Mute the audio
on
Google Hangout

TECHNOLOGY PEER GROUP

Website Maintenance
December 11, 2019

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California Communications
Director - Moderator

AAUW of California

AGENDA

Welcome

Defining your audience. Who are you really trying to engage?

Must-have content. What's most important?

Managing your website (What are different security levels? Do I need to learn HTML? Where do I find pictures?)

Future Meetings.

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SOCIAL MEDIA COMPONENTS

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KEY ELEMENTS OF A GOOD DESIGN

Your Responsibility

- Know your audience
- Develop content

AAUW National Template

- Keep it simple (easy to read and pleasing to the eye)
- Keep it consistent
- Support mobile compatibility
- Load pages quickly (you have a role too)
- Provide easy navigation (you have a role too)

See the appendix for more detail

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WHO IS YOUR AUDIENCE?

External Community

- Who are we?
- How do I join?
- What activities are available?
- How can I donate?

Changes infrequently

Branch Members

- Branch events
- Special Interest Group
- Newsletters
- How can I donate?

Changes frequently

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WEBSITE - MUST HAVE CONTENT

- Links to your social media tools: Facebook, Instagram, Twitter.
- Links to AAUW California and AAUW National.
- Branch description on the front page.
- Join and donate information. Make it easy. Don't bury the links.
- Branch calendar link.
- Recent activity – post your newsletter or newsletter content.
  Note: Putting on a password limits viewing.

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ADDING LINKS IN THE SIDEBAR

Links can be added by Super Users.

Links are organized by category. You can add your own categories and links.

For instructions see:

https://site-resources.aauw.org/category/wordpress-editing-tips/

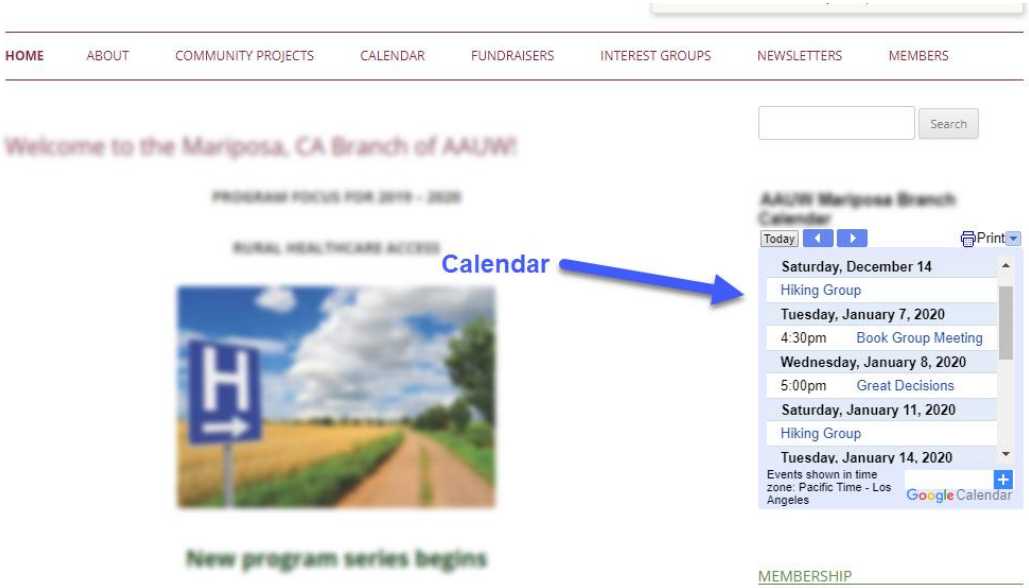
CALENDARS

Keep your site looking fresh by posting your google calendar.

Create a Gmail account specific to your branch.

An individual account is free.

