



# STREAMLINE WEEKLY WORKSHOPS

## WILL BEGIN SOON!

Please acquaint yourself with the Zoom toolbar while we wait for additional attendees to join.

**Use Q&A for questions or if you are having a problem.**  
Use chat if you just want to say hi!



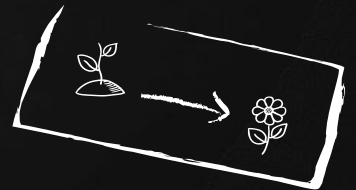
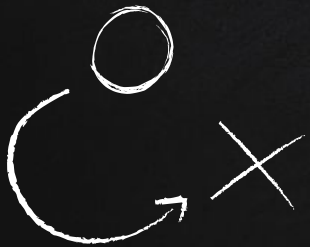
↑  
Set audio preferences

↑  
Use Q&A button to ask questions anytime



STREAMLINE  
WEEKLY WORKSHOPS

# DESIGNING YOUR HOMEPAGE





HELLO!

I'm Chris

head of customer happiness at Streamline

(and that's Luke!)



# WHY IS THE HOMEPAGE SO IMPORTANT?

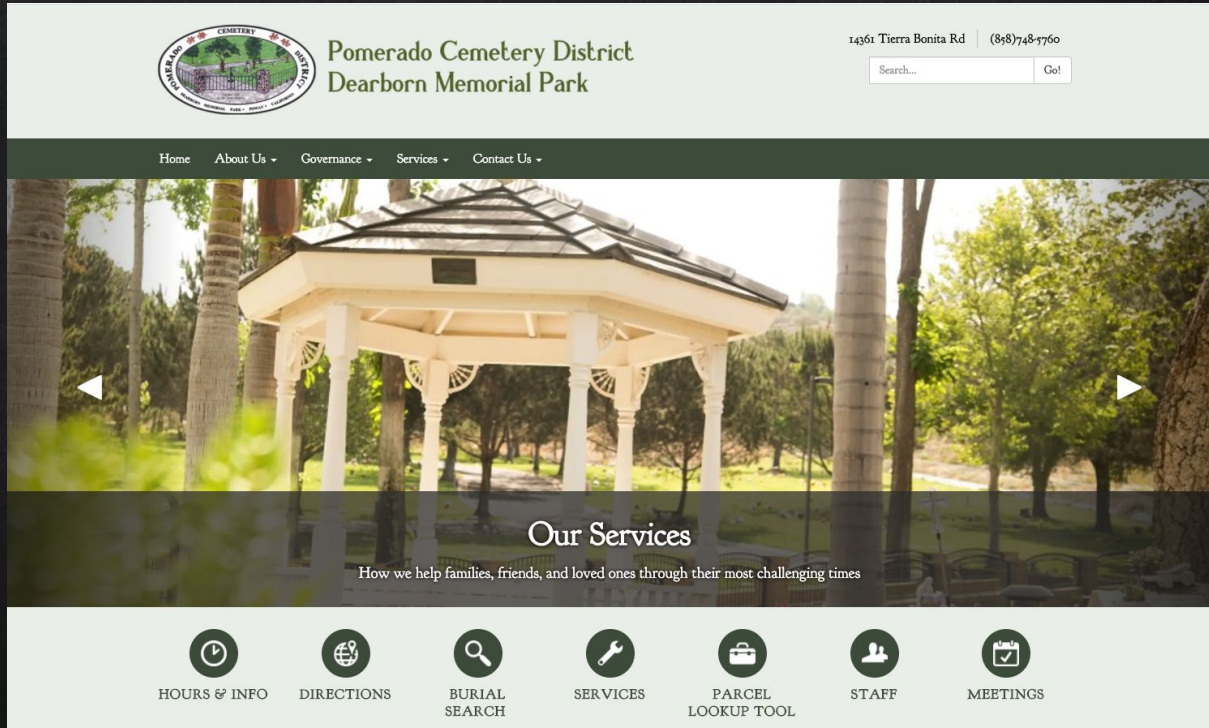


Illegitimate

Wrong message

Confusing

# WHY IS THE HOMEPAGE SO IMPORTANT?





DESIGN BASICS



HOMEPAGE TEASERS



LAYOUTS & THEMES



TEASER IMAGES



ADVANCED TECHNIQUES





## DESIGN BASICS

- 1) Purpose
- 2) Communication
- 3) Imagery
- 4) Color
- 5) Balance
- 6) Consistency
- 7) Clarity
- 8) Typeface
- 9) Accessibility



# HOMEPAGE TEASERS

The screenshot shows the Streamline Training website homepage. At the top left is the logo for "Original Streamline Website Advisor" and "STREAMLINE TRAINING". To the right is a search bar and a "Contact Us" link. Below the header is a navigation menu with links for Home, Reopening, About Us, Services, Governance, News and Events, and Contact Us. The main content area features a large carousel image of a yellow bridge structure with the title "SWAG Recreation & Park District: A Written History" and a brief description. Below the carousel is a row of quicklinks represented by icons: Notices and Events, FAQs, Privacy Policy, Board Members, Bill Pay, Services, Staff Directory, and Meetings. The bottom section contains four feature teasers: "How would I reorganize teasers?", "What is a landing page?", "Learn about our district!" (with a baby image), and "Staff Directory" (with a kitten image and staff member photos).

Red – Carousel

Blue – Quicklinks

Green – Features



# CAROUSEL

The first thing people see when they come to your site

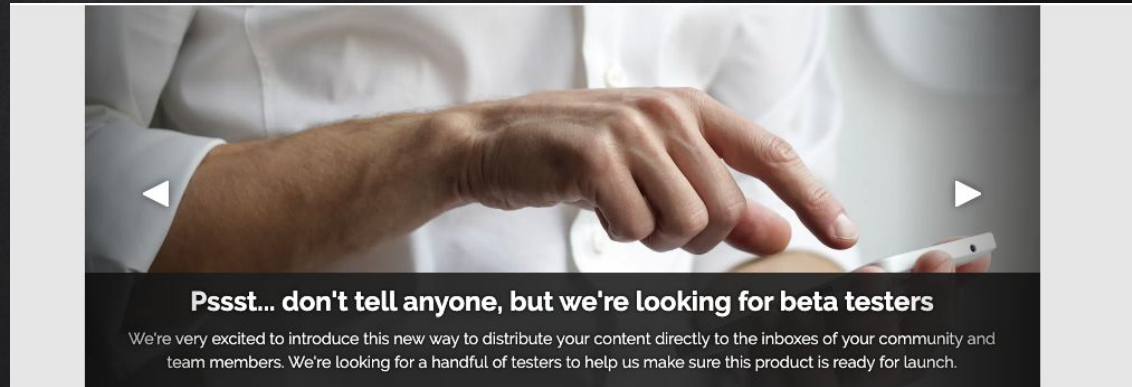
Great for content featuring high-resolution images

Great for timely or strategic content

Relatively narrow, so may require experimentation



# HOMEPAGE TEASERS



# QUICKLINKS

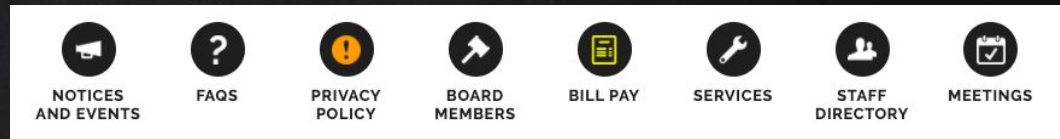
Uniform appearance, but can be customized with images (icons are best!)

Great for items the public will want fast and easy access to that isn't likely to change

Not great for timely content or unfinished pages



# HOMEPAGE TEASERS



# FEATURES

(AKA BELOW MAIN BODY CONTENT)

General area to tease content on the homepage that wouldn't otherwise go in the other zones

Can be displayed with or without images

Almost completely customizable



## HOMEPAGE TEASERS

The screenshot displays five teaser cards on a homepage:

- Card 1:** Header image of a forest stream. Question: "Q: How would I reorganize teasers?" Answer: "A: Every page on your Streamline site has two areas where you can display teasers, which are 'mini' versions of pages that can contain text, an image, and a link to their parent page. These provide a..."
- Card 2:** Header image of sunbeams in a forest. Question: "Q: What is a landing page?" Answer: "A: You can learn more about landing pages from this video!"
- Card 3:** Header image of a baby's face. Question: "Learn about our district!" Answer: "Here is a list of reasons to visit our site..."
- Card 4:** Header image of a cat's face. Question: "Learn about our district!" Answer: "Here is a list of reasons to visit our site..."
- Card 5:** Header image of a staff directory. Question: "Staff Directory" Answer: "Here is a list of our staff members!"

The staff directory card lists four members with their names and small profile pictures: Chris Ryan, Frank Stallone, Rick Diamond, and Mike Toles.



