Optimizing the Digital Guest Experience:
Top 10 Tips for Museum Websites

November 2026

Clare Saum, Discovery Park of America
Leigh Moring Teachey, Speak

Meet Your Presenters

Clare Saum



Director of Marketing

Discovery Park of America

Leigh Moring Teachey



Director of Marketing

Speak

Agenda

:00-:10 Introductions

:10-:30 Speak’s Website Tips

:30-:45 Discovery Park of America

:45-1:00 Q&A

Meet Speak!

We are a full service marketing agency that specializes in crafting **integrated campaigns** that drive higher ROI by leveraging our **digital-first expertise**:

- **DATA-DRIVEN DECISIONS**
  Our deep understanding of analytics allows us to optimize your campaigns for maximum impact.

- **SMARTER AD SPEND**
  We strategically allocate budgets across digital and traditional channels to ensure every dollar works harder.

- **DATA-DRIVEN DECISIONS**
  By aligning digital and traditional components, we amplify your brand's reach and effectiveness.



Partner with speak

- Web Design
- Ticket Calendars
- Digital Membership
- Web Development
- Mobile Apps
- Branding
- Integrated Marketing
- Paid Media
- Conversion Consulting
- Social Media
- Member Rewards
- PR + Communications
- SEO

A Focus on Arts & Cultural Organizations

WE PROUDLY WORK WITH AMAZING MUSEUMS.















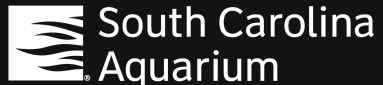















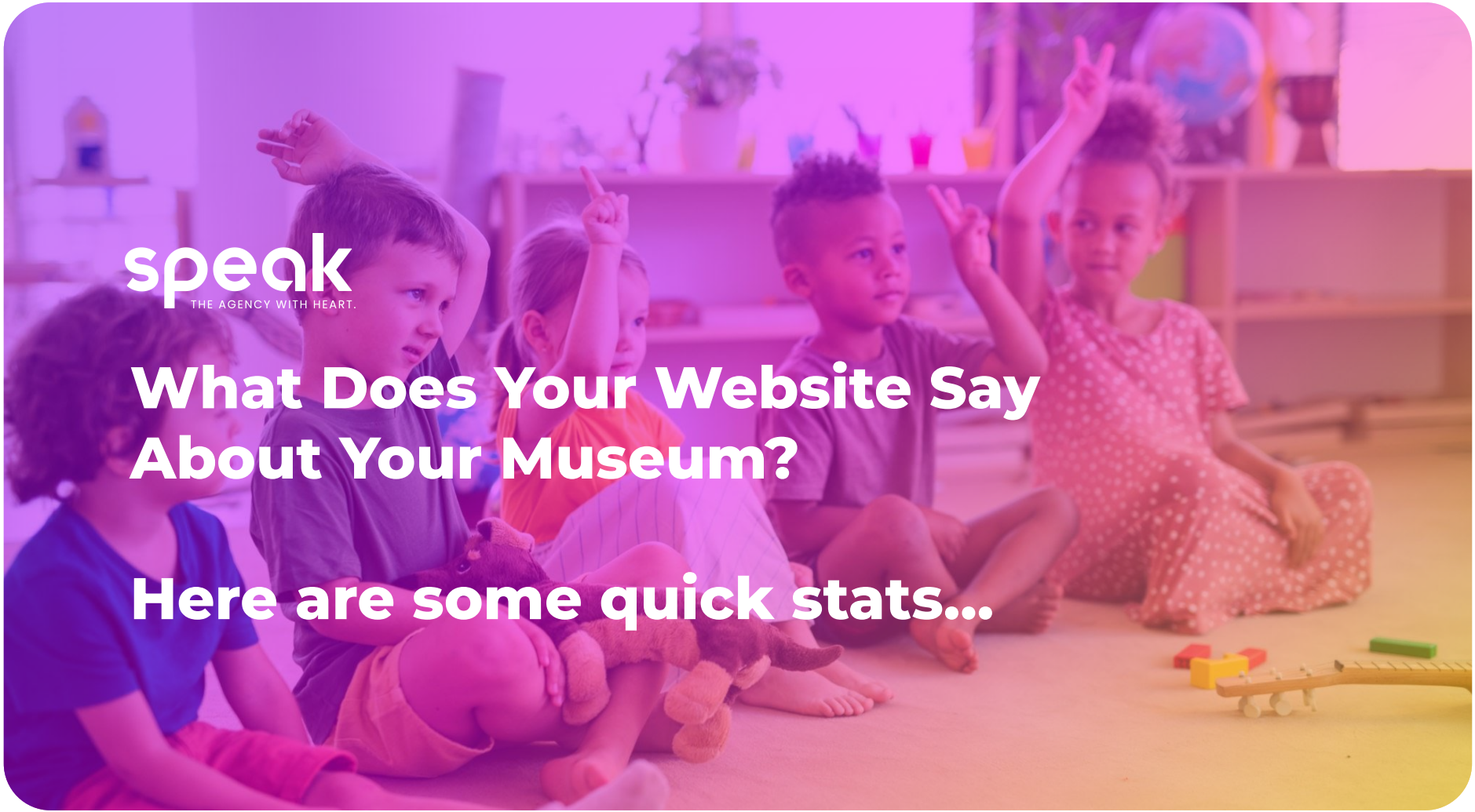
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What Does Your Website Say About Your Museum?
Here are some quick stats...

How long do you think it takes for a user to form an opinion on a website?

0.05 seconds

What percent of users will leave a website if it has poor load speed?