A business account is $6/month and allows you to create groups that are helpful to manage Special Interest Groups



CALENDARS

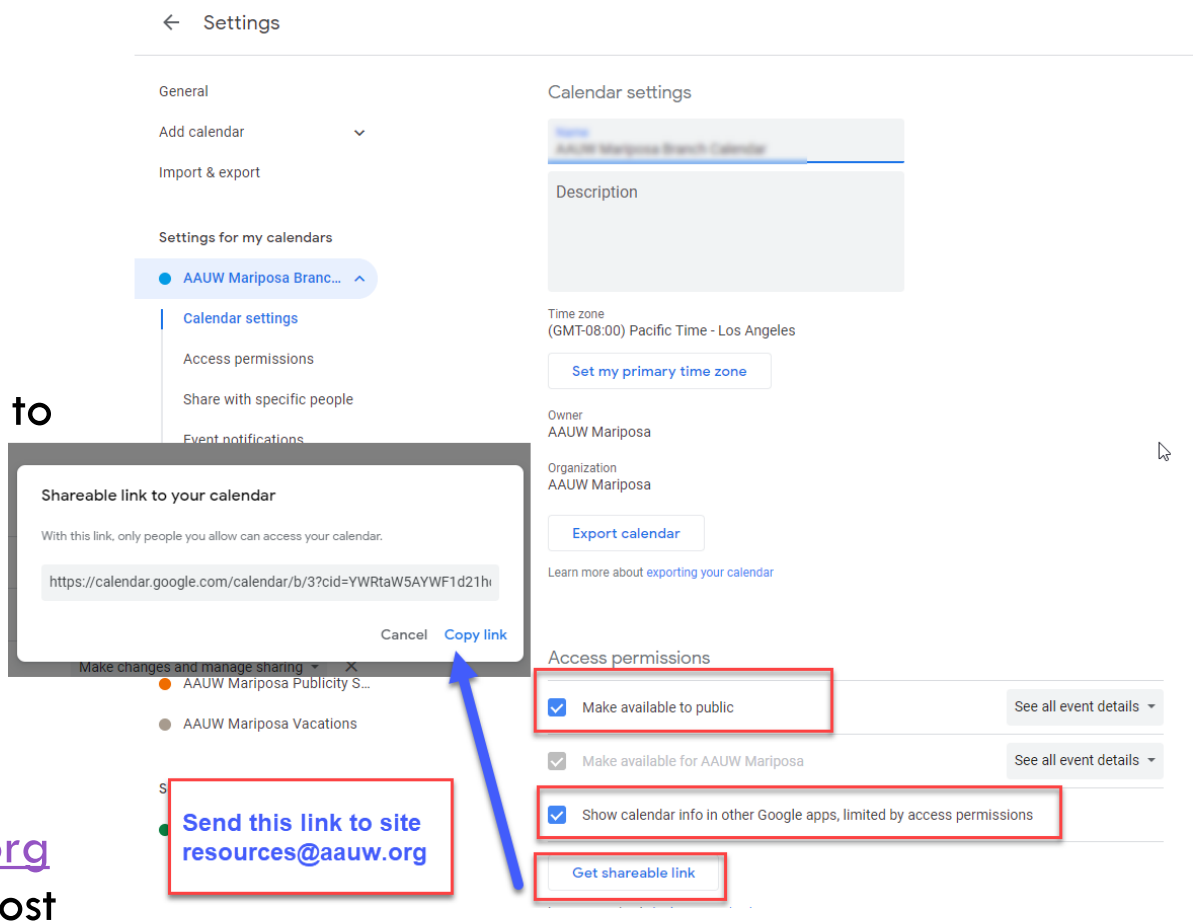
Create a google calendar and assign someone to keep it up to date.

Make it public.

