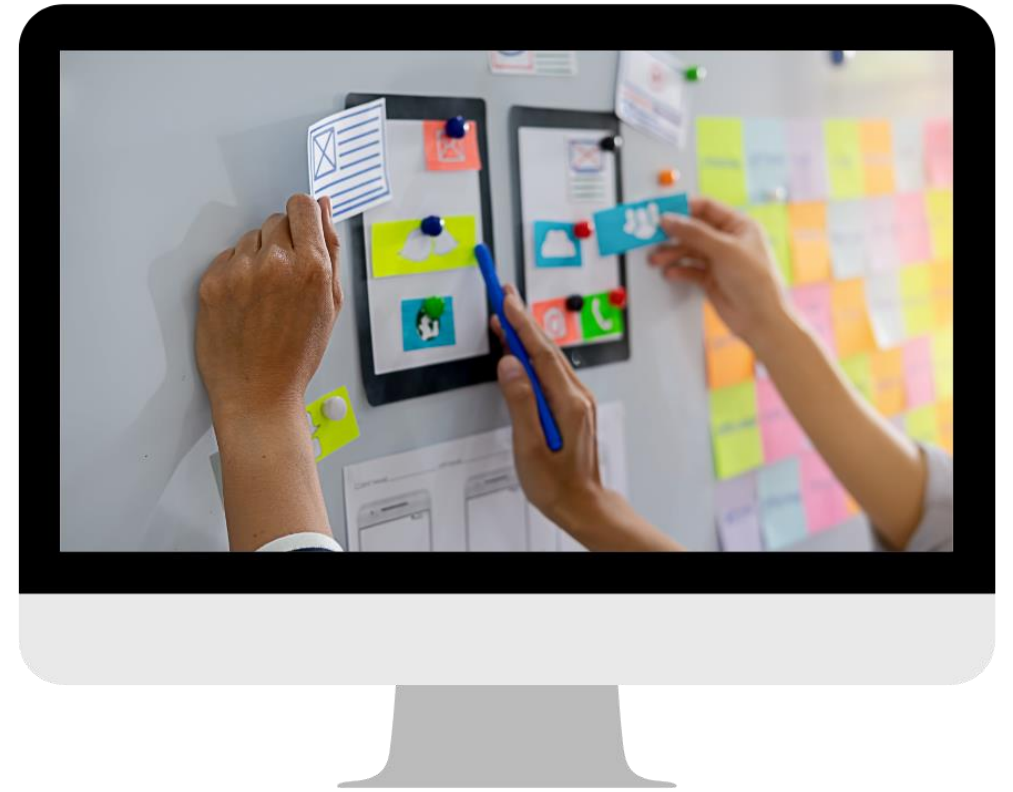


WEBSITES

Myth busting,
best practice
and options



superhighways

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

Quick hands up...

1. Do you have a website?
2. Are you thinking about setting up a new website?

What's the one thing you'd like to know today?

Breakouts for a few minutes, say hi to someone here



What we'll cover today

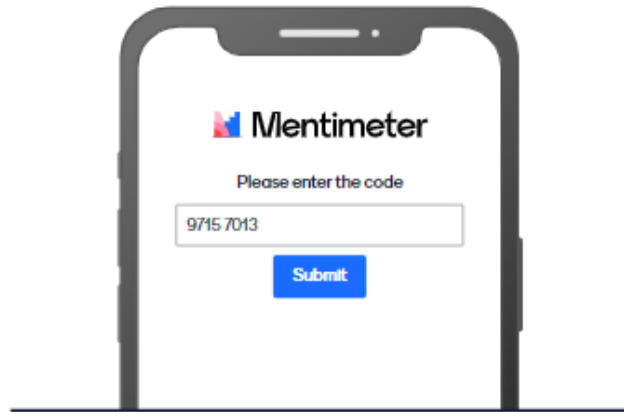
- ✓ Do we need a website?
- ✓ Who's looking anyway?
- ✓ Structures
- ✓ Pages and writing them
- ✓ Website publishing options



Myths and what matters most...

