

# Getting Out There

***Successful online  
communications for nonprofits***

***June 14, 2005***

# Planning issues

- ✍ What to think about before creating your first Web page

# Site purpose(s)

- ✍ Because everyone has a website and you should, too?
- ✍ Convey information – simple online presence to in-depth resource
- ✍ Organizing – outreach, involvement, fast moving
- ✍ Get members/money – focus on your organization/project
- ✍ Entertain – graphics, interactivity
- ✍ Key question – What can you do online better than with other media?
- ✍ *EcoCity – all of the above, content rich (migrate publications to Web), large site, long lived, organizational identity (flagship publication)*

# Audience

- ✍ Size – hundreds to millions
- ✍ Educational level – kids to PhDs
- ✍ Commitment to issues – casual interest to die-hard supporters
- ✍ Expectations – teens to policy makers
- ✍ Geography – local, national, international
- ✍ Key questions – Who are you trying to reach? Why would someone spend time on your site? Why would they come back?
- ✍ *EcoCity – educated adults, inclined to be supportive, mostly Northeast Ohio but international image*

# Usability

- ✍ Connection speed – dial-up vs. broadband, file optimization, bandwidth-hogging features
- ✍ Browser compatibility
- ✍ Monitor size – minimize scrolling
- ✍ Readability – font, font size, column width
- ✍ Plug-ins – Java, Flash, streaming sound and video
- ✍ Disability issues
- ✍ Key question – What will be the minimum requirements of your typical user?
- ✍ *EcoCity – conservative assumptions, but a few sections of the site with advanced features*

# Site architecture

- ✍ Content organization – logical hierarchy of information
- ✍ Open architecture – able to add new content organically
- ✍ Layers of content – drill down for more detail
- ✍ Navigation – clear and consistent and intuitive, get anywhere from any page, always a way back
- ✍ Standard building blocks – menus, headlines, body text, photos, quotes, links
- ✍ Website conventions – give people the basics in the usual places
- ✍ Key question – Does your site feel like a confusing maze, or do visitors immediately have a secure sense of the content and how to find what they want?
- ✍ *EcoCity – same menus on all pages, layered content, handful of basic templates for all pages, name on every page*

# Look and feel

- ✍ Emotional feel – study websites to discover what appeals to you
- ✍ Design – coherent, clean, uncluttered
- ✍ Design details – fonts, icons, buttons, spelling
- ✍ Writing for the web
- ✍ Use of pictures – value of good photography
- ✍ Performance – fast, no bad links
- ✍ Key question – Does the site convey the look and image you want?
- ✍ *EcoCity – professional and trustworthy, visually engaging, clean look*

# Ease of maintenance

- ✍ Adding new pages – templates
- ✍ Updating existing pages – global changes with templates and library items
- ✍ Clean code
- ✍ Key question – Is it easy for staff to maintain the site and add new content?
- ✍ *EcoCity – a few templates upon which all pages are based, flexible page layout with two columns*



# Search optimization

- ✍ People find you through search engines, so optimize your site for indexing by the major search engines – meta language, html links, links to and from other sites

# Web design resources

- ✍ [www.useit.com](http://www.useit.com) – site of Jakob Nielsen, guru of web usability
- ✍ [www.jnd.org](http://www.jnd.org) – Don Norman’s site about emotional design
- ✍ [www.awdsgn.com](http://www.awdsgn.com) – Al Wasco’s interactive design forum
- ✍ <http://usability.gov/guidelines/> -- Government site on usability guidelines
- ✍ [www.webpagesthatsuck.com](http://www.webpagesthatsuck.com)

# Master your domain

- ✍ Domain/URL the address to find you on the Web
- ✍ [www.icann.org](http://www.icann.org) for list of accredited domain name registrars
- ✍ Average cost: \$10 or less per domain
- ✍ GoDaddy.com offers domains for \$3.99
- ✍ Web host companies should offer a couple domains as part of your hosting package
- ✍ Purchase domains with your name but with different extensions (.com or .net)

# Web hosts: What to know

- ✍ Hosts your web site files on their server (computers) 24/7
- ✍ Standard services:
- ✍ Email (POP3) accounts
- ✍ Domain registration
- ✍ Multiple FTP accounts
- ✍ Web building tools (such as PHP/mysql for online forms and databases)

# Web hosts

- ✍ Basic Business class package is fine
- ✍ Price range of \$10-\$20/month
- ✍ Very small sites – personal web (\$5/mo)
- ✍ E-commerce solutions for nonprofits at no or low cost: Network for Good and Groundspring.org
- ✍ Name recognition doesn't necessarily equate to better service

# Managing domains

MY ACCOUNT PACKAGE ADMINISTRATION



You are here: [My Account](#) → [Package Administration](#) → Domains

## Domain Overview

Review and manage your domains - change settings, set security functions, or add on more domains to your package.

1-10 of 10

New	Destination	Contact	DNS	Lock/Unlock	Delete Subdomain	Info	Extras	Search:
<input type="checkbox"/>	<a href="#">Add on a Domain</a>							
<input type="checkbox"/>	<a href="#">Create a Subdomain</a>							
			Type		Destination		Status	
			1&1 Domain		Forwarded (http://www.eco...)		Ready	
<input type="checkbox"/>	<a href="#">ecocitycleveland.org</a>		1&1 Domain		Web space (/ecocity)		Ready	
<input type="checkbox"/>	<a href="#">greaterohio.com</a>		1&1 Domain		Forwarded (http://www.gre...)		Ready	
<input type="checkbox"/>	<a href="#">greaterohio.org</a>		1&1 Domain		Web space (/go)		Ready	
<input type="checkbox"/>	<a href="#">greencitybluelake.com</a>		1&1 Domain		Forwarded (http://www.eco...)		Ready	
<input type="checkbox"/>	<a href="#">greencitybluelake.net</a>		1&1 Domain		Forwarded (http://www.gre...)		Ready	
<input type="checkbox"/>	<a href="#">greencitybluelake.org</a>		1&1 Domain		Web space (/greencityblue...)		Ready	
<input type="checkbox"/>	<a href="#">s98267406.onlinehome.us</a>		Subdomain		Web space (/.)		Ready	
<input type="checkbox"/>	<a href="#">scs2000.org</a> (DNS)		1&1 Domain		Forwarded (http://www.scs...)		Ready	
<input type="checkbox"/>	<a href="#">thetree.us</a>		1&1 Domain		Web space (/thetree.us)		Ready	

### Shared SSL Encryption

Specify the domain that should use encrypted data transmission.

### Domain Marketplace

Is the domain you want already taken? Search premium domains, or list your own domain for sale.































### Earn \$\$\$ with your domains

Not ready with your website? Put your domain to work earning you money with a free Domain Parking page.

# Email accounts

Mailboxes: 483 available (500 total)

1-20 of 24

<input type="checkbox"/>	Address	Mailbox/Forward	Auto-responder
<input type="checkbox"/>	<a href="mailto:admin@ecocitycleveland.org">admin@ecocitycleveland.org</a>	Mailbox: m36138190-2  	Off
<input type="checkbox"/>	<a href="mailto:bcallahan@greaterohio.org">bcallahan@greaterohio.org</a>	Mailbox: m36138190-14  	Off
<input type="checkbox"/>	<a href="mailto:bwilliams@greaterohio.org">bwilliams@greaterohio.org</a>	Mailbox: m36138190-15  	Off
<input type="checkbox"/>	<a href="mailto:calendar@ecocitycleveland.org">calendar@ecocitycleveland.org</a>	Forward: marc@ecocitycleveland.org	Off
<input type="checkbox"/>	<a href="mailto:david@ecocitycleveland.org">david@ecocitycleveland.org</a>	Mailbox: m36138190-3  	Off
<input type="checkbox"/>	<a href="mailto:dorie@ecocitycleveland.org">dorie@ecocitycleveland.org</a>	Mailbox: m36138190-4  	Off
<input type="checkbox"/>	<a href="mailto:ecocitycleveland@ecocitycleveland.org">ecocitycleveland@ecocitycleveland.org</a>	Forward: marc@ecocitycleveland.org Forward: david@ecocitycleveland.org	Off
<input type="checkbox"/>	<a href="mailto:ecocitycleveland@thetree.us">ecocitycleveland@thetree.us</a>	Mailbox: m36138190-1  	Off
<input type="checkbox"/>	<a href="mailto:efackler@greaterohio.org">efackler@greaterohio.org</a>	Mailbox: m36138190-13  	Off
<input type="checkbox"/>	<a href="mailto:gkrebs@greaterohio.org">gkrebs@greaterohio.org</a>	Mailbox: m36138190-11  	Off
<input type="checkbox"/>	<a href="mailto:info@greaterohio.org">info@greaterohio.org</a>	Forward: gkrebs@greaterohio.org	Off
<input type="checkbox"/>	<a href="mailto:info@greencitybluelake.org">info@greencitybluelake.org</a>	Mailbox: m36138190-17  	Off
<input type="checkbox"/>	<a href="mailto:intern@ecocitycleveland.org">intern@ecocitycleveland.org</a>	Mailbox: m36138190-7  	Off
<input type="checkbox"/>	<a href="mailto:iconverse@greaterohio.org">iconverse@greaterohio.org</a>	Mailbox: m36138190-16  	Off
<input type="checkbox"/>	<a href="mailto:joe@ecocitycleveland.org">joe@ecocitycleveland.org</a>	Mailbox: m36138190-8  	Off
<input type="checkbox"/>	<a href="mailto:marc@ecocitycleveland.org">marc@ecocitycleveland.org</a>	Mailbox: m36138190-6  	Off
<input type="checkbox"/>	<a href="mailto:pcarey@greaterohio.org">pcarey@greaterohio.org</a>	Mailbox: m36138190-9  	Off
<input type="checkbox"/>	<a href="mailto:photos@ecocitycleveland.org">photos@ecocitycleveland.org</a>	Forward: marc@ecocitycleveland.org	Off
<input type="checkbox"/>	<a href="mailto:ryan@ecocitycleveland.org">ryan@ecocitycleveland.org</a>	Mailbox: m36138190-5  	Off
<input type="checkbox"/>	<a href="mailto:supporter@greaterohio.org">supporter@greaterohio.org</a>	Forward: dorie@ecocitycleveland.org Forward: efackler@greaterohio.org	Off

Virus protection:  active,  inactive

Spam filtering:  active,  inactive

# Web stats

Results Shown in Table Format

From June 5, 2005 to June 11, 2005 1-7 of 7

Date	Day	Unique Visits
6/5/2005	Sunday	494
6/6/2005	Monday	877
6/7/2005	Tuesday	727
6/8/2005	Wednesday	634
6/9/2005	Thursday	552
6/10/2005	Friday	578
6/11/2005	Saturday	654

**4516 Unique Visits**

## Explanations

### What do these statistics show me?

This analysis summarizes multiple page impressions of an individual visitor into unique visits. A visitor is counted only when bringing up more than one page and taking no longer than 30 minutes between individual pages.

### What does this tell me?

You know how many unique visits are made to your website and at which times.

**Please note: All evaluations use statistical methods interpreting automatically generated log files. Due to technically unavoidable inaccuracies, some of the information may not be thoroughly acquired. 1&1 WebStatistics cannot deliver any legally binding basis, e.g., for settlement purposes.**



# Blogger alternative

Address  <http://www.carsharing.us/>  

 **Blogger™**   BlogThis!

## Carsharing US

Information, issues and ideas for U.S. and North American carsharing services and partners.

SUNDAY, JUNE 12, 2005

### What Does Carsharing Cost in Europe?



Continuing from my earlier comparisons of US and Canadian companies, below is a comparison of rates for personal memberships from some of the major European carshares, converted to US dollars and distance. I've tried to keep the comparison for a similar vehicle from each service - typically an Opel Astra station wagon (Kombi), which is not necessarily the smallest, least expensive vehicle in the fleets.

I have not always been able to determine monthly or annual

#### About Me



**Name:**  
Dave Brook

**Location:**  
Portland, Oregon,  
United States

Founder of Carsharing Portland, the first commercial carsharing company in the US in 1998.

 [View my complete profile](#)

#### Links

-  [Email me with your topic ideas and suggestions for future posts.](#)
-  [North American Carsharing](#)
-  [World Carshare Consortium](#)
-  [Latest news stories on carsharing from Google News](#)

# Getting searched

- ✍ The basic submission to Google:  
[www.google.com/addurl/?continue=/addurl](http://www.google.com/addurl/?continue=/addurl)
- ✍ Wanted: lots of popular sites linking to your site
- ✍ Optimize results with keywords & Meta tags
- ✍ Pay services can optimize results, but the best, low cost way is to build a content-rich site to which others want to link.
- ✍ Who's linking to you? Google the following:  
[".ecocitycleveland.org -site:ecocitycleveland.org"](#)  
(substitute "ecocitycleveland.org" for your domain)

Source: BruceClay.com

# Accessible web sites

- ✍ 99.5 million Americans with disabilities (2000 Census).
- ✍ No accessibility police, but U.S. & int. laws <http://www.access-board.gov/sec508>
- ✍ Accessibility: The quality of a Web site that makes it usable by the largest audience, regardless of disability.

Source: Alexander Traugott, Web Developer, National Collaborative on Workforce and Disability for Youth.

# Accessibility guides

- ✍ Navigation is clear, concise
- ✍ Easily read and understood by those using a text reader
- ✍ Low on clutter, well spaced and links are well defined
- ✍ Hypertext links are preferred to graphic links
- ✍ Avoid pop-up windows and frames
- ✍ Text colors have good contrast with page background color



# Zen Garden

The Beauty of CSS Design

*A demonstration of what can be accomplished visually through CSS-based design. Select any style sheet from the list to load it into this page.*

*Download the sample html file and css file*

## *The Road to Enlightenment*

Littering a dark and dreary road lay the past relics of browser-specific tags, incompatible DOMs, and broken CSS support.

Today, we must clear the mind of past practices. Web enlightenment has been achieved thanks to the tireless efforts of folk like the W3C, WaSP and the major browser creators.

The css Zen Garden invites you to relax and meditate on the important lessons of the masters. Begin to see with clarity. Learn to use the (yet to be) time-honored techniques in new and invigorating fashion. Become one with the web.

## *So What is This About?*

There is clearly a need for CSS to be taken seriously by graphic artists. The Zen Garden aims to excite, inspire, and encourage participation. To begin, view some of the existing designs in the list. Clicking on any one will load the style sheet into this very page. The code remains the same, the only thing that has changed is the external .css file. Yes, really.

CSS allows complete and total control over the style of a hypertext document. The only way this can be illustrated in a way that gets people excited is by demonstrating what it can truly be, once the reins are placed in the hands of those able to create beauty from structure. To date, most examples of neat tricks and hacks have been demonstrated by structurists and coders. Designers have yet to make their mark. This needs to change.



select a design:

Love Is In The Air by Nefe Goetz

Greece Remembrance by Pierre-Léo Bourbonnais

Hengarden by Mr. Khmerang

Hoops - Tournament Edition by David Marshall Jr.

Obsequence by Pier Gleeson

Red Paper by Rob Soule

Chien by Alex Miller

Like the Sea by Lars Daum

archives:

next designs >>

View All Designs

resources:

# Accessibility resources

## **Usability**

- ✍ Jacob Nielsen <http://www.useit.com/>
- ✍ Jared Spool <http://www.uie.com/>
- ✍ [http://usabilityprofessional.org/usability\\_resources/](http://usabilityprofessional.org/usability_resources/)

## **Accessibility**

- ✍ Mike Paciello <http://www.webable.com>
- ✍ WebAIM <http://www.webaim.org>
- ✍ Accessible Web Authoring Resources and Education Center <http://aware.hwg.org/>

## **Examples of Accessible & usable sites**

- ✍ <http://www.csszengarden.com>
- ✍ <http://zeldman.com>

# GreenCityBlueLake.org

GreenCityBlueLake

About

**Network Map**

**Calendar**

**Alerts**

**Jobs & Volunteering**

**About**

Welcome to GreenCityBlueLake.org, the network leading the transformation toward a sustainable future in Northeast Ohio. If you are a nonprofit organization located in the area, participation is free upon completion and review of the form below. For-profit and governmental organizations and individuals should submit items directly to [webmaster@greencitybluelake.org](mailto:webmaster@greencitybluelake.org) for consideration.

Please fill out every field in the form. Please allow up to 3 business days to process your request and to receive your user ID and password.

Your name:

Email address:

Phone number:

Title:

Organization:

Is your organization a nonprofit?

- Yes
- No
- Not yet, but planning to be

Which best describes your organization:

- Environmental

# Sign up

[admin page](#) | [log](#)

Admin module -- add calendar events, job postings and activist alerts here!

- [add events to calendar](#)
- [add job postings](#)
- [add activist alert](#)
- [add members and users -- admins only!](#)

[admin page](#) | [logo](#)

## How to write an effective announcement for GreenCityBlueLake.org

A few style points and suggestions to keep in mind to make your submitted items to TheTree.us more effective.

- Be concise. Keep the description of your event, job, or activist alert brief-- between 75-100 words. But, see that it contains a title and a description with all of the information relevant for your audience.
- Effective announcements always answer what is the event, why your

Start adding content

## Add event to calendar

Date of event	17	June	2005
Event type	Green Building		
Start time	8	: 00	AM
End time	12	: 30	PM
Contact Name	Green Building Coalition		
Contact Email	info@clevelandgbc.org		
Contact Phone	216	. 961	. 8850
Location	Myers University Club, 3		
Subject (50 char max)	Beyond sustainability. T		
Description	Guest Speakers: Maurice Kaya, PE, Chief Tech Officer, State of Hawaii and Will Guild, PhD and author of How deliberative polling helped build 1000MW of renewable energy projects in Texas.		
<input type="button" value="Submit Event"/>			



# Thank you

 Questions?