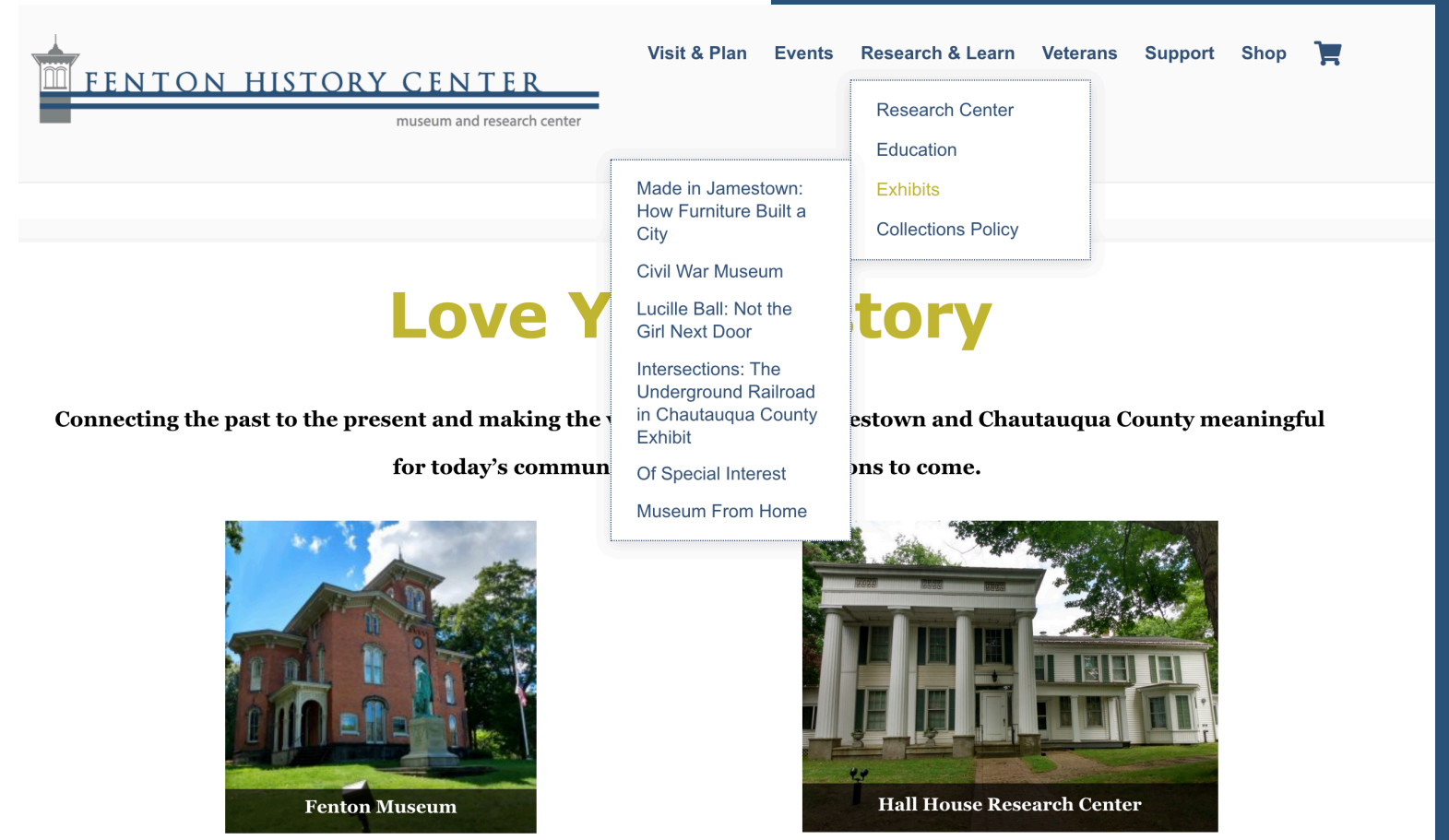
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1   See Figure 15

Figure 15. Current main navigation bar

1.2 Rename the navigation menu headers

In this proposal, we want to give logic to the navigation menu of the web page. Several of the titles were redundant, and others have more sense to be sub-components. The **About** component should be a priority in the navigation menu. Inside this component, It was proposed to add everything related to the basic information of the museum (General information, Veterans, Education/ exhibit fund, Support, Annual reports, and newsletter).

The **Visit & Plan** component should be changed to the name **Tickets and visit**; it is important to mention "tickets" in the main site and have this information straightforward. The **Events** component was removed from the main navigation menu and was added to **Tickets and visit**. The section of **Veterans** was moved to the **About** section. The **Exhibits** section was moved from **Research & Learn**; this section has to prioritize the main site. We propose a new section called **Online Collections and Exhibitions**. **Research & Learn** is an important section of the museum; it has its place in the main navigation bar. The **Events** section was moved to **Tickets and Visit** because it is not an essential part of the main navigation bar.