Go to

www.menti.com



Enter the code

9715 7013

A quick warm up
about websites

<https://www.menti.com/zdfw2rkkfg>

The hungry website visitor



Who are these hunter-gatherers?



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



Who are the following websites for?

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

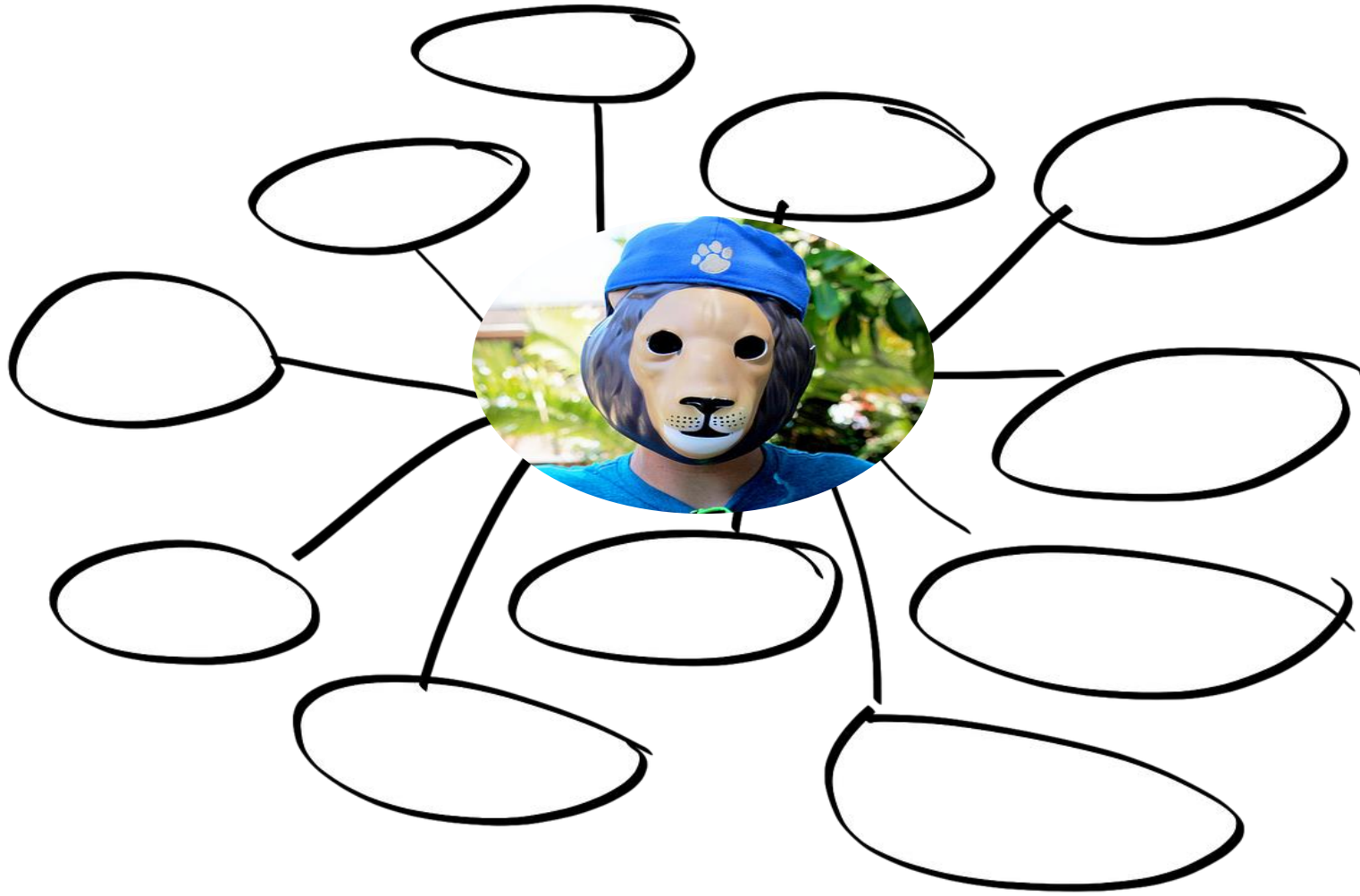


What are they looking for?



