

Digital Presence

June 13, 2020

[Click here](#) to see
the Zoom
recording and chat
from the June 13
workshop!

Irene Oleksiw (moderator)
Ilona Miller (presenter)

Agenda

- Why a website? What's the purpose?
- Basic ingredients of website design
- Options for building a website
- Setting up your online presence
- Driving traffic to your website
- Website security

Why a website? What's the
purpose?

Choose your goals

- a) Empower seekers to visit us in person
- b) Communicate we are an active, supportive, and vibrant community
- c) Clearly define our spiritual principles

**For every website
choice, ask yourself:
does it serve our goals?**

Navigation with your goals in mind

Home Page

- “Visit Us” button on welcome banner
- Events listing/live calendar
- A feature bar on SPICES - link to “Our Values” page
- A feature bar linking to “Newcomers” instructions
- Social media buttons + Social media banner displaying our Facebook posts
- Newsletter subscription (once we move to online platform for our Newsletters)
- Our contact information: address, phone number, designated email address

a) Empower seekers to
visit us in person

b) Communicate we are an
active, supportive, and
vibrant community

c) Clearly define our
spiritual principles

Navigation with your goals in mind

Home Page

- “Visit Us” button on welcome banner
 - Events listing/live calendar
 - A feature bar on SPICES - link to “Our Values” page
 - A feature bar linking to “Newcomers” instructions
 - Social media buttons + Social media banner displaying our Facebook posts
 - Newsletter subscription (once we move to online platform for our Newsletters)
 - Our contact information: address, phone number, designated email address
- a) Empower seekers to visit us in person
 - b) Communicate we are an active, supportive, and vibrant community
 - c) Clearly define our spiritual principles

Navigation with your goals in mind

About Us

- Our Values (SPICES and how we live them)
- Our History (Brief history of Quakerism, brief history of DFM)
- Our Community (basic stats about our organization, members, programs, etc.)
- FAQs

Programs

- Worship
- Adult Development
- Children
- Community Events
- Service Initiatives

Join Us

- Newcomers
- Worship
- Calendar

a) Empower seekers to
visit us in person

b) Communicate we are an
active, supportive, and
vibrant community

c) Clearly define our
spiritual principles

Navigation with your goals in mind

About Us

- Our Values (SPICES and how we live them)
- Our History (Brief history of Quakerism, brief history of DFM)
- Our Community (basic stats about our organization, members, programs, etc.)
- FAQs

Programs

- Worship
- Adult Development
- Children
- Community Events
- Service Initiatives

Join Us

- Newcomers
- Worship
- Calendar

- a) Empower seekers to visit us in person
- b) Communicate we are an active, supportive, and vibrant community
- c) Clearly define our spiritual principles

For members

- Create a “Members” tab under which all relevant pages for members exist (meeting minutes, etc.)
- Can password-protect the “Members” tab

Basic ingredients of good website design

1) Design with your goals in mind



Plan Your Visit

We can't wait to meet you!

Thinking about visiting CFDowningtown for the very first time?

Or maybe you've been a few times but you'd like to tour the building and connect with some staff and leaders? Schedule your visit now and we'll:

- reserve a parking spot for you up front
- meet you in the parking lot
- introduce you to great people
- help you get your kids checked in to Kids Church
- give you a tour of the church
- save seats for you in the service of your choice

So schedule your visit right now. We can't wait to meet you.

PLAN YOUR VISIT



Type here to search



11:49 AM
7/25/2019



2) Use calls to action (map a clear path)

Community Solar

ABOUT THE PROGRAM

OUR NO-INVESTMENT
MODEL

ROOF UPGRADE

EVALUATE YOUR
BUILDING

FOR CONSUMERS

NYC ROOF UPGRADES WITH SOLAR

Old roof? Go solar and get a new roof at little or *no* cost.



Solar tax incentives drastically subsidize roof upgrades including:

- Roofing
- Decking
- Asbestos removal
- White roof painting
- Weatherizing
- Insulation

With our no-investment solar model, UrbnDER covers roof upgrade costs and takes the tax incentives while the building owner gains a free roof and increased NYC property tax abatements.

EVALUATE YOUR BUILDING


3) Use bullets or short paragraphs

4) Use hi-res images that fill the page

OUR STORY

For So res ins sys suc eni apl cor ma reg foc exp ho

- OVERVIEW
- INCENTIVES & BENEFITS
- OPERATIONS & MAINTENANCE
- SOLAR ACHIEVEMENT



HOME ABOUT ELDOR ELECTRICAL CONSTRUCTION **RENEWABLE ENERGY** PROJECT GALLERY NEWS CONTACT

Commercial solar energy resources.