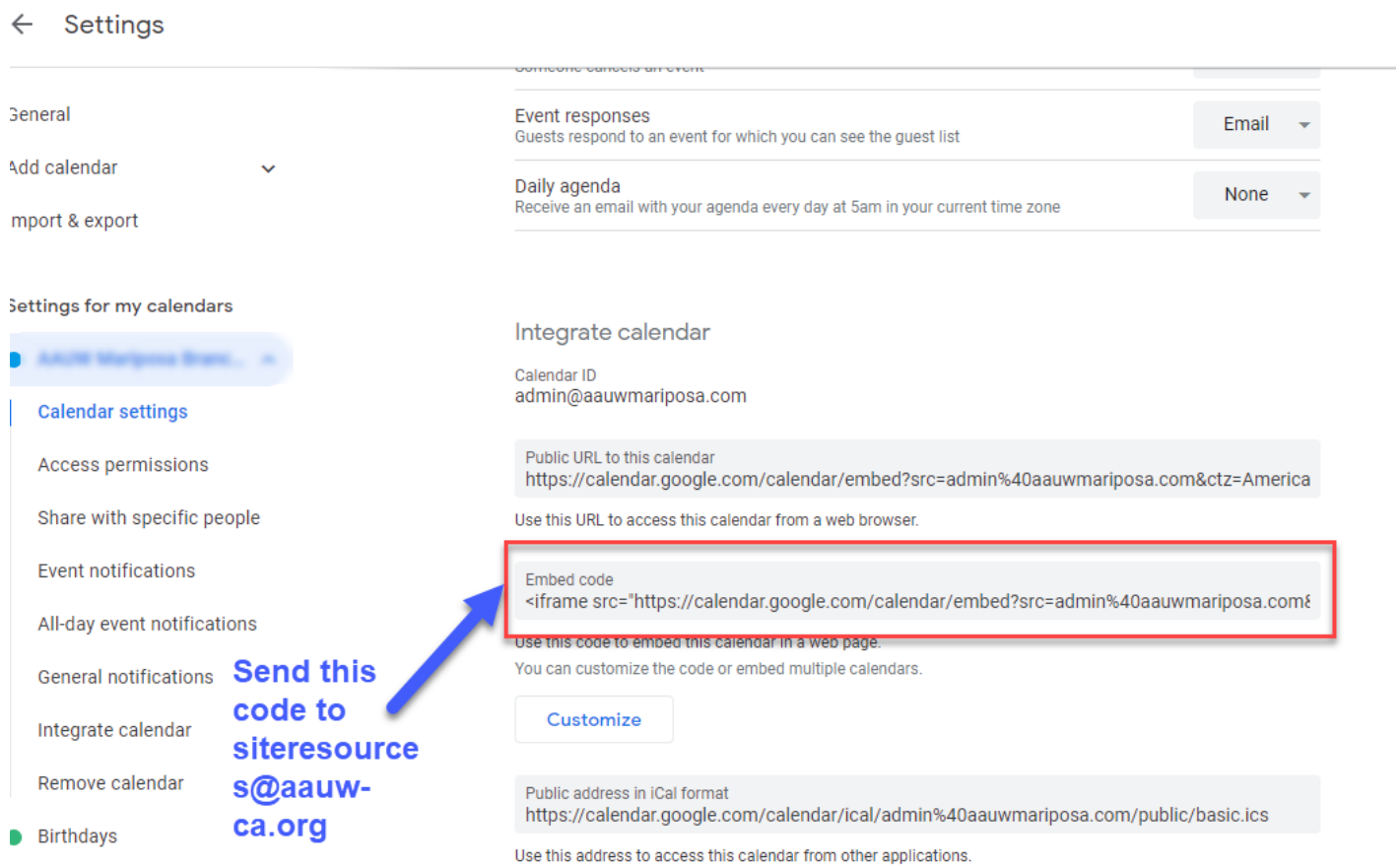
Show calendar.

Send link to:

siteresources@aauw.org and request them to post to your sidebar



CALENDARS



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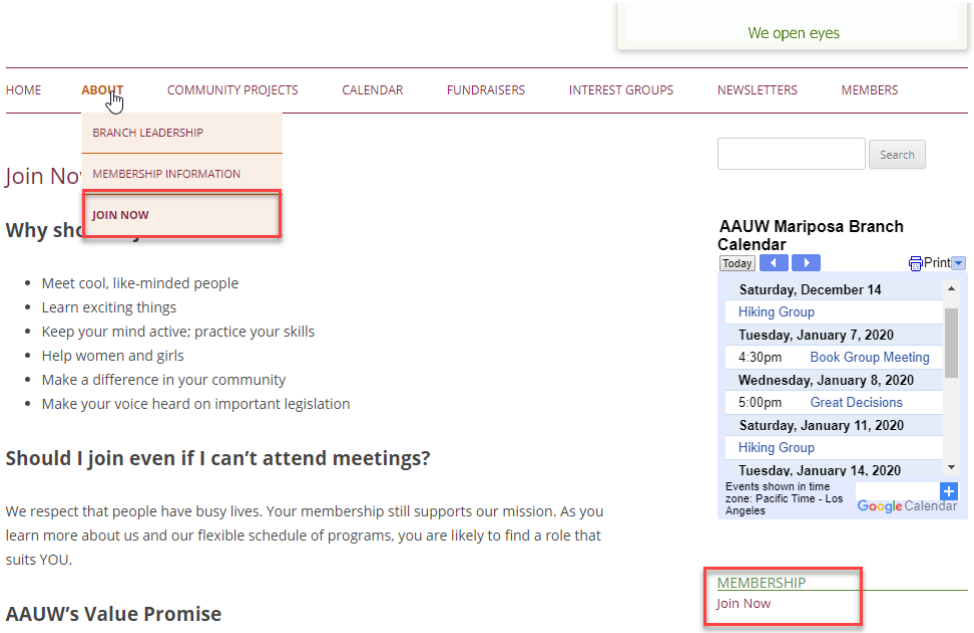
JOIN INFORMATION

