PARKER TECHNOLOGY SOLUTIONS

WHITE PAPER · CASE STUDY

Modernizing LumpkinLiteracy.com

How a 50-year-old literacy nonprofit's website is being rebuilt for security, accessibility, and the phone in your pocket — with every claim measured, not promised.

Status: the rebuilt site is in development and has not yet launched at lumpkinliteracy.com. Every measurement in this paper was taken on the development build in July 2026 and will be re-verified at launch.

July 2026 parkertechsolutions.com Kyle Parker, Parker Technology Solutions, Inc.

Lumpkin Literacy has spent five decades quietly doing remarkable work: free GED classes that helped make Lumpkin County **#1 in Georgia for GED graduates per capita**, more than **7,000 free books a year** mailed to local children, dictionaries for every 3rd grader, novels for every 6th grader. Its website told almost none of that story. Built years ago on a hosted template platform and left alone — as most small-organization sites are — it scored **4.5 out of 10** in my structured audit. This paper walks through exactly what is changing in the rebuild — now in development ahead of launch — why it matters to the people the organization serves, and how each improvement was *verified* on the development build.

~62%
of worldwide web traffic comes from mobile devices (StatCounter)

1 in 4
U.S. adults lives with a disability (CDC)

0
accessibility violations on the new site — axe-core, all 12 pages, verified

100%
of legacy links preserved with permanent redirects

1. What the legacy site looked like

The old lumpkinliteracy.com worked in the narrow sense — the pages loaded. Underneath:

- **Three different "About" pages** (*/about-us, /who-are-we, /about-3*) splitting one story three ways — and */about-3* was actually the Events page.
- **Cryptic auto-generated URLs** like */boardvicepresident* and */krogerawards* that confused visitors and search engines alike.
- **Two phone numbers and two email addresses** published with no explanation of which to use — a real barrier for a nervous first-time caller.
- **No contact form, no hours, no map link;** the Volunteer page consisted of a single photograph and no text at all.
- **No testimonials and no impact numbers surfaced** — the #1-in-Georgia statistic was buried in body copy.
- **Duplicate homepage URLs** indexed separately, keyword-stuffed page titles, no sitemap, and images named *1255e3_15053fbb...jpg* with no alternative text.
- **A palette of five near-identical default-template blues** and generic system fonts — a template look for a 50-year-old community institution.

Each item is small. Together they cost the organization donors, volunteers, and — most importantly — the adult learner working up the courage to make one phone call.

2. Security & privacy: shrinking the attack surface

The legacy site lived on a hosted page-builder: an admin login that can be phished, third-party widgets, and platform complexity the organization never used. The rebuild removes nearly the entire attack surface:

- **Static-first architecture (Next.js).** Every public page is pre-rendered to plain HTML — no database, no plugins, no CMS admin login to attack, and no patching treadmill to fall behind on.
- **One narrow server endpoint.** The only dynamic code is the contact form's send-a-message endpoint, built defensively: server-side validation, length caps, a honeypot that silently absorbs bots, newline stripping to prevent email header injection, and honest failure states — it never pretends a message was sent when it wasn't.
- **Security-reviewed.** A structured security review of the codebase found zero high- or medium-severity vulnerabilities across every surface examined: injection, cross-site scripting, open redirects, secrets exposure, and email injection.
- **Visitor privacy by design.** No trackers, no analytics cookies, no third-party scripts. A message sent through the contact form is emailed to the organization and stored nowhere else.

> **The modernization answer:** for a content site, the safest code is the code that isn't there. A static site with one hardened endpoint gives a volunteer-run nonprofit enterprise-grade security with zero ongoing maintenance burden.

3. ADA & accessibility: the mission, encoded

For a literacy nonprofit, accessibility isn't compliance theater — it is the mission. More than **1 in 4 U.S. adults** lives with a disability (CDC), the WebAIM Million study finds detectable failures on roughly **96% of top homepages**, and plaintiff-side firms file **4,000+ digital-accessibility lawsuits a year** (UsableNet). The legacy site had no accessibility provisions at all — including board-recruitment text published as a picture of text, invisible to every screen reader.

What the new site does — and how I know it works:

- **Built to WCAG 2.2 AA** and verified with automated axe-core audits: **0 violations across all 12 pages** (WCAG 2.0/2.1/2.2 AA and best-practice rulesets).
- **Body text set in Atkinson Hyperlegible** — a typeface designed by the Braille Institute for readers with low vision — at a generous 18px base size.
- **Keyboard-verified:** a skip-to-content link is the first Tab stop; the mobile menu traps focus and closes on Escape, returning focus to its trigger; every FAQ disclosure works without a mouse.
- **Measured color contrast** on every text/background pair; links underlined; no information conveyed by color alone; no text published as images.
- **Reflow verified at 320px** with zero horizontal scrolling on every page (WCAG 1.4.10) — the old-phone test most websites fail.
- **Forms with visible labels,** error messages announced to assistive technology, and autocomplete support.
- **Plain language throughout** — short sentences, dignity-first wording guided by adult-learner research. Accessibility includes the reading level.

