

# HISTORY FORT LAUDERDALE'S NEW WEBSITE REDESIGN

As a contractor with Goodman Public Relations, I designed and developed HistoryFortLauderdale.org as a scalable WordPress platform that balances historical storytelling with modern usability. The site architecture supports a wide range of content — exhibits, educational programs, tours, events, memberships, and donations — while remaining intuitive to navigate and easy for staff to manage. My design approach emphasized clarity, accessibility, and visual consistency, creating a polished digital presence appropriate for a cultural institution.

A key feature of the project is the integrated WooCommerce shop, which I configured to showcase historical photography and framed prints in a curated, gallery-like format. This required setting up credit card processing in coordination with the framing company's banking and processing requirements.

One of the website's main goals was to promote their upcoming events and exhibitions. Maintenance and updates of the site were handled routinely, and included high-level website security and anti-spam protection.

PROJECT: WEBSITE REDESIGN  
CLIENT: HISTORY FORT LAUDERDALE



BRINGING HISTORY TO LIFE FOR OVER 60 YEARS!