PLANNING to BUILD YOUR WEBSITE

Beginners Guide for Community Organisations

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

What we'll cover today

- ✓ Why your website matters
- ✓ Visitors and what they need
- ✓ Website structures
- ✓ Pages and writing copy
- ✓ Platforms and tools
- ✓ Support

Quick hands up

1. Are you thinking about setting up a new website?
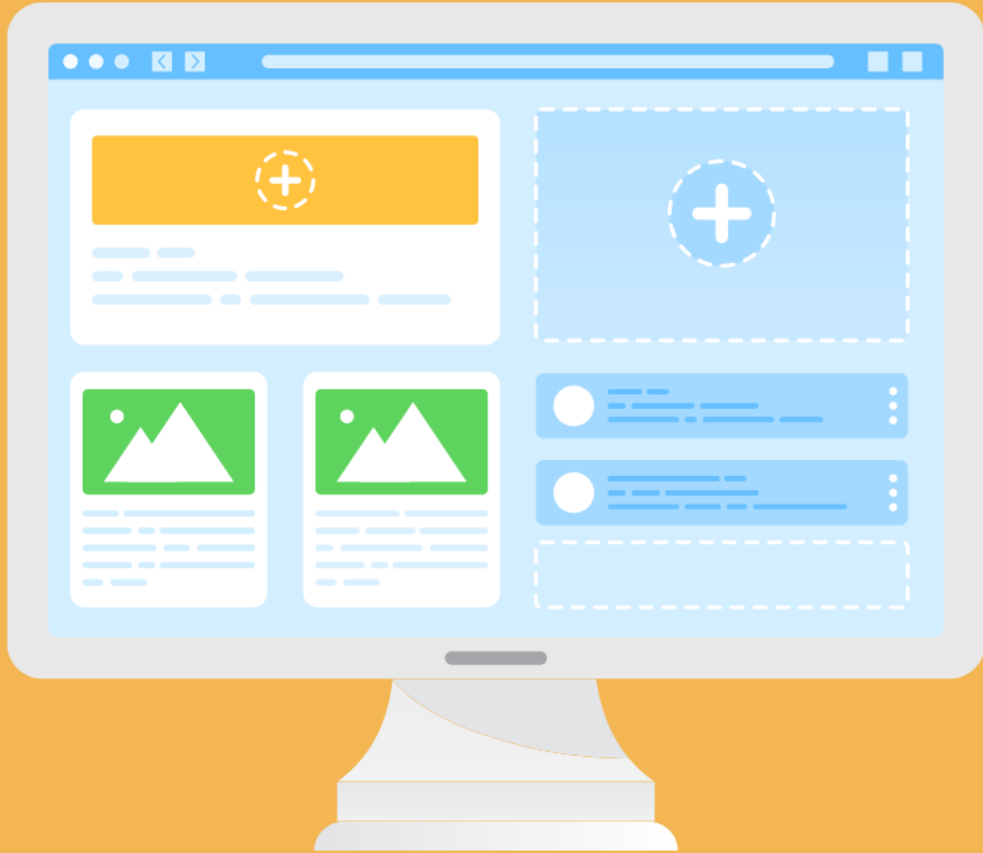
2. Or refreshing your existing site?

What websites do you like or use the most?

What do you like about it?

✓ Let's crowdsource some sites
✓ In chat

Getting started: who and why

Goals

What do you really need your website to do for you?

Campaigning?

Awareness?

Connecting?

Volunteering?

Goals

Taking Action?

Coming to activities or services?

Thinking about your key goals can help you map out actions for your visitors

What's your goal?

Make a note in chat about the main goal or goals of your website.

Download template
Or write in chat

Why website visitors are like wild animals

GET TO KNOW YOUR NORMAL

We all have breast tissue, and breast cancer can affect any body. Whatever your age or gender, knowing your boobs, pecs or chest could save your life. We've got all the info you need to get to know what's normal for you

FIND OUT MORE

What are your first impressions about who this website is for?

Who are your hunter-gatherers?

Who would you like or need to come to your website?

Write in your exercise sheet / template

Define your audiences

Resources to help you explore further another time.

Must do

Could do

Should do

[Communications, press and influencing- a guide](#)
Lloyds Bank Foundation

What are they looking for?

And you?

User Needs Statements

As a [who are you?]
I need [what do you need to do?]
So that [why do you need to do this.
what is the purpose?]

As a carer
I need to find information about benefits
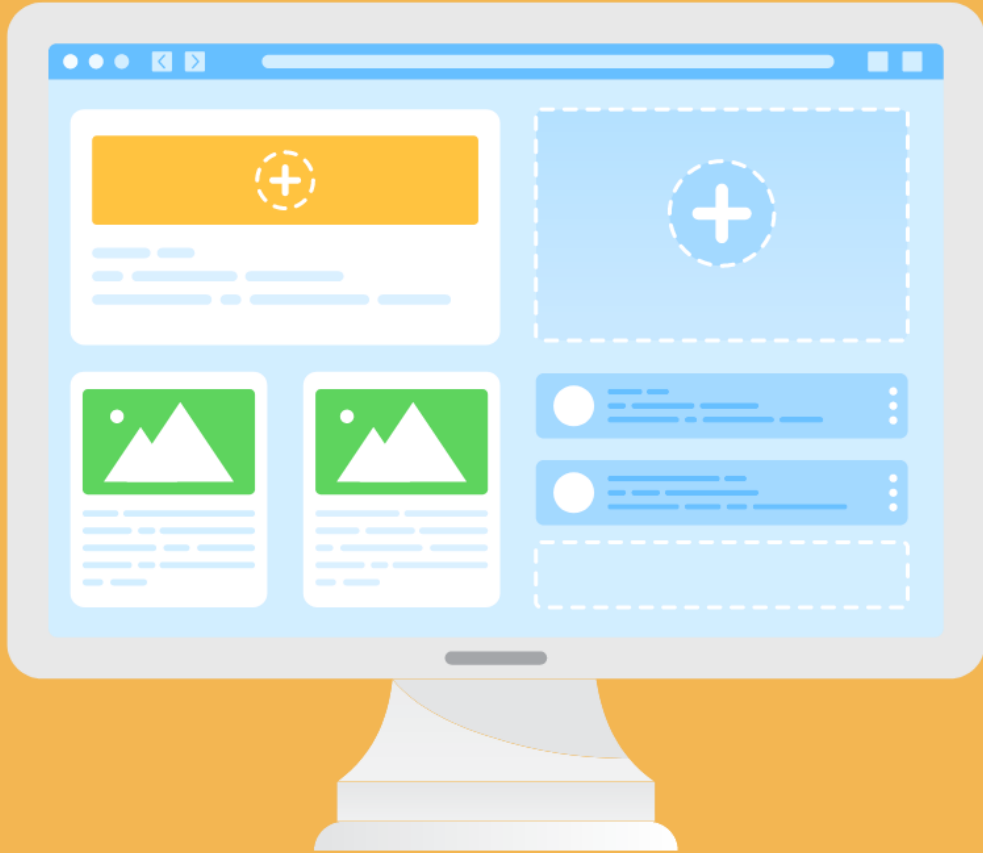So that I have enough money to look after my loved one

As a donor
I need to quickly find financial information
So that I can see how my money will be spent

Structure and pages

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

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.