# LAYOUTS

## Acme

The screenshot shows the Oregon Public Ports Association website. At the top, there is a navigation bar with links for Home, About OPPIA, Oregon Ports, Events & Meetings, Legislative, and Contact Us. A search bar is located in the top right corner. The main content area features a large image of a boat on the water at sunset, with the heading "Our Mission" and a sub-heading "OPPIA facilitates member collaboration, public agency communication, legislative advocacy and effective management to ensure the success of Oregon Ports." Below this, there is a row of four icons representing different services: Oregon Ports, Oregon Port News, Calendar, and Contact Us. At the bottom, there are three columns of content: "Oregon Port News" with a stack of papers, "Oregon Ports" with a boat at a dock, and "Employment Opportunities" with a person at a computer.

## Canyon

The screenshot shows the Aromas Water District website. At the top, there is a navigation bar with links for Home, About Us, Services/Rates, Water Quality, Conservation, and Resources. A search bar is located in the top right corner. The main content area features a large image of a child drinking water, with the heading "A safe, reliable supply" and a sub-heading "The water provided by the Aromas Water District meets all Federal and State water quality standards. This section provides information on the...". Below this, there is a section for "Aromas Water's NewsSplash! First Quarter 2020" with a sub-heading "The Aromas Water District's Quarterly NewsSplash is a brief summary of happenings and activities that have occurred at the District in the last three months." and a "READ MORE" link. There is also a section for "Payment Options" with a sub-heading "Customers have many ways to receive bills and pay. Find out about automatic monthly billing, secure one-time electronic payments and more..." and a "READ MORE" link. At the bottom, there is a section for "Water Quality Reports (CCRs)" with a sub-heading "Our annual Consumer Confidence Report (CCR) has key information on the water quality for the Aromas Water District. Stringent water quality testing is completed throughout the year and must be..." and a "READ MORE" link. On the right side, there is a sidebar with a search bar and a "QUICKLINKS" section with links for "JOIN THE BOARD MEETING ONLINE", "DO YOU SEE / HAVE A LEAK?", "EMERGENCIES / ALERTS", "PAYMENT OPTIONS", "WATER QUALITY", "MEETINGS AND AGENDAS", "BOARD OF DIRECTORS ELECTION", "YOUR BOARD MEMBERS", "STAFF", "RESOURCES & NEWS", "BEFORE YOU DIG", and "AROMAS WEATHER".



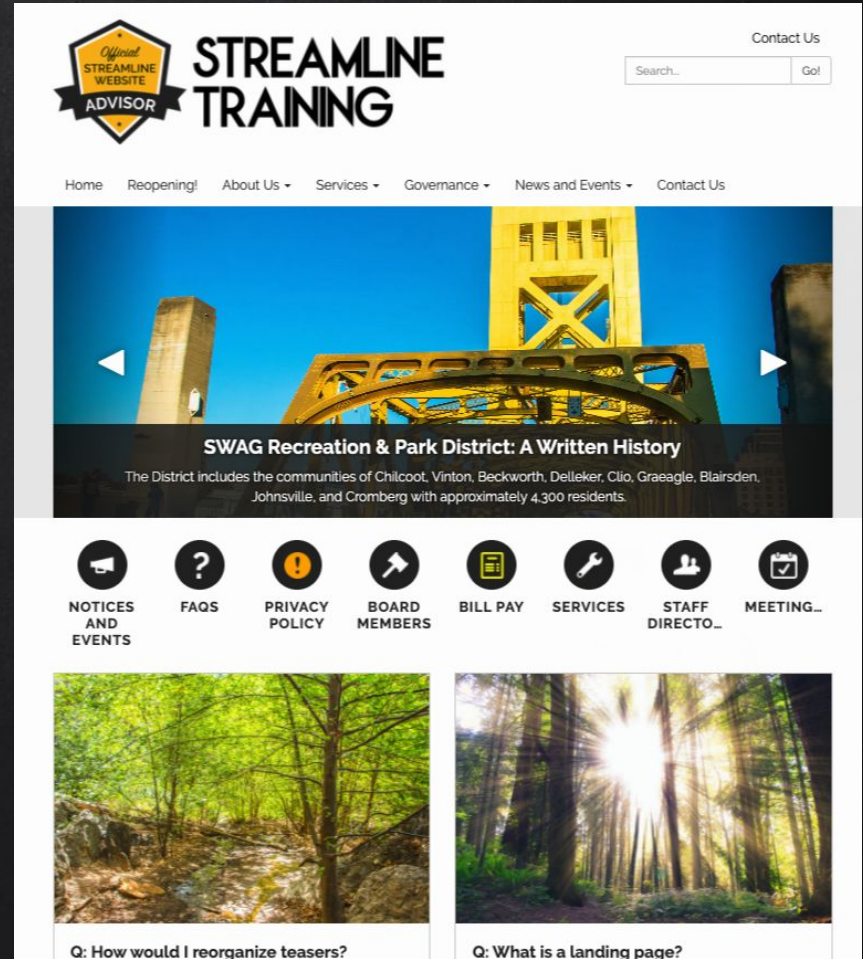
# ACME THEME 1

Wide carousel with colored sidebars

Horizontal quicklinks

Tiled teasers below

*Great for districts that want to appear friendly, are mostly "outside" or are community-oriented*





# ACME THEME 2

Super-wide carousel,  
edge-to-edge

Horizontal quicklinks

Tiled teasers below

*Great for districts that want to appear friendly, dynamic, engaging, and personable (and have amazing images!)*

Official  
STREAMLINE  
WEBSITE  
ADVISOR

# STREAMLINE TRAINING

Contact Us



Search... Go!

Home Reopening! About Us Services Governance News and Events Contact Us

◀ ▶

**SWAG Training Site!!!**  
This is a training and demo site for people with SWAG only!

📢 NOTICES AND EVENTS   ? FAQs   ⚠️ PRIVACY POLICY   📍 BOARD MEMBERS   📄 BILL PAY   🔧 SERVICES   👤 STAFF DIRECTO...   📅 MEETING...





# ACME THEME 3

Wide carousel with colored sidebars

Vertical quicklinks

Stacked teasers below

*Great for districts that want to have an engaging carousel, but promote interaction with content on the site / feature projects*

Official Streamline Website Advisor

# STREAMLINE TRAINING

Contact Us

Search... Go!

Home Reopening! About Us Services Governance News and Events Contact Us

## SWAG Recreation & Park District: A Written History

The District includes the communities of Chilcoat, Vinton, Beckworth, Delleker, Clio, Graeagle, Blairsden, Johnsville, and Cromberg with approximately 4,300 residents.

**Q: How would I reorganize teasers?**  
 A: Every page on your Streamline site has two areas where you can display teasers, which are 'mini' versions of pages that can contain text, an image, and a link to their parent page. These provide a...  
 READ MORE »

**Q: What is a landing page?**  
 A: You can learn more about landing pages from this video!  
 READ MORE »

**QUICKLINKS**

- Notices and Events
- FAQs
- Privacy Policy
- Board Members
- Bill Pay
- Services
- Staff Directory
- Meetings



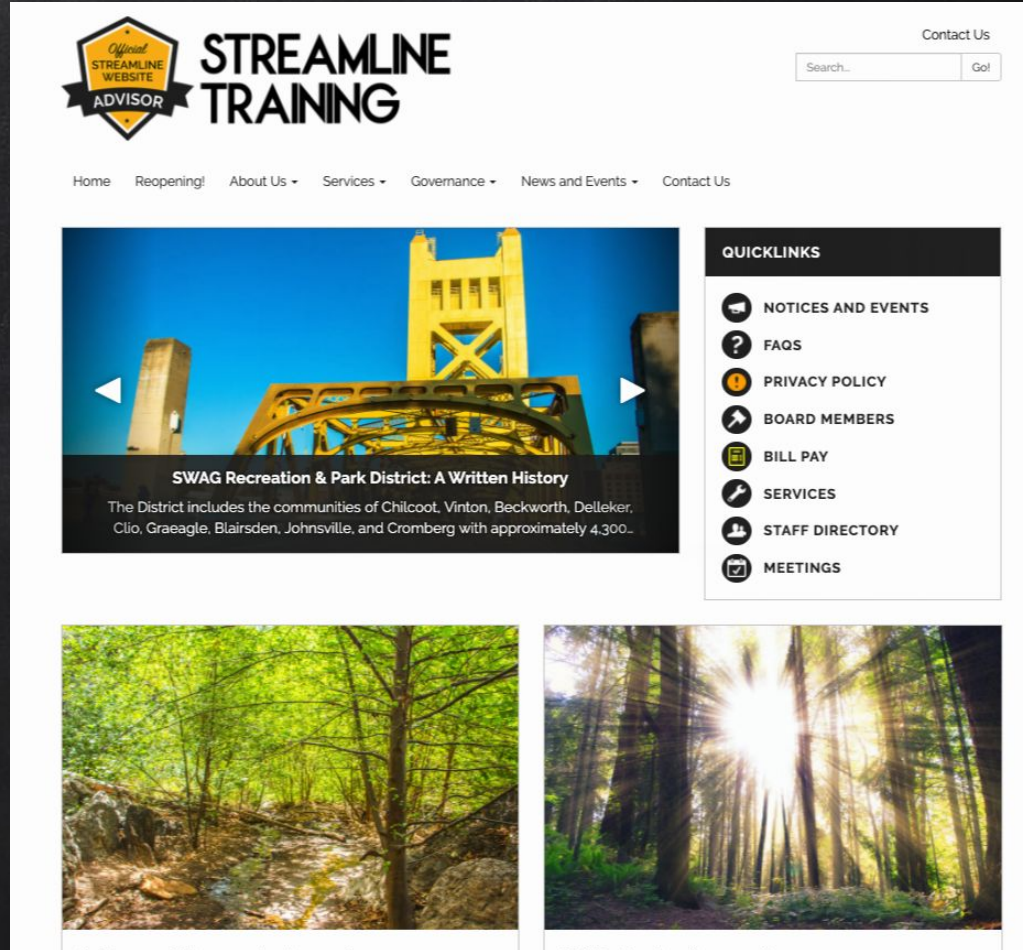
# ACME THEME 4

Narrower carousel

Elevated vertical quicklinks (high contrast)

