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.
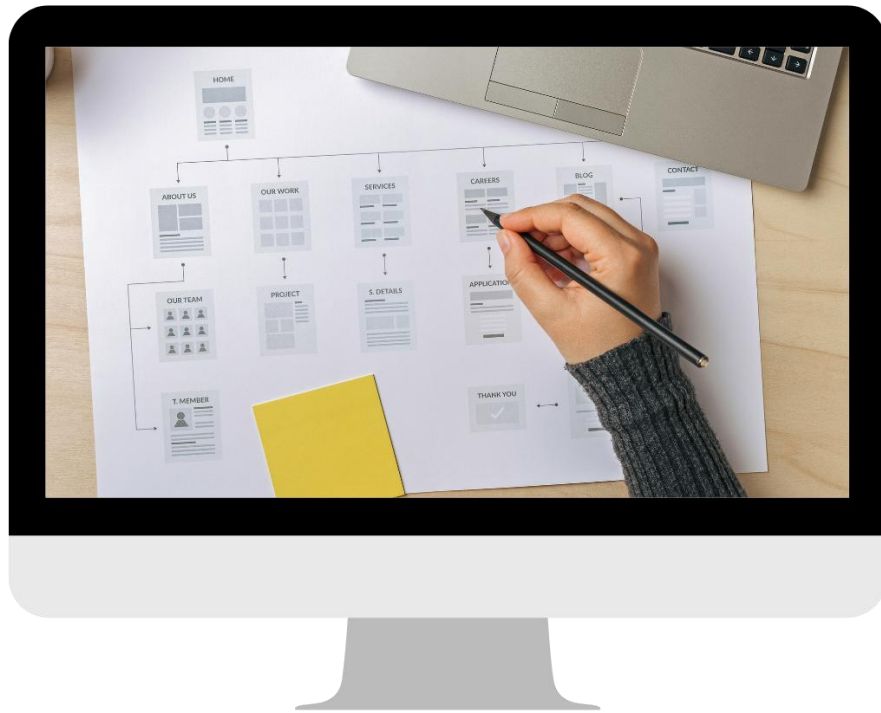
CAST Design Hops

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

Go the Wired Impact guide to find out more.

Common website structures

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.**

Driven by Programs +

Programs By Life Stage +

One Main Program +

Direct Service Provider +
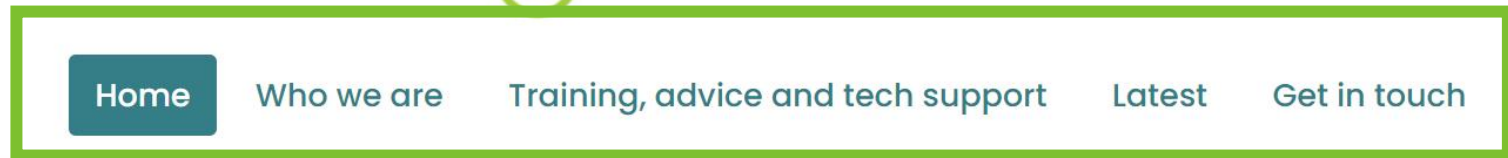
Driven By Research +