Provide a link to the AAUW National website join page

Multiple locations are fine

Gather branch specific information when you welcome them to the branch



INVITE DONATIONS

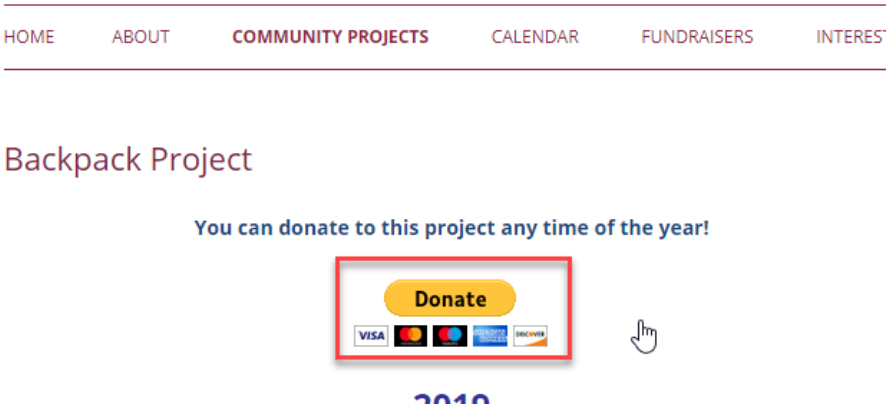
Create a PayPal Account

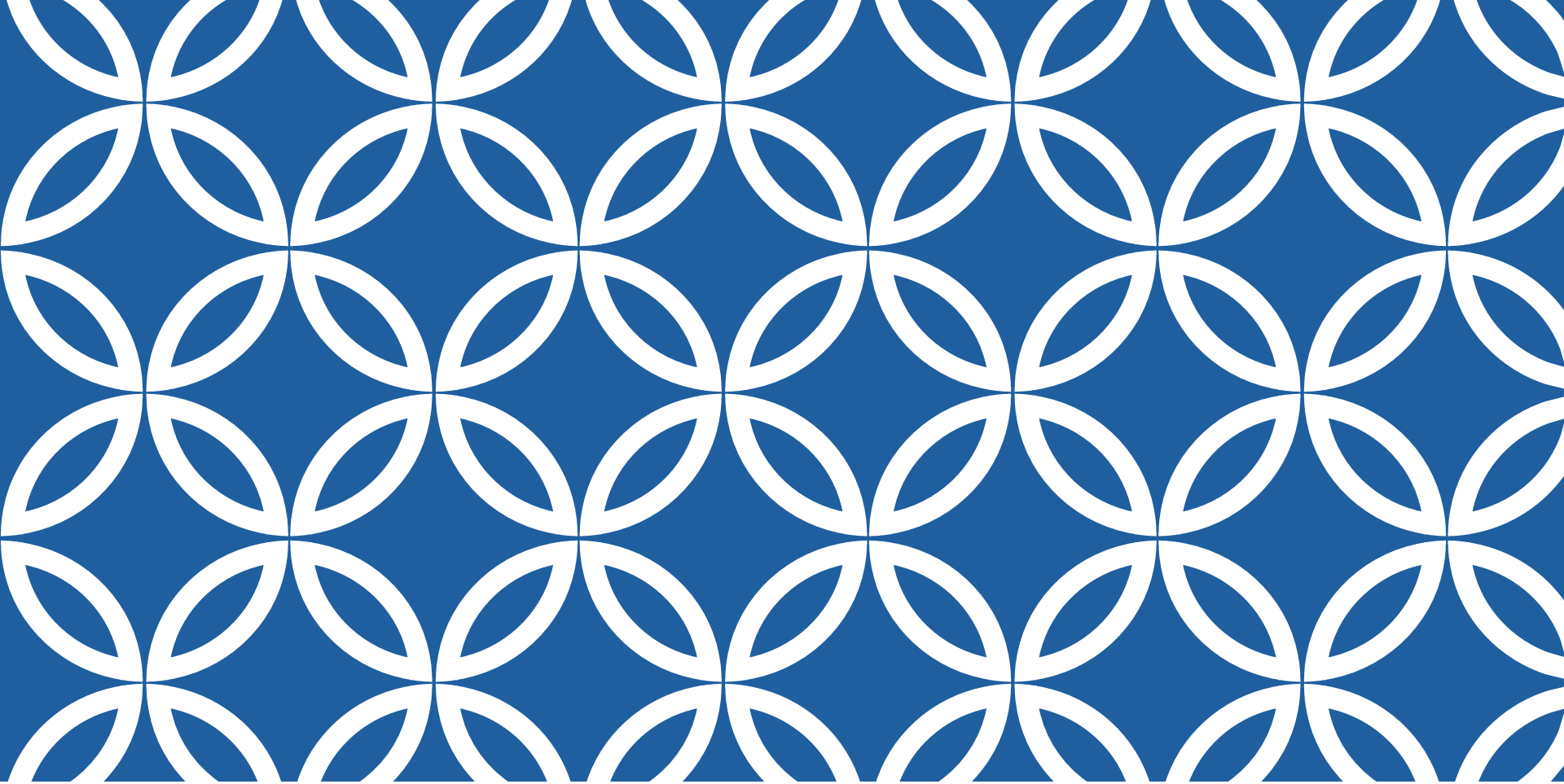
You'll need to know your bank account information.