Tiled teasers below

*Great for districts that want prioritize visitor action (bill pay, required forms, services) over imagery*







# ACME THEME 5

Narrower carousel

Elevated vertical quicklinks (low contrast)

Tiled teasers below

*Great for districts that want prioritize visitor action (bill pay, required forms, services) over imagery*

The screenshot shows a website header with the logo "Official STREAMLINE WEBSITE ADVISOR" and "STREAMLINE TRAINING". A search bar and "Contact Us" link are in the top right. A navigation menu includes "Home", "Reopening!", "About Us", "Services", "Governance", "News and Events", and "Contact Us".

The main content area features a carousel with a photo of a bridge. Below the photo is a text block: "SWAG Recreation & Park District: A Written History. The District includes the communities of Chilcoot, Vinton, Beckworth, Delleker, Clio, Graeagle, Blairsden, Johnsville, and Cromberg with approximately 4,300...".

To the right of the carousel is a vertical menu of quicklinks: "NOTICES AND EVENTS", "FAQS", "PRIVACY POLICY", "BOARD MEMBERS", "BILL PAY", "SERVICES", "STAFF DIRECTORY", and "MEETINGS".

Below the carousel are two tiled teasers. The first shows a stream in a forest with the text: "Q: How would I reorganize teasers? A: Every page on your Streamline site has two areas where you can...". The second shows sunlight through trees with the text: "Q: What is a landing page? A: You can learn more about landing pages from this video!".



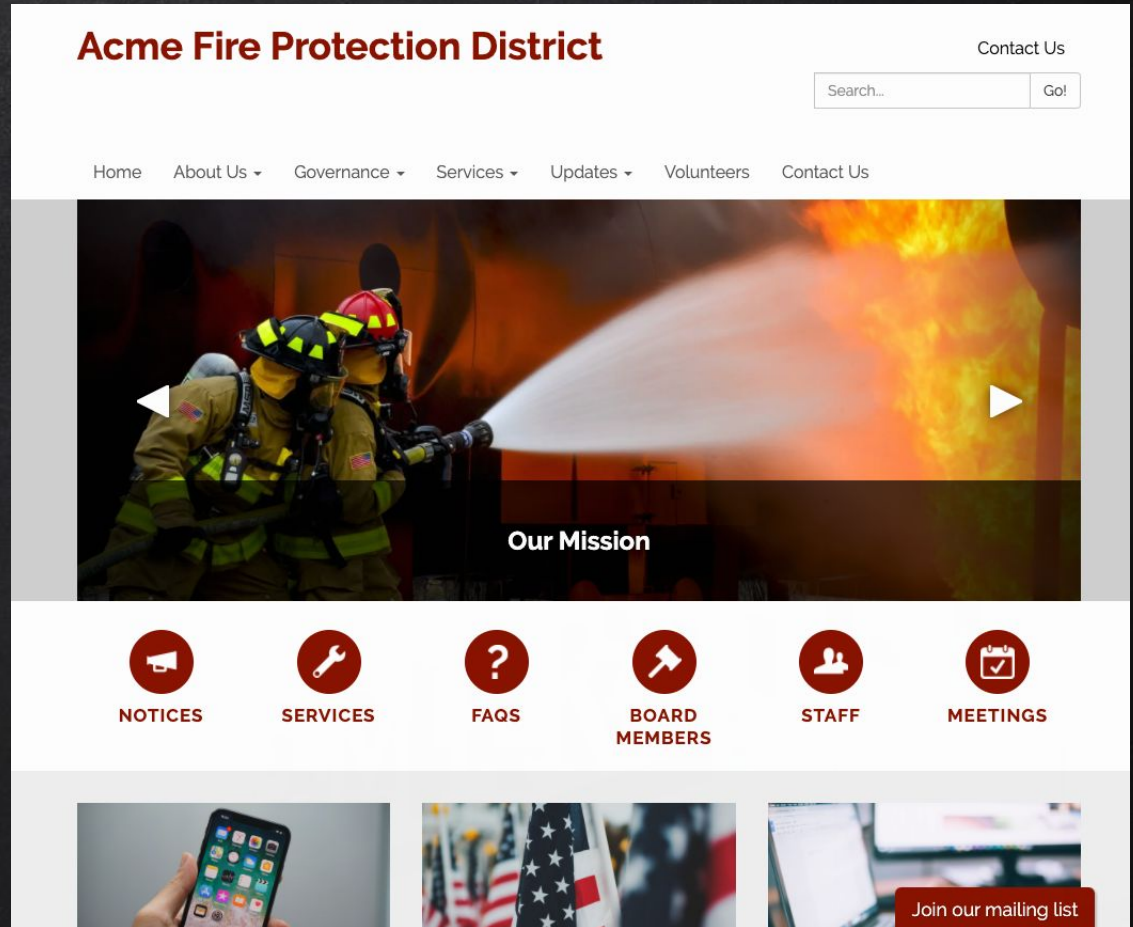
# ACME FEEL: GRAY

Clean (mostly white and gray)

Clean menu

Quick links are in the primary color

*Great for districts that want to have a clean and neutral experience*





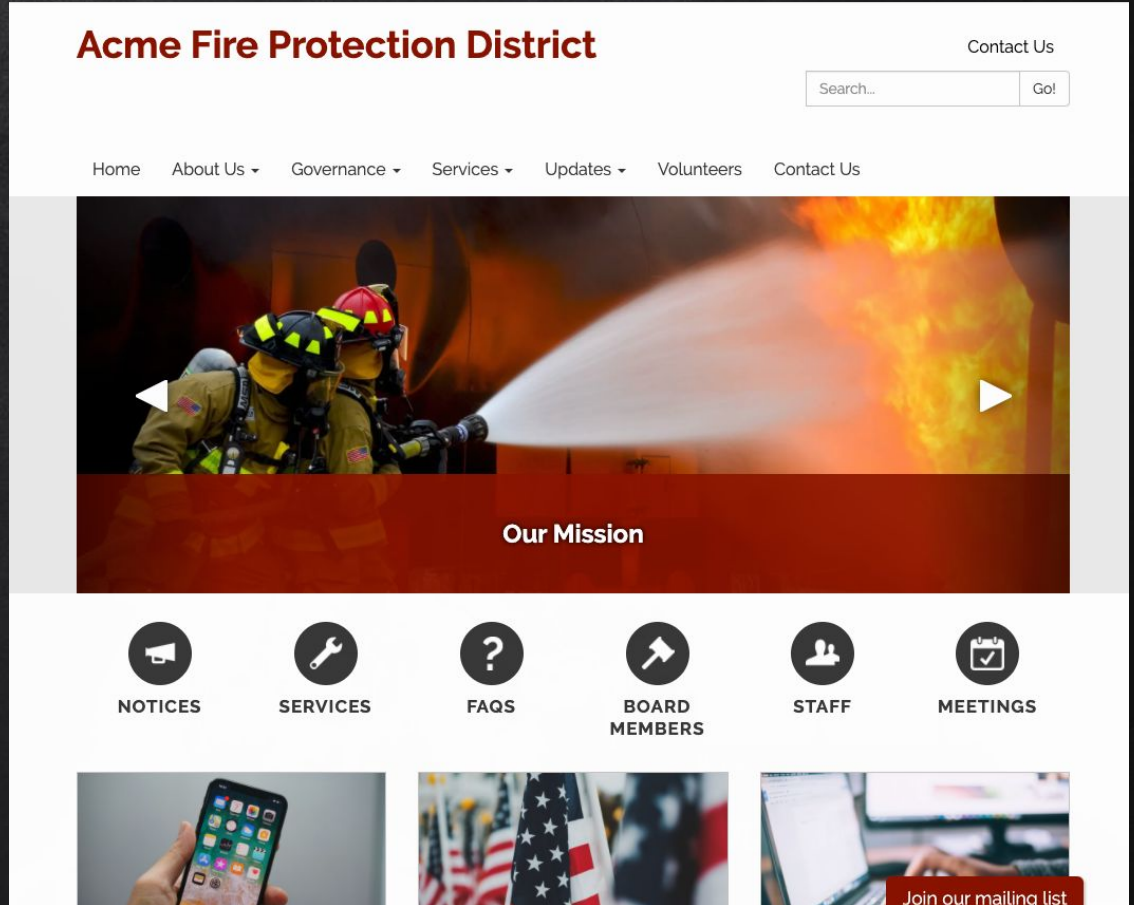
# ACME FEEL: OUTLINE

Clean & colorful

Clean menu

Quick links are gray

*Great for districts that want to have a more impactful or colorful experience for visitors*