And you?





[Let's make some notes in this Google doc](#)



Quick break 5 minutes



The start of scent trails...

The Google logo is displayed in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

Where else do they catch the scent?

What are the other starter points to finding your webpage? Or moving around on it?



About 1,390,000 results (0.42 seconds)

<https://superhighways.org.uk> › training

Digital skills training - Superhighways

Our practical, interactive **training** helps you gain the confidence you need to better use digital, ...
Scroll through our **courses** to **book** with us online.

<https://superhighways.org.uk> › data-skills

Data literacy and digital skills support programme

The two-year programme will offer **training**, advice and practical support to help small charities develop data and digital skills they need to deliver the best ...

<https://superhighways.org.uk> › impact-aloud

Demonstrate your impact with digital technology

We do the research and testing so you don't have to. Our **training** and advice can help you choose and use what's best for you. **Book** live online **training** and ...

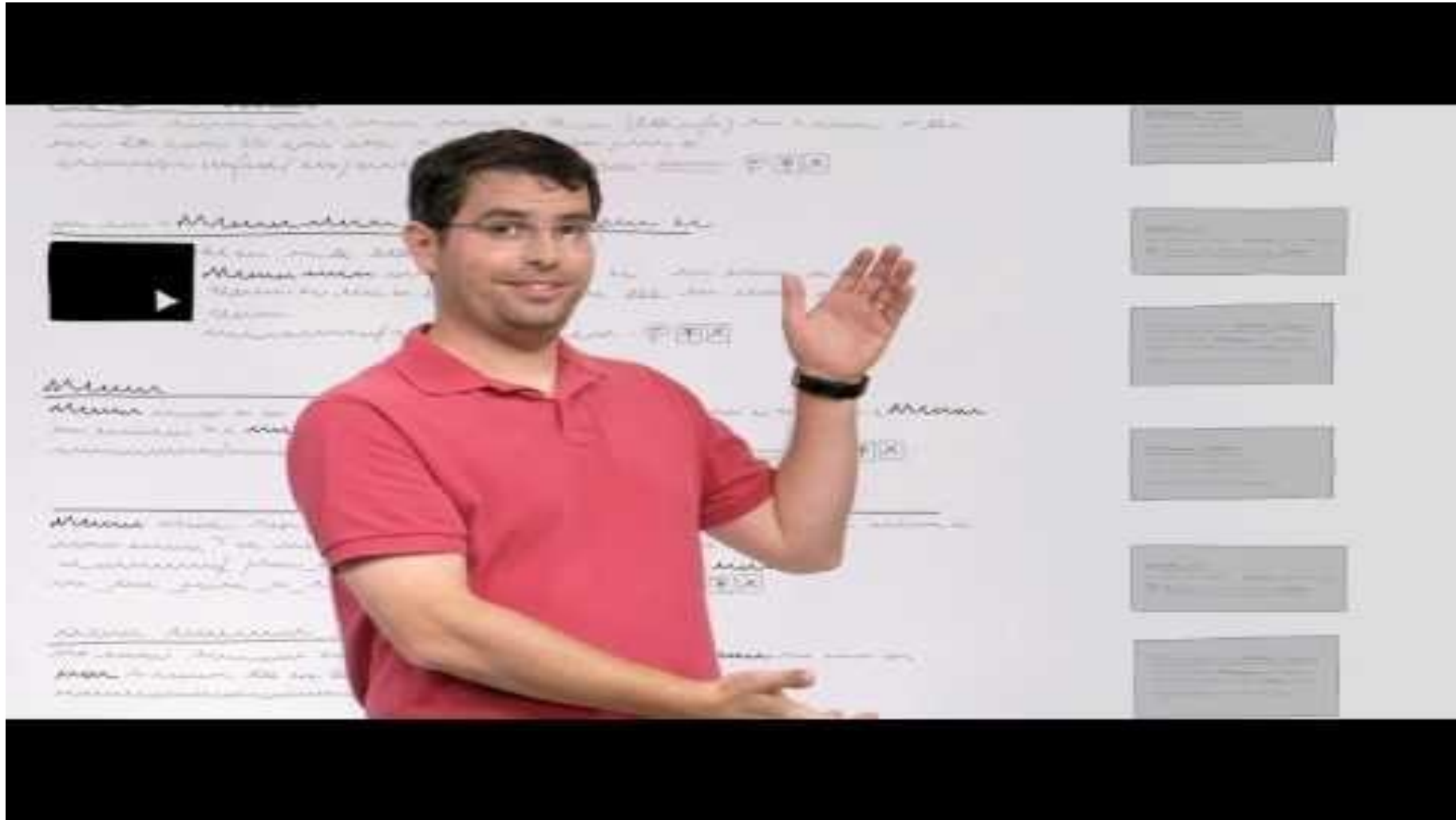
<https://superhighways.org.uk> › latest › training-and-wor...