Programs and Policy +

No Programs, Just Policy +

You can read more about common non-profit website structures on the Wired Impact website.
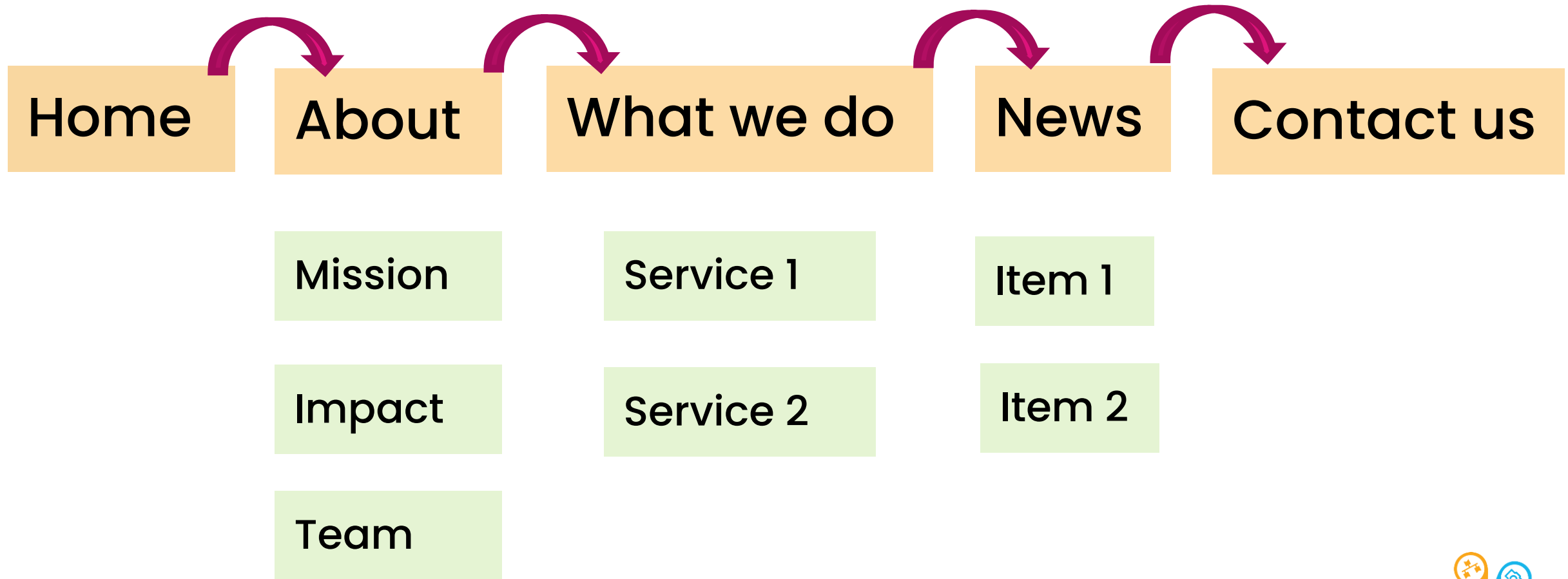
Your 'primary' or 'main' navigation is a sensible top level grouping of pages.

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

Croydon
mencap

Newsletter | Support us | Q Search

Home | About us | Information | Support | Get involved | Stories and news | What's on

Simple structure

Home	About	What we do	News	Contact us

About
- Mission
- Impact
- Team

What we do
- Service 1
- Service 2

News
- Item 1
- Item 2

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

Home (Logo/and or Home)

Donate

Contact us

About
- Team
  - Looking Forward Group
  - Trustees
- Staff
- What we want and how we are doing it
- Impact
  - Annual reviews
- History (including PIP)
- Partners

Get information
- What is a disability?
- What is a learning disability?
- What is autism?
- Getting a diagnosis
- If you can't find it, contact us / Contact form

Get support
- For parent carers (0-25 with any disability)
  - Advocacy and support
  - Referral form
- Chill and Chat
  - Training and workshops
- For adults with a learning disability and their carers
  - Well-being support and social events
  - Welfare rights
  - Advocacy and support
  - Training and workshops
  - Referral form

Get involved
- Activities and clubs for adults learning disabi
  - Referral form
  - Monday Night Social Club
  - The Saturday Club
  - Clubs and activities
  - Healthy Lives
  - Find a volunteering buddy
  - Clubs @Leslie Park
- Campaigns and forums
- Treat me well campaign
- Work, volunteering and placements
  - Volunteering opportunities
  - Vacancies
- Work with us
- Become a member / Membership form

What's on (calendar or tagged pages?)
- Parent / carer workshops e.g. benefits, transition to adulthood
- Social club events
- Various activities by Clubs@Leslie Park
- Forum meetings
- Support group meetings
- Early Positive Approaches to Support training

