

# PLANNING YOUR WEBSITE

Build my community  
website in 7 weeks



superhighways  
harnessing **technology** for **community** benefit

# What we'll cover today

- ✓ Website structures and pages
- ✓ Voice features that help
- ✓ Existing features
- ✓ Applying for our website
- ✓ Logging in
- ✓ Content management system overview



What websites do you like or use the most?

What do they have in common?

- ✓ Breakout room
- ✓ 5 minutes
- ✓ Small groups



# Recap: hunter-gatherers



Remember that we need to consider the information that our audiences need most.

And consider their journey on your website.





[CAST Design Hops](#)

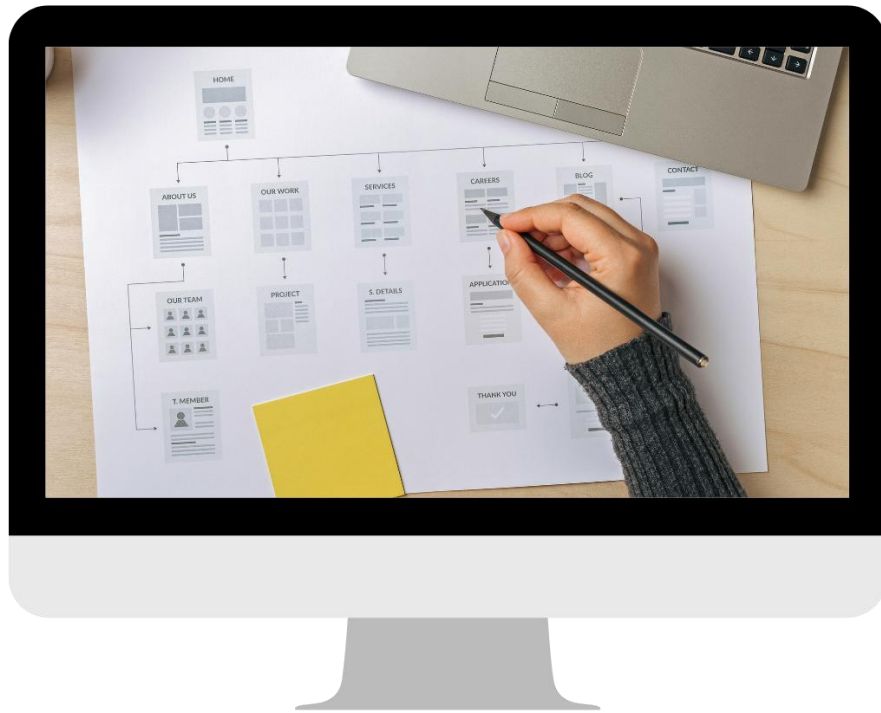




# Planning a website structure



# Let's list the pages we think we need



Think of all the pages you want to add to your website  
(2 mins)

Add your ideas to chat  
(3 minutes)





Your site structure needs to be like a choose your own adventure book without a set starting point.

No matter what page your visitors enter on, and no matter what content they're after, your structure needs to ensure they're able to get where they want to go.

Wired Impact





# CHOOSE YOUR OWN ADVENTURE



Go the Wired Impact guide to find out more.



# Common website structures

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## Simple and Classic —

For nonprofits that don't need a lot of complexity to talk about key programs and services, use our sample sitemap and tips to build a website structure. [View the Simple and Classic structure.](#)

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## Driven by Programs +

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## Programs By Life Stage +

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## One Main Program +

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## Direct Service Provider +