Suggested adjustment:
Add **About** as a new section
Change **Visit and Plan** to **Tickets and Visit**
Move **Events** to **Tickets and Visit**
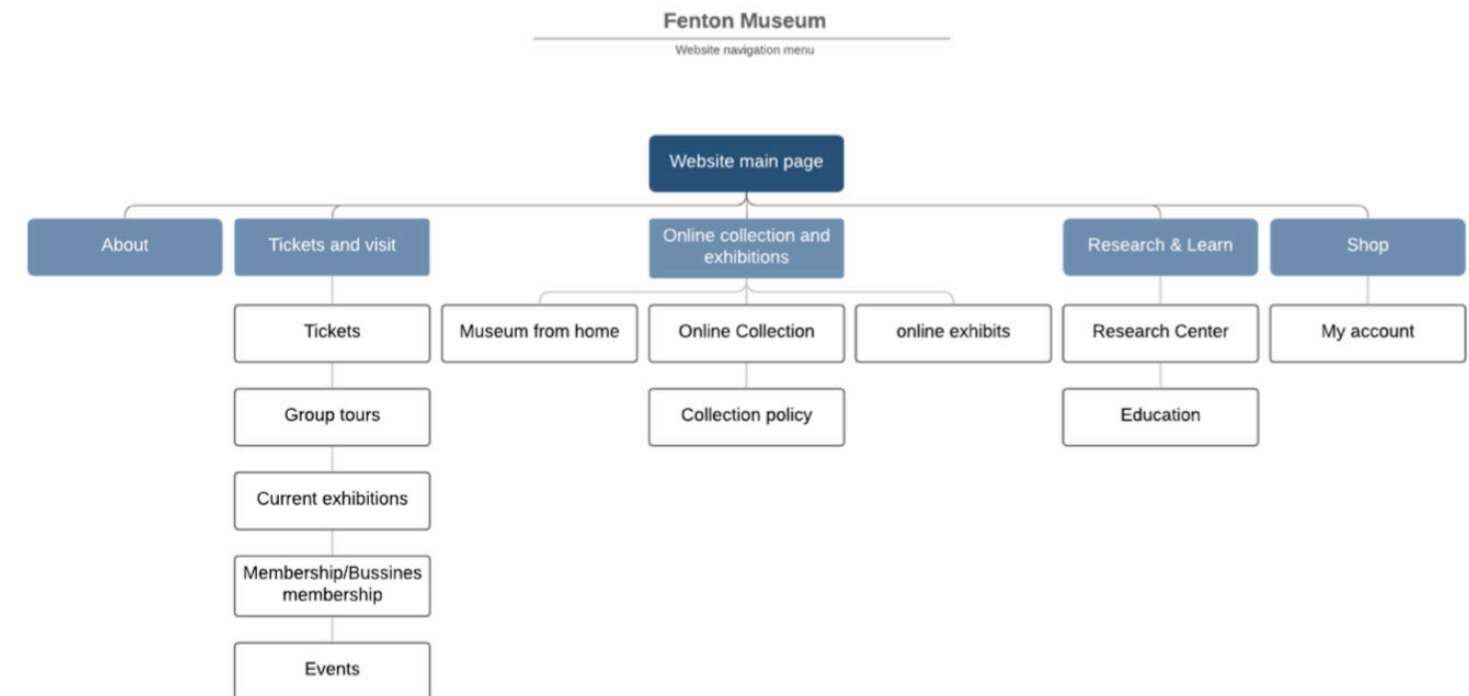Move **Veterans** to **About**
Move **Support** to **About**

Figure 16. Suggested adjustment to the navigation menu headers

Additionally, we suggest using the "Card Sorting" methodology to test the new structure before improving it. This methodology helps to assess information architecture. First, the team must map the website content that will be reorganized in the Information Architecture and write one card per info section/ page (e.g., main navigation bar). Then, set the cards by hierarchy and then let the users/visitors put the other cards with the website content on each principal's cards. Here the result will show where each person expects they would find information on the website.

1.3 Regroup article category based on Taxonomy

Taxonomy: "Is the science of classifying information into groups or classes that share similar characteristics."

It is crucial to have a controlled vocabulary within the website. For this, we propose to regroup article categories based on Taxonomy. Taxonomies will emphasize the context and may support synonyms.

When designing a website, it is important to be attentive in the taxonomy: as it describes the content. The advantages of this are that they are easy to identify and make an update and helps users identify the content items they need/want. You also have the flexibility to have synonyms and to be able to grow and adapt words without limits.

The current article category on FHC's website is in need of better organization. Users might feel it is difficult to find the information they want. For example, "Event" is a broader term, and "Past Event Highlights" is a narrower term. So the Past Event Highlights should not be a category parallel to the Events.

The suggested grouping includes parent categories and child categories. It is possible to quickly edit the category connection on Wordvpress. Details are listed in Wordpress New Category from Within A Post Guide.

Taxonomy standards:
- Guidelines for the Construction, Format, and Management of Monolingual Controlled Vocabularies
- The international standard for thesauri and interoperability with other vocabularies
- SKOS - Simple knowledge organization system
- OWL - Taxonomy for semantic web

SUGGESTED ADJUSTMENT:

Current Article Categories
Ancestry (8)
Brown Bag Lunchtime Talks (8)
Cemetery Tours (14)
Events (21)
Exhibit (2)
Fenton Genealogy Support Group (7)
Fund Raising (7)
Halloween (5)
Honoring Our Local History (67)
Honoring Our Servicemen (7)
Local News (5)
Past Event Highlights (4)
Research (3)
Uncategorized (3)
Veterans (1)
Walking Tours (1)
Walking Tours of Jamestown (2)
Winter Events (7)

Suggested Grouping

Event
  Past Event
    Ancestry
    Brown Bag Lunchtime Talks
    Fenton Genealogy Support Group
    Halloween
    Cemetery Tours
    Walking Tours of Jamestown
    Winter Events
  Past Event Highlights
Research
Stories
  Honoring Our Local History
  Honoring Our Servicemen
  Local News
Uncategorized
  Fundraising