Simple structure (also 'site map')

Home	About	What we do	News	Contact us

About
- Mission
- Impact
- Team

What we do
- Service 1
- Service 2

News
- Item 1
- Item 2
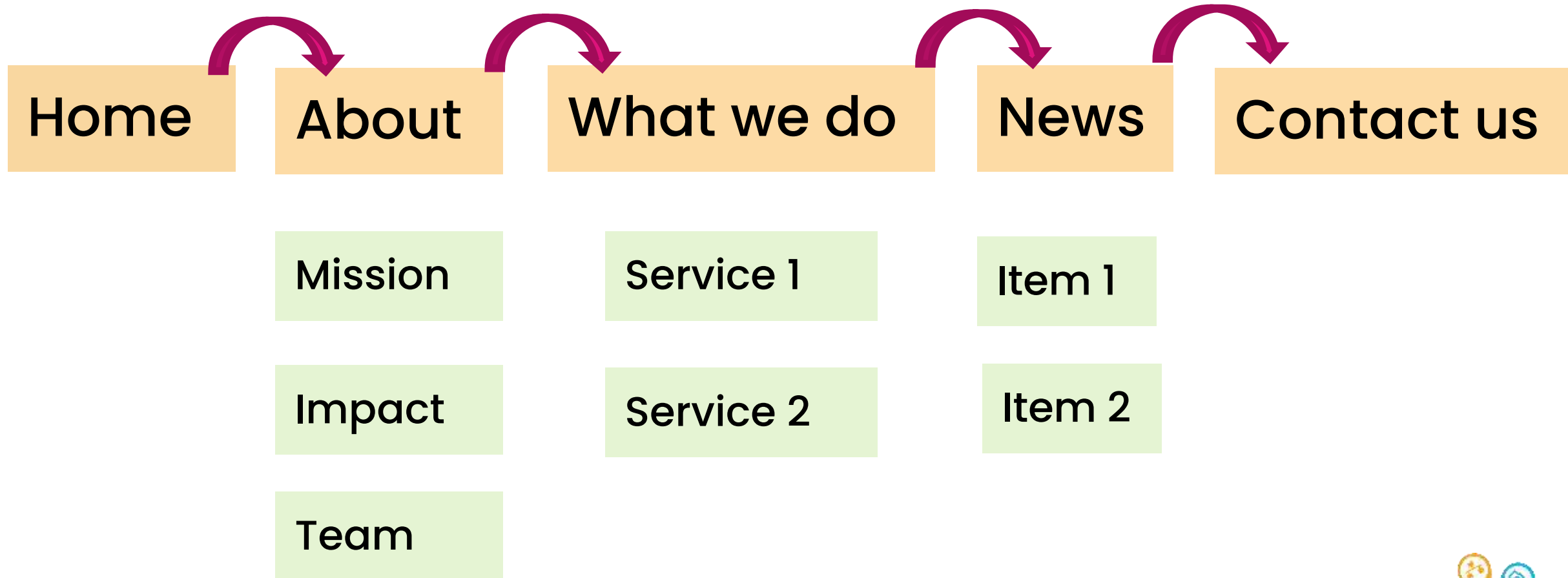
Really simple structure

Home   About   Events

Contact ⟵

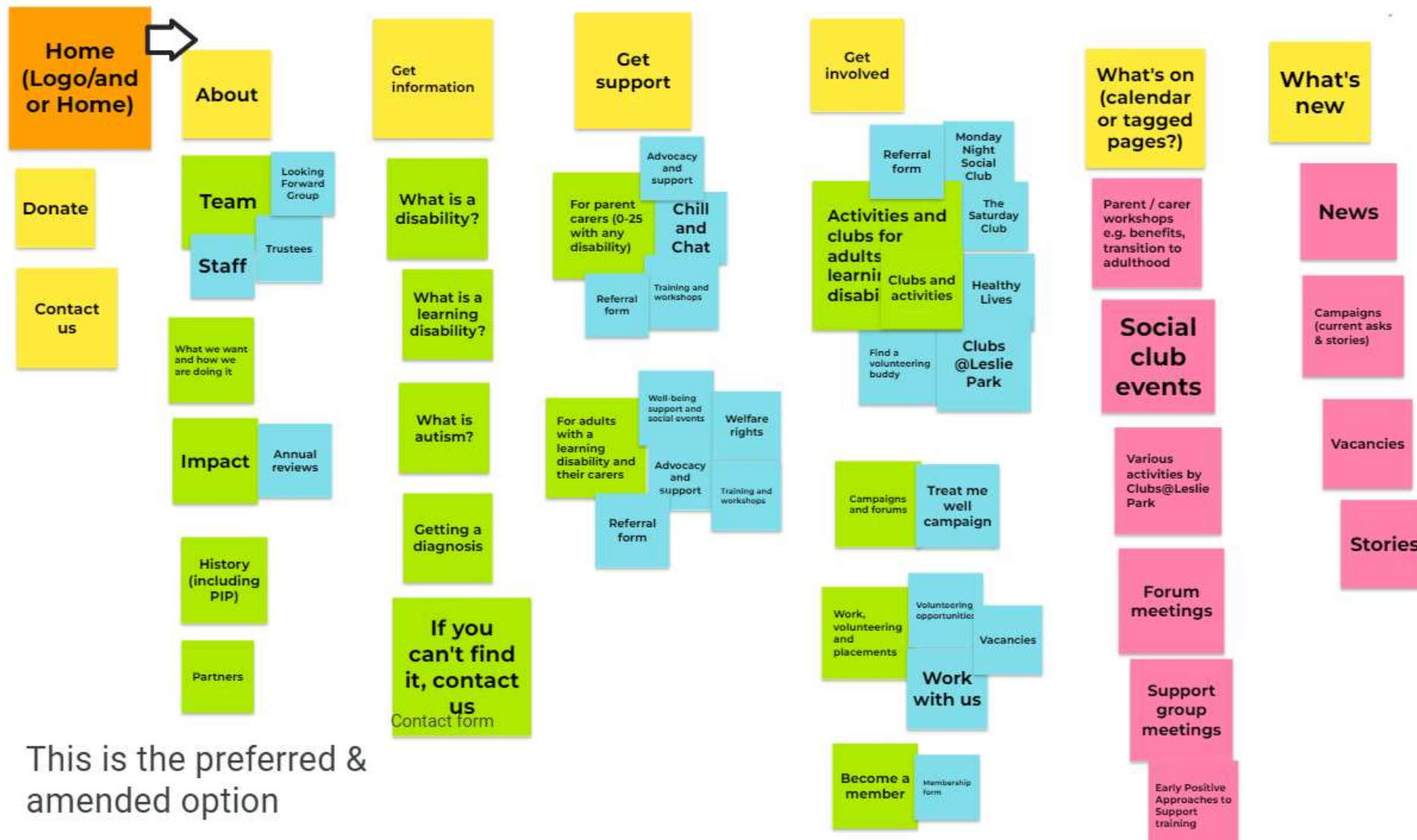You can build sections later if you need them. Your contact information could simply be in the footer of the site (at the bottom on every page)

Here's an example of planning a structure

Home (Logo/and or Home)

About

Donate

Contact us

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

Advocacy and support

For parent carers (0-25 with any disability)

Chill and Chat

Referral form

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

Referral form

Monday Night Social Club

Activities and clubs for adults learning disabi

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

Mmm...are these titles working?