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## Driven By Research +

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## Programs and Policy +

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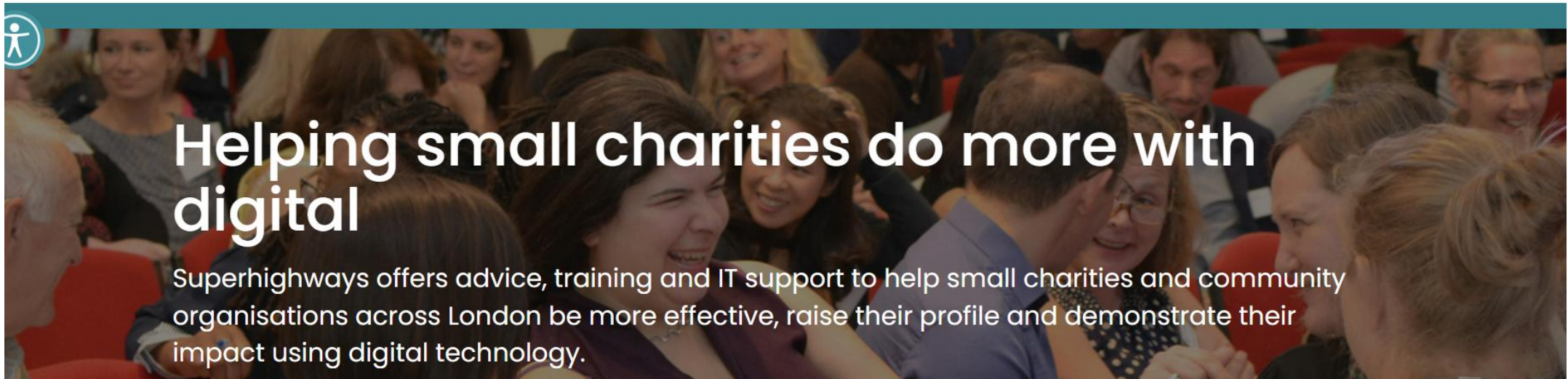
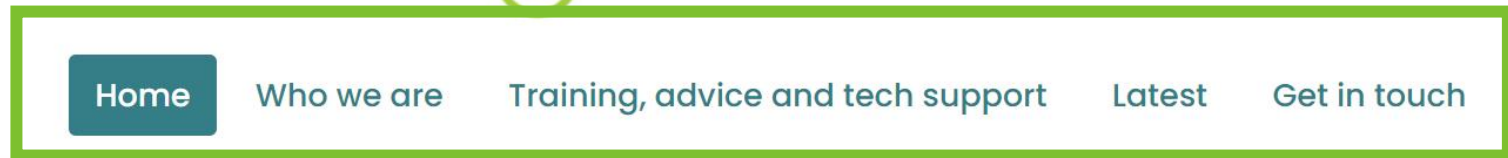
## No Programs, Just Policy +

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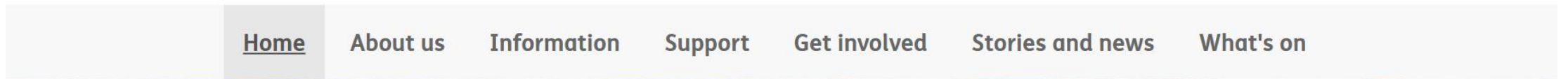
You can read more about [common non-profit](#) website structures on the Wired Impact website.