2. CREATE A SUSTAINABLE PROCESS TO MANAGE THE WEBSITE

2.1 SEO

Currently, one of the main pain points for the Fenton History Center is the inconsistent SEO system. As noted in the "Internal Analysis", FHC has the potential to improve the website's SEO, because current site has inquired more searchable opportunities that make the search engine result relevant to the user's search query. Through last year's data (left chart), **72% of** the users with organic search visited the Fenton website, only 18% of the users directly entered the website. Google is the main source that 49% of visitors viewed the Fenton History website through Google search engine (Right chart).
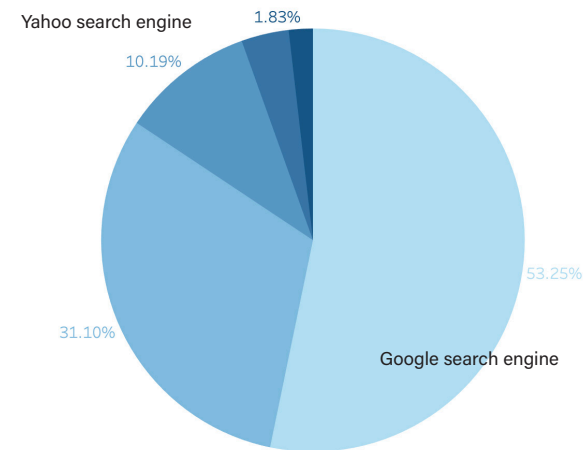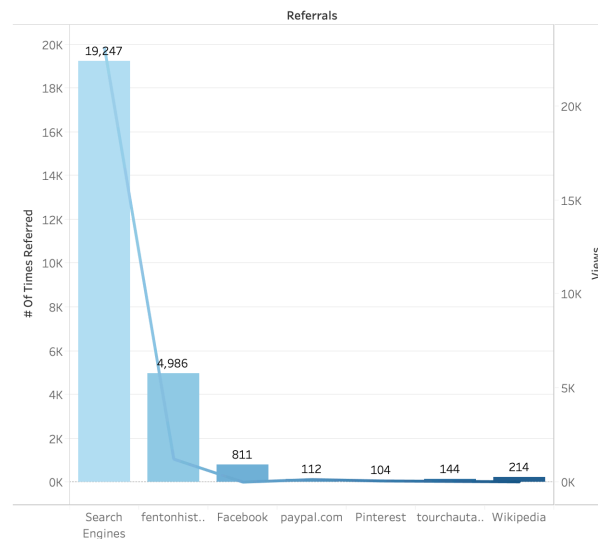
Search Engine Optimization is the process of optimizing Fenton History Center official website and the content to be easily discoverable by users searching for terms relevant to the exhibition, collection and also research center. Fenton History Center's official website is based on the WordPress platform so that improving the WordPress SEO could be crucial for getting more traffic to the website. It could be divided into 4 sections:
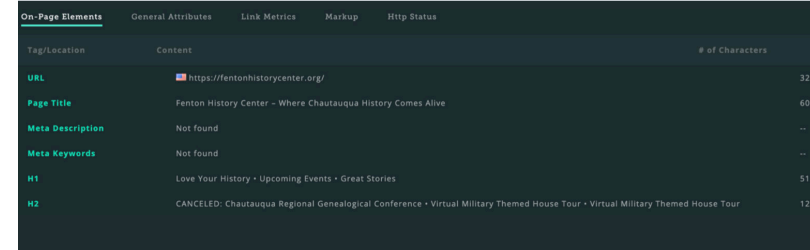
1. **On-Page SEO**   2. **Off-site SEO**
3. **Keywords Strategy**   4.**Technical SEO**

1. ON-PAGE SEO
- Meta description
- Image Description
- Content optimization

2. OFF-SITE SEO
- Adding sharing options on Social media
- Putting links in the social media

3. KEYWORDS STRATEGY
Checking keyword usage, searching the keyword(s) you want your page to rank for and identifying which pages are ranking highly for those keywords: for example: adding Jamestown in the keyword pool.

4. TECHNICAL SEO
- Site structure
- Mobile friendly
- Site speed
- AMP
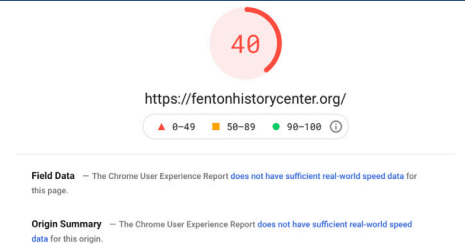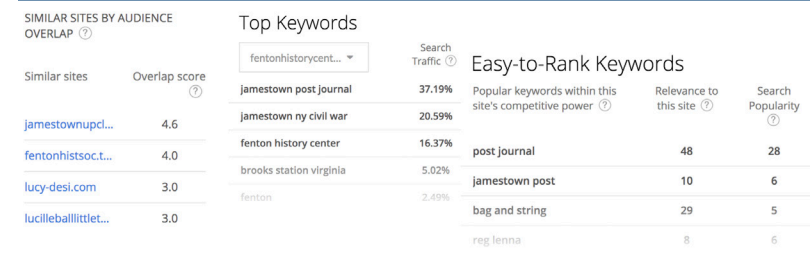
In order to ensure the Fenton History Center museum being searchable, the key point is On-Page SEO to focus on Content Optimization. It is also related to the Keyword strategy. The Fenton History Center's pages have to provide value to searchers and be more engaging, authoritative articles or trustworthy answers to their questions.Words found within the document are compared to words found within your links and titles. Searching what your target audience wants and needs, giving credit to certain words and combinations of words will help provide more content for search engines to digest.