# ACME FEEL: BOLD

Impactful & colorful

Dark menu

Quick links are gray

*Great for districts that want to project authority and competence*

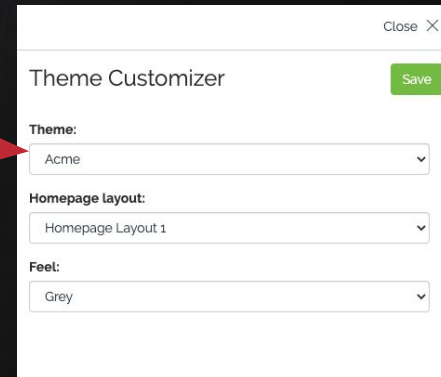
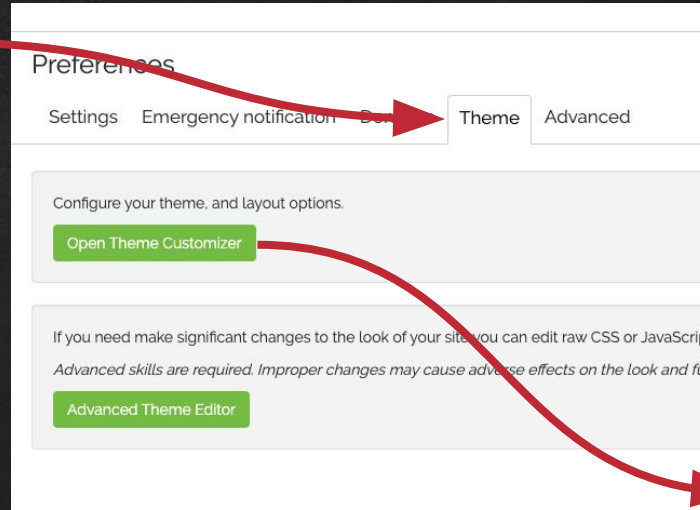
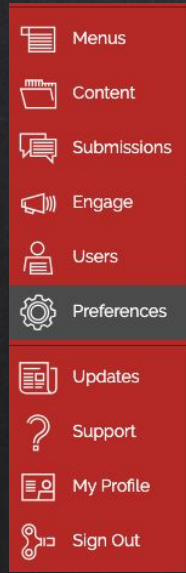




# USING THE THEME CUSTOMIZER




Preview changes in  
your browser!

Only goes “live” if  
you click Save in  
the Theme  
Customizer screen





## CHALLENGE #1: INCONSISTENT TEASER HEIGHT

 <p><b>Employee newsletter</b> <a href="#">READ MORE »</a></p>	 <p><b>New Board Member Checklist</b> <a href="#">READ MORE »</a></p>	 <p><b>Resources</b> <a href="#">READ MORE »</a></p>
---	---	---



**Q: What is a landing page?**

A: You can learn more about landing pages from this video!

[READ MORE »](#)

Image height is determined by how much it needs to shrink to fit container



TEASER IMAGES

Fixed width container



Narrower images are stretched to fit, becoming *taller*



Wider images are shrunk to fit, becoming *shorter*



## TEASER IMAGES

<p><b>Employee newsletter</b> READ MORE +</p>	<p><b>New Board Member Checklist</b> READ MORE +</p>	<p><b>Resources</b> READ MORE +</p>
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## SOLUTION #1: USE IMAGES WITH THE SAME HEIGHT / WIDTH RATIO

### TEASER IMAGES

Note: the actual pixel count matters less than the ratio between height and width! Each of these photos has a width:height ratio of 3:2.

e.g. the first photo might be 720px wide and 480px tall. The other photos could be 450px wide and 300px tall and it would still render as the same size on the page.

For the nerds: because  $720:480 == 450:300 == 3:2$

$x * 1.5$

$x$

**Facilities**

Having a meeting, conference, birthday, wedding, anniversary or special event? Check out our facilities for rent!

[READ MORE »](#)

**Parks**

Our district is proud to manage beautiful parks open to the public year-round!

[READ MORE »](#)

**About Us**

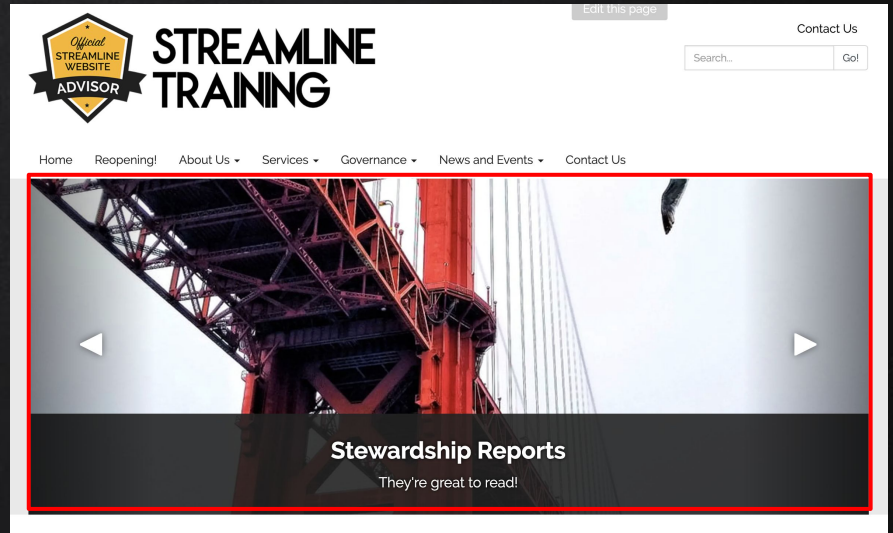
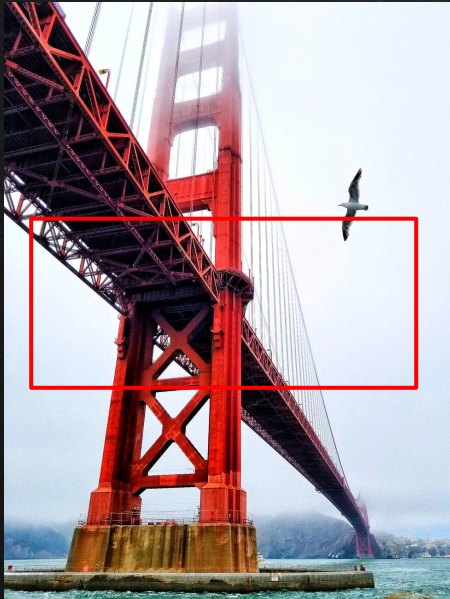
The Acme County Recreation and Park District is approximately 20 square miles, serving the communities of Fakeland, Falseplace, Nowheresville, and Sample ranch, as well as unincorporated areas within.

[READ MORE »](#)

Sorry about the math :(



## CHALLENGE #2: INCOMPATIBLE CAROUSEL IMAGE





## TEASER IMAGES

## SOLUTION #2: USE IMAGES WITH RELEVANT INFO IN THE CENTER



Official STREAMLINE WEBSITE ADVISOR

# STREAMLINE TRAINING

Edit this page

Contact Us

Search... Go!

Home Reopening! About Us Services Governance News and Events Contact Us

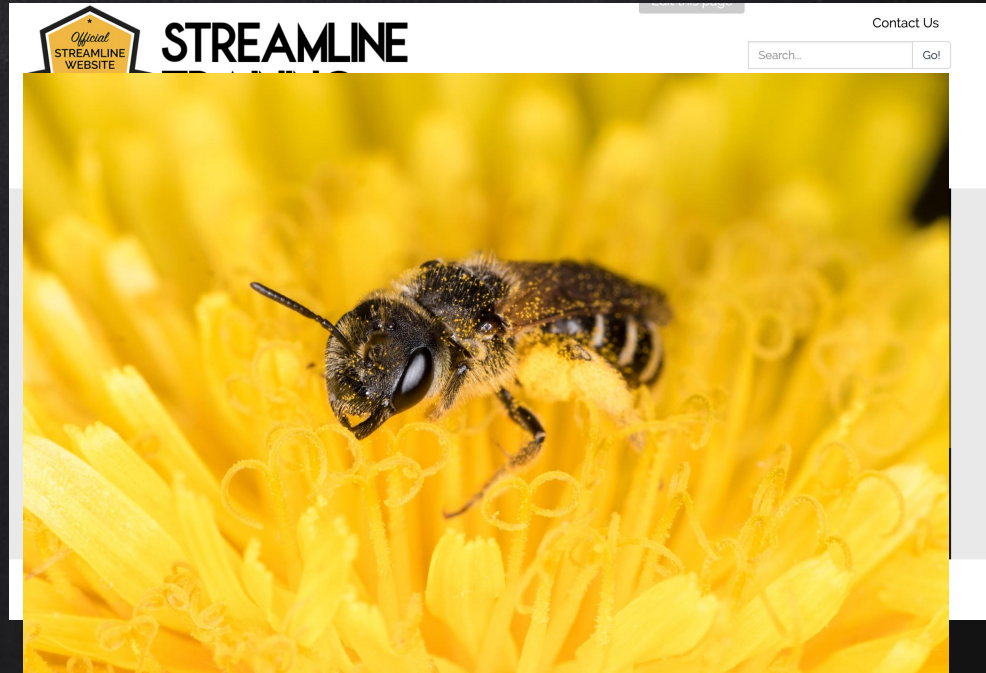
**Stewardship Reports**  
They're great to read!