How can we simplify?

Home   NEWS   CONTACT US   PARISH COUNCILLORS   LATEST INFORMATION / ROAD CLOSURES   MEETING DATES

AGENDAS   SUPPORTING DOCUMENTS   MINUTES   POLICIES & PUBLICATIONS   FINANCE   COUNCILLOR VACANCY

Home   News   Church Life   A place for the community   Ecumenical   Pictures   URC   PCW   People
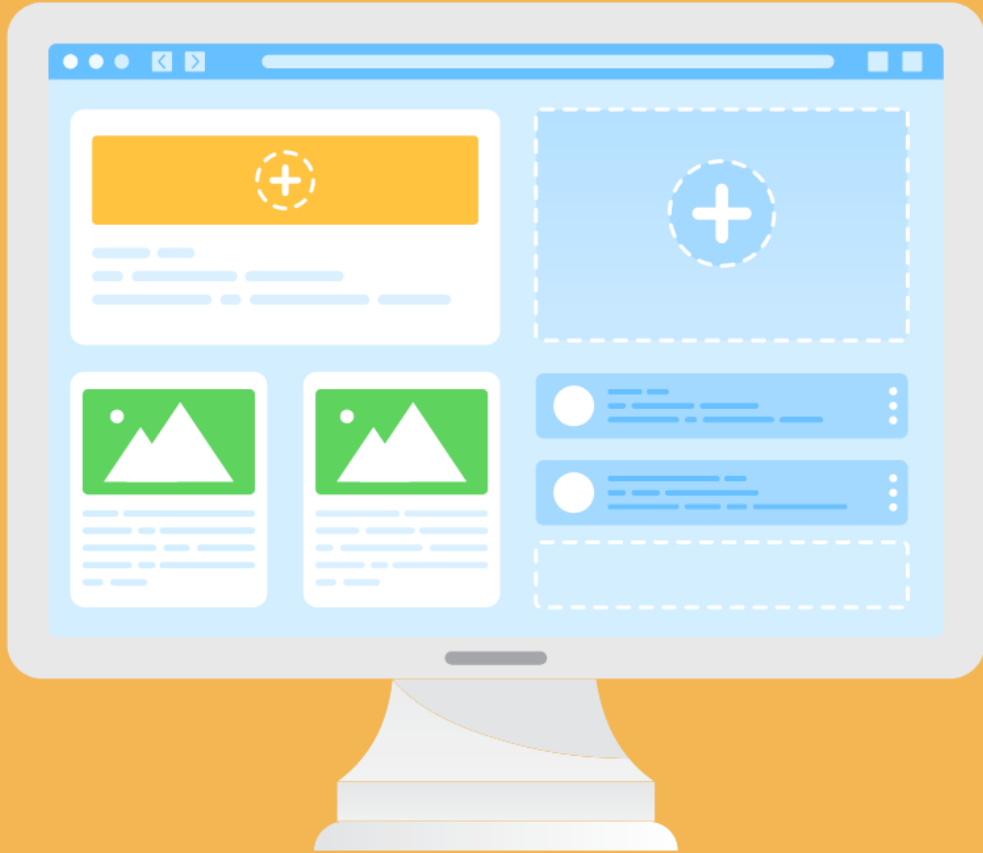
Events Calendar

Over to you..

✓Go to a familiar programme that you can create text boxes with

✓OR sketch it out on paper

✓OR simply write a list
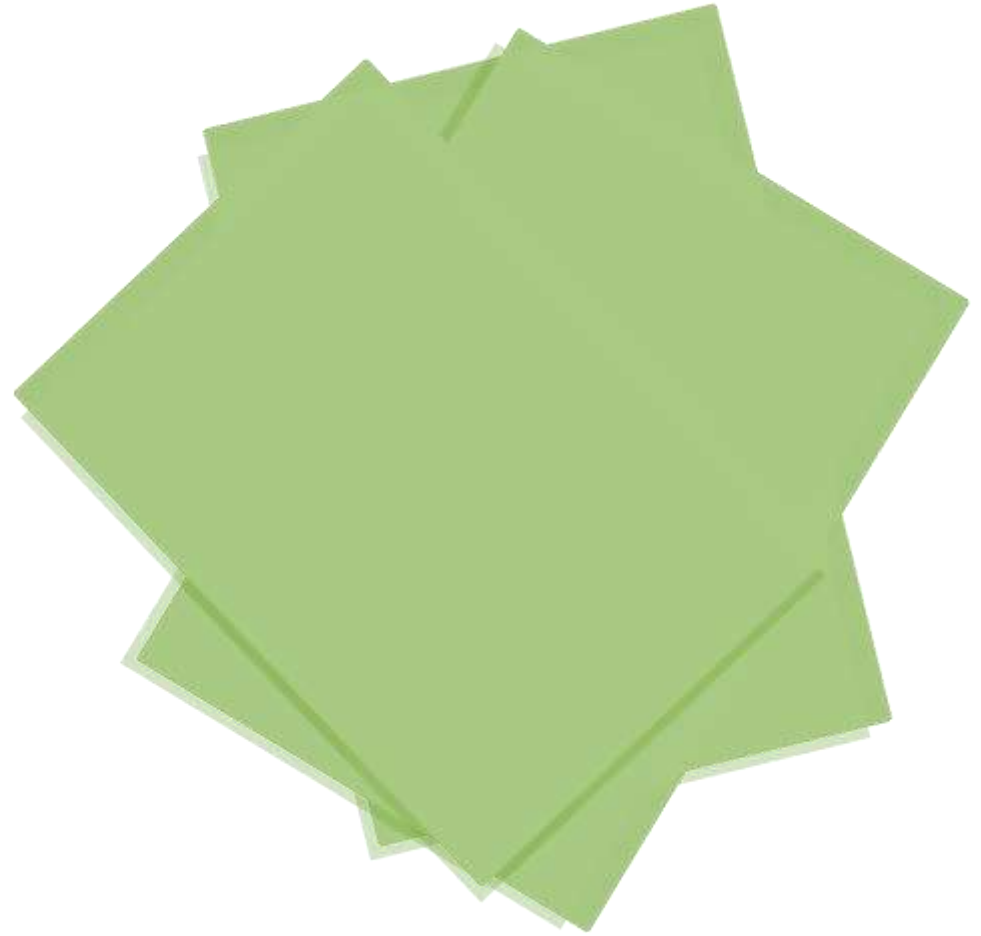
Quick break
5 mins