Training and workshops online: 7 tested techniques for a ...

Here are seven of our personal tried and tested techniques for ensuring a better online experience for your **training**, workshop or meetings.



How are search engines helping?



So what do we need to consider? What are the helpful trail clues for your website visitors?



Pause for 1 minute to reflect
Write as many things as you
can think of in chat



Some search engine trail markers



Website structure really helps

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 +

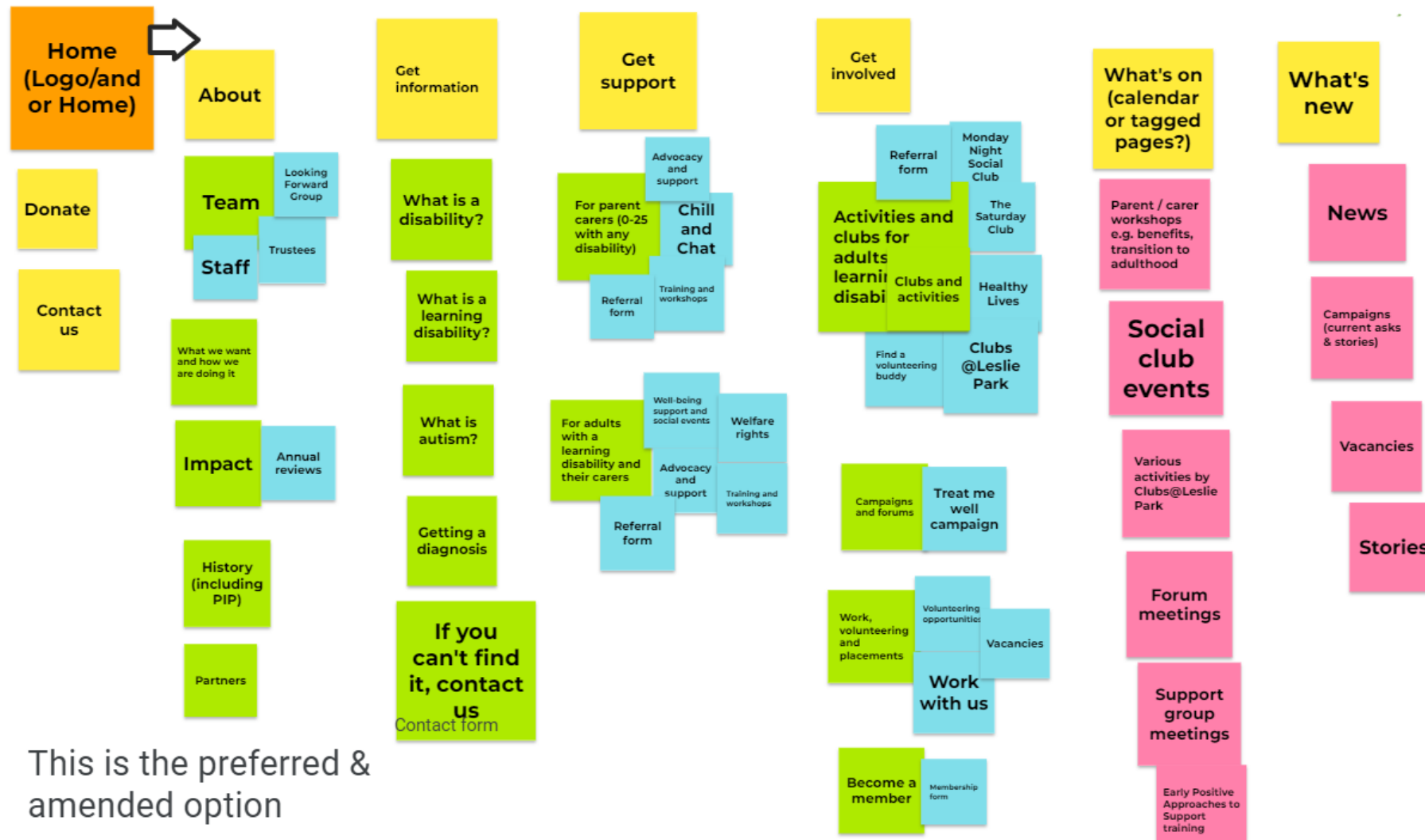
No Programs, Just Policy +

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

Have a quick look through now...



And helps people move about



Croydon
Mencap
website
planning



This is the preferred & amended option

How are people reading web pages?

How do you think people behave online?



The trail on a 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.

What can we do to make our webpages readable?



How are people reading web pages?

F 28%
(at most) of text is
read by visitors on a
webpage

Skim
Scan
Scroll



Be bold.
Don't over use
bold



Headings and subheadings

The top 5 apps to capture and communicate impact

Heading 1 <h1>

#1 - Collect useful data with Google Forms

Heading 2 <h2>

We all face increasing pressure to show that our work offers good outcomes for local people, and this means we need to get smarter at collecting data. Collecting information from people in a digital way can ultimately save us a lot of time.



Do you have an all-singing, all-dancing database? No? Well, there are some great off-the-shelf bespoke solutions now available at affordable prices. However, for many smaller community organisations, a database may still be out of reach.

Help is at hand: you can create and publish surveys online *for free* with Google Forms.

Why it works:

- There's a big range of question types available – multiple choice, scales, text and more
- Responses to your surveys are neatly organized in a live spreadsheet
- You can include unlimited questions and capture unlimited individual responses
- You can turn your data into charts using Google, or export into other software
- You can even embed surveys on your website for ongoing data capture

Heading 3 <h3>



Speak directly to your visitors

A decision was made to change our website