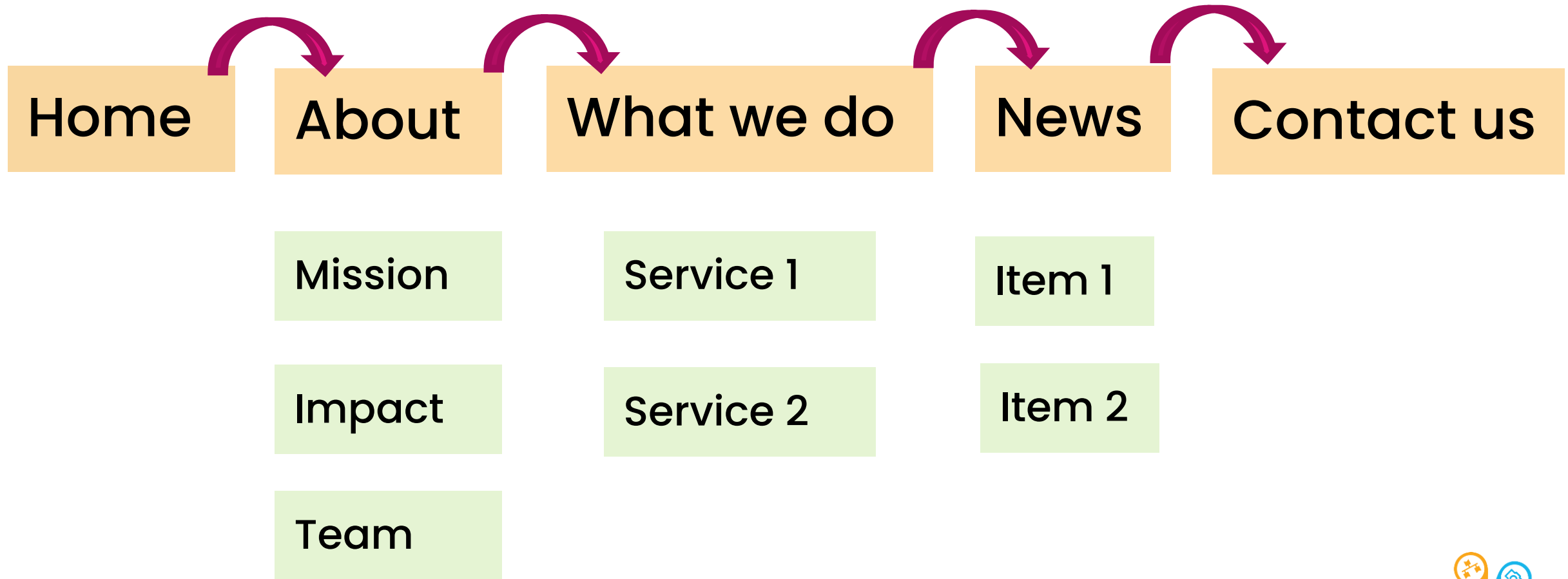
Your 'primary' or 'main' navigation is a sensible top level grouping of pages.



A 'secondary' navigation can be helpful for complex websites with lots of information.



# Simple structure



# Really simple structure

Home

About

Events

Contact



You can build sections later if you need them. Your contact information could simply be in the footer of the site (at the bottom on every page)



# Here's an example of planning a structure



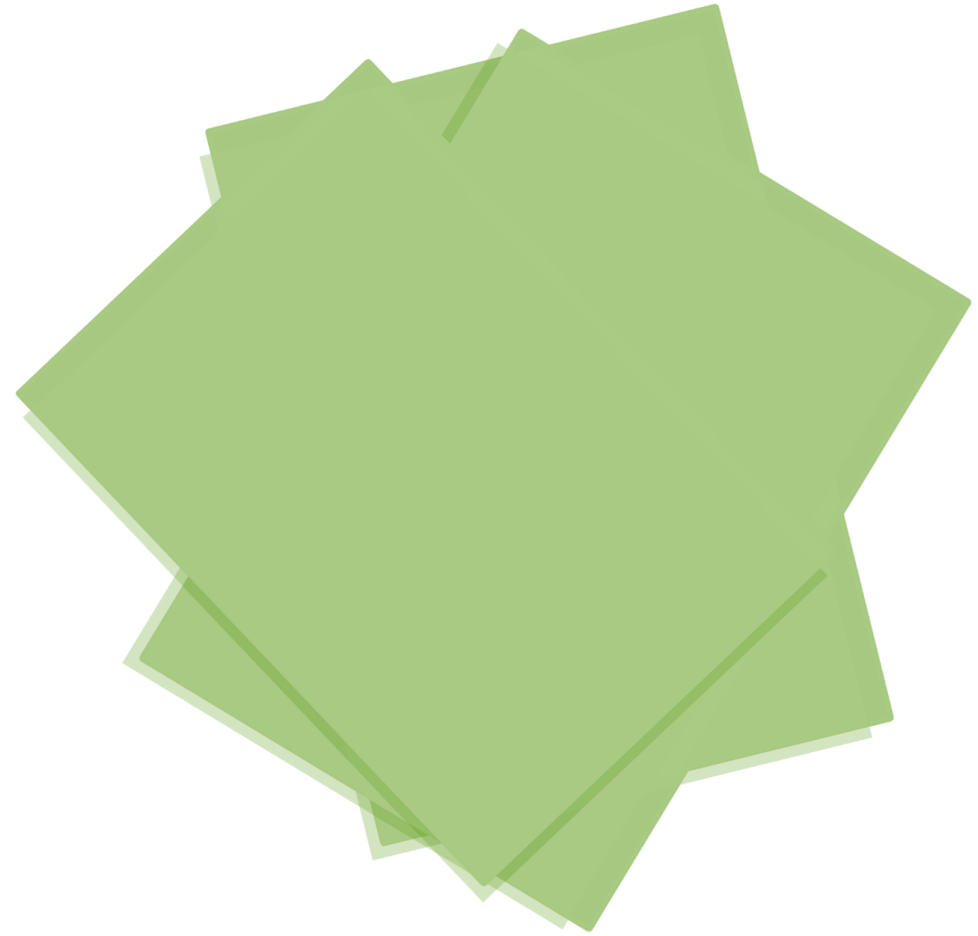
[Croydon](#)  
[Mencap](#)  
website  
planning