Set up a donation button

Send the embed code to siteresources@aauw.org and request that they post it on the website.

How to set up a PayPal account: https://www.paypal.com/us/webapps/mpp/how-paypal-works/how-to-setup-account





MANAGING YOUR WEBSITE

What are different security levels?
Do I need to learn HTML?
Where do I find pictures?

USING THE AAUW NATIONAL TEMPLATE

Security Levels

Administrator – This role hold can perform every task available through the WordPress dashboard, including changing themes, modifying core files, and changing other users' roles. Admins also have complete control over all content. (**Site Resources Only**)

Super Editor- This role has all of the capabilities of the editor, with a few extra perks. The Super Editor can update sidebar widgets, the header image and the navigation menu.

Editor – This role is a great choice for users who need permission to access all of the content, but not themes, plugins, or widgets. Editors can publish, edit, or delete any page or post, including those labeled "private". They can also moderate comments and manage categories and links. In short, editors can do almost anything with content, but they can't change any settings.

https://site-resources.aauw.org/

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USING HTML

In most cases the AAUW National template will meet your needs. However you may want to do something a little different.

Hyper Text Markup Language (HTML) is a markup language for creating a webpage. Webpages are usually viewed in a web browser. They can include writing, links, pictures, and even sound and video. HTML is used to mark and describe each of these kinds of content so the web browser can display them correctly.

There are tools that will automatically generate HTML for you allowing you to insert items such as tables more easily.

https://html5-editor.net/

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USING HTML - EXAMPLE

```
<table>
<tbody>
<tr>
<td colspan="2" width="354">
<h1>Dinner and a Movie</h1>
</td>
</tr>
<tr>
<td width="354">
<h2>The 6th Sense</h2>
<p>A boy who communicates with spirits that don't know they're dead seeks the help of a disheartened child psychologist.</p>
</td>
<td width="342">
<h2>Wild Wild West</h2>
<p>The two best hired guns in the West must save President Grant from the clutches of a nineteenth-century inventor-villain.</p>
</td>
</tr>
<tr>
<td width="354">
<h2>The Matrix</h2>
<p>A computer hacker learns from mysterious rebels about the true nature of his reality and his role in the war against its controllers.</p>
</td>
<td width="342">
<h2>The Discovery</h2>
<p>Two years after the afterlife is scientifically proven, a man attempts to help a young woman break away from her dark past.</p>
</td>
</tr>
</tbody>
</table>
```

Copy the code and put into your website (use "Text")

File Edit Insert View Format Table Tools

Formats

Dinner and a Movie

The 6th Sense A boy who communicates with spirits that don't know they're dead seeks the help of a disheartened child psychologist.	**Wild Wild West** The two best hired guns in the West must save President Grant from the clutches of a nineteenth-century inventor-villain.
The Matrix A computer hacker learns from mysterious rebels about the true nature of his reality and his role in the war against its controllers.	**The Discovery** Two years after the afterlife is scientifically proven, a man attempts to help a young woman break away from her dark past.