Target/Evaluation
## Organic Traffic tracking: via Google Analytics

How to do it:

1. While oh Home dashboard, click on Add Segment
2. Select Organic Traffic checkbox, click Apply
3. Another line will now appear in the graph, next to the existing traffic line
4. Make sure the the organic traffic is trending upwards, which reflects any change to strategy is working

Source: https://monitorbacklinks.com/blog/seo/measure-seo-performance

2.2 Analytic Tools

Analytics tools could inform the FHC about the website performance and help the museum identify solutions to enhance it. Google Analytics and MonsterInsights (Wordpress plugin) are the ideal tools to help the museum understand their website users well by reporting on where the visitors accessed the website from and providing information of visitors' gender, age, language, location, devices, and expectations. Linking Google Analytics account with Google Search Console is another useful way for FHC to specifically analyze the website's SEO rankings alongside other Analytics data[1]. FHC could also check the speed of its website by using PageSpeed Insights. It is an easy-to-use tool to test the speed of a webpage on both desktop & mobile devices and provides suggestions on how the webpage may be improved. Once FHC has these information in hand, Google Data Studio could be used to generate interactive dashboards and reports that would inspire the following decisions of website enhancement.

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1   Read more: How To Connect Google Search Console to Google Analytics
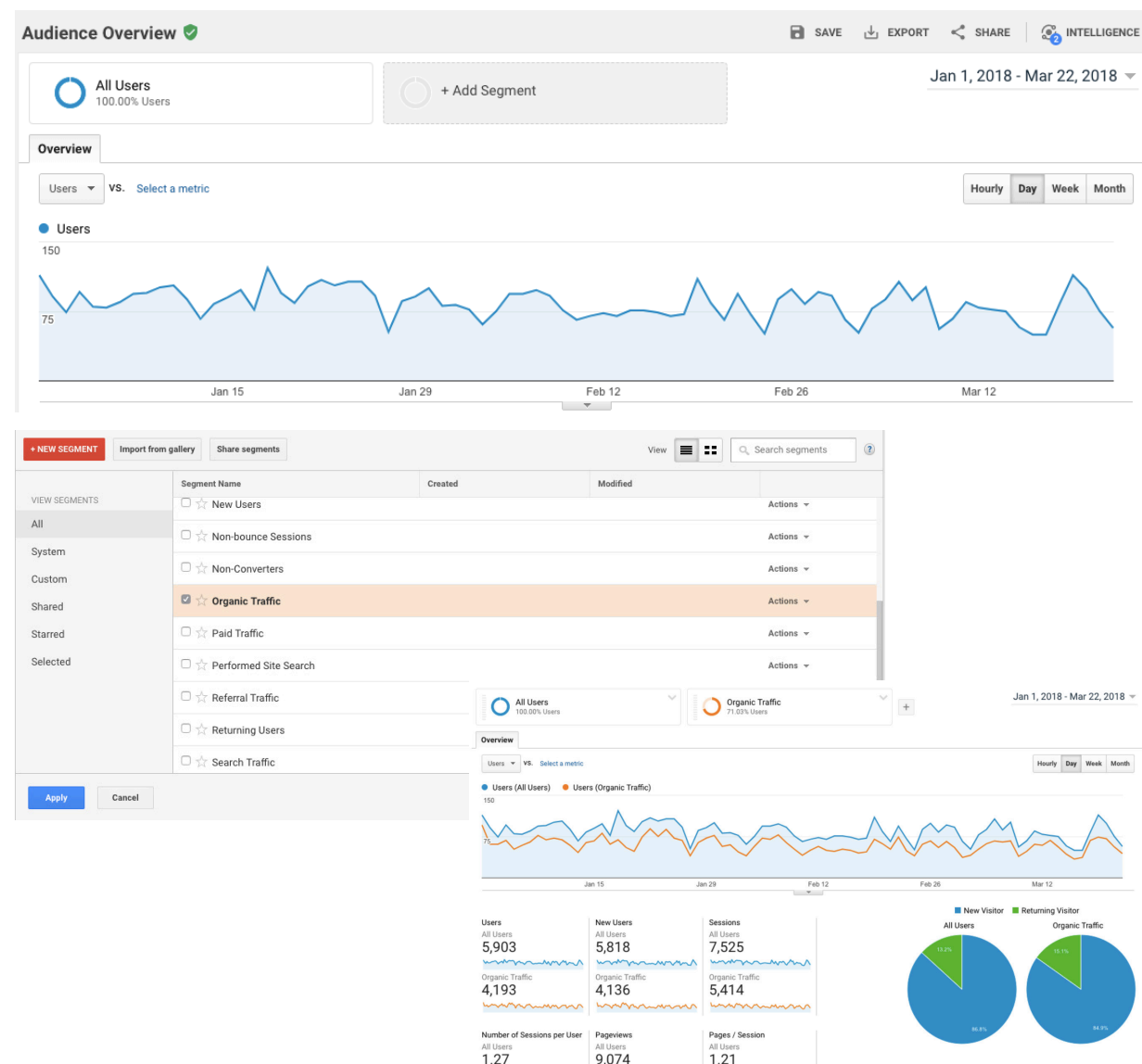
2.2 Wordpress-backend service options

FHC has the potential to make the website more engaging by improving the desktop site & mobile site's theme (layout, color, and font), featuring online collection, showcasing museum experience, embedding social feeds, and making the website content shareable on social media. The basic Wordpress editor only provides limited options to adjust the website. But one of the primary advantages of using the self-hosted version of Wordpress from wordpress.org is the ability to use plugins on the Wordpress site. Based on search, we discovered several practical plugins that could provide new functionality to FHC's WordPress site or extend existing functionality on it.