This is the preferred & amended option



# Over to you..

- ✓ Go to a familiar programme that you can create text boxes with
- ✓ OR sketch it out on paper





# Time for tea? 10 mins

Let's stretch  
and get away  
from the  
screen. Have  
you created a  
website?

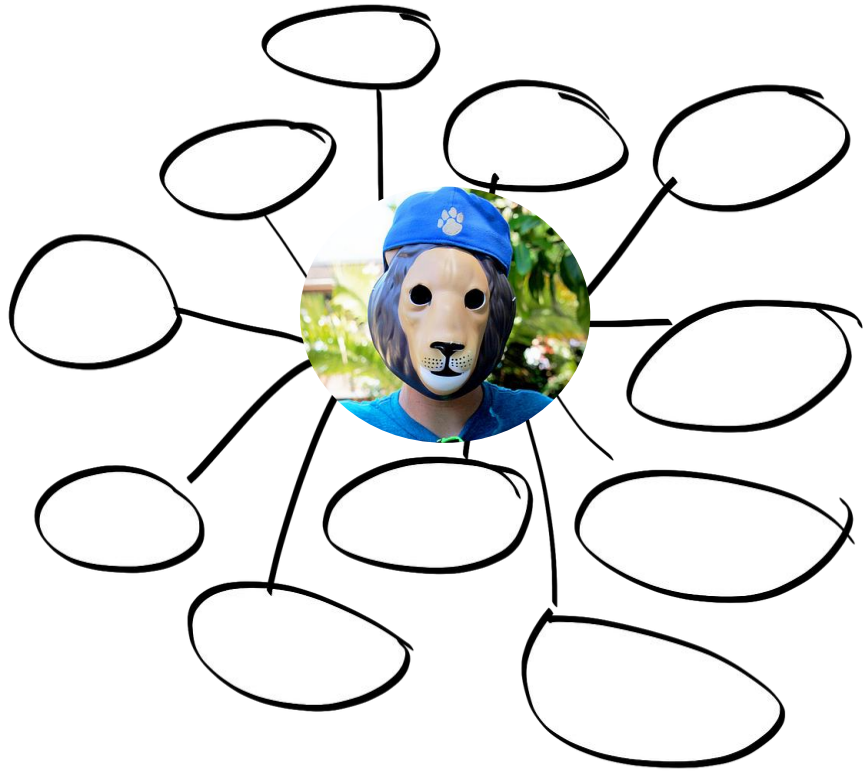




# Design and layout ideas



# Things to remember



We need to help visitors move from page to page easily so they can choose their own adventure.

Voice has features to help with this.



# Grids with links to other pages

## How we help



### Training

Free and low cost classroom training in digital. Easy to digest, with handy guides to help you learn



### Data Essentials

Develop your data skills to evidence need and influence change



### Digital Basics

Work and collaborate online using free and affordable digital tools and technology



### Tech Support

Year round support service or one-off trouble-shooting to keep your IT systems running smoothly

The titles are links through to the pages. We have added icons and a short sentence about the linked page that can be used in this grid of 4.