Build your page here and HTML is generated here.

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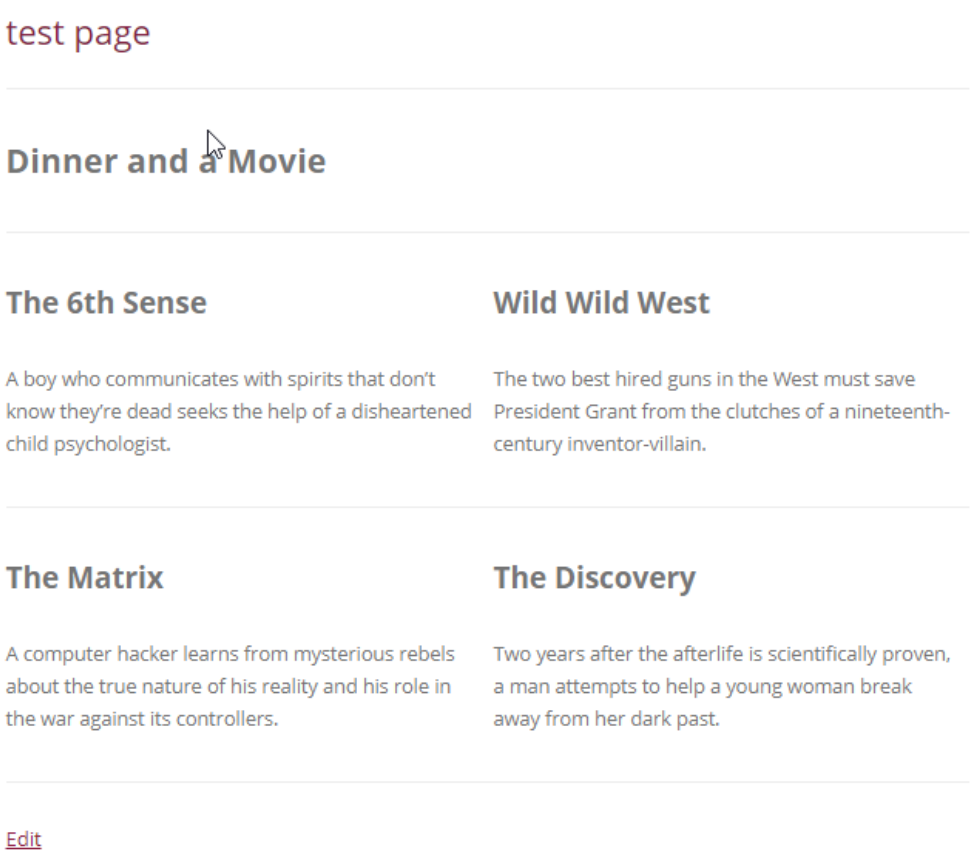
USING HTML- EXAMPLE

USING HTML - EXAMPLE



FINDING AND MANAGING IMAGES

You are responsible to make sure that any images you use on your website are royalty free and in the public domain or that you have a license to use them.

Read the licenses. Though royalty free, some have stipulations that require attribution.

Your website will load faster if your images are small.

Use these tools to quickly reduce image and PDF size:

https://smallpdf.com/compress-pdf

https://tinypng.com/

Stock photo sites:

https://www.pexels.com/

http://graphichive.net/

https://stock.adobe.com/ (10 free to start)

https://unsplash.com/

https://freephotos.cc/

https://makeawebsitehub.com/free-stock-photos/

Google images – filter for "Labeled for reuse"

