

# Websites 101

Creating Effective Websites for UU Congregations

## Why A Website?

- Helps visitors find you
- Helps visitors learn more about you
- Gives members up-to-date information
- Keeps shut-ins/distant members in touch
- Provides a way for members to connect to the wider UU world through links

## What Kind of Website?

- Static Websites
  - Just has basic information
  - Doesn't need regular updating, less labor
  - More visitor specific
  - Less helpful for members
  - Less enticing to visitors

## What Kind of Website?

- Dynamic Websites
  - Needs regular updates - weekly, monthly
  - More informative for members
  - More labor involved
  - Makes church look inactive if not updated regularly

## Where?

- Have a site? Just improve it!
- Members might donate space they have through their personal internet account.
- Space comes with internet access packages.
- OMD server - limit of 25 mb
- Shop the net for a host - UU or otherwise

## Domain Names

- You do not need a domain name, but it can make finding your website easier.
- Keep domain names simple!
- You must register your domain name.
- You can point a domain name to any site
- Some server hosts also handle domain names.

# What do I put on it?

- Visitors have different needs than members
- Templates are available to help you design your site

## Visitors

- Church Name
- Church Contact Info
- Photo of the Church
- Directions to church - use a mapquest or google maps link
- Day and times of services and religious education and upcoming topics
- Frequently Asked Questions page to tell them what they can expect when attending
- Are you accessible? Hearing devices? Special Parking? Childcare?
- What's a UU?, What do UUs believe?
- Links to the UUA & the OMD to learn more

## Sample pages

- UUA Visitor Page
- OMD Visitor Page
- New River UU Fellowship Visitor's FAQ Page

## Members

- Calendars - check out google and other online calendar services
- Reports from committees/board edited for online
- Detailed Information about events
- Links to community groups your church is involved with
- Newsletter either in PDF form to be downloaded or printed out
- Congregational documents (bylaws, etc)

## Want Not to Put

- Members addresses and only put phone number if essential and with permission
- Photos of children identified by names
- Your member directory
- Photos of adults only with permission

## Policies and Privacy

- Policies about what information can and cannot be posted, including the newsletter
- What about photos? How to post/identify
- Who is in charge of the site? Who has access? Who can make changes?

# Website Accessibility

- Most current programs will flag problems
- Computer readers require certain things
  - ALT tags - alternative text for all images
  - Tables - readers read tables across rows
- UUA has a webpage explaining this

# Let Others Know!

- Update your data entry with your new website address
- Email the district to add your page to our website
- Submit your website to search engines
- Metatag Keywords - include city names, nearby area names, UU, etc

# Resources!

- UUA website has a page for Congregational Website filled with information and links to other sites to help you
- You can find templates for your pages from the Template Project
- “A Brief Introduction to the Gentle Art of Crafting A Website for UU Congregations” is a great online resource