Recommended Wordpress plugins and other options:

Objectives	Recommended Plugins/Other Options
Search engine optimization	Wordpress plugin: Yoast SEO
Improve the desktop site's theme (layout, color, and font); Make the website mobile & tablet-friendly	Wordpress plugin: Elementor Website Builder
Feature collections online	Wordpress plugin: Culture Object Other options: PastPerfect Online (Example: MOCA online collection) Flickr (Example: The Swedish History Museum's collection on Flickr)
Embed social feeds on the website	Wordpress plugin: Flow-Flow Social Media Stream EmbedPlus for YouTube
Make the website content shareable on social media	Wordpress plugin: Social Snap
Accessibility	Wordpress plugin: One Click Accessibility

3. SUPPORT INTERNAL EMPLOYEE DIGITAL KNOWLEDGE BASE

3.1 Playlists, Tutorials, Guides

The main goal of this action is to provide the permanent staff, volunteers, interns, and contractors with the tools necessary to increase digital literacy skills and clear process documentation. Since resources are limited, the recommendations below have free or low cost options. At the close of an intern's semester, a volunteer's project, or completion of a learning playlist, the museum can provide a certification of completion. This will encourage upskilling and also provide acknowledgement for the expansion of their skills. Curated playlists that provide curriculums that expand the staff's digital literacy skills (with a focus on the website recommendations) and learning platforms that offer free/low cost access:

- Coursera
- MOOC
- Google Analytics Academy
- Local libraries - potentially have memberships to online learning platforms like LinkedIn Learning
- MuseumNext (might have cost involved, but can search for scholarship or other potential discounts offered)

Attend conferences that cover cultural institution digital transformation topics. There is potential opportunity to apply for scholarships from the organizations that host these conferences:

- MW21 - Museums and the Web: Given the challenges with the pandemic, this round was for this past year. The application cycle deadline has previously been at the end of the year.
- Museum Computer Network: Here is a past scholarship program for reference.

Guides are another method to capture the most efficient way to complete various tasks in the digital workflows related to website analytics, website updates, and other operational processes. Newer interns, volunteers, or contractors that come into the museum to help with new or existing projects benefit from processes being documented. This provides a resource to refer to without having to take time away from the already limited resources at the museum.

3.2 Recommendations for document organization

Having a central repository for tutorials, process guides, learning playlists, and important operational processes helps streamline the time it takes to access the information and also to ensure all staff are reviewing the same material. The recommendation would be to have a cloud or networked file location where all the staff can access folders such as: Process Documentation, Training/ Learning, and Project Information.

Ultimately, the intent of this goal is to create sustainable Digital Experts in house via cost effective options. Since there is a wide range of digital literacy at FHC, one of the best ways to garner buy-in and engagement is to take into account the foundation of skills/ talents that already exist within the individual. Involve them in the digital transformation process by way of their current job function. Show them their unique value in tandem with the potential increase of exposure they will receive from the expanding digital engagement.

Also, make it FUN!

- Host "Lunch and Learn' sessions
- Contests and Learning Sprints
- Badges or Certificates of Completion
- Knowledge networking events
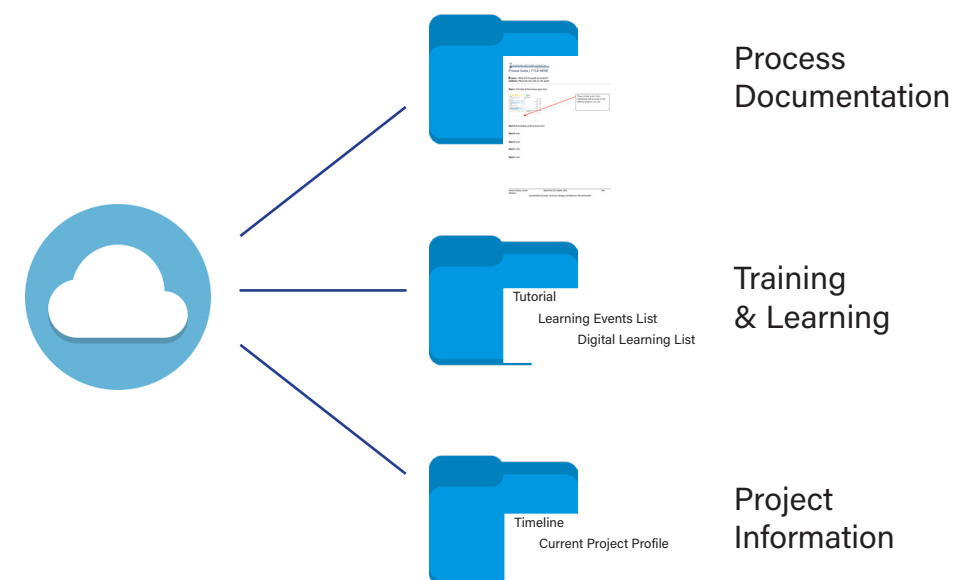
01
Qualitative Methods
- Usability Evaluations and User Testing
- Satisfaction Surveys
- Employee Experience Surveys & Feedback loops

02
Quantitative Methods
- Dashboards, Reporting
- Google Analytic Kit:
  - Data Studio
  - Search Console
  - PageSpeed Insights
- Yoast SEO/SEO Toolkits
- Wordpress Analytic Plugins
- Alexa

03
Audits
- Yearly assessment of learning and other operational documents
  - Relevance
  - Accuracy
  - Accountability

Objectives			Objectives			Objectives	
1.1	1.2	1.3	2.1	2.2	2.3	3.1	3.2
3.1	3.2						

*Pratt has other courses that could align with potential future needs of Fenton , like UX, Information Experience Design, etc. There could be another opportunity to partner with another class project!

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About Us – Fenton History Center. https://fentonhistorycenter.org/about-us/. Accessed 24 Mar. 2021.