More info available at: https://www.aauw.org/resource/find-images-online/

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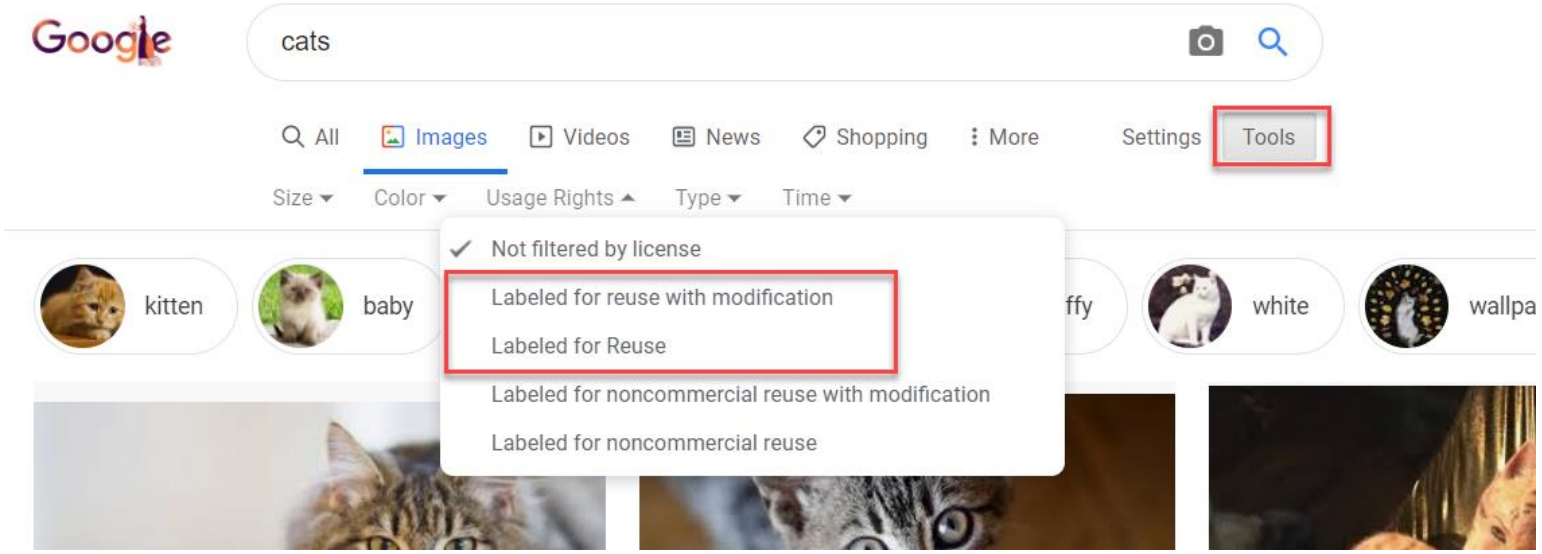
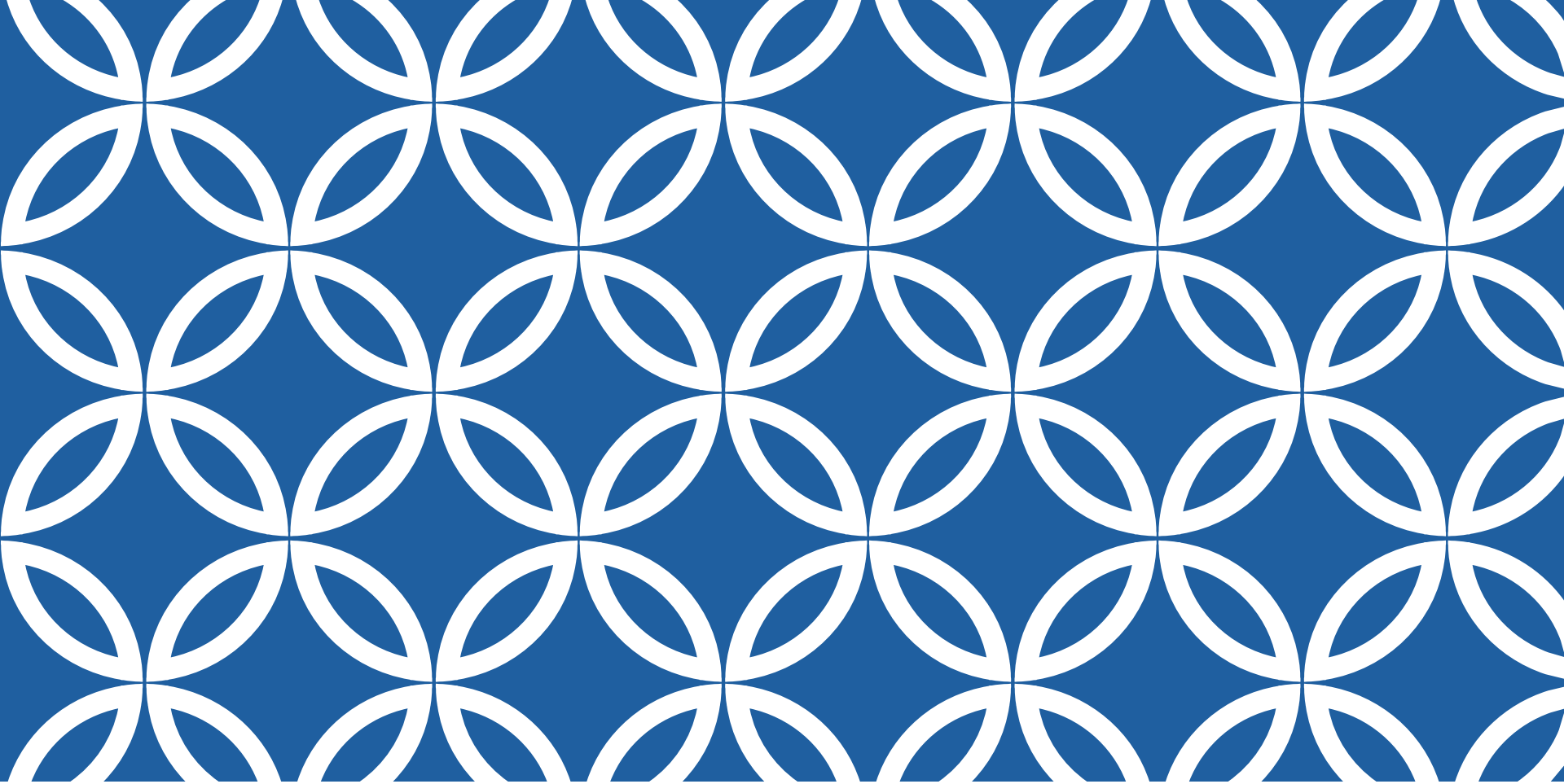
GOOGLE PICTURES





