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 – site of Jakob Nielsen, guru of web usability
- ✍ www.jnd.org – Don Norman's site about emotional design
- ✍ www.awdsgn.com – Al Wasco's interactive design forum
- ✍ http://usability.gov/guidelines/ -- Government site on usability guidelines
- ✍ www.webpagesthatsuck.com

Master your domain

- Domain/URL the address to find you on the Web
- www.icann.org for list of accredited domain name registrars
- <u>Average cost</u>: $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

Email accounts

Mailboxes: 483 available (500 total)

	Address	Mailbox/Forward	Auto-responder
☐	admin@ecocitycleveland.org	Mailbox : m36138190-2	Off
☐	bcallahan@greaterohio.org	Mailbox : m36138190-14	Off
☐	bwilliams@greaterohio.org	Mailbox : m36138190-15	Off
☐	calendar@ecocitycleveland.org	Forward : marc@ecocitycleveland.org	Off
☐	david@ecocitycleveland.org	Mailbox : m36138190-3	Off
☐	dorie@ecocitycleveland.org	Mailbox : m36138190-4	Off
☐	ecocitycleveland@ecocitycleveland.org	Forward : marc@ecocitycleveland.org Forward : david@ecocitycleveland.org	Off
☐	ecocitycleveland@thetree.us	Mailbox : m36138190-1	Off
☐	efackler@greaterohio.org	Mailbox : m36138190-13	Off
☐	gkrebs@greaterohio.org	Mailbox : m36138190-11	Off
☐	info@greaterohio.org	Forward : gkrebs@greaterohio.org	Off
☐	info@greencitybluelake.org	Mailbox : m36138190-17	Off
☐	intern@ecocitycleveland.org	Mailbox : m36138190-7	Off
☐	jconverse@greaterohio.org	Mailbox : m36138190-16	Off
☐	joe@ecocitycleveland.org	Mailbox : m36138190-8	Off
☐	marc@ecocitycleveland.org	Mailbox : m36138190-6	Off
☐	pcarey@greaterohio.org	Mailbox : m36138190-9	Off
☐	photos@ecocitycleveland.org	Forward : marc@ecocitycleveland.org	Off
☐	ryan@ecocitycleveland.org	Mailbox : m36138190-5	Off
☐	supporter@greaterohio.org	Forward : dorie@ecocitycleveland.org Forward : efackler@greaterohio.org	Off

New ▼ Settings ▼ Delete Virus Protection Spam Filtering WebMail Search:

Virus protection: active, inactive   Spam filtering: active, inactive

Web stats

Blogger alternative

Getting searched

- ✍ The basic submission to Google: 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:

"<u>.ecocitycleveland.org -site:ecocitycleveland.org</u>" (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 Nele Goetz

Greece Remembrance by Pierre-Leo Bourbonnais

Hengarden by Mr. Khmerang

Hoops - Tournament Edition by David Marshall Jr.

Obsequience 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/
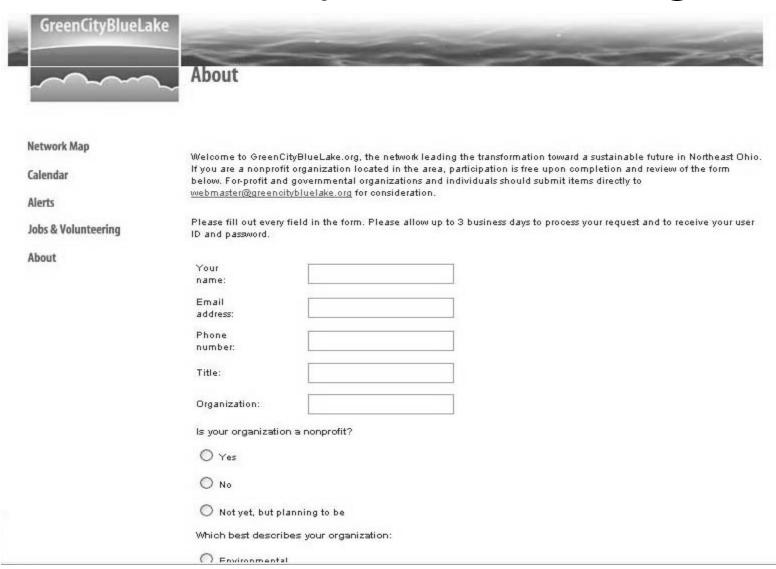- http://usabilityprofessional.org/usability_resources/

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 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

Administration

Sign up

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

add events to calendar
add job postings
add activist alert
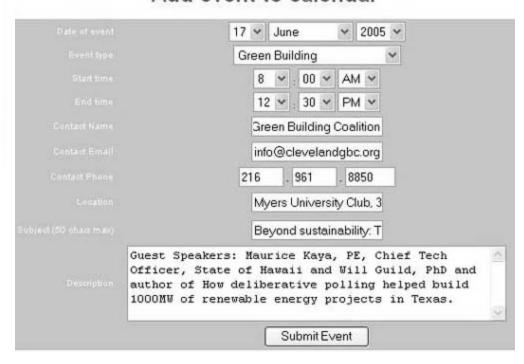add members and users -- admins only!

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 chars 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.		

Submit Event

Thank you

✍ Questions?