Let's stretch and get away from the screen.
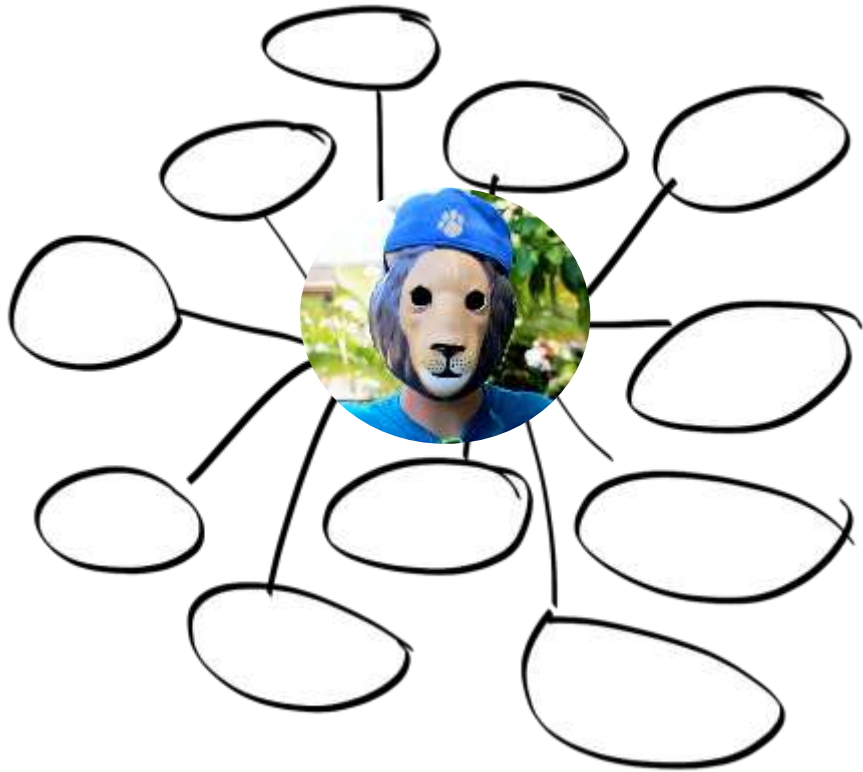
Design
and
layout
ideas

Page layouts

1. Is this for me?
2. Can you solve my problem (or something I care about)?
3. What is the next step for me?

Especially for new visitors!

Things to remember

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

Most websites have features to help with this.

Grids with links to other pages

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

Advice
Free or low-cost one-to-one advice and support for small charities and community groups in London

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

Build and Develop
Create and develop websites, dashboards, monitoring systems and more with our support

Digital Inclusion
Our team can work with yours to help local people gain the confidence they need to get online.

Resources
Discover digital, data and tech resources that can help your small charity or community group in your everyday work

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

Digital technology services for communities

Advice, practical support and skills development for your small organisation and beneficiaries. Make the most of free and low cost online tools, equipment and apps.

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

Advice
Free or low-cost one-to-one advice and support for small charities and community groups in London

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

Mobile responsiveness

Build for mobile phones!

Objects in any grid work on the first second object in the grid dropping underneath the first.

How will your page look on a mobile phone?

You may need less text, or more images for example.

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.
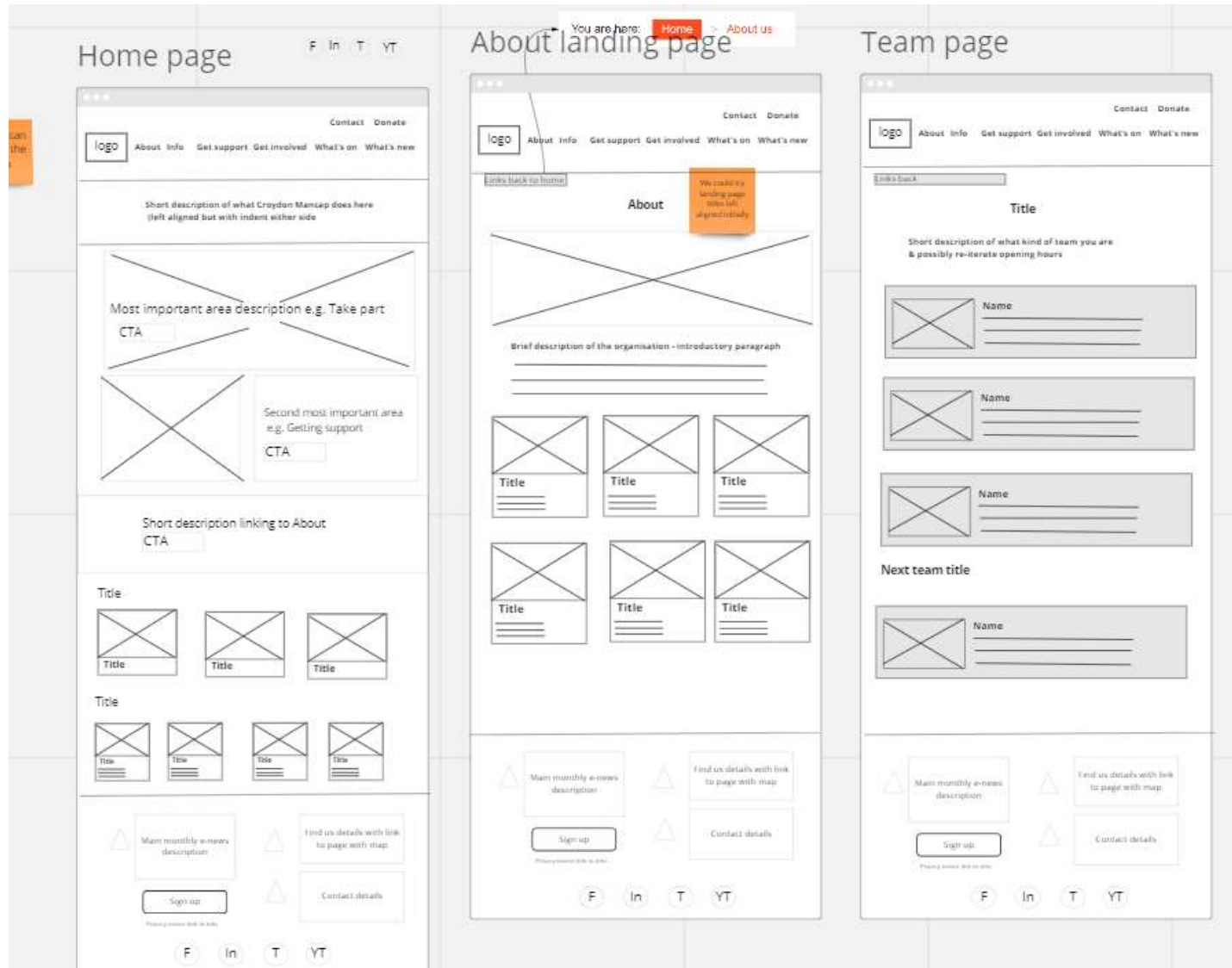
Home page layouts