Home ? ! ↗ 📄 ⚙️ 👤 📅



## TEASER IMAGES

SOLUTION #2:  
LANDSCAPE  
GENERALLY  
WORKS BETTER  
THAN  
PORTRAIT





## CHALLENGE #3: PIXELATED PHOTOS

Official  
STREAMLINE  
WEBSITE  
ADVISOR

# STREAMLINE TRAINING

Edit this page

Contact Us

Search... Go!

Home Reopening! About Us Services Governance News and Events Contact Us

◀ ▶

### Grand Reopening Celebration!

However there are some restrictions - click to read more!

📢 ? ⚠️ ↗️ 📄 🛠️ 👤 📝



## TEASER IMAGES

SOLUTION #3 USE HIGH  
RESOLUTION IMAGES

# FREE, UNLICENSED, HD IMAGES:



PEXELS.COM



UNSPLASH.COM



ICONSDB.COM



# ADVANCED SETTINGS

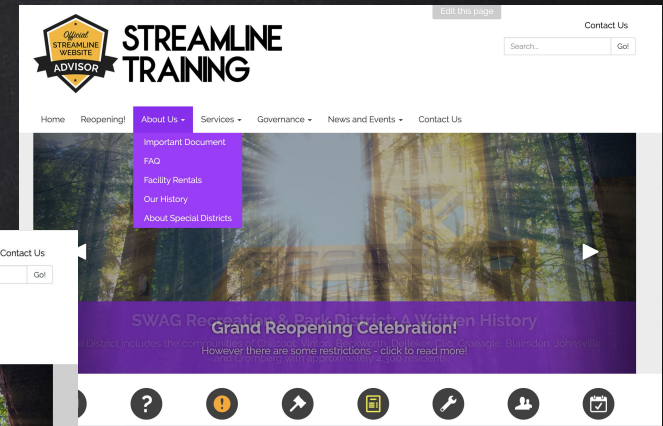


# PRIMARY COLOR

Depending on the chosen feel, will modify the “main” color that appears on your site (menu/caption color, icon color, etc)



# ADVANCED SETTINGS

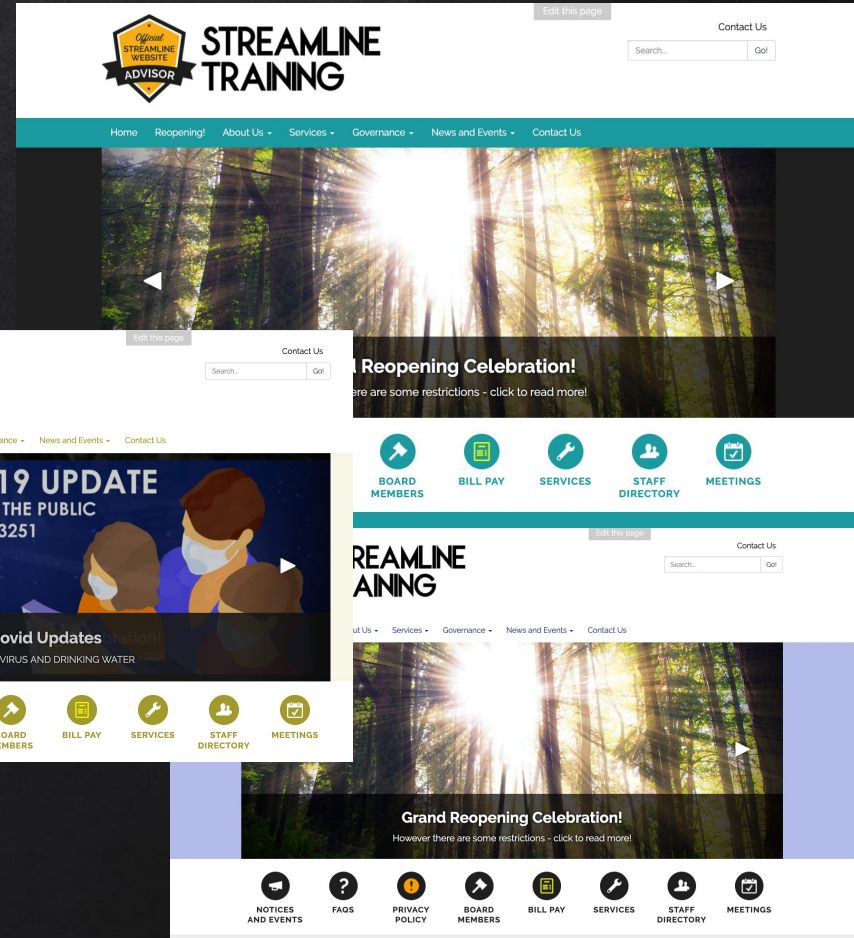


# SECONDARY COLOR

Depending on the chosen feel, will modify the “alternate” color that appears on your site (for text color, icon color, etc)



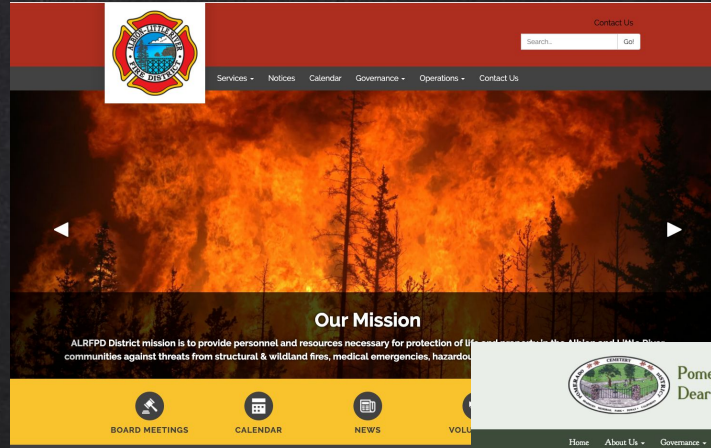
# ADVANCED SETTINGS



# MODIFYING BOTH PRIMARY AND SECONDARY

Virtually unlimited combinations and possibilities!

Creates the most custom-designed feel



## ADVANCED SETTINGS

# BACKGROUND COLORS

Any “panel” of the site can have its own color

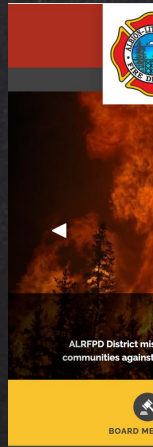
However, this requires special attention to *contrast* in order to stay accessible!

Contrast Checker:

[webaim.org/resources/contrastchecker](http://webaim.org/resources/contrastchecker)

More information:

[webaim.org/articles/contrast/](http://webaim.org/articles/contrast/)



**Foreground Color**  
#B49808  
Lightness

**Background Color**  
#FFFFFF  
Lightness

Contrast Ratio  
**2.82:1**  
[permalink](#)

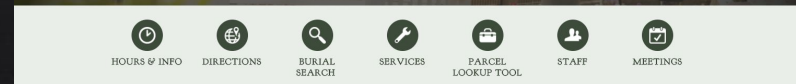
**Normal Text**  
WCAG AA: **Fail**  
WCAG AAA: **Fail**  
The five boxing wizards jump quickly.

**Large Text**  
WCAG AA: **Fail**  
WCAG AAA: **Fail**  
The five boxing wizards jump quickly.

**Graphical Objects and User Interface Components**  
WCAG AA: **Fail**  
Text Input



## ADVANCED SETTINGS



# LOGOS

There are two varieties of logos: standard vs. square

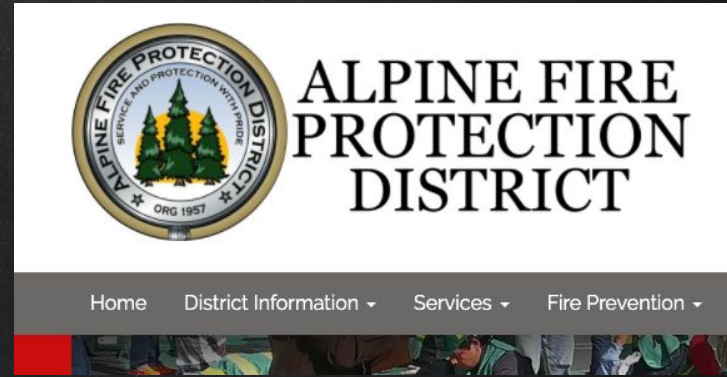
If you have a longer name, a slogan or motto, or any other text you want to add to the top of the screen, you'll have to create an image and use the standard logo

If you have a badge or “self-contained” logo and like the dramatic appearance of the square format, we can enable that for you!