# Grid examples: Croydon Mencap



## Information

Important information about disabilities

[Read more »](#)



## Support

Support for you, your carers and families

[Read more »](#)



## Get involved

Find out how you can volunteer, work and campaign for Croydon Mencap

[Read more »](#)

You can tick a box to tell the grid to display a button or Read more link



# Grid examples: Croydon Mencap

## Latest stories and news

**We are recruiting! Job opportunities for Sessional Support Workers**

apply now to join our team

[Read more »](#)

**Parents and Carers Club - please take our new service survey**

tell us what you think

[Read more »](#)

**Out and About activities and events for adults with a learning disability**

new summer brochure

[Read more »](#)

You do not have to use images in your grids



# Lists with links to other pages



## Action for Community Development

Action for Community Development (AfCD) is a community-based organisation assisting socially excluded members of the community such as ethnic minorities, refugees and asylum seekers, and unemployed people.

[Read more »](#)



## Afghan Association of London

Working towards a positive change in the quality of life for the Afghan community in London.

[Read more »](#)



## Chinese Information and Advice Centre

Free information, advice and support to disadvantaged Chinese people living in the United Kingdom.

[Read more »](#)

This example from the [London Refugee Community Organisation Advocacy Forum](#) shows a list of pages (members) on the membership page.



# Images on left or right with text

## Data Training

Our free, open workshops will help build your confidence and capacity to use data in your everyday work.

You'll be introduced to key tools to uncover inequality in your local area in the UK.

With plenty of time to network and follow on support.

[Find out more](#)



## Bespoke training

We work with your organisation to identify specific data training needs.

You might want a one-off workshop, or a series. We're happy to work with you to find out what works.

Previous bespoke work has included:

- an introduction to data for political activists;
- calculating the socioeconomic cost of VAWG;
- how to develop a local labour market profile of women.

[Get in contact for bespoke training](#)

You don't have to use buttons for links to other pages. You can simply highlight text and create a link to another page.





# Keep it simple as full width page



[Home](#) [Who we are](#) [Training, advice and tech support](#) **Latest** [Get in touch](#) [Search](#)

## 7 free and affordable online tools for simple and creative collaboration



*Refreshed article July 2022 (first published February 2021)*

Superhighways has curated a range of free and low cost online tools that can help your small charity or community organisation be more creative when collaborating online.

These tools can help enhance online meetings by giving volunteers, your team or other stakeholders a chance to contribute their ideas or capture important information to help you in your work.

This is not an exhaustive list! There are so many brilliant tools for collaborating online from mind-mapping tools to task management.

We added an image to the top of our news pages but you don't have to.



# Calendar for events



Newsletter

Support us

Search

Home

About us

Information

Support

Get involved

Stories and news

What's on

## What's on

View:

List

Month

Week

Day

Today

< 03 Feb - 13 Feb 2023 >

< Jan Feb 2023 Mar >

### Elevenes online drop in

Friday 03 February 2023

11:00 - 12:30

### The Saturday Club for adults with a learning disability

Saturday 04 February 2023

10:00 - 14:00

### Chill and Chat

Tuesday 07 February 2023

10:00 - 12:00

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

Subscribe to this calendar

Only use if you have lots of events!

For example, if you run your own events every other month then you should use normal webpages instead of the calendar.