As a full-service electrical contracting and solar energy company, Eldor has a top-down perspective on renewable energy installations. The demands of commercial solar and wind power projects differ substantially from residential installations. Our engineers and designers can look at the goals and objectives you have for your solar project, evaluate any impact on your facility's electrical infrastructure, and assess any unusual integration requirements. And we can apply utility-scale resources to the on-time and on-budget completion of your installation.

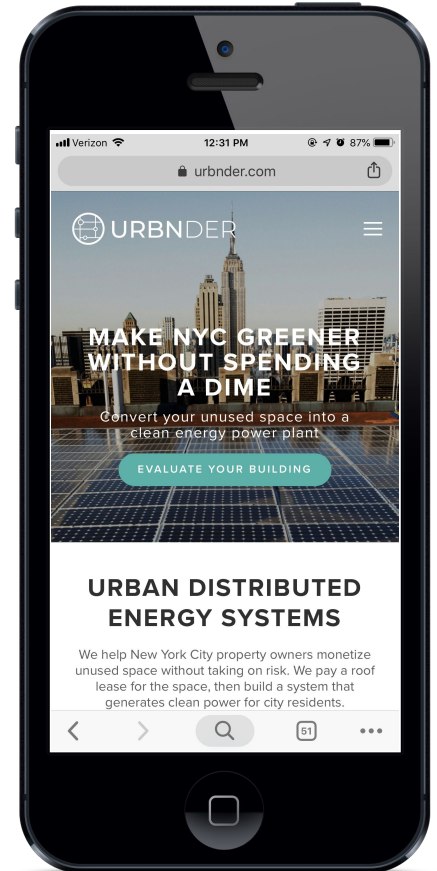
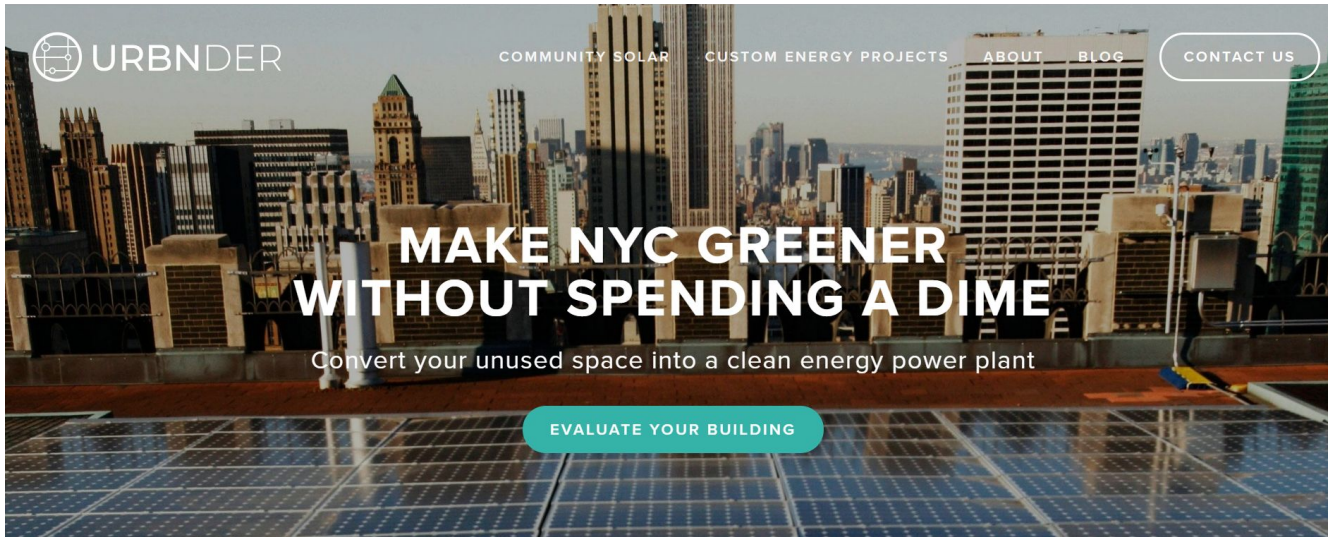
We provide a level of service and expertise that includes utility-level construction for multi-megawatt interconnections. And we have a depth of resources that go well beyond what standalone renewable firms, with their focus on smaller-scale projects, are able to offer.

Call **631-218-0010** to speak to an Eldor Solar Energy Professional today.

ere to search

12:20 PM 7/25/2019

5) Optimize for mobile



(Not optimized!)



Innovative Carport Systems



Take home: web design checklist

- Use bullets or no more than 2-3 sentences in a row (people skim, they do not read)
- Ensure your audience knows the optimal path through your website--guide from page to page with calls to action
- Use consistent colors & fonts throughout (choose a bright and modern aesthetic)
- Keep page length short and snappy (click through to outside pages for more reading where necessary)
- Include only high-res images that stretch across the entire page width
- Ensure you can read everything at a glance without zooming in
- Make mobile friendly
- Make all text real text (not text converted to an image)
- Create a concise menu with organized sub-menus (designed to *serve your website's purpose*)
- Set up the SEO settings (easy to do on Squarespace)

Options for building a website

Squarespace

Example Site

Pros	Cons
<ul style="list-style-type: none">● Inexpensive● All-in-one● Easy to get started● Easy to maintain● Limited options (hard to mess up)● Automatically mobile optimized● Easy to find on Google Search	<ul style="list-style-type: none">● Not extremely customizable● Need someone in the meeting to get it started

Wordpress

Example Site

Pros	Cons
<ul style="list-style-type: none">● Inexpensive● Many “widget” or “plugin” options● Open source	<ul style="list-style-type: none">● Too flexible/customizable● Need some coding knowledge to build and maintain it● Doesn't look as clean unless you have a real professional build it● More difficult to get found on Google

How to make your website
dynamic

Embed photo albums or post feed

(Flickr, Facebook, etc.)

→ How you do this depends on your website builder, but general instructions for Flickr can be found [here](#)

Update your website banner

Consider a rotating banner with announcements




Sync your Google calendar to stay up-to-date (fill with weekly or monthly recurring events!)

**Mother's Day Bird Walk May
12**

Respond to contact form inquiries

Forward to a member's email address so someone responds right away (can change this monthly, if you'd like)



COMMUNITY SOLARCUSTOM ENERGY PROJECTSABOUTBLOGCONTACT US

CONTACT US

Name *

First NameLast Name


Email *

Message *

SUBMIT

COME VISIT!

New Lab
19 Morris Ave, Building 128
Brooklyn, NY 11205
718-635-0122



Inbox4

Starred

Snoozed

Sent

Drafts12

Clients & Sales

Networking & Events

Newsletters148


Operations

Job Candidates1

Partnerships

Form Submission - New Form

Clients & Sales x



Squarespace <no-reply@squarespace.info>
to me

Name: Joseph Zemmol

Email: jzemmol@terracrg.com

Message: Hey
what is the best email to reach you at @Russell and @Ilona.
(Sent via [UrbnDER: Urban Distributed Energy Resources](#))

Reply

Forward

Google Voice number

- Consider setting up a Google Voice number (a VOIP) service which can route calls to an app on your phone or to your computer
- Allows people to receive voicemails or calls without being physically present at the meetinghouse



Website & social media ownership in the meeting

- Form a digital presence committee
- Assign responsibilities:
 - Contact forms
 - Calendar updates
 - Facebook updates
 - Etc.

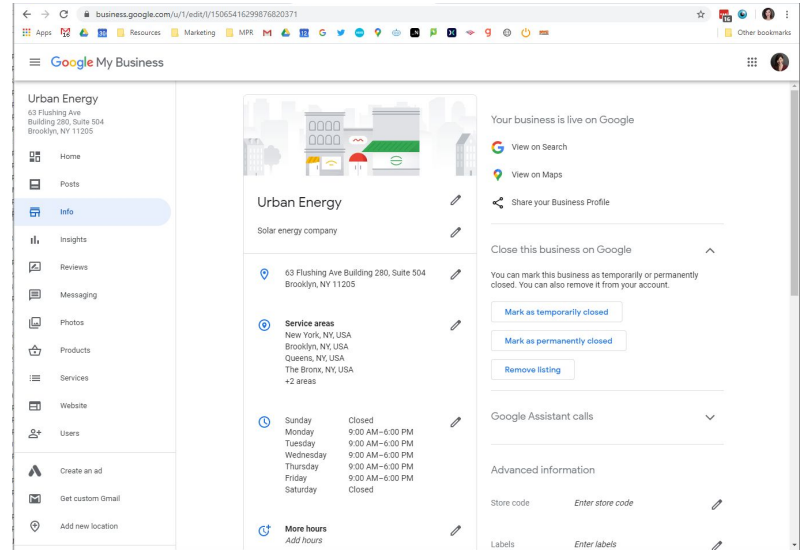
Google tools

G-Suite (for nonprofits)

- Google offers G-suite (free email using your meeting domain, free file storage and collaboration, multiple free users, etc.)
- You need to be able to verify that you own the domain
- Instructions for signing up and linking your domain [here](#)
- Note: G-suite for nonprofits also comes with free Ad credits if someone wants to use Google Ads

Google Business page

- Claim your business page through the org domain email
- Update your information, add photos, etc. which will populate on Google Maps



