

## GENERIC WEBSITE

A quick guide to identify main factors when putting together a website.

### 1 When setting up a web site consider its purpose:

- To publicise your service
- Your site is open 24 hours a day, 7 days a week
- You can update information immediately
- You may be able to reach people who don't use your service now
- You may be able to link people who would benefit from working together
- You may be able to develop your service
- You may be able to build a campaign
- You may raise your profile

### 2 Consider who it is aimed at:

- Membership
- Funders
- General Public
- Volunteers
- Trustees

### 3 Develop a hierarchy and navigation:

- Consider the content on each page
- How is each page accessed

### 4 How are you going to pay for the site, pay for the on going costs and manage the content:

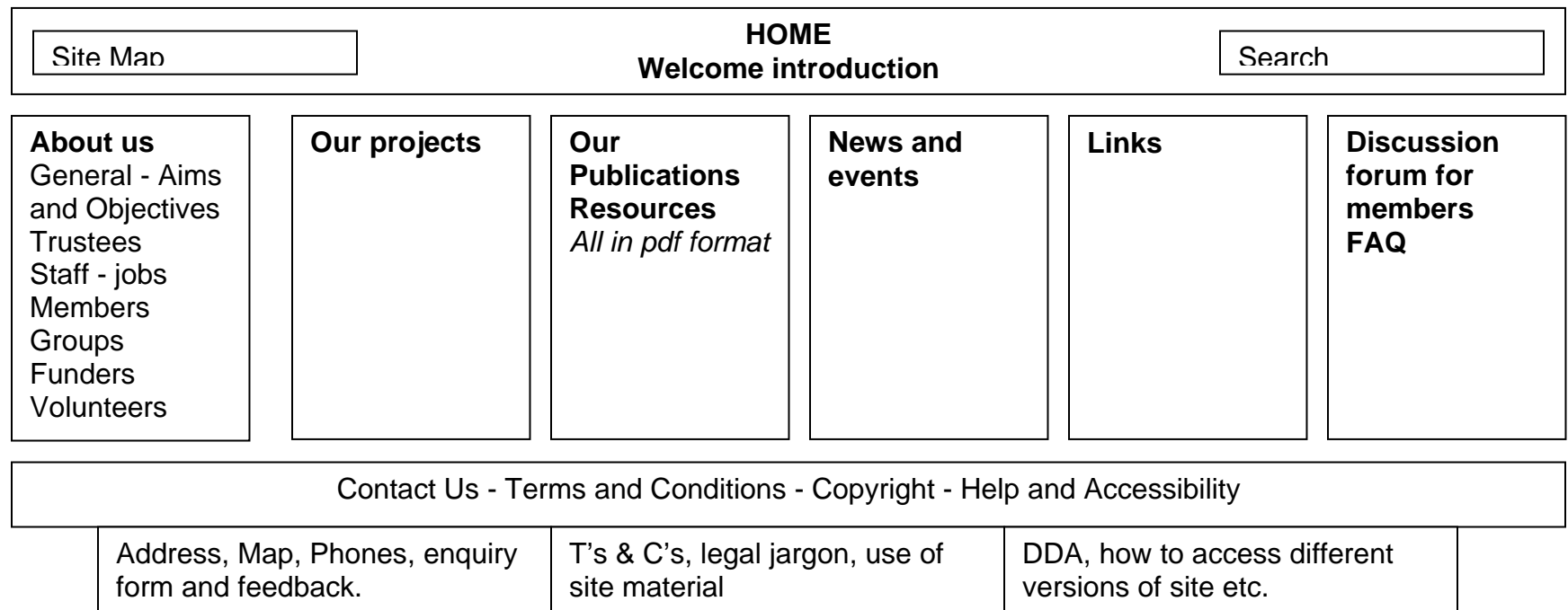
- Be clear about your specifications
- Be clear about ownership
- Get quotations for comparable products
- Make sure you have the ability to update pages (preferably at no extra cost)
- Identify staff and procedures for keeping those pages up to date

### 5 Ensure your site is legal

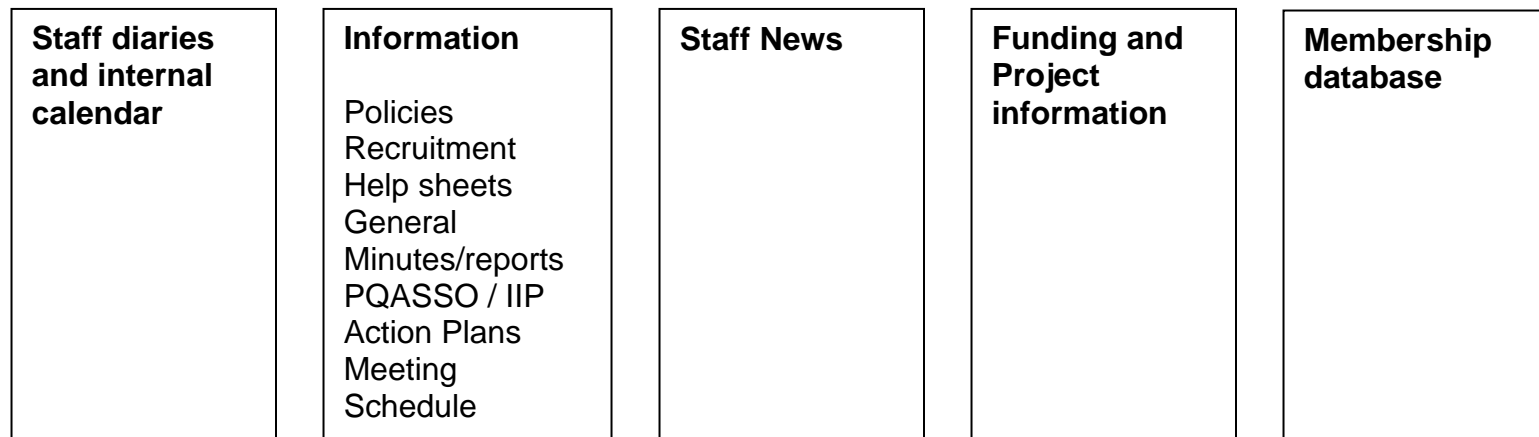
- Make sure your site is DDA compliant (see the logos below)
- Ensure you have terms and conditions of use, disclaimer and copyright



Possible website structure



STAFF and Trustee (and member?) ONLY password protected



Areas to be updated by staff - Accessible –visual impairment, colour blindness, motor impairment, Metadata - Interactive



If your organisation uses third party developers to design its web site, you will need to determine who owns which rights. You need to agree with the developer who owns the rights in the design of the web page and in the software code for the web site.

Generally the developer will only assign such rights once they have been paid in full for all work. It is therefore advisable to agree that each identifiable stage in the project ("deliverable") should be linked to staged payments. As each stage is completed to your satisfaction and is accepted, the rights are therefore transferred to you. Make sure you keep written records of dates of agreement and 'signing off'. Stick to an agreed timescale.

It is essential that the developer licenses to you the right to use its underlying technology tools both during and after the development stage so that you can exploit and make changes to the site as you wish. Developers who need to make the changes for you may charge you extra. Beware of hidden future costs including for example an annual licence fee for the use of their tools. If your website is dependent on these, find out what happens if the developer stops trading. Check the process of moving your website to another developer/location.

### **When you have got your site:**

- Review the site regularly to ensure it is up to date – if people see outdated information, they will lose trust in your site.
- Check all the links work.
- Respond to the feedback you get from users.
- Include a date on every page, so users know current the information is.
- Highlight updated content.

### **Make sure people know your site exists!**

- Include the address of your site on all your publicity, publications and stationery, as you would your address and phone number.
- Ask other organisations if they will link their sites to yours, if you link to them. Many websites have a page of links to other useful sites.
- Make sure your site is listed on the most popular search sites. Register the pages on the search engines' web sites. Second, make sure that your page is designed to work well with the automatic software that search engines use to index pages.

*This document acknowledges information provided by LASA. For more detail contact <http://www.lasa.org.uk/knowledgebase/index.shtml>*