# Home page layouts

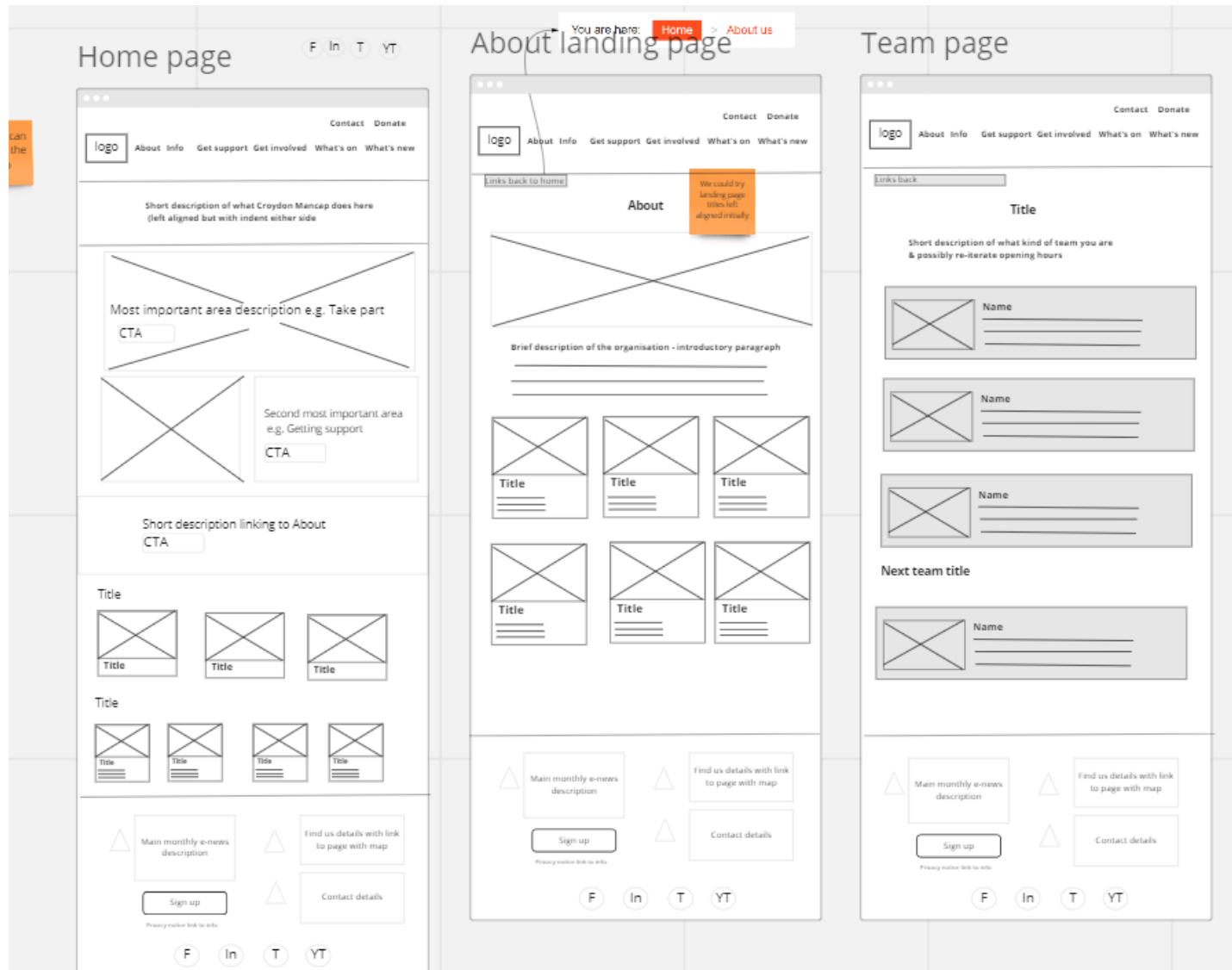
- ✓ Let's have a quick look at choices organisations can make

The screenshot shows the Centre 70 website home page. At the top left is the Centre 70 logo. To the right are 'Contact us' and 'Search' buttons. Below is a dark teal navigation bar with links: Home, About us, Advice, Counselling & Wellbeing, Useful contacts, and Support us. A large orange banner contains the text: 'Centre 70 supports adults who are facing social, mental, financial or other personal difficulties through a holistic programme of free and affordable services at our centre in West Norwood and outreach locations in Lambeth and across London.' Below the banner are two service tiles: 'Advice' with a teal icon of people and 'Counselling & Wellbeing' with an orange icon of a person and gears. The 'Latest posts' section features three cards: 'Maternal Journal Exhibition', 'Open Evening & AGM 2023' (dated Thurs 19th October), and 'Recruiting a new Counselling & Wellbeing Manager'. At the bottom of this section is a 'More posts' link. Below the posts is an orange banner with the text 'Enter your email to sign up to our eNews' and an email input field with a send icon.