What's new
- News
- Campaigns (current asks & stories)
- Vacancies
- Stories

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
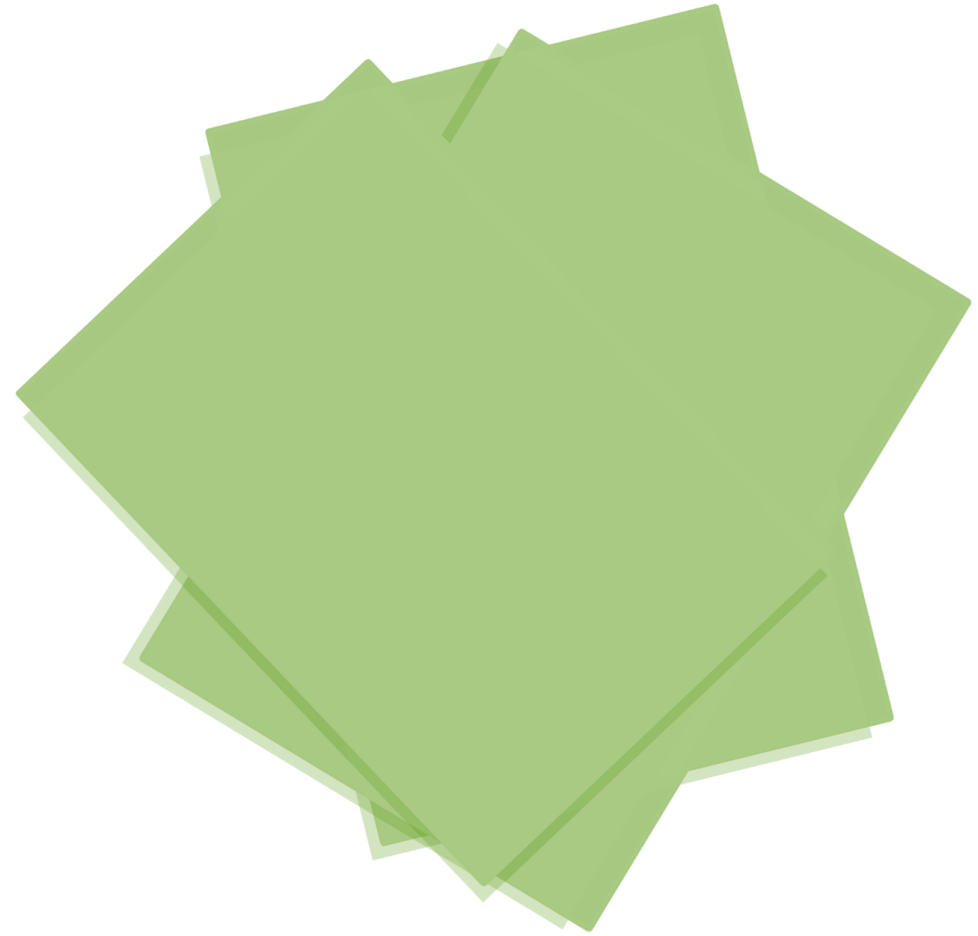
Time for tea?
10 mins

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

Design and layout ideas

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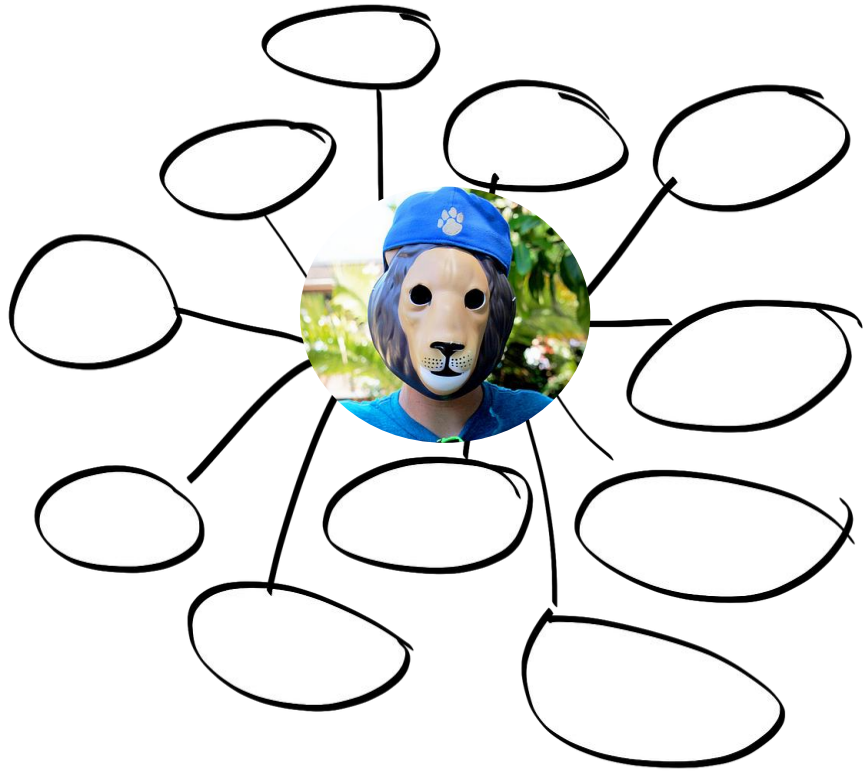
We need to help visitors move from page to page easily so they can choose their own adventure.