We decided to change our website

Time was generously given to our community centre by Grace

Grace generously volunteered /gave her time at our community centre

This form is to be filled in by volunteers.

You can fill in this form



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 four sentences or less are probably best for a maximum paragraph length.



Write 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 web text into bite-sized chunks and avoid multi-idea sentences and paragraphs. Around four 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.



Can you find the next meal?

What
information
do you
expect to
get?

Click here

our event

Find out how you can
become a volunteer in
Enfield.



Multi-media – what 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



Get Online Week 2021



Hybrid working resources



7 free and affordable online tools for simple and creative collaboration



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



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.

What helps you make your choice?





Weebly

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

BUT

- £4 p/m to connect your domain name
- £9 p/m to remove Weebly adverts



Wix

- ✓ Free option
- ✓ SSL security
- ✓ 500MB storage
- ✓ Drag and drop editor

BUT

- £4 p/m to connect your domain name
- £11 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

- £5 p/m does not include 'plug-ins' e.g. calendar, forms
- £15 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

BUT

- £10 p/m starter plan (paid annually) includes:
 - Custom domain
 - SSL security
 - 2 administrators
- £15 unlimited admins and extra features

Any others that you are using/have used before?



What will you do next?



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.



Related training & extra resources

- ✓ [Look at our current training offer](#)
- ✓ [Sign up to our monthly eNews](#) – for updates from us on all things charity sector and digital/data, plus future training and support offers
- ✓ [Get a free Voice website](#)
- ✓ Do you want to join a website building cohort? Let me know: sorreparsons@superhighways.org.uk





Thank you for taking part today

Sorrel Parsons

info@superhighways.org.uk

www.superhighways.org.uk

@SuperhighwaysUK



superhighways

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