> **The modernization answer:** build to the current standard — WCAG 2.2 AA — and verify it with tooling rather than asserting it. The audit results ship with the project.

4. Mobile: built for how neighbors actually visit

Mobile devices generate roughly **62% of web traffic** (StatCounter) — and higher still for local organizations people look up on the go. Google indexes the mobile version of a site first, and its research found **53% of mobile visitors abandon** a page that takes more than three seconds to load.

- **Mobile-first layout verified at 320, 375, 768, 1024, and 1440 pixels** — zero horizontal overflow at any width, confirmed programmatically on every page.
- **Touch targets 44×44px or larger;** an accessible slide-down menu with the Donate button always visible.
- **Every image served through automatic optimization** — correctly sized, modern formats, lazy-loaded.
- **Fully static pages load near-instantly on rural cell connections** — the connections much of Lumpkin County actually uses.

5. Reorganized around the visitor

The deepest change isn't technical — it's editorial. The new site answers, in one click from anywhere, the four questions every visitor arrives with: *How do I get GED help? How do I get free books for my child? How do I give? How do I help?*

- **13 fragmented pages → 12 purposeful ones.** Three about-pages merged into one; every program given a real home; a new FAQ page answers the exact questions people type into Google.
- **Every cryptic URL renamed** (*/boardvicepresident → /about/board*) — and every legacy URL permanently redirects to its successor, so years of bookmarks, shares, and search results keep working.
- **One phone number, one email, one address** — consistent on every page — with the GED program's direct contact preserved where it matters most.
- **A working, accessible contact form** — the site's first.

- **Trust built in:** impact statistics up front, an “Is this really free?” answer near the top of the homepage, funding transparency on the Donate page, open board meetings noted, 501(c)(3) status in the footer.
- **Search foundations:** human-first titles, per-page descriptions, nonprofit and FAQ structured data, a sitemap, and consistent name–address–phone details for local search.

MEASURED RESULTS

Before and after, in numbers — measured on the development build, July 2026

Measure	Legacy site	After modernization
Audit rating	4.5 / 10 (structured site audit)	Every audit finding addressed in the rebuild
Platform	Hosted page-builder; admin login; third-party widgets	Static Next.js — no database, plugins, or admin login to attack
Security	—	Structured review: zero high/medium findings; hardened contact endpoint
Accessibility	No provisions; recruitment text as an image	WCAG 2.2 AA — 0 axe-core violations on all 12 pages; keyboard-verified
Mobile	Template-constrained; unoptimized images	Mobile-first; verified 320–1440px; zero horizontal scroll
Structure	13 pages; 3 overlapping “About” pages; cryptic URLs	12 purposeful pages; clean URLs; 100% of legacy links redirected
Contact	2 phones, 2 emails, no form	Standardized contact details + accessible, hardened form
Search & trust	Stuffed titles; no sitemap; stats buried	Impact stats up front; structured data; sitemap; local-SEO consistency

6. What this means for you, the visitor

- **If you need GED help:** the answer to “is this really free?” is on the first screen, and the person to contact is one tap away.
- **If you’re a parent:** free-book signup is one clearly marked button, on any device.
- **If you’re a donor:** you can see what your gift does, who governs the money, and three ways to give — including one that costs you nothing.
- **If you use a screen reader, a keyboard, or an older phone:** this site was tested with you in mind — not as an afterthought.

7. The modernization path

1. **Capture.** Every page, image, and quirk of the existing site is extracted and preserved verbatim before anything changes. Nothing is lost.
2. **Rebuild.** Modern stack, content carried over faithfully. Anything questionable is flagged for client review — never silently rewritten.
3. **Verify.** Automated accessibility, responsive, and security audits, with a written results report delivered alongside the project.
4. **Launch.** Static hosting that costs little to nothing, needs no security patching, keeps every old link alive — and hands the client a site that stays modern instead of quietly decaying.

Sources

- StatCounter Global Stats — mobile vs. desktop market share.
- Centers for Disease Control and Prevention — Disability Impacts All of Us.
- UsableNet — annual digital-accessibility lawsuit reports.
- WebAIM — The WebAIM Million (annual accessibility analysis).
- Google/SOASTA research — mobile page speed and abandonment.
- Parker Technology Solutions — site audit and verification reports for lumpkinliteracy.com (July 2026).

See it live, then let’s talk about your site

Visit the new Lumpkin Literacy website, then get an honest assessment of where your current site stands on security, accessibility, and mobile experience.

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© 2026 Parker Technology Solutions, Inc. Third-party statistics are drawn from the sources listed above and are approximate as of publication. The Lumpkin Literacy rebuild described here is a real client project, currently in development ahead of launch; measurements reflect the development build as of July 2026.