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

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

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

Calendar for events

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.
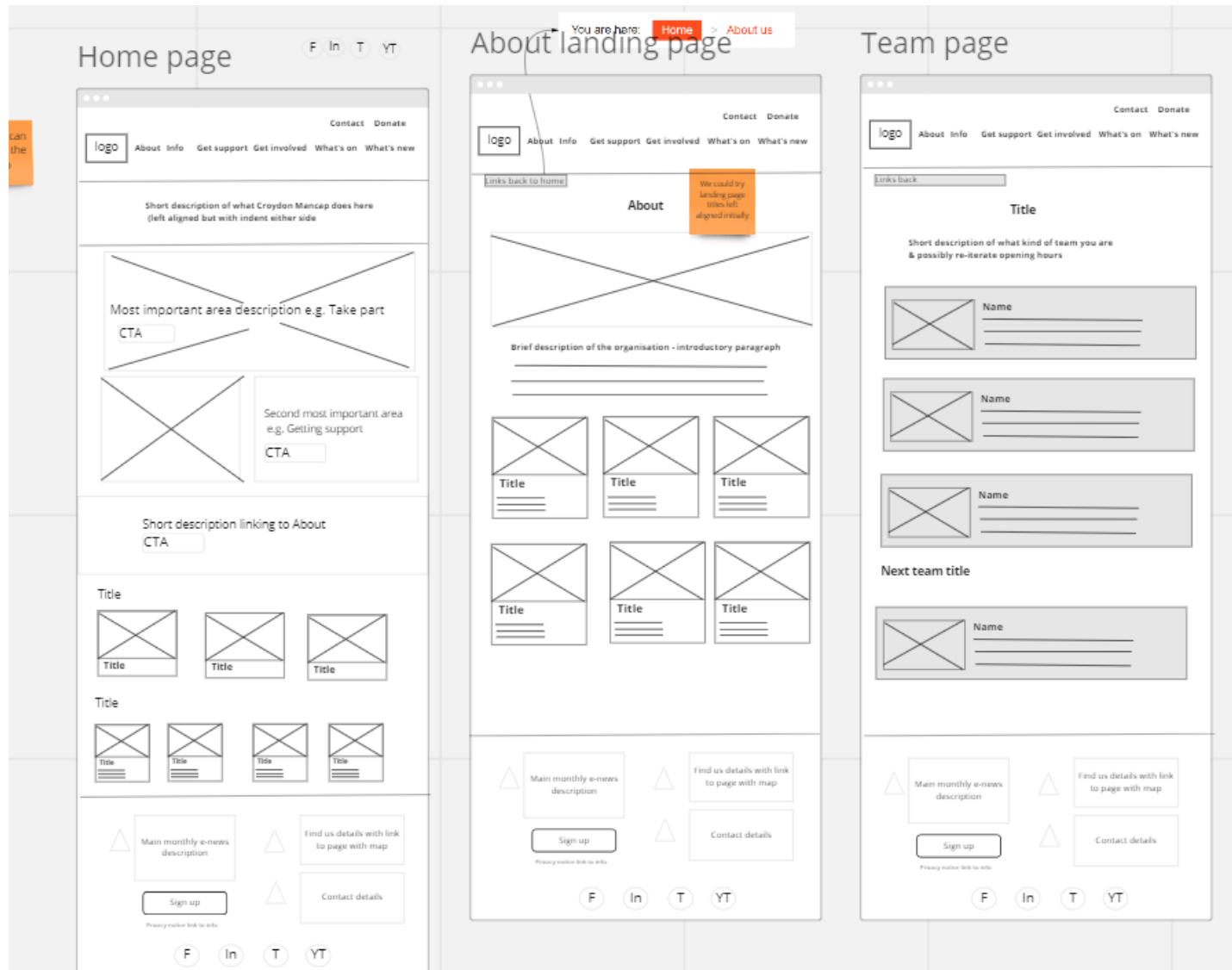
Home page layouts