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Education – Fenton History Center. https://fentonhistorycenter.org/education/. Accessed 24 Mar. 2021.

Jamestown, New York (NY 14701) Profile: Population, Maps, Real Estate, Averages, Homes, Statistics, Relocation, Travel, Jobs, Hospitals, Schools, Crime, Moving, Houses, News, Sex Offenders. http://www.city-data.com/city/Jamestown-New-York.html. Accessed 24 Apr. 2021.

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APPENDIX 1

Political:
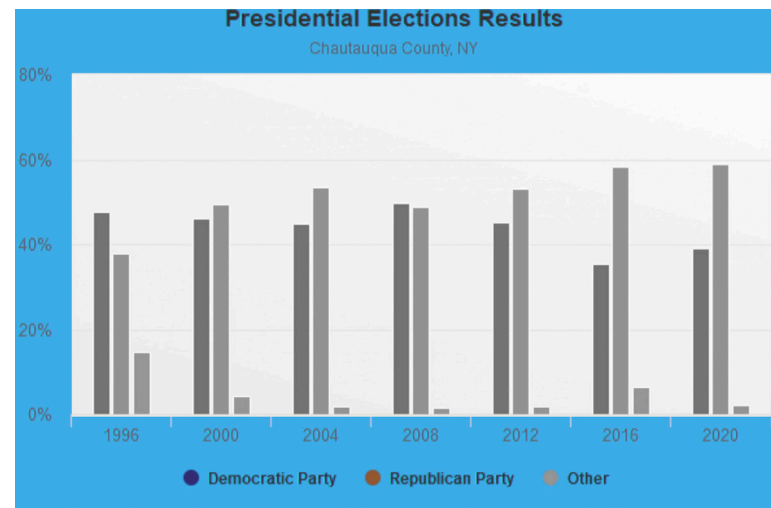
Figure 2. Chautauqua County Presidential Elections Results. Retrieved from http://www.city-data.com/city/Jamestown-New-York.html

Employment by Industries:
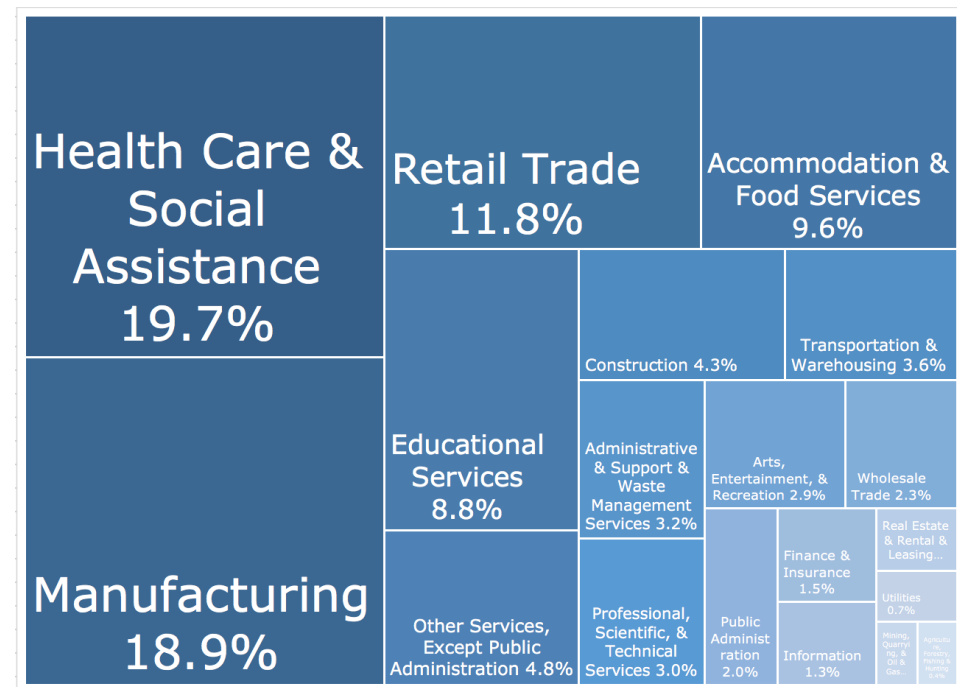
Figure 3. Chautauqua County Employment by Industries. Retrieved from https://datausa.io/profile/geo/jamestown-ny#economy

Economics/ Household income/ Employment:

Males: 13,809 (47.5%)
Females: 15,249 (52.5%)

Median resident age: 38.1 years
New York median age: 39.2 years

Zip codes: 14701.

Estimated median household income in 2019: $35,884 (it was $25,837 in 2000)
Jamestown: $35,884
NY: $72,108
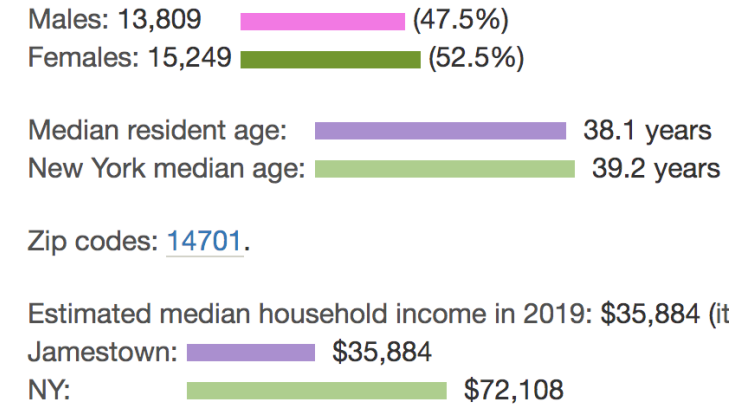
Estimated per capita income in 2019: $22,317 (it was $15,316 in 2000)