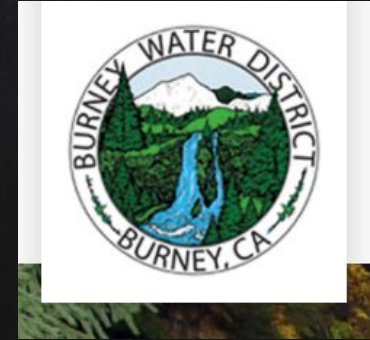
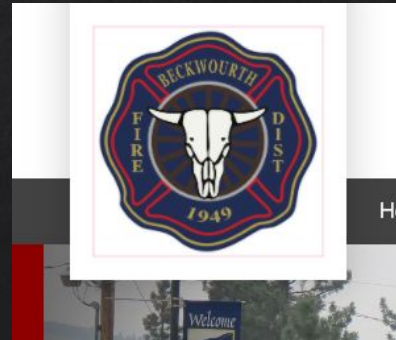
Note: you can replace your logo, but custom settings are required to alter the logo appearance



## ADVANCED SETTINGS



VS



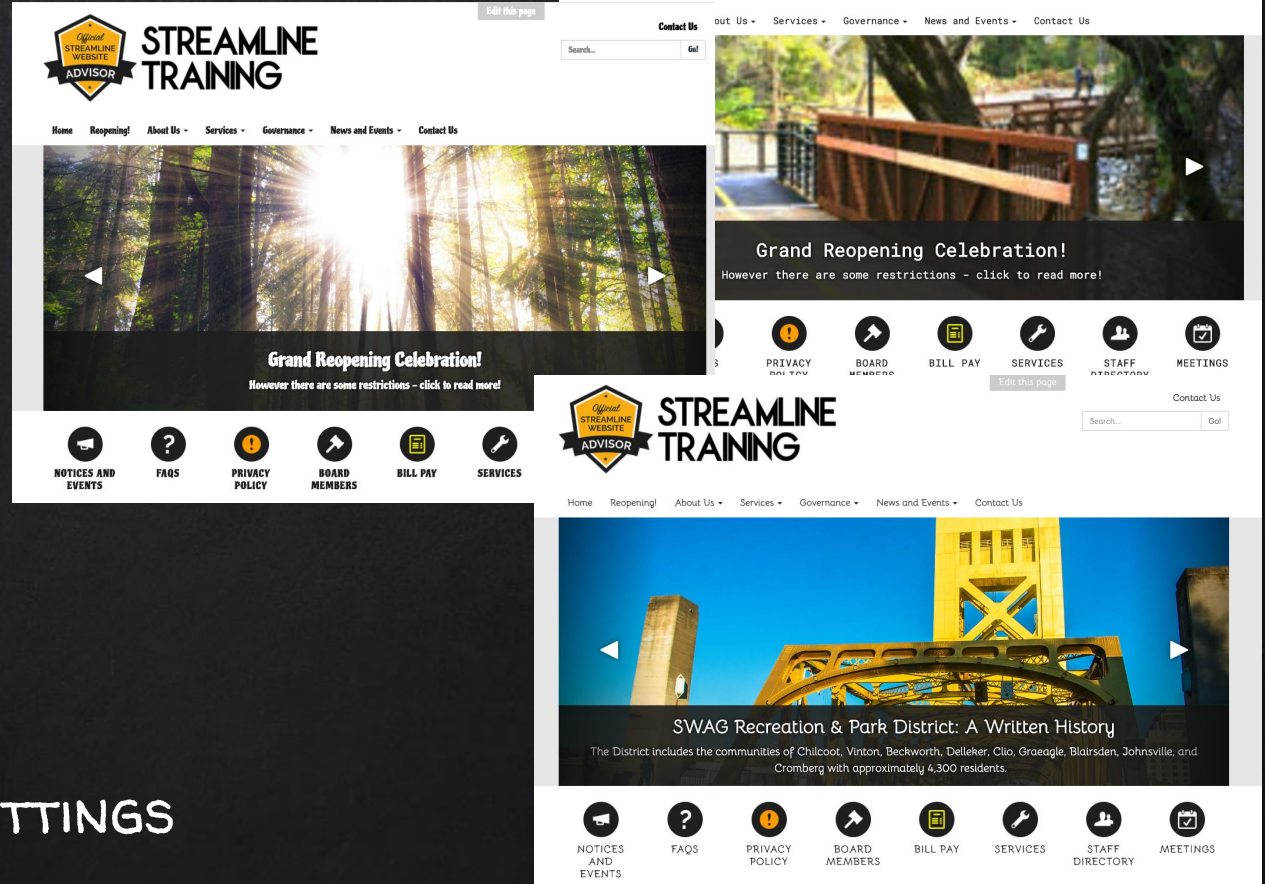
# FONTS

Practically any font available on Google Fonts (<https://fonts.google.com/>) can be imported into your site...

...but not all of them should be :)



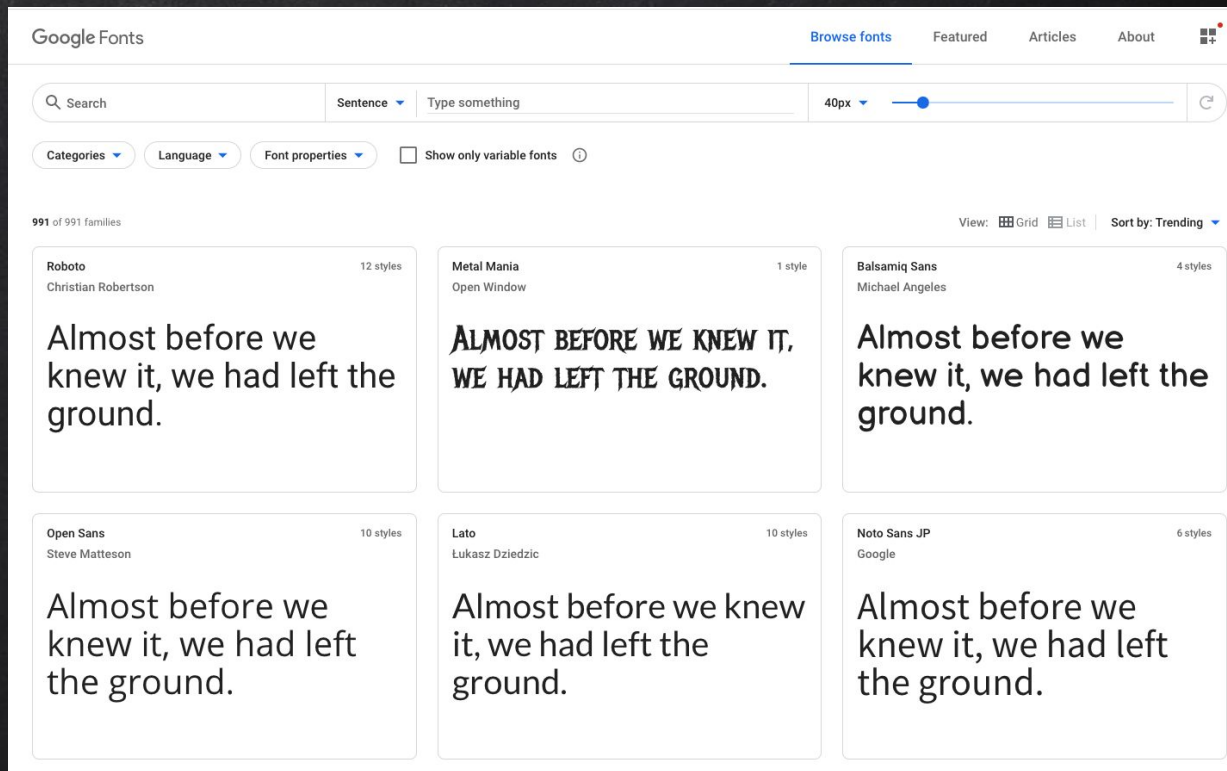
## ADVANCED SETTINGS



# FONTS

Practically any font available on Google Fonts (<https://fonts.google.com/>) can be imported into your site...

...but not all of them should be :)



The screenshot shows the Google Fonts website interface. At the top, there's a search bar with the text "Sentence" and "Type something", a font size selector set to "40px", and navigation links for "Browse fonts", "Featured", "Articles", and "About". Below the search bar are filters for "Categories", "Language", "Font properties", and a checkbox for "Show only variable fonts". The main content area displays a grid of font preview cards, each showing a font name, designer, and a sample of text. The cards shown are:

- Roboto** by Christian Robertson (12 styles): "Almost before we knew it, we had left the ground."
- Metal Mania** by Open Window (1 style): "ALMOST BEFORE WE KNEW IT, WE HAD LEFT THE GROUND."
- Balsamiq Sans** by Michael Angeles (4 styles): "Almost before we knew it, we had left the ground."
- Open Sans** by Steve Matteson (10 styles): "Almost before we knew it, we had left the ground."
- Lato** by Lukasz Dziedzic (10 styles): "Almost before we knew it, we had left the ground."
- Noto Sans JP** by Google (6 styles): "Almost before we knew it, we had left the ground."