✓Let's have a quick look at choices organisations can make
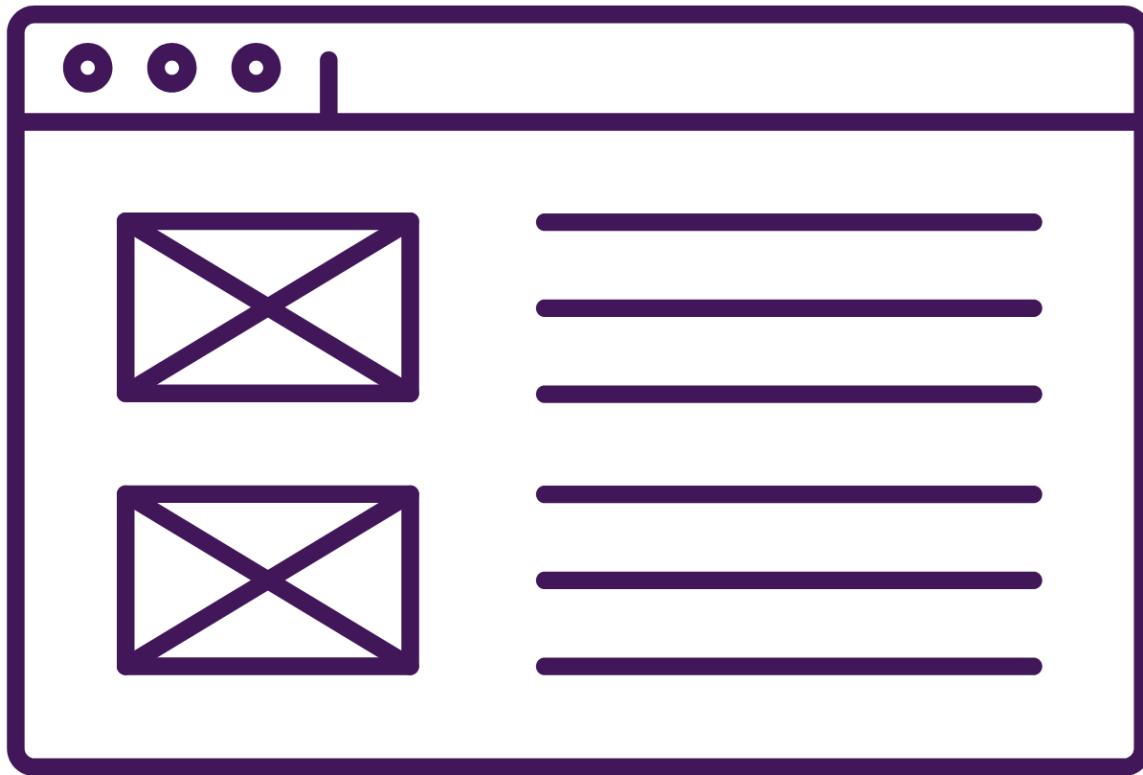
Sketching out layouts

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 13 November, 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

info@superhighways.org.uk
www.superhighways.org.uk
@SuperhighwaysUK