Google Analytics

- Create account under meeting email
- Assign someone to check it every 6 months and report back
- Create goals: what page do you want to direct all of your traffic to?
- *Even if you don't use it, set it up so that it tracks your site's data until someone ELSE decides to use it in the future*

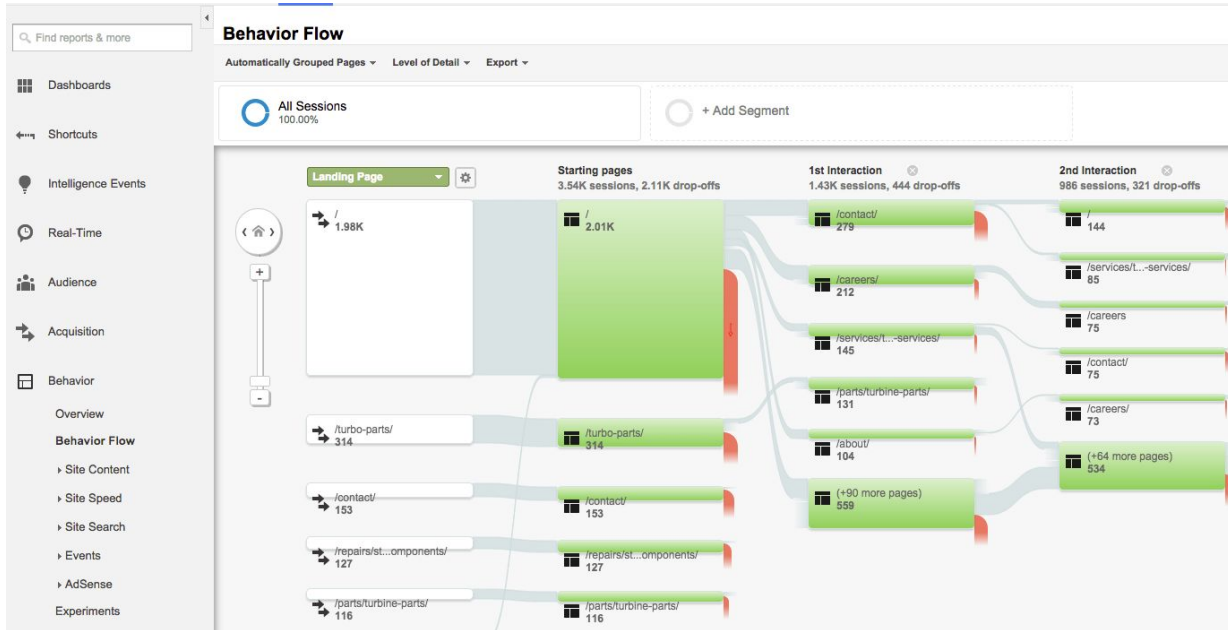
Link Google Analytics to your site

Instructions for Squarespace [here](#)

Instructions for Wordpress [here](#) (also includes info for how to set up your Analytics account)

****Note:** as you can see, everything on Squarespace is more straightforward with fewer options and steps, as opposed to Wordpress!

Example of tracking user behavior on Google Analytics



Setting up Google Search Console

- Create account under meeting email
- Instructions for setting up your account [here](#)
- Tracking data on Search Console is less important than Analytics → however, you REALLY want to index your site map right away
- Instructions for submitting your Squarespace site map [here](#)
- There are more options with Wordpress → see instructions [here](#)

Getting found on the web

Create a Yelp page!

- Often the first thing to pop up in Google search after Google maps
- Add photos
- Get people from meeting to post a review

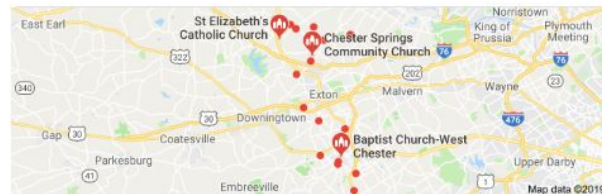
Google

best churches in chester county

Search

All Images News Maps Shopping More Settings Tools

About 3,740,000 results (0.87 seconds)



4.0+ rating Hours

St Elizabeth's Catholic Church

4.8 ★★★★★ (27) · Catholic church
Chester Springs, PA



Chester Springs Community Church

5.0 ★★★★★ (6) · Church
Chester Springs, PA



Baptist Church-West Chester

4.3 ★★★★★ (3) · Baptist church
West Chester, PA



More places

THE BEST 10 Churches in Chester County, PA - Last Updated July ...

<https://www.yelp.com> · Chester County, PA · Religious Organizations · Churches
Best Churches in Chester County, PA - Grace Covenant, Calvary Fellowship Church, Christ Community Church, Hopewell United Methodist Church, Gateway ...