Figure 4. Estimated median household income of Jamestown and New York State in 2019. Retrieved from http://www.city-data.com/city/Jamestown-New-York.html

Figure 5. Chautauqua County Unemployment Rate. Retrieved from https://www.statebook.com/site/county-of-chautauqua-industrial-development-agency-ny/employment/

APPENDIX 2

Sociocultural- Ages, Gender, Race:

White alone	81.1%	23,790
Hispanic	10.0%	2,937
Black alone	4.1%	1,202
Two or more races	3.5%	1,018
Asian alone	0.5%	147
American Indian alone	0.1%	40
Other race alone	0.10%	28
Native Hawaiian and Other Pacific Islander alone	0.04%	13

Pie chart:
- 82%
- 10%
- 4%
- 3%
- 1%
- 0%
- 0%
- 0%

Legend:
- White alone
- Hispanic
- Black alone
- Two or more races
- Asian alone
- America Indian alone
- Other race alone
- Native Hawaiian and Other Pacific Islander alone

Figure 6. Chautauqua County Race 2019. Retrieved from
http://www.city-data.com/city/Jamestown-New-York.html

Age Pyramid: 2019
County of Chautauqua Industrial Development Agency

(Age pyramid chart showing Male Population and Female Population by age groups from Age under 5 to Age 85 and over, with x-axis 6,000 | 4,000 | 2,000 | 0 | 2,000 | 4,000 | 6,000)

Legend:
- Male Population
- Female Population

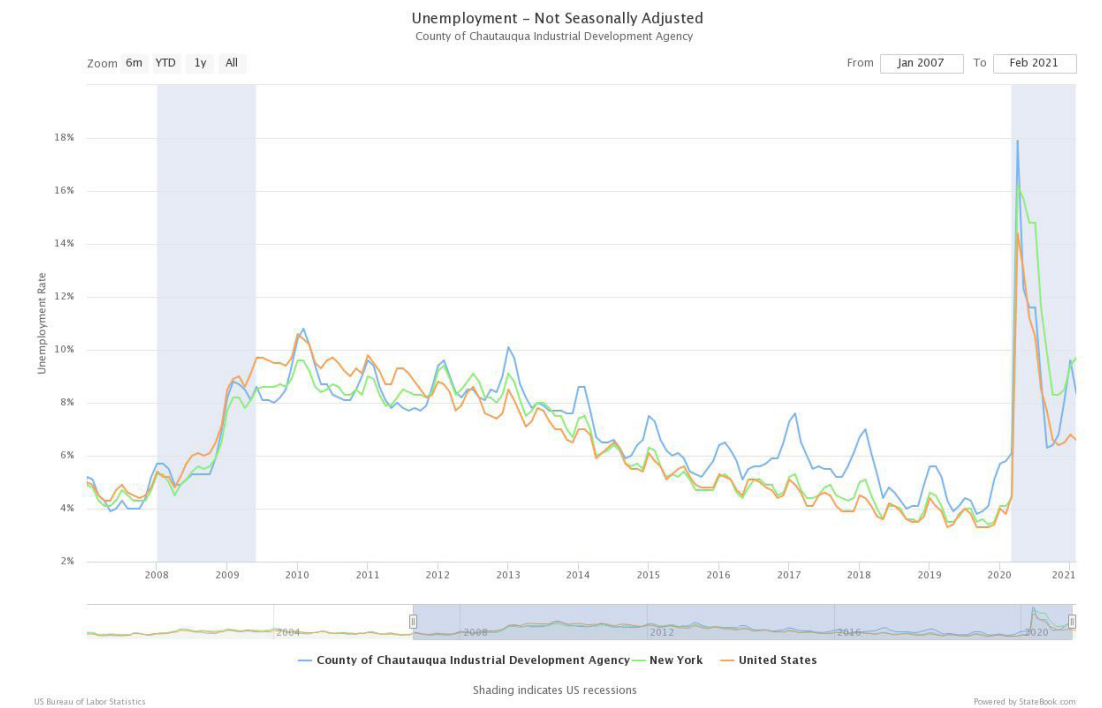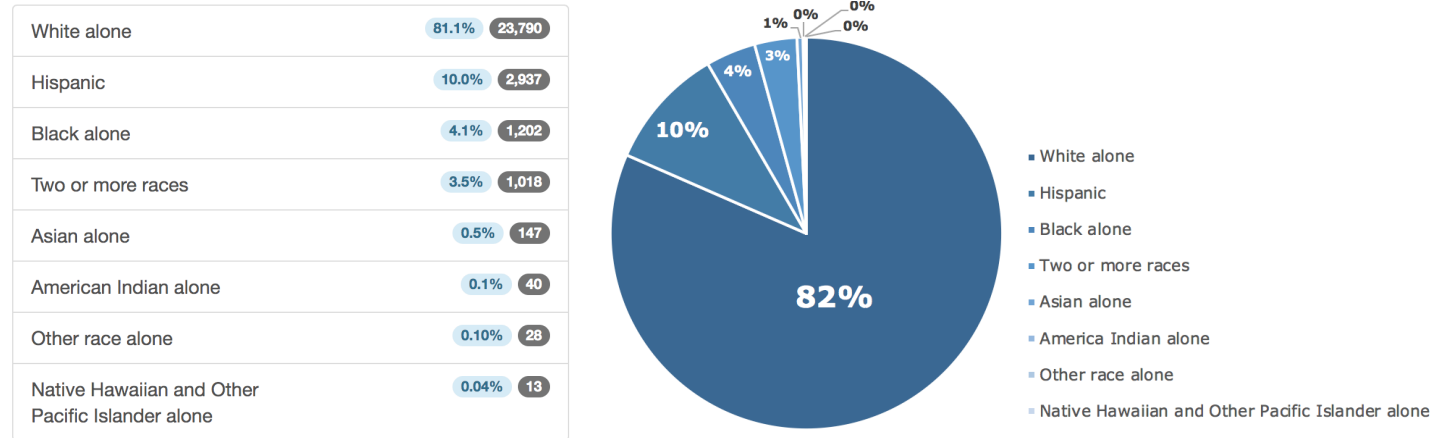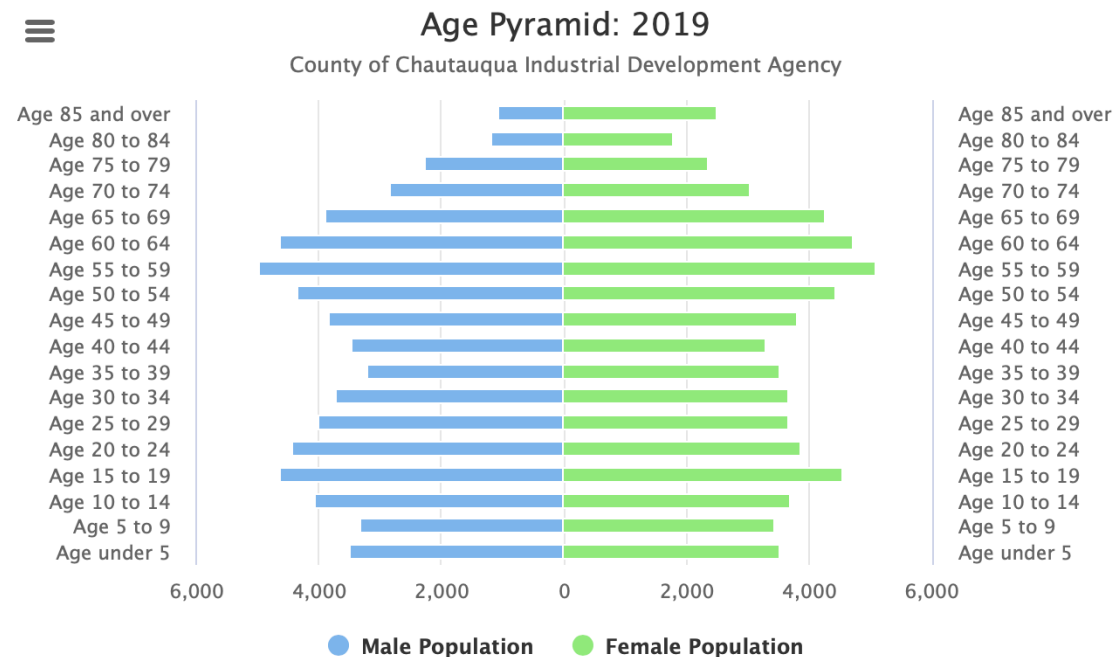Figure 7. Chautauqua County Age Pyramid 2019. Retrieved from
https://www.statebook.com/site/county-of-chautauqua-industrial-development-agency-ny/demographics/

