

WEB DESIGN TIPS

By Janice Sadler

www.sadlers.org

janice@sadlers.org

Think of your club or district website as a newsletter and handbook wrapped all in one package, easily accessible to all clubwomen. Check it often and have others check it for you. Officers and chairmen should always make sure that their content is current and correct and send the web designer any changes to be uploaded. The web designer is an editor and doesn't create the information.

What a judge looks for when judging a club website:

- Contact email link is easily found, it works and a club member responds within 24 hours.
- Hyperlinks to the clubs affiliate organizations including their district, GFWC Virginia www.gfwcva.org and GFWC www.gfwc.org are present and work.
- Content is current.
- Meeting times and location are easily found.
- Calendar is for the current year.
- Use of fonts that are likely to be on your viewers' computers including Tahoma, Arial, Helvetica and Sans-serif are very important to visual consistency. If you must use a different font, convert it to a graphic in .jpg or .gif format.
- Build your website for the 800 x 600 dpi monitor to please the biggest audience. Monitors come in many sizes.
- Extra items can include club history, list of officers, projects, membership application, etc.
- Design and style add to visual enjoyment.

District Website Tips

Items that make a district website valuable:

- District calendar items
- District forms
- Roster of officers, chairmen, and club presidents with only their names and email links.
- District profile or history
- Pictures from district meetings and workshops, etc.
- District projects—Arts, Fund-raising, etc.
- Membership and dues information and forms
- Reports information and forms
- District meeting call, registration, directions, etc.
- Publication info about newsletter and handbook and subscription forms
- Online newsletter and handbook
- Links to online district clubs and other important organizations

Check out the Lee District website for ideas at www.leedistrict.org.

Remember, summer is a time of administrative change so the GFWC VA, district and club sites will be updating their material.

Janice Sadler
Web Designer
www.sadlers.org
804-994-2255