## ADVANCED SETTINGS

# EMBEDDABLE CONTENT

There are several 3rd party tools that we can embed directly on the homepage!

These include:

- Maps
- Videos
- Some social media (but not most!)



## ADVANCED SETTINGS



### Adult Day Center

Clients look forward to spending time in a warm, inviting and home-like setting at Camarillo Health Care District's **Adult Day Center**, where activities are designed for socialization, mental and...

[READ MORE »](#)



### Caregiver Center

Welcome to the **Caregiver Center** at the Camarillo Health Care District...a sanctuary for compassionate support and assistance!

[READ MORE »](#)

### Award-Winning Program



[Join Our Team](#)

[Healthy Attitudes Magazine](#)

### BOARD MEETINGS

[Most Recent Agenda](#)



# CUSTOM FEATURE LAYOUTS

The “below main body content” zone can feature rows with various numbers of teasers! (requires custom code)



## ADVANCED SETTINGS



Submit your time sheet



New Employee? Start here!



Documents & Policies



Get help



2020 Employee Handbook



### Sign up for health benefits

The enrollment period ends soon!



### GM's Page

Click here for important updates!

### Events

- **Aug 31** Events Autumn Bake Sale - Volunteers needed
- **Jul 4** Events America! the Musical performance @ 3:00pm
- **Jun 22** Events 34th Annual Hot Trot 5k/10k
- **Jun 13** Events Garcia Wedding (Franklin Hall @ 12:00pm)
- **Apr 17** Events Annual BBQ Fundraiser
- **Mar 17** Events St. Patrick's Day Potluck
- **Feb 14** Events Valentine's Day Dance

[READ MORE »](#)

### Training

- **May 11** Training All-Hands Training @ the Rec Yard 4:30pm
- **Apr 27** Training Sexual Harrassment 4:00pm
- **Apr 22** Training CPR Class 5:30pm
- **Mar 25** Training CPR Class 5:00pm
- **Feb 26** Training CPR Class 5:00pm

[READ MORE »](#)

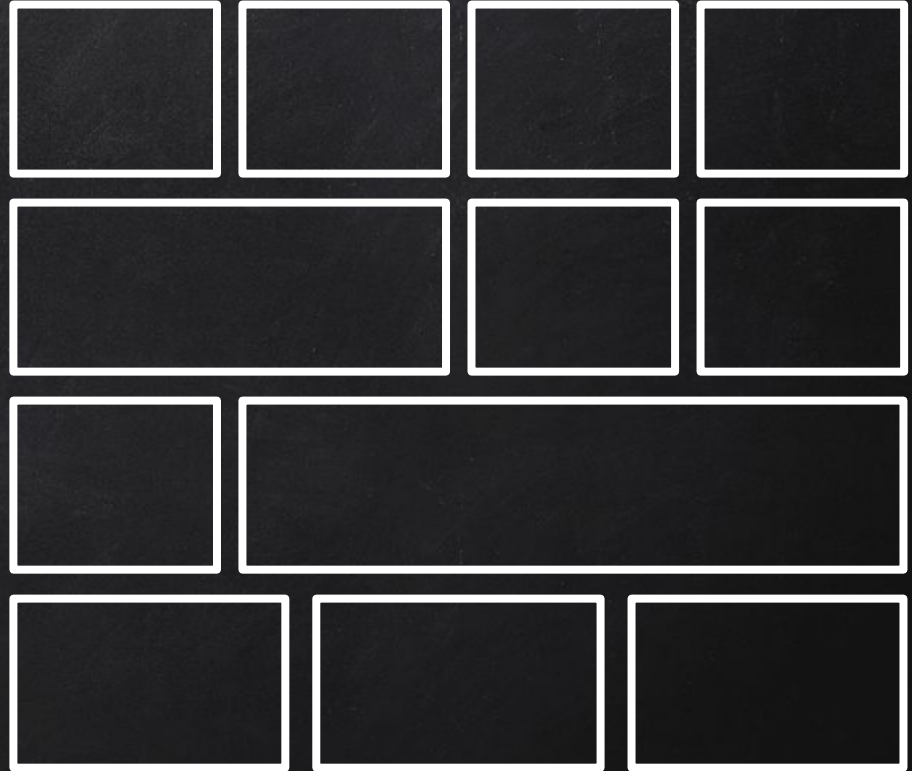
### Holiday

- **Mar 17** Holiday 🍀 St. Patrick's Day
- **Apr 12** Holiday 🐣 Easter
- **May 10** Holiday 🍷 Mother's Day
- **May 25** Holiday 🇺🇸 Memorial Day - Office Closed
- **Jun 21** Holiday 🍷 Father's Day
- **Jul 4** Holiday 🇺🇸 Independence Day
- **Sep 7** Holiday 🇺🇸 Labor Day - Office Closed
- **Oct 31** Holiday 🎃 Halloween
- **Nov 11** Holiday 🇺🇸 Veteran's Day
- **Nov 26** Holiday 🦃 Thanksgiving - Office Closed
- **Dec 25** Holiday 🎄 Christmas - Office Closed

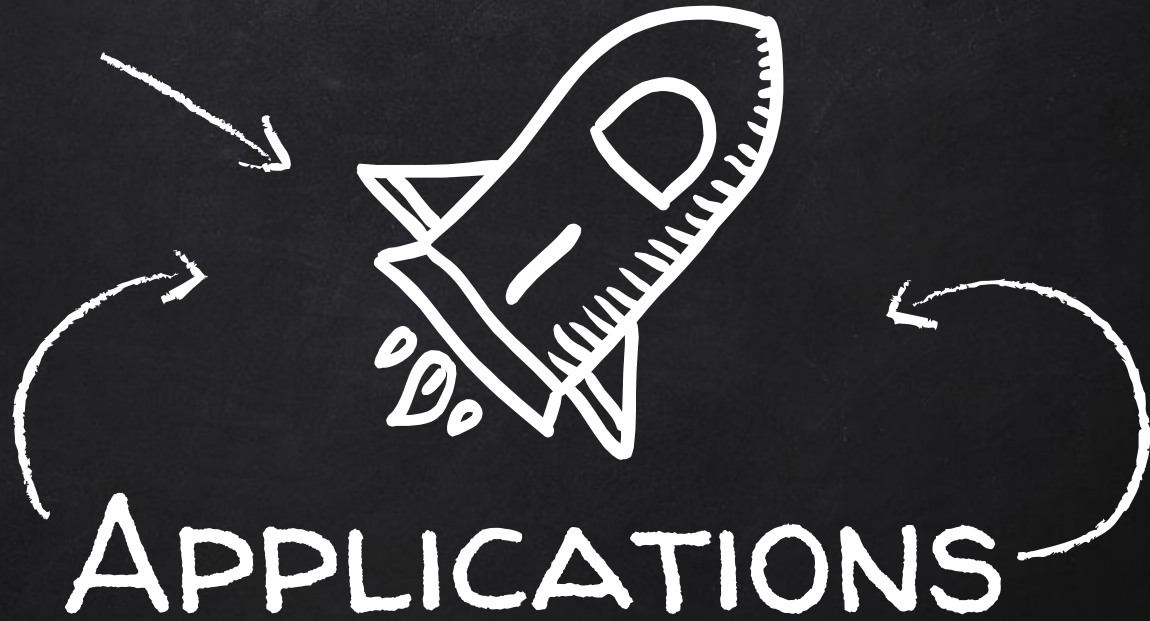
[READ MORE »](#)

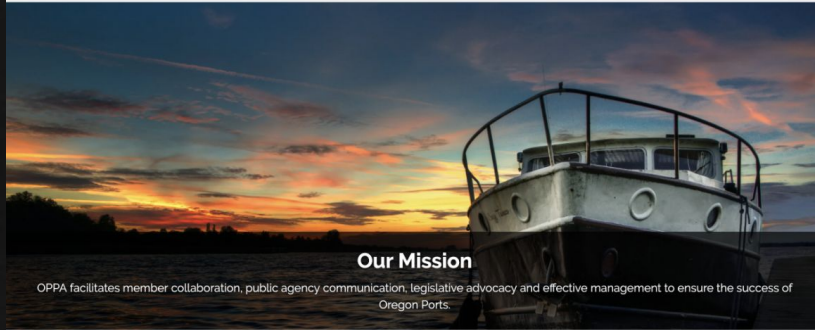
# CUSTOM FEATURE LAYOUTS

The “below main body content” zone can feature rows with various numbers of teasers!  
(requires custom code)



ADVANCED SETTINGS





OREGON PORTS



OREGON PORT NEWS



CALENDAR



CONTACT US



#### Oregon Port News

News about Oregon's ports.