Population ⓘ

Total	128,496		-1,038	-0.79%
Male	63,355	49.31%	-605	-0.93%
Female	65,141	50.69%	-432	-0.65%

Figure 8. Chautauqua County Gender 2019. Retrieved from
https://www.statebook.com/site/county-of-chautauqua-industrial-development-agency-ny/demographics/

Local Educational Institutions:

Type of School	Description	QTY
Jamestown Community College	(Full-time enrollment: 3,384), Public	1
Jamestown Business College	(Full-time enrollment: 301), Private	1
University/ College	Over 2000 students near Jamestown (ranging 25- 55 miles from Jamestown)	7
Public High School		3
Private High School		2
Public Elementary/ Middle School		9
Private Elementary/ Middle School		2

Figure 9. Jamestown Local Educational Institutions. Retrieved from
http://www.city-data.com/city/Jamestown-New-York.html

FENTON HISTORY CENTER

Fenton History Center HomePage

Visitor Plan
- Visit Us
- Group Tour
- Museum From Home
- About
  - General Information
  - About Governor Reuben Fenton
- Contact Us

Events
- Upcoming events
- Past Events
- Event Calendar

Research & Learn
- Research Center
  - Research Request — Resource
  - Genealogy Support Group — Resource
  - Fenton Travlors — Articles
  - Hometown History Articles — Link to Other Regional Resources
  - Online Catalog
- Education
  - what we do — Programs
  - Kid's corner — Support Children's Programming
  - Museum From Home
- Exhibits
  - Made in Jamestown: How Furniture Built a City — Civil War Museum
  - Lucille Ball: Not the Girl Next Door — Intersections: The Underground Railroad in Chautauqua County Exhibit
  - Of Special Interest — Museum From Home
  - Grace Galloway
    - The Sweet Sound of Music: Grace Galloway
  - Manufacturers List
  - Free Image
- Collections Polivy

Veterans
- Vets Finding Vets
  - From Fenton Legacy to Vets Finding Vets
  - Fenton Canteen
  - Vets Finding Vets
  - Honor Flight
  - Trips and Outings
  - Past Guest Speakers and Events
  - Project 22
  - Veterans in the News

Support
- Memberships
- Business Membership
- Education/Exhibit Fund
- Planned Giving
- 2019 Holiday Letter
- Annual Reports
- Newsletter

Shop
- shop
- cart
- check out
- my account

- contact us
- Donate
- Search
- Category

Footer

| Social Media | Private Policy | Shipping & Returns | Contact Us |