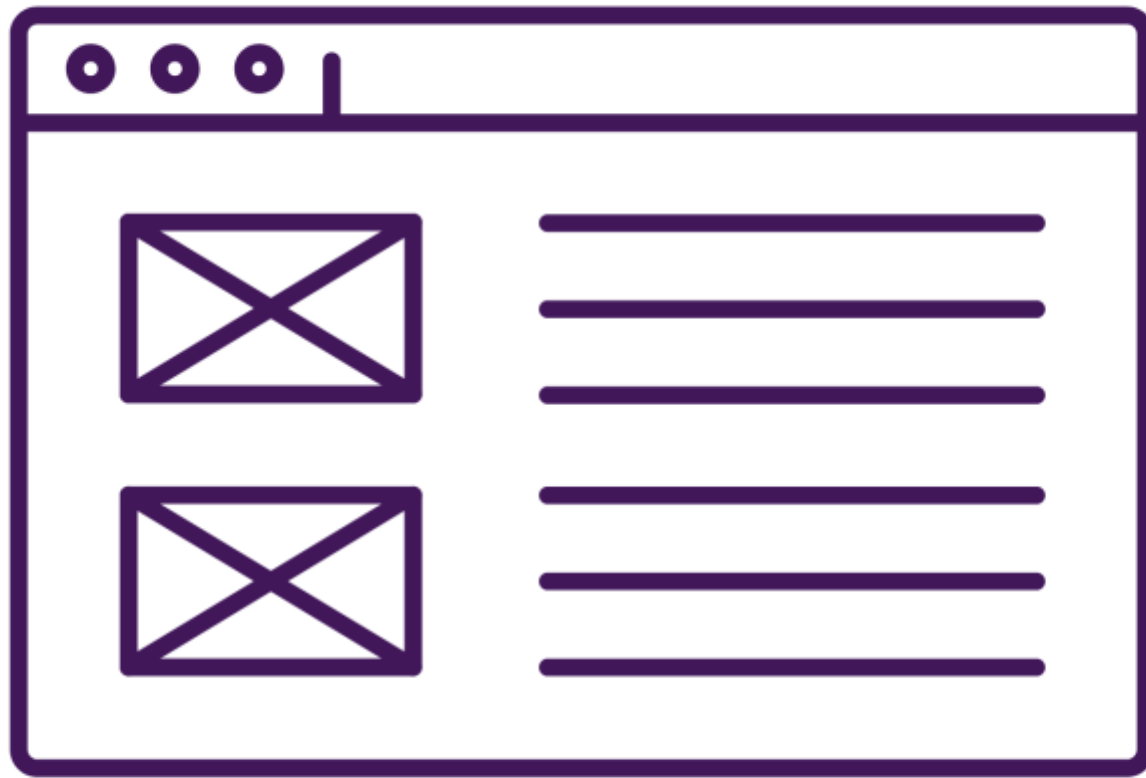✓ Let's have a quick look at choices organisations can make

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?

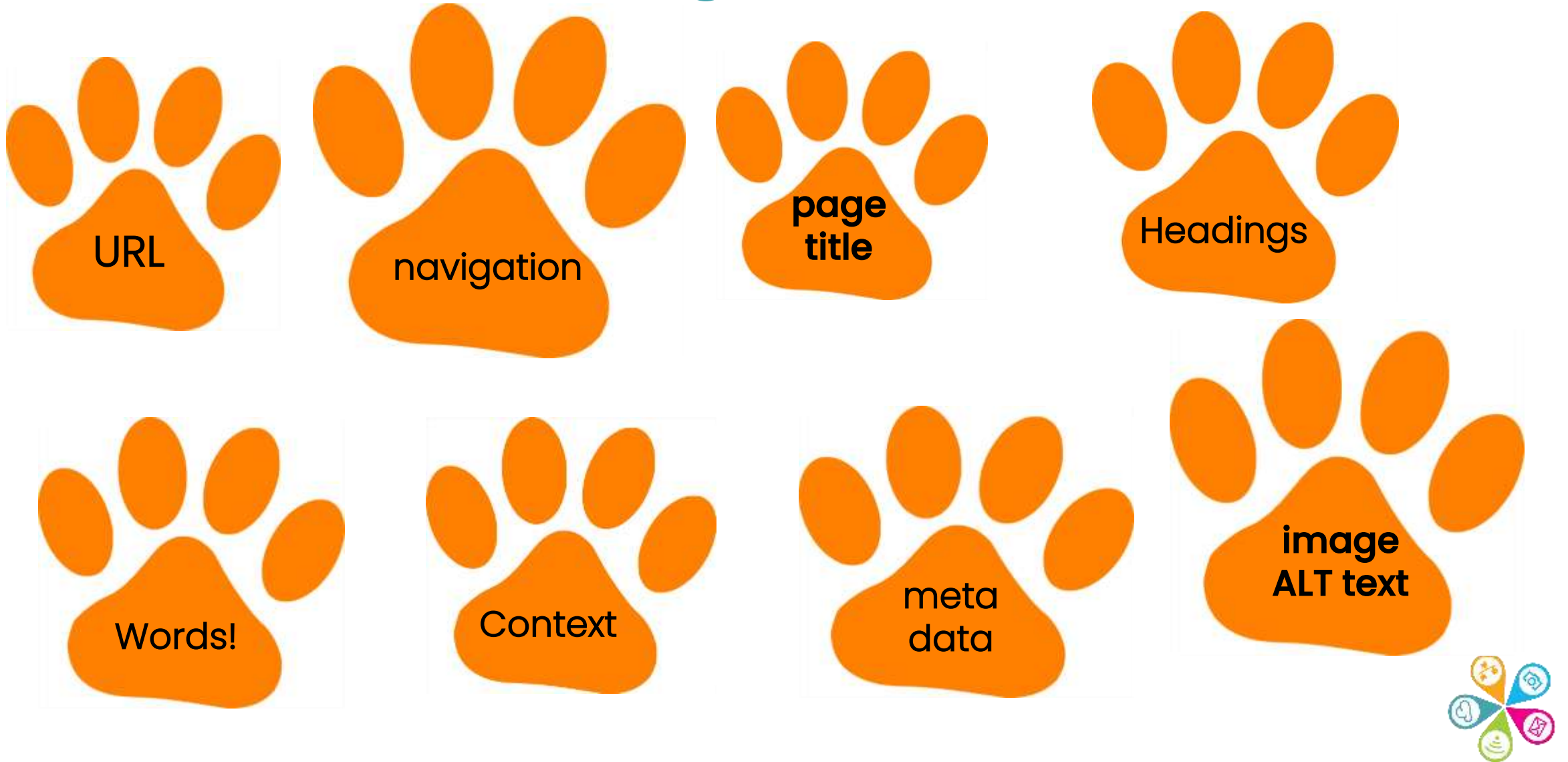What pages would you display and link to from the home page? Would you use a grid?

Writing for search engines and people

Some search engine trail markers

URL

navigation

page title

Headings

Words!

Context

meta data

image ALT text
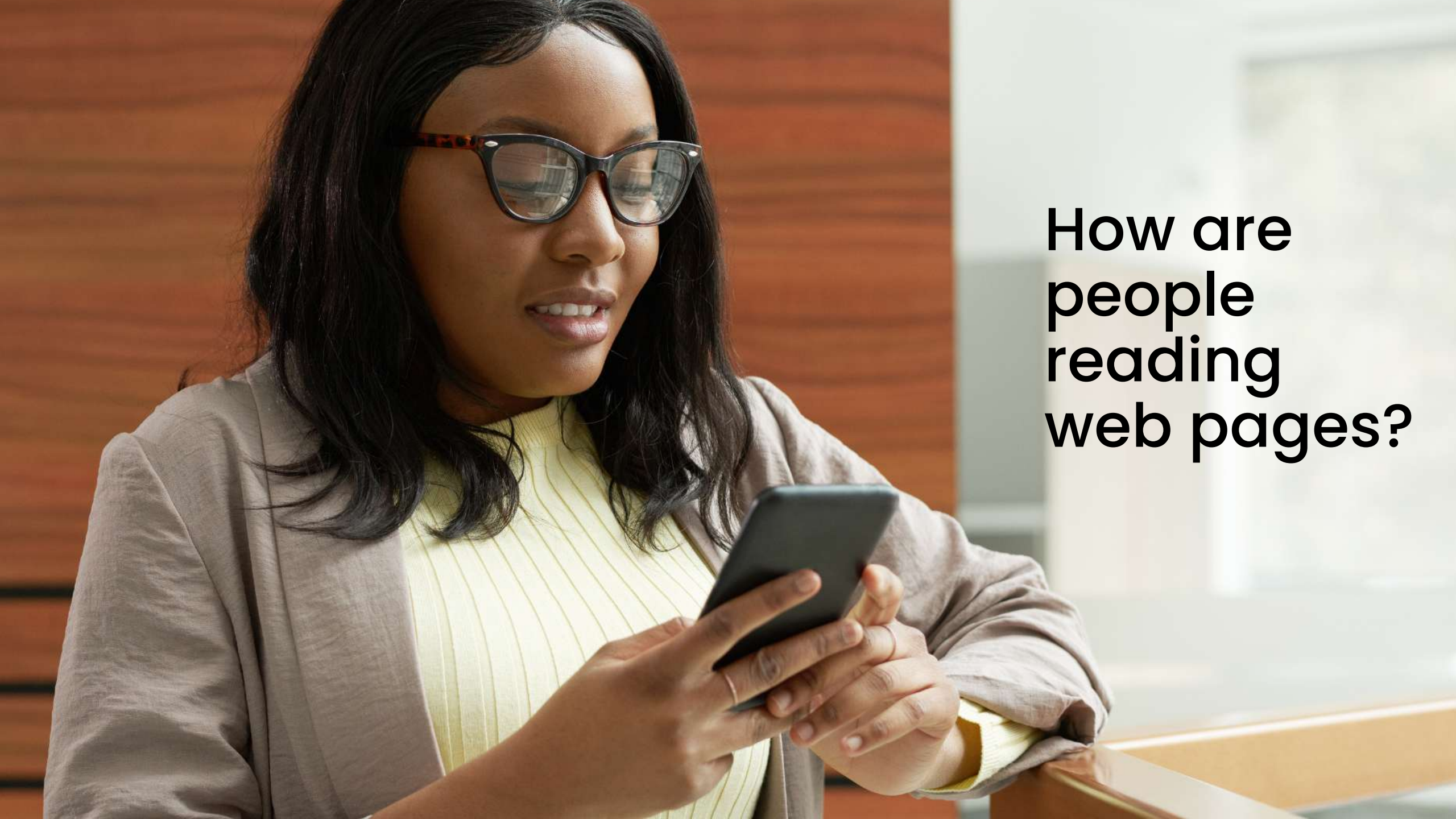
How are
people
reading
web pages?

How are people reading web pages?

F

28%

(at most) of text is read by visitors on a webpage

Scan, Skim
Scroll

The trail on a single webpage

TigersinCrisis.com: This heatmap from our new study aggregates data from 47 people as they tried to learn how many Sumatran tigers live in the wild. The red color on this heatmap is an example of the F-shaped pattern — same today as 11 years ago.

How can we help people read our webpages easily?

Platforms will help you use heading styles
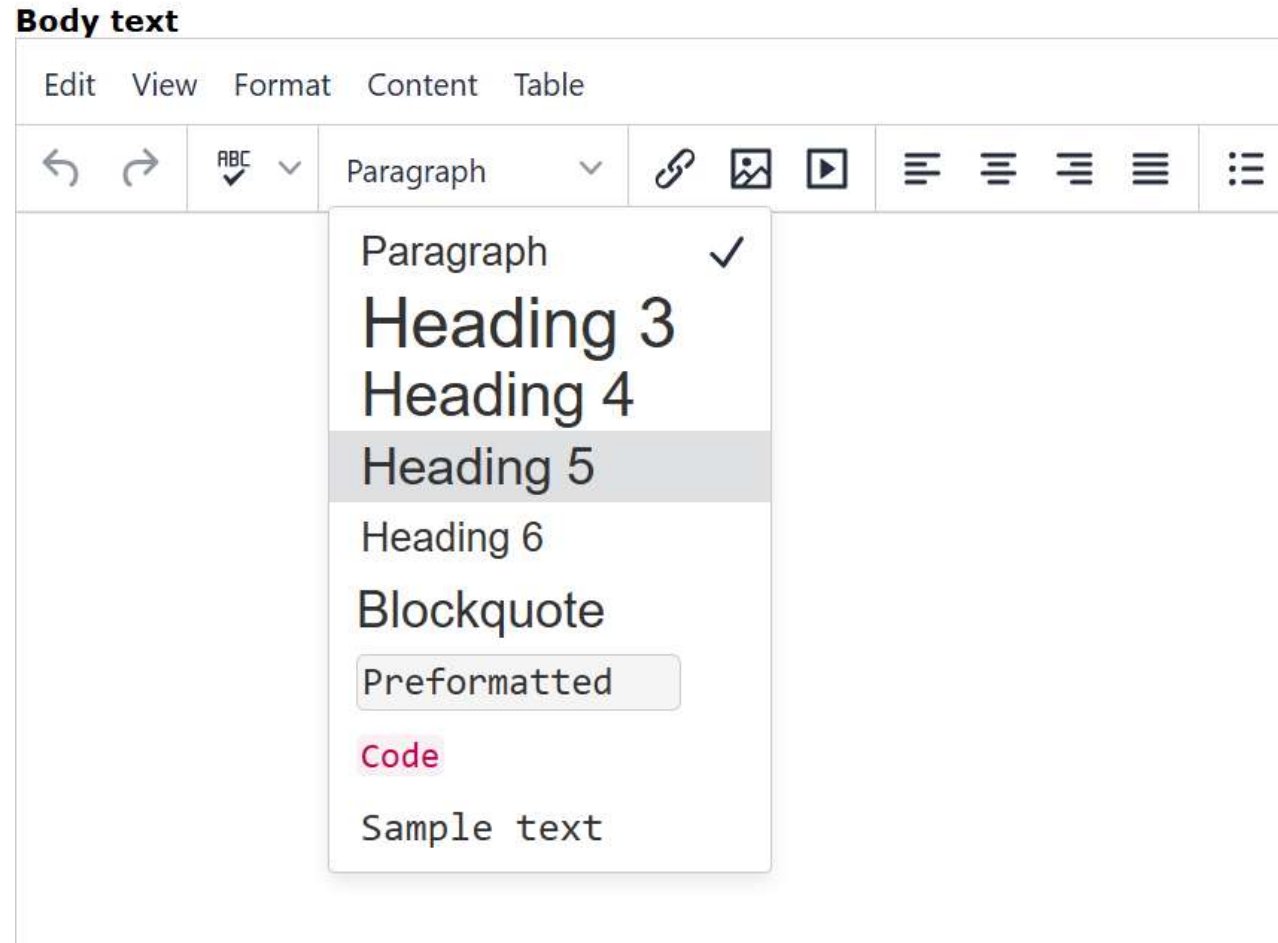
Headings and subheadings

Reframing data: ideas, expectations and stories

Guest blogger Lindsay Hodgson from Catch Impact reframes data using the Music Mentor case study and associated Theory of Change, and asks us to think about the data we're collecting and the questions we're asking it.

What comes to mind when you think of 'data'? Numbers, spreadsheets, graphs?

In this blog we're reframing data to think about ideas, stories and expectations. We'll follow the data journey of an organisation we've called Music Mentors (loosely based on our experience with a real charity).

Through a series of short animations, we'll see how they:

- used **theory of change** to explore their ideas of how they bring about change
- thought about **different types of data** they need to collect to check their expectations
- **analysed the data** they collected to see what story it told

Theory of change is a great tool to map out the changes you think you're making (Outcomes) and how you make them (Activities and Enablers). There are some great resources out there to guide you through using theory of change.

Theory of change

Music Mentors run music sessions in prisons where people can learn to play instruments, create music together and build relationships with mentors.

Their vision for doing this is to help people lead positive and meaningful lives, creating an identity away from that of an offender.

But how does this happen? What are the subtleties of their programme? What makes it work and how can they capture information on that?

Watch Part 1 to see:

- What Music Mentors do
- What they hope to achieve
- How they used theory of change to make decisions and map out short, medium and long-term changes

Heading 2 ‹h2›

Heading 3 ‹h3›

Heading 4 ‹h4›

Be bold.
Don't over use
bold

9

years old

is thought to be the average reading age in the UK

Speak directly to your visitors

A decision was made to change our website to make it easy for local people.

We decided to change our website to make it easy for you

Speak directly to your visitors

A decision was made to change our website to make it easy for local people.

We decided to change our website to make it easy for you

Keep writing for the lazy hunter!

Multiple-comma sentences can often be reworked to just include one comma, which helps to keep things nice and concise, although there are all kinds of exceptions, so this one is certainly not set in stone. Shorter sentences are better than longer ones. If in doubt, use a full stop and move on. That is all. Aesthetics are so important online and first impressions really do matter. Try to break up your articles into bite-sized chunks and avoid multi-idea sentences and paragraphs. Around two to three sentences or less are probably best for a maximum paragraph length.

One comma rule

Multiple-comma sentences can be reworked to just include one comma. It keeps things nicely concise. There are all kinds of exceptions, so this one is not set in stone.
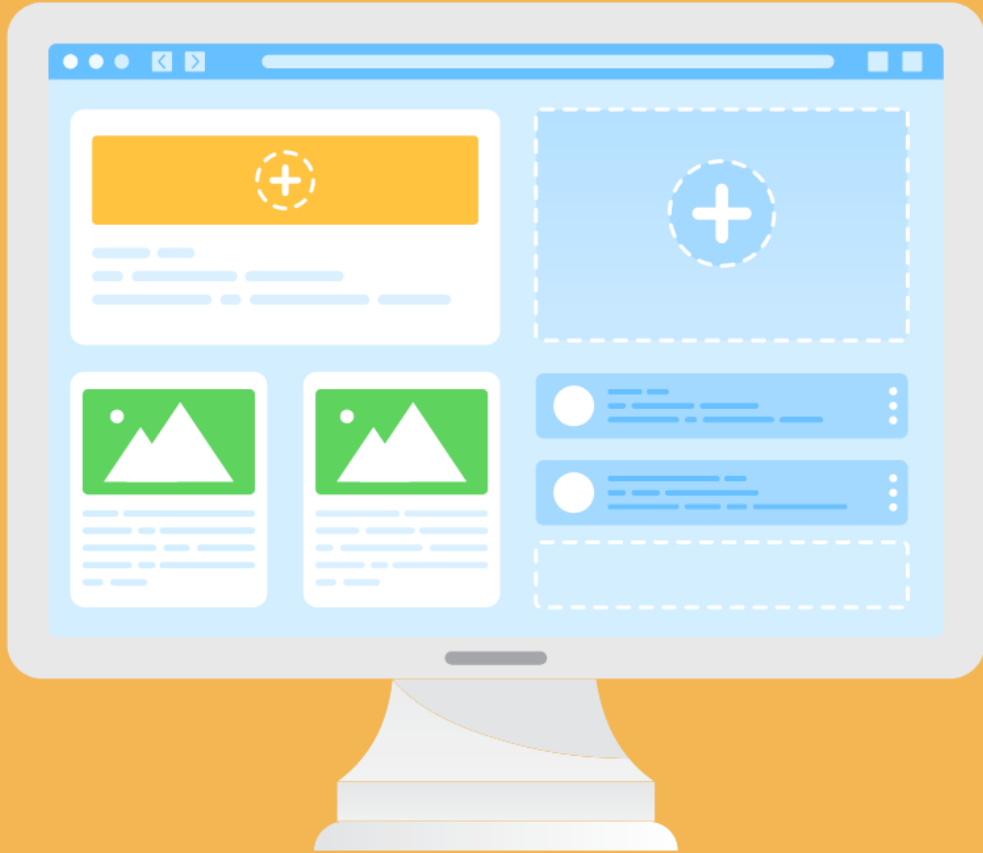
Use short sentences

Shorter sentences are better than longer ones.
If in doubt, use a full stop. Move on.

What's the ideal paragraph length online?

Aesthetics are so important online - first impressions really matter. Try to break up your web text into bite-sized chunks.

- Avoid multi-idea sentences and paragraphs.
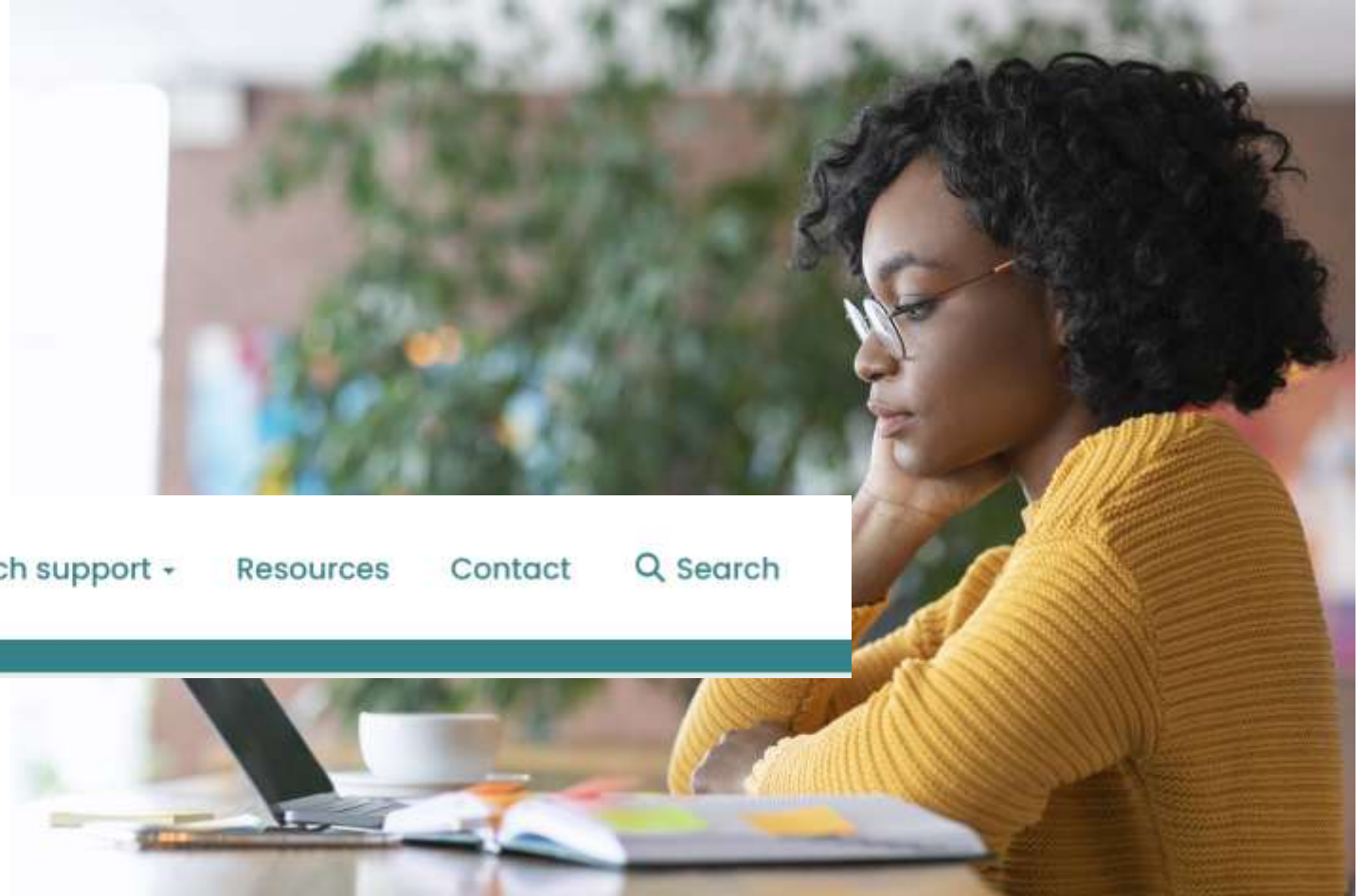- And a maximum of four sentences is best.

10 ways to write engaging website copy, The Good Alliance

Platforms and other useful tools

Gather your 'assets'

Colour choices
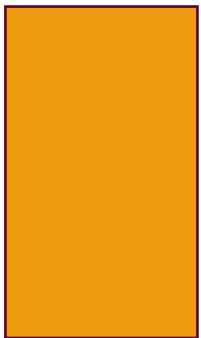
Canva colour wheel
Canva palette generator from an image

Multi-media – what else do you need?

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

Tailored Workshops
Make the best use of time and money with customised training for you, your staff or volunteers

Digital Inclusion
Community Connected offers expert, interactive training to help local people learn online basic skills

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

Websites
Create and develop websites quickly and easily - free hosting included

Communicate
Raise your profile using social media and more to engage supporters and fund your future

Impact Aloud
Get data that counts, capture stories and celebrate achievements

Digital Leaders
Training, advice and specialist resources for leaders of small charities

Get Online Week 2021

Hybrid working resources

7 free and affordable online tools for simple and creative collaboration

Cyber Security for small charities – a refresher

VCSS Camp 9 an online unconference for infrastructure organisations

Training and workshops online: 7 tested techniques for a better virtual experience

Canva for graphics and icons
Free photo websites you can use, credit where needed
YouTube account for embedding/sharing video

Where will our hunters go?

You'll need a website platform to create your website.

Weebly

✓Free option
✓SSL security
✓500MB storage
✓Chat & email support

BUT

➢ £5 p/m to connect your domain name
➢ £9 p/m to remove Weebly adverts

Wix

✓Free option
✓SSL security
✓2GB storage
✓Drag and drop editor

BUT

➢ £4 p/m to connect your domain name
➢ £9 p/m to remove ads

Voice

✓Free
✓SSL security
✓Connect your domain name
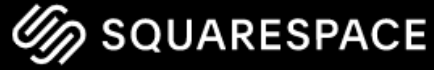✓Unlimited storage
✓No adverts

BUT

➢ New themes to be developed

Wordpress

✓ Free option
✓ Lots of themes
✓ Lots of developers

BUT
➢ £3 p/m does not include 'plug-ins' e.g. calendar, forms
➢ £20 per month for plug-ins
➢ Steeper learning curve
➢ Find your own hosting if you use the .org part of the platform

Squarespace

✓ Lots of themes
✓ Great looking themes
✓ Membership / shop?

BUT
➢ £12 p/m starter plan (paid annually) includes:
  ➢ Custom domain
  ➢ SSL security
  ➢ 2 administrators
➢ £17 unlimited admins and extra features

Any others that you are using/have used before?

https://e-voice.org.uk/ & https://e-voice.org.uk/london/

Lots of features for you to use

✓Content blocks e.g. background colours, sliders

✓Add playable YouTube or Vimeo videos with only a link

✓Calendar

✓Noticeboard (blog posts)

✓Classified ads (e.g. job vacancies)

✓Embed any third party content e.g. a Microsoft or Google form

✓Layout options

✓Simple custom colour, theme and font choices

[Build my community website in 7 weeks](#)

Or [use our resources](#) to build a free website any time.

Build My Community Website in 7 Weeks

Hello and welcome to our new training programme to help you build a simple website.

How this course will run

This is a weekly training course, usually on Wednesday between 10am and 12pm. Each week will usually be 1.5 or 2 hours long. Trainers will stay online for up to 30 minutes after the training to help if you want to keep working or ask more questions.

We may use digital products or online templates for learning. We will teach you how to use them, so do not worry if you have never used them before. Please bring a pen and paper if it helps you.

Requirements

To take part you will need a laptop or computer device. This is important for weeks 4, 5 and 6, when you will be building your website.

What will you do next?

Any questions about our support or websites?

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 and Paul Firby

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www.superhighways.org.uk
@SuperhighwaysUK

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