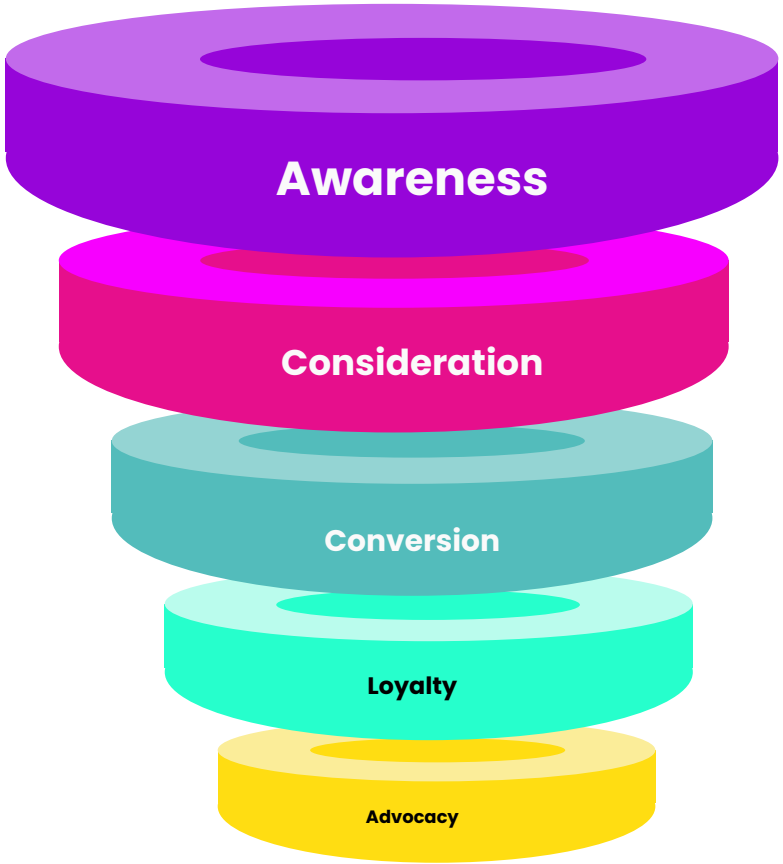
40% (53% for mobile users)

What percent of users will return to a website if it is mobile friendly?

74%

The Marketing Funnel

Your website is a critical piece of your overall marketing strategy that touches every area of the funnel.



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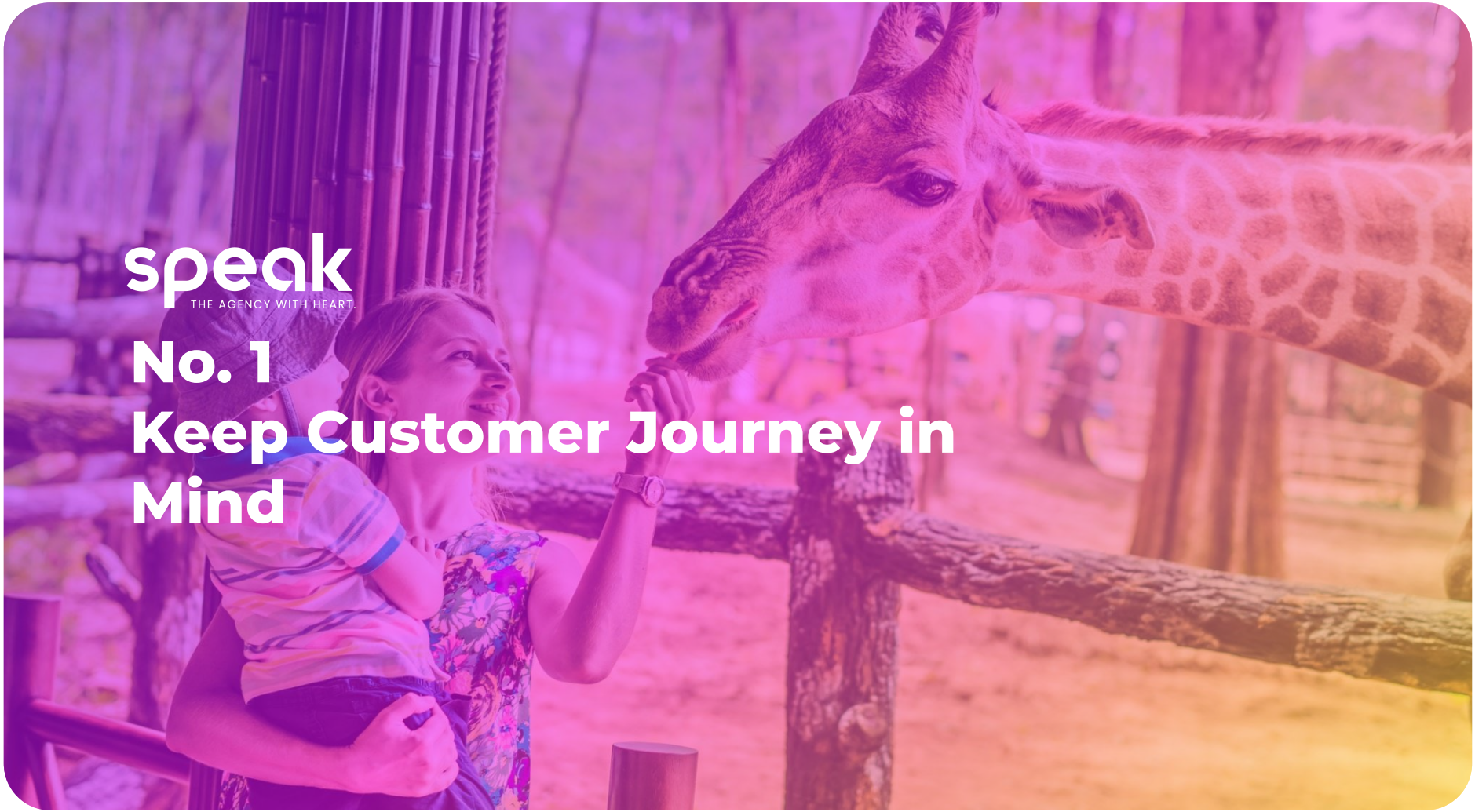
Top 10 Tips for Arts & Cultural Websites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No. 1
Keep Customer Journey in Mind

Customer Journey

Potential Patron/Member/Donor searches for activities in their town

Patron finds the website easy to use and buys ticket online

Patron receives email after visit to invite them to become more involved

Patron uses website to research more opportunities to engage and joins as member

Internal team identifies members who may be interested in increasing membership level or becoming donors

Member renews their membership or upgrades level based on presented opportunities

Members become loyal members and donors, they refer friends and become champions of your organization