## Our Funders and Accreditations



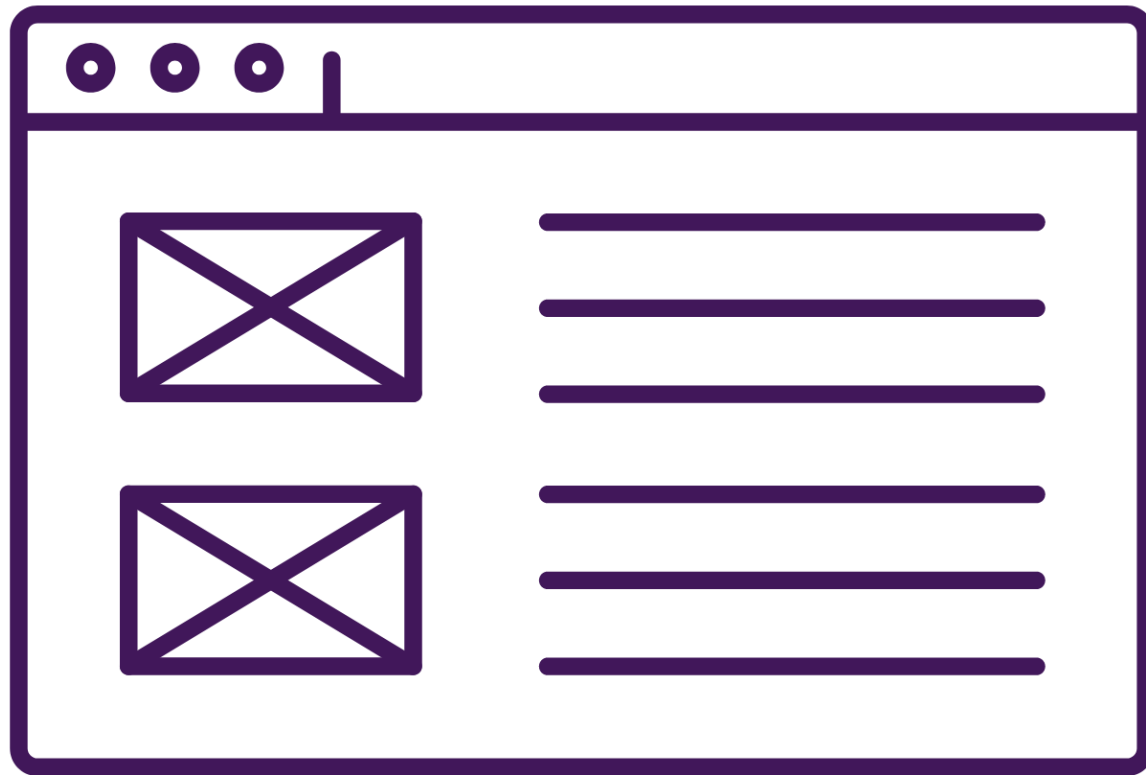
# Sketching out layouts



This is an example of a sketch of the Croydon Mencap website before it was built.



# Roughly sketch a layout of a page



What would your home page look like for example?

What pages would you display and link to from the home page? Would you use a grid?



# [Optional week]

## Creating graphics for your website using Canva

Wednesday 31<sup>st</sup> October, 10am to 12.00pm

### Actions:

1. Finish your website page structure
2. Keep writing!



# What does Superhighways do?

Superhighways helps small charities and community groups gain essential digital and data skills backed by the right tech to achieve their goals.





# Thank you for taking part today

**Sorrel Parsons**

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[www.superhighways.org.uk](http://www.superhighways.org.uk)

@SuperhighwaysUK



**superhighways**

harnessing **technology** for **community** benefit