[READ MORE »](#)



#### Oregon Ports

Oregon's 23 ports provide recreational, commercial, and economic services to residents and businesses in Oregon and beyond, serving as state, national, and international transportation gateways. They...

[READ MORE »](#)



#### Employment Opportunities

Open employment opportunities with Oregon ports.

[READ MORE »](#)



Oregon Public Ports

<https://www.oregonports.com/>

Simple, clean and approachable to implement

Balanced teasers and consistent imagery

Slight color customization and strong logo creates an immediate brand



# Consolidated Mosquito Abatement District

Contact Us

- Home
- Our District
- Services
- Programs
- Education
- Transparency
- Contact Us



## Our Mission

To promote community health, comfort and prosperity by the effective and continuous control of disease-carrying and pest mosquitoes. To accomplish this mission, the District conducts surveillance of mosquitoes and mosquito-borne diseases; control...



### District Service Area

Are you in our District? The Consolidated Mosquito Abatement District covers 1,058 square miles in central and eastern Fresno County.

[READ MORE >](#)



### Disease Monitoring

The map below shows the approximate location for mosquitoes that have tested positive for disease. All residents should take preventive measures to avoid mosquito bites and to prevent mosquito.

[READ MORE >](#)



### Scheduled Treatment Areas for Adult Mosquitoes

The Consolidated Mosquito Abatement District uses an integrated mosquito management approach to control mosquitoes that is focused on the immature stages of the mosquito life cycle. In the event of.

[READ MORE >](#)

### QUICKLINKS

- Report a Mosquito Problem
- Report a Green Pool
- Request Mosquito Fish
- Irrigation Notification
- Report a Dead Bird
- Spray Notification
- Board of Trustees

### BOARD MEETINGS

Most Recent Agenda

JUN  
**15**  
2020

Board Meeting

JUL  
**20**  
2020

Board Meeting

AUG  
**17**  
2020

Board Meeting



# Consolidated Mosquito Abatement

<https://www.mosquitobuzz.net/>

Clean, high-contrast color that is easy to read

Excellent use of consistent icons that are clear to follow

Purposeful homepage that drives visitor action



#### A safe, reliable supply

The water provided by the Aromas Water District meets all Federal and State water quality standards. This section provides information on the...

#### Aromas Water's NewsSplash! First Quarter 2020

The Aromas Water District's Quarterly NewsSplash is a brief summary of happenings and activities that have occurred at the District in the last three months.

[READ MORE](#)

#### Payment Options

Customers have many ways to receive bills and pay. Find out about automatic monthly billing, secure one-time electronic payments and more...

[READ MORE](#)

#### Water Quality Reports (CCRs)

Our annual Consumer Confidence Report (CCR) has key information on the water quality for the Aromas Water District. Stringent water quality testing is completed throughout the year and must be...

[READ MORE](#)



#### Transparency Certificate of Excellence

Aromas Water District is proud to have been awarded the 2018 District Transparency Certificate of Excellence by SDLF (the Special District Leadership Foundation) in recognition of its efforts toward full transparency to its citizens and ratepayers. Each Transparency Award is valid for three years.

[READ MORE](#)



#### Join the Board Meeting Online

The next Board of Directors meeting of the Aromas Water District will be on Tuesday, April 28, 2020 at 7:00 pm.

[READ MORE](#)

#### QUICKLINKS

[JOIN THE BOARD MEETING ONLINE](#)

[DO YOU SEE / HAVE A LEAK?](#)

[EMERGENCIES / ALERTS](#)

[PAYMENT OPTIONS](#)

[WATER QUALITY](#)

[MEETINGS AND AGENDAS](#)

[BOARD OF DIRECTORS ELECTION](#)

[YOUR BOARD MEMBERS](#)

[STAFF](#)

[RESOURCES & NEWS](#)

[BEFORE YOU DIG](#)

[AROMAS WEATHER](#)



# Aromas Water District

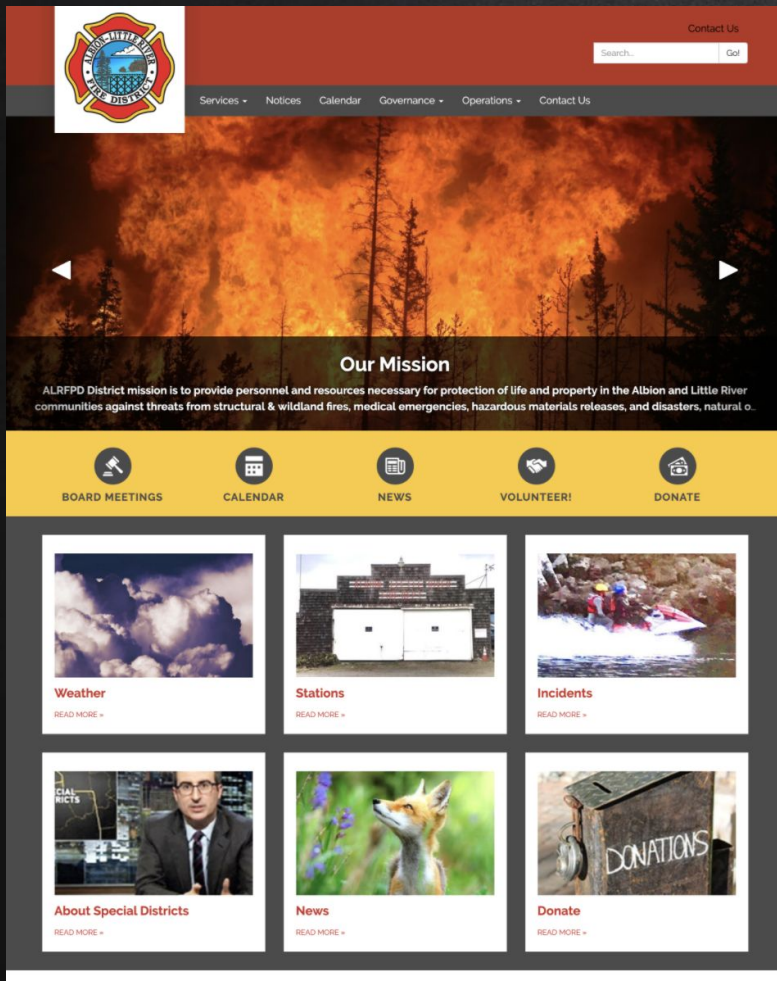
<https://www.aromaswaterdistrict.org/>

Great example of the Canyon theme in action!

Pleasing, relaxing imagery that is on-brand

Purposeful, topical homepage

Great icons and color



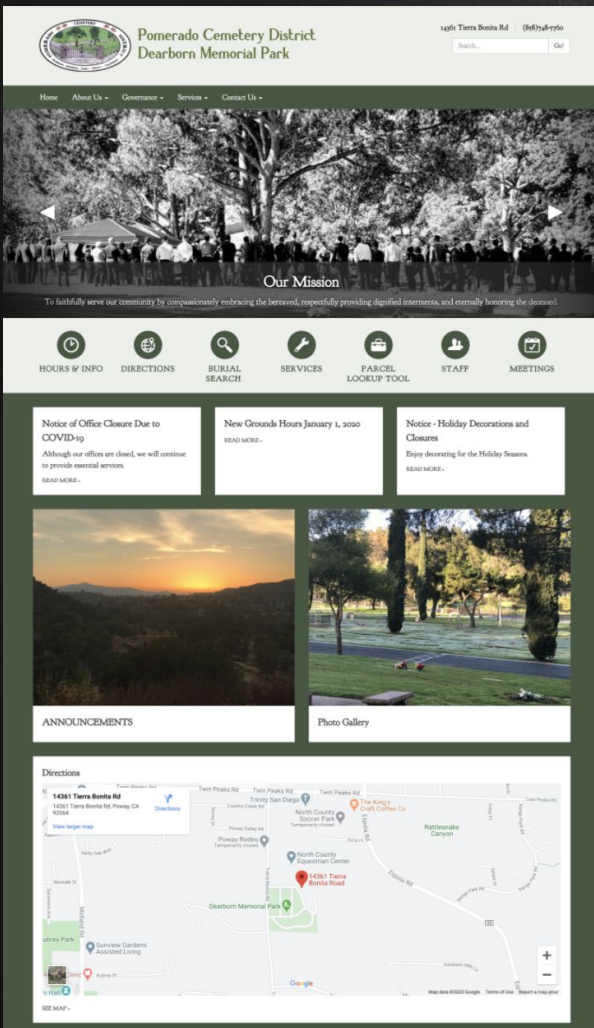
## Albion Little River Fire <https://www.alrfpd.com/>

Great primary / secondary color mix!

On-brand imagery

Balanced teasers

Perfect use of the Bold feel!



# Dearborn Cemetery

<https://www.dearborncemetery.com/>

Great monochrome theme

Striking, on-brand imagery

Custom yet balanced teasers

Embedded map on the homepage





THANKS!

Want to schedule a Design Review?

- 1) Email [support@getstreamline.com](mailto:support@getstreamline.com)
- 2) Include “design review” in the subject line
- 3) Someone from Streamline will reach out to schedule with you!