Q&A
NEXT MEETING

APPENDIX

WEBSITE DESIGN

1. Simple Is the Best

Avoid over-design

Simplicity works

Clean and fresh makes the website appealing and also helps the user to navigate

2. Consistency – It matters

Fonts, sizes, headings, sub-headings, and button styles must be the same throughout the website.

3. Typography & Readability

Text still rules the website as it provides users the desired information.

In general, Sans Serif fonts such as Arial and Verdana are easier to read online (Sans Serif fonts are contemporary looking fonts without decorative finishes).

The ideal font size for reading easily online is 16px and stick to a maximum of 3 typefaces in a maximum of 3 point sizes to keep your design streamlined.

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WEBSITE DESIGN

4. Mobile Compatibility

Keeping in mind the ever-growing usage of smartphones, tablets, and phablets, web design must be effective for various screens. Since 2013, the share of global web pages served to mobile phones has more than tripled going from 16.2% in 2013 to 52.2% in 2018

5. Color Palette and Imagery

Avoid using too many colors. 3 or 4 tones for the whole websites are ample to give an appealing and clear design.
If you don't have high quality professional photos on hand, consider purchasing stock photos to lift the look of your website. Consider using infographics, videos and graphics as these can be much more effective at communicating than even the most well written piece of text.

6. Easy Loading

No one likes the website that takes too much time to load. Optimize image sizes.

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WEBSITE DESIGN

7. Easy Navigation

Study shows that visitors stay more time on the websites having easy navigation. Follow the "three-click-rule" so that visitors can get the required information within three clicks.

Grid based layouts

Placing content randomly on your web page can end up with a haphazard appearance that is messy. Grid based layouts arrange content into sections, columns and boxes that line up and feel balanced, which leads to a better looking website design.

"F" Pattern design

Eye tracking studies have identified that people scan computer screens in an "F" pattern. Most of what people see is in the top and left of the screen and the right side of the screen is rarely seen. Rather than trying to force the viewer's visual flow, effectively designed websites will work with a reader's natural behaviour and display information in order of importance (left to right, and top to bottom).

WEBSITE DESIGN

8. Communication

The ultimate purpose of the visitors is to get information, and if your website is able to communicate your visitors efficiently, most probably they would spend more time on your website. Tricks that may work to establish effortless communication with the visitors are –Make good use of headlines and sub-headlines, cut the waffle, use bullet points, rather than long gusty sentences.

Sources:

https://shortiedesigns.com/blog/10-top-principles-effective-web-design/

https://wpastra.com/good-website-design/

https://www.feelingpeaky.com/9-principles-of-good-web-design/

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