Potential Patron/Member/Donor


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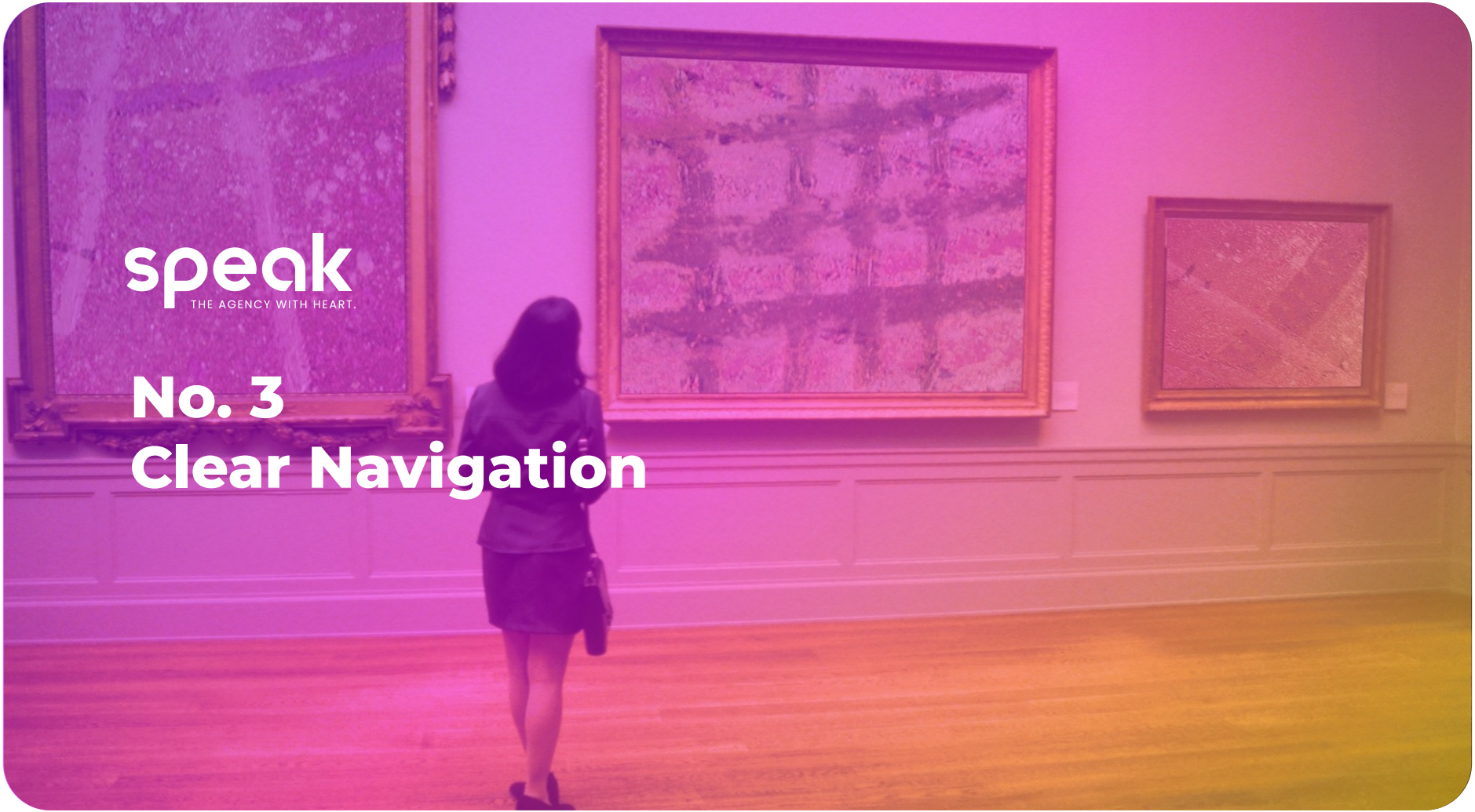
No. 2
Page Speed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No. 3
Clear Navigation

DISCOVERY PARK OF AMERICA

ABOUT VISIT JOIN CALENDAR VENUE PRESS GIVE JOBS

Buy Tickets

OPEN TODAY 10:00 AM - 4:00 PM



WHAT WILL YOU DISCOVER?

Buy Tickets

Venues

Give

Plan Your Visit



Summer Break Camps

Join us for 10-weeks of camps from June 8th to August 12th

Registration is Open!



Today At The Zoo


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No. 4
Compelling
Photography/Video

AIR ZOO
Aerospace & Science Experience

MEMBERSHIP CONTACT DONATE TICKETS

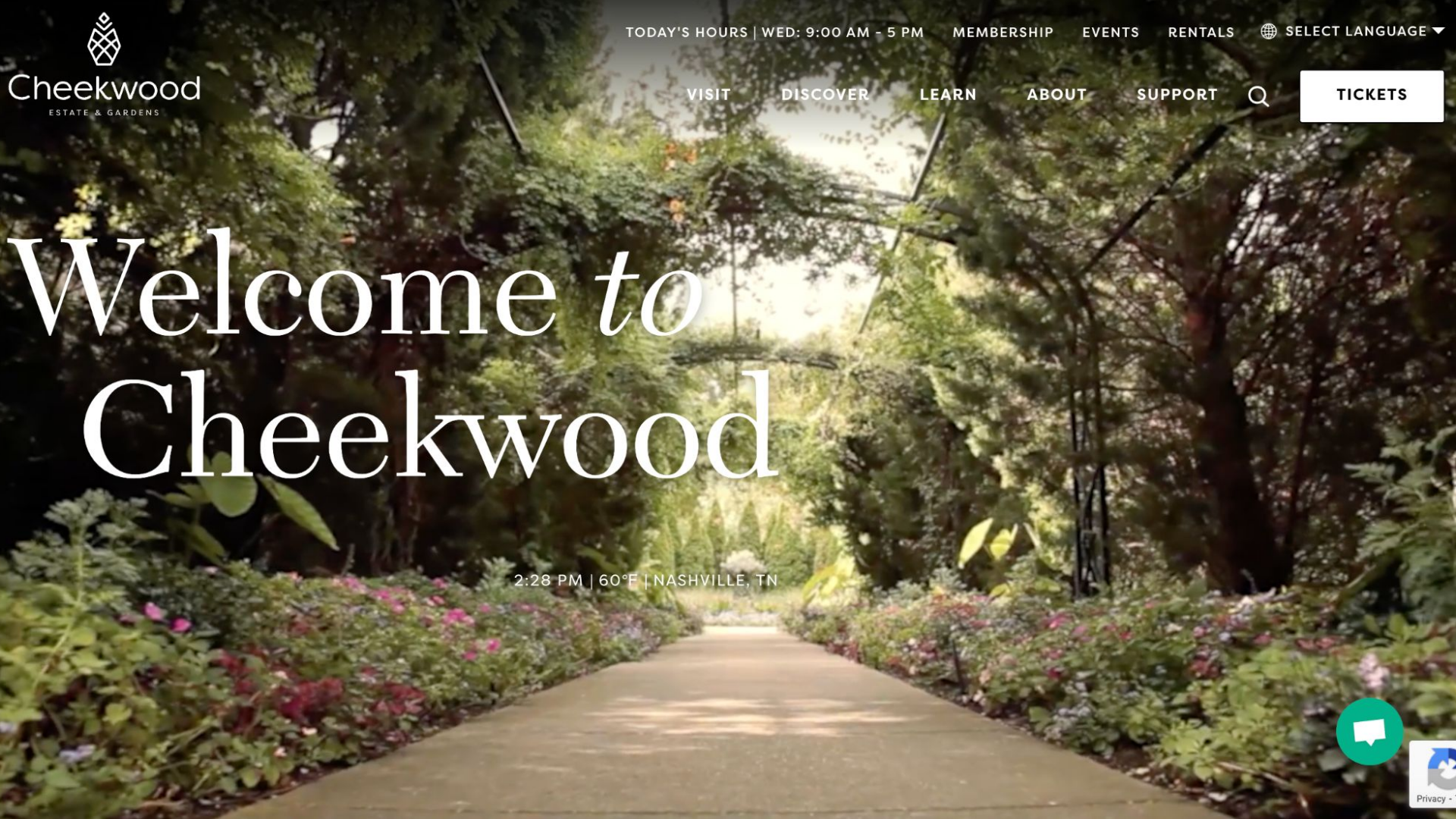
Plan Your Visit Things To Do Education Programs Events Calendar About Us Support

LIKE NO PLACE ELSE ON EARTH.

Imagine. Explore. Discover.



Science Innovation Hall of Fame Awards | May 17


Cheekwood
ESTATE & GARDENS
TODAY'S HOURS | WED: 9:00 AM - 5 PM
MEMBERSHIP
EVENTS
RENTALS
SELECT LANGUAGE
VISIT
DISCOVER
LEARN
ABOUT
SUPPORT
TICKETS
Welcome to Cheekwood
2:28 PM | 60°F | NASHVILLE, TN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No. 5
Obvious Calls to Action



DoSeum Memberships

Being a DoSeum Member has its perks! From unlimited visits for a year, to access to a national network of children's museums, a DoSeum Membership provides limitless opportunities to cultivate curiosity.

LEARN MORE ABOUT DOSEUM MEMBERSHIPS

Ways To Give

Generous donations from people like you have empowered thousands of children to turn hours of imagination and play into learning that builds a love of exploring, discovering, and creating.

DISCOVER WAYS TO GIVE TO THE DOSEUM

GIVE TO DISCOVERY PARK

Gifts to Discovery Park help support and strengthen every area of the museum and park. From regular maintenance to creating new, **life-changing exhibits**, your donation will inspire children and adults to see beyond. Gifts may also be made in honor or memory of a loved one.

OUR MISSION

INSPIRE CHILDREN AND ADULTS TO SEE BEYOND

OUR HISTORY

DISCOVERY PARK OF AMERICA WAS ENVISIONED BY ROBERT

GIVE TO THE KIRKLAND SCHOLARSHIP FUND

School is back in session for the 2025/26 school year, and we need your help replenishing the Kirkland Scholarship Fund. A contribution of $300 to the Kirkland Scholarship Fund will pay for 100% of the cost of admission for 30 students to visit Discovery Park of America. This fund targets schools where 50% or more of the students qualify for the free or reduced lunch program.

SPONSOR A FIELD TRIP

GIVE THE GIFT OF DISCOVERY

Thanks to continued support from generous donors like you, Discovery Park of America will continue to grow and thrive. Give here to support our general fund.

GIVE TODAY

HONORARIUMS AND MEMORIALS

WHY YOU SHOULD GIVE:











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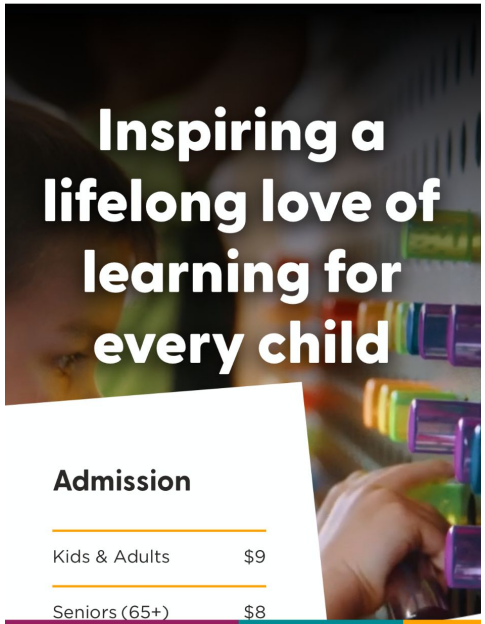
No. 6
Mobile-Friendly Design

Kansas Children's Discovery Center

TODAY'S HOURS:
CLOSED



Plan Your Visit | Donate | ☰

Kansas Children's Discovery Center

TODAY'S HOURS:
CLOSED

Admission

KIDS & ADULTS	$9
SENIORS (65+)	$8
INFANT (12MO. & UNDER)	FREE
MEMBERS	FREE

*personal checks not accepted

Tickets only available for purchase in person at this time.

Become a Member

Plan Your Visit | Donate | ☰

Hours

Kansas Children's Discovery Center

TODAY'S HOURS:
CLOSED

Indoor Exhibits
INDOOR EXHIBITS

Outdoor Exhibits
OUTDOOR EXHIBITS

Native Prairie Grass and Wildflower Habitat
NATIVE PRAIRIE GRASS AND WILDFLOWER HABITAT

Plan Your Visit | Donate | ☰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No. 7
Mission-Focused Messaging

NATIONAL MUSEUM OF AFRICAN AMERICAN MUSIC
One Nation Under A Groove

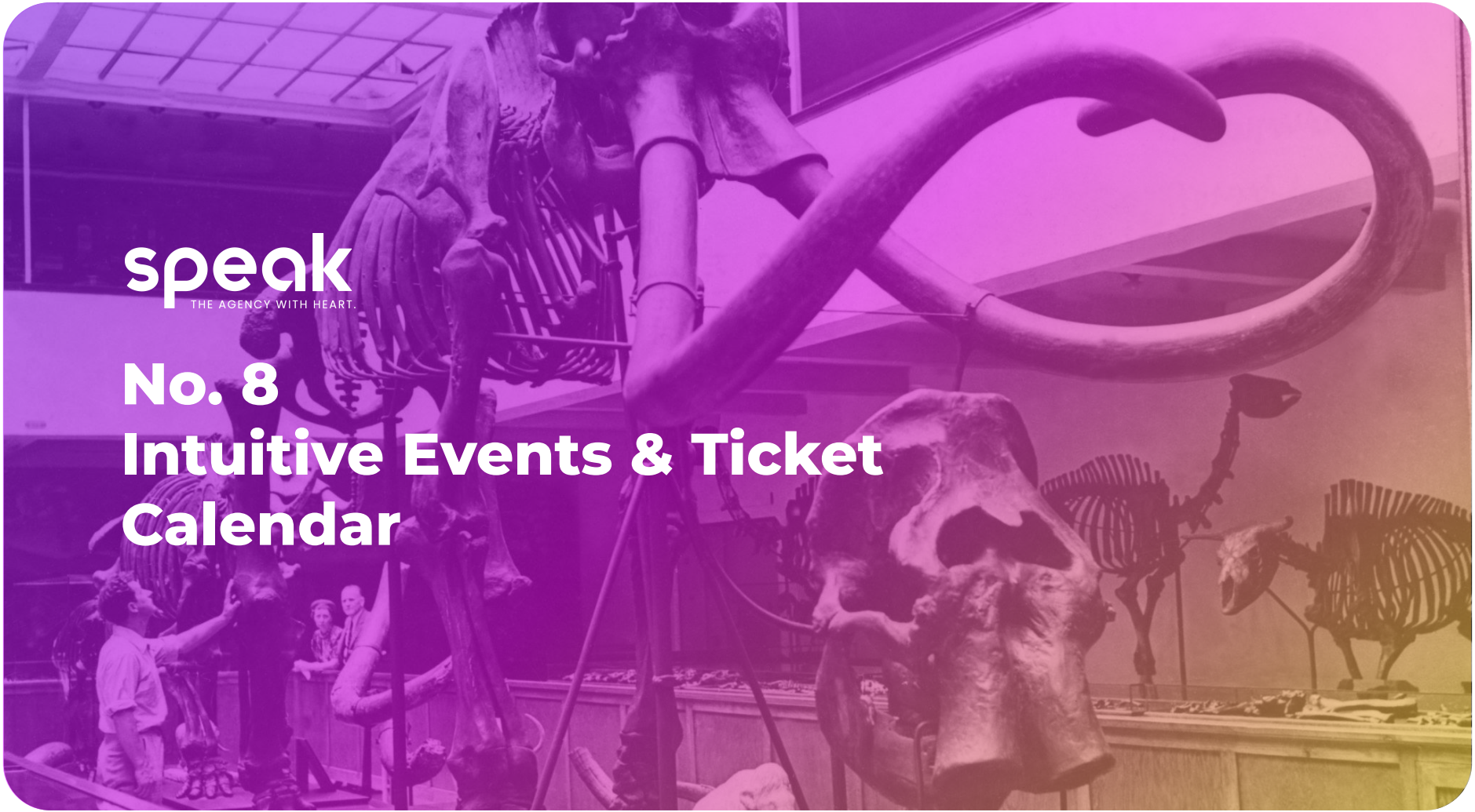
Jubilation! Plan Your Visit Shop Donate Menu

ABOUT NMAAM

NMAAM is the only museum dedicated to preserving and celebrating the many music genres created, influenced, and inspired by African Americans. The museum's expertly-curated collections share the story of the American soundtrack by integrating history and interactive technology to bring the musical heroes of the past into the present.

LEARN MORE

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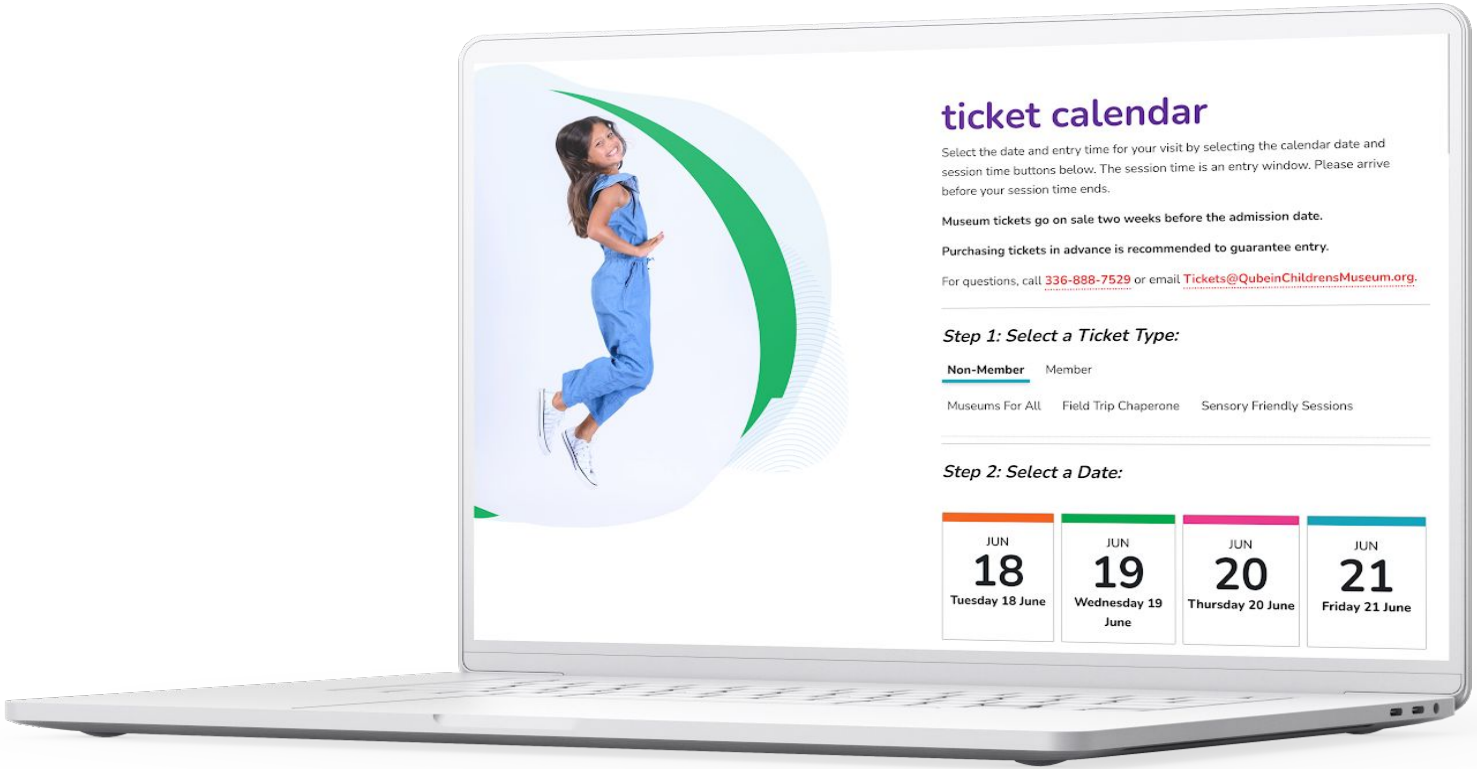
No. 8
Intuitive Events & Ticket Calendar


ticket calendar
Select the date and entry time for your visit by selecting the calendar date and session time buttons below. The session time is an entry window. Please arrive before your session time ends.
Museum tickets go on sale two weeks before the admission date.
Purchasing tickets in advance is recommended to guarantee entry.
For questions, call 336-888-7529 or email Tickets@QubeinChildrensMuseum.org.
Step 1: Select a Ticket Type:
Non-Member
Member
Museums For All
Field Trip Chaperone
Sensory Friendly Sessions
Step 2: Select a Date:
JUN 18 Tuesday 18 June
JUN 19 Wednesday 19 June
JUN 20 Thursday 20 June
JUN 21 Friday 21 June

Become a Member

Ticket Calendar

TODAY'S HOURS: 9:00 AM - 8:00 PM

Advance timed tickets recommended. Available onsite time tickets may be for a later time than your arrival or could be sold out for the day. Prices will never fall below what is listed today but will increase until the visit date. Tickets are opened 60 days before sale date.

Thu, Apr 02, 2026

Non-Members Members

APR 02 Thu	APR 03 Fri	APR 04 Sat	APR 05 Sun	APR 06 Mon
From $37.05	From $37.05	From $37.05	From $34.93	From $35.99

SELLING FAST SOLD OUT

MON
19
MAY

Tickets
$25.00
BUY NOW

TUE
20
MAY

Tickets
$35.40
BUY NOW

WED
21
MAY

Tickets
$34.35
BUY NOW

THU
22
MAY

Tickets
$33.85
BUY NOW

FRI
23
MAY

Tickets
$35.00
BUY NOW

SAT
24
MAY

Tickets
$35.50
BUY NOW

SUN
25
MAY

Tickets
$34.60
BUY NOW

MON
26
MAY

Tickets
$34.45
BUY NOW

TUE
27
MAY

Tickets
$33.65
BUY NOW



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No. 9 Demonstrated Value of Membership/Donating

Donate

Volunteer

Original Exhibits Design Challenge

Accessible Discovery

Give the gift of PLAY!



Individual Giving

Annual Fund

There's something truly special about Columbus Museum of Art — a place where creativity comes to life, where ideas spark imagination, and where visitors of all ages can connect with art in meaningful ways. It's a space that honors the past, engages the present, and inspires the future.

This work is only possible through the support of annual fund donors, whose generosity provides essential funding to:

- Present innovative exhibitions that showcase world-class and emerging artists
- Celebrate the museum's commitment to creativity, innovation, and inclusion
- Offer exceptional educational experiences and dynamic public programs
- Preserve and expand the museum's diverse and growing collection
- Expand access by providing free admission for thousands of children and families across the region

Your gift of any size is an investment in the social, cultural, and




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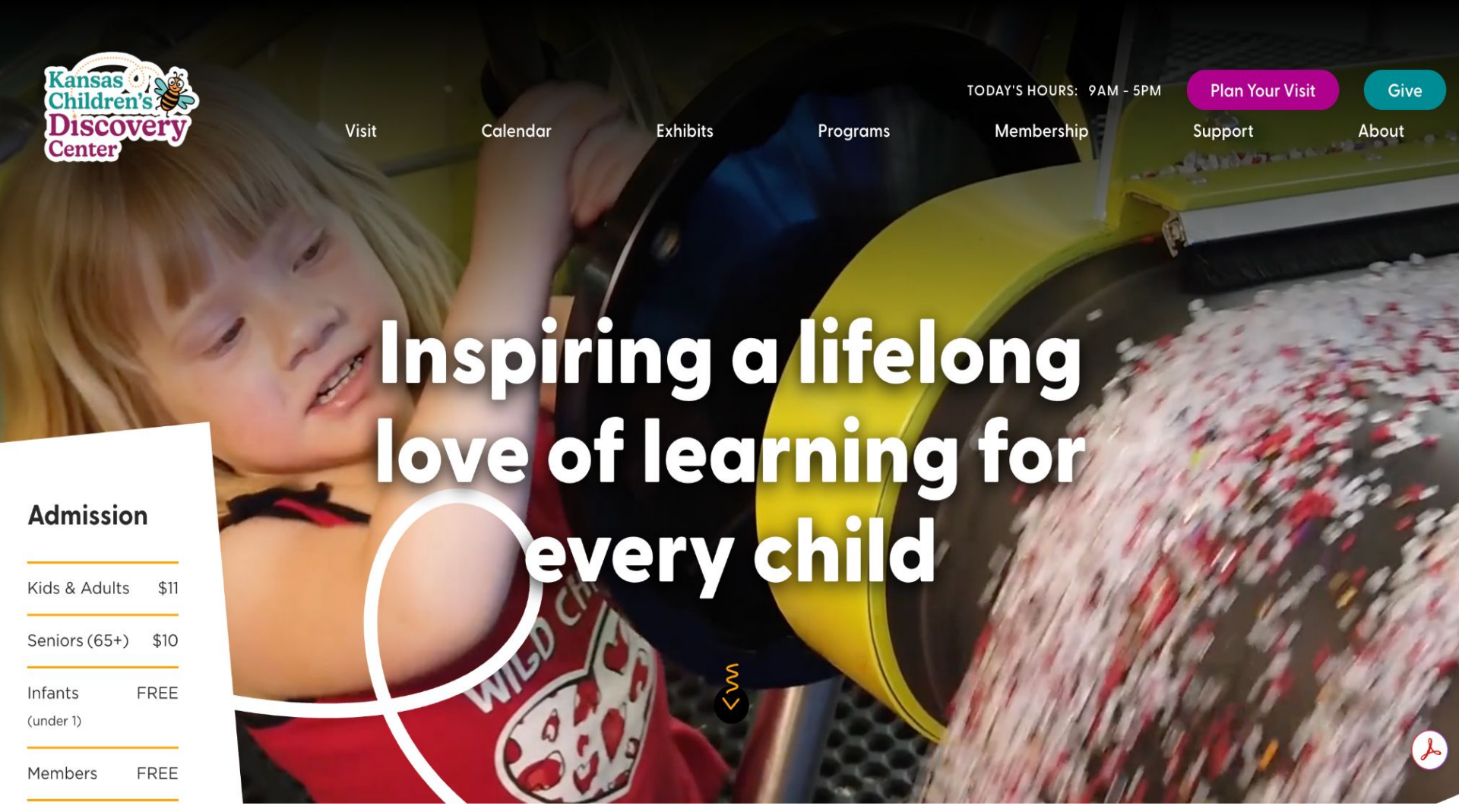
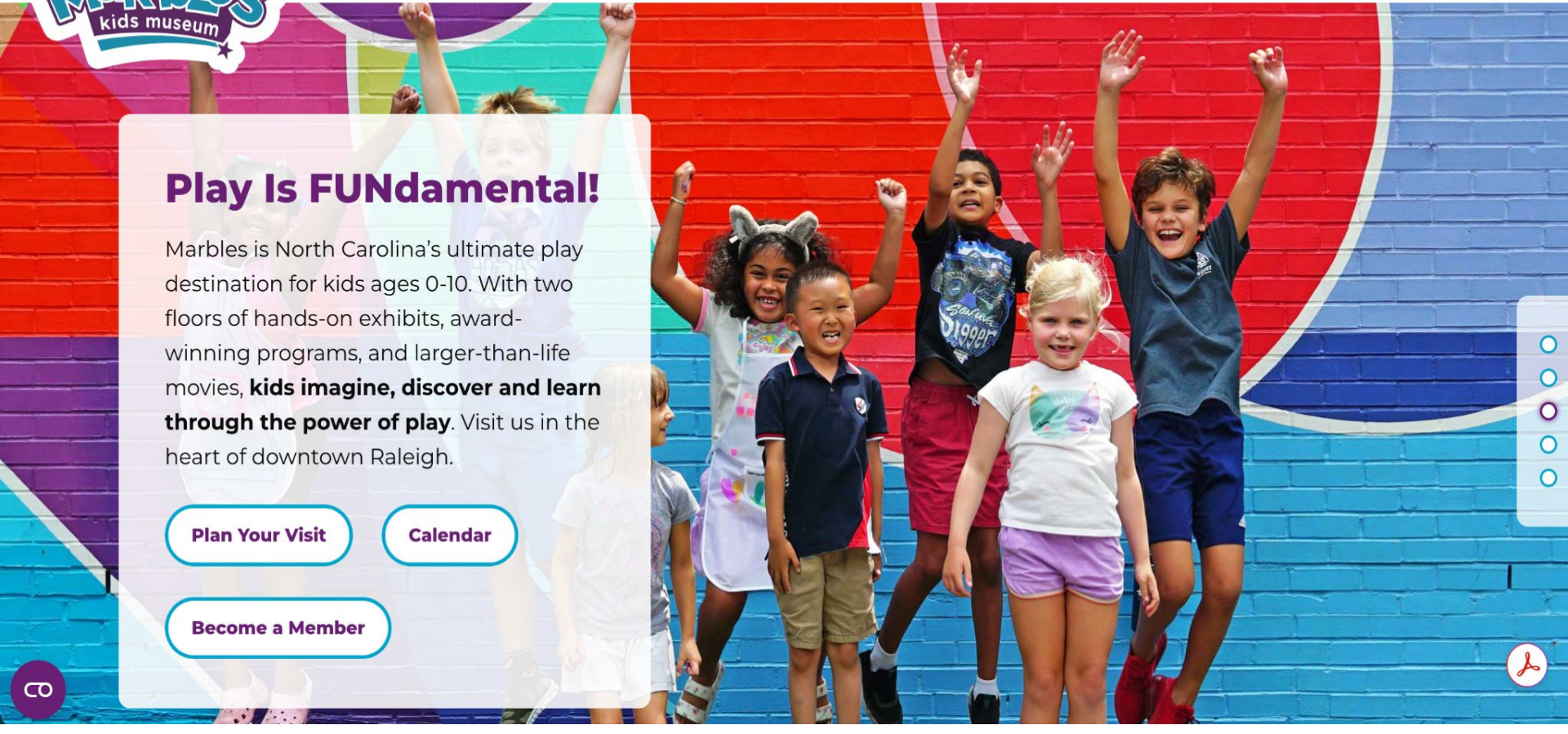
No. 10
Strong Branding & Design


Kansas Children's Discovery Center
TODAY'S HOURS: 9AM - 5PM
Plan Your Visit
Give
Visit
Calendar
Exhibits
Programs
Membership
Support
About
Inspiring a lifelong love of learning for every child
Admission
Kids & Adults $11
Seniors (65+) $10
Infants (under 1) FREE
Members FREE



Play Is FUNdamental!

Marbles is North Carolina's ultimate play destination for kids ages 0-10. With two floors of hands-on exhibits, award-winning programs, and larger-than-life movies, **kids imagine, discover and learn through the power of play**. Visit us in the heart of downtown Raleigh.

Plan Your Visit | Calendar | Become a Member


Discovery Park of America
How guests go from planning a visit to buying a ticket
DISCOVERY PARK
OF AMERICA

A museum and a 50-acre heritage park

Our mission

To inspire children and adults to see beyond.

Union City, Tennessee



DISCOVERY PARK OF AMERICA

Who we’re designing for

Families and travelers

Hours, admission and what they can see in one visit.

Teachers and group leaders

Field trip details and how to book a group visit.

Members and returning guests

What’s new, what’s included and how to renew.



DISCOVERY PARK OF AMERICA

Why we rebuilt the old site

Hard for staff to keep current

Our team needed to make routine updates ourselves.

The park was hard to picture online

The website needed to show what guests could do across the museum and grounds.

Planning a visit needed a clearer path

Hours, events and ticket options needed to be easy to find.

DISCOVERY PARK OF AMERICA

How we approached the redesign

Guest questions

Prioritize the pages people need to plan a visit.

Show the park

Give visitors a look at the exhibits, grounds and experiences before they arrive.

Make updates easier

Give staff pages they can keep current as hours and events change.



Speak Creative helped with planning, content and design.

DISCOVERY PARK OF AMERICA

What the redesigned website changed

Clearer starting points

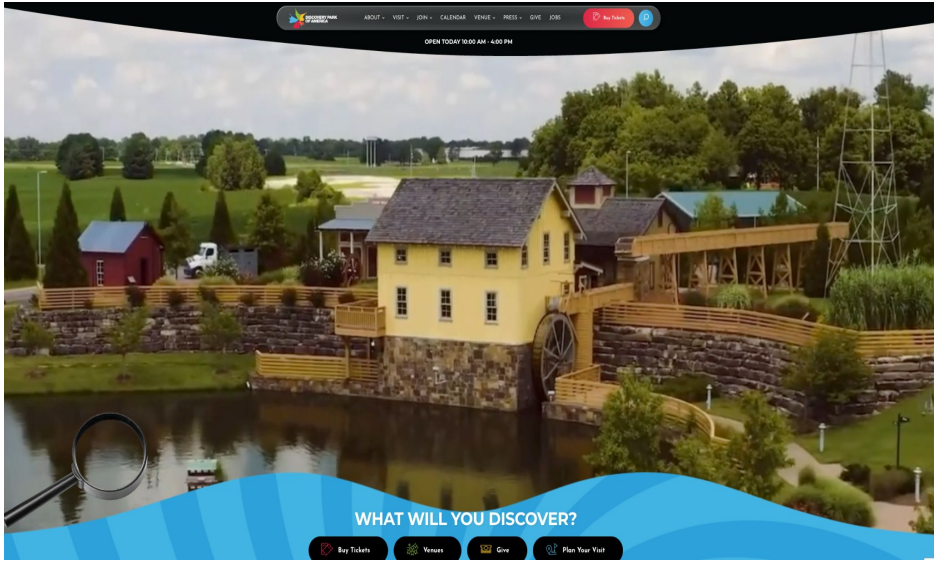
Guests can find Plan Your Visit and ticket links from the homepage.

More room for exhibits

Photos and exhibit pages show what guests can see across the park.

Campaign pages

A seasonal event can have its own details and ticket link.



DISCOVERY PARK OF AMERICA

How guests get to general admission

01

Homepage

Start with Buy Tickets.

02

Tickets & Attractions

Compare tickets and check hours.

03

Muse checkout

Select tickets and complete the order.

discoveryparkofamerica.com/tickets

DISCOVERY PARK OF AMERICA

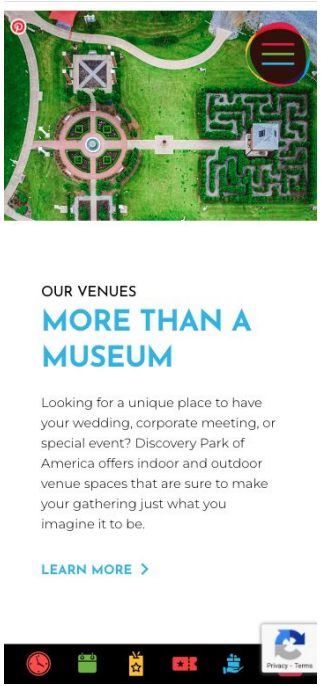
What guests need on a phone

Hours and directions

Put the information guests need on the way to the park within easy reach.

A map and visit details

Help people plan where to start and what to see.



DISCOVERY PARK OF AMERICA

What got easier for guests with Muse

March 4, 2026

We switched from Blackbaud Altru to Muse.

Easier checkout

Guests can buy general admission and special-event tickets through the same purchasing system.

Everything in their account

Guests can see upcoming events and past purchases. Members can pull up their digital membership card.

DISCOVERY PARK OF AMERICA

Selling tickets for Let It Glow

One event, two experiences

Guests can compare the Walk-thru and Drive-thru, check hours and see what each ticket covers.

A direct link to buy

The event page has a Buy Tickets button and details on season passes.

discoveryparkofamerica.com/letitglow



DISCOVERY PARK OF AMERICA

Website reach and ticket sales

Website traffic

About 800,000 annual website sessions

Park attendance

More than 275,000 visitors in 2025.

What to compare

Use website analytics for traffic and ticket-link clicks. Use Muse reporting for completed orders and ticket revenue.

DISCOVERY PARK OF AMERICA

What I’d test before launch

Start on your museum’s homepage

On your phone, tap Buy Tickets and make sure you can find the right ticket and see the price before checkout.

Complete a test purchase

Check the confirmation email and make sure staff can scan the ticket at entry.

Check the member experience

Test portal access and confirm that member pricing appears where guests expect it.



DISCOVERY PARK OF AMERICA


Live Q&A

Contact us

speak
THE AGENCY WITH HEART.



Leigh Moring Teachey

leigh.moring@madebyspeak.com

linkedin.com/in/leigh-moring/

DISCOVERY PARK OF AMERICA
See beyond.



Clare Saum

Director of Marketing & PR

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discoveryparkofamerica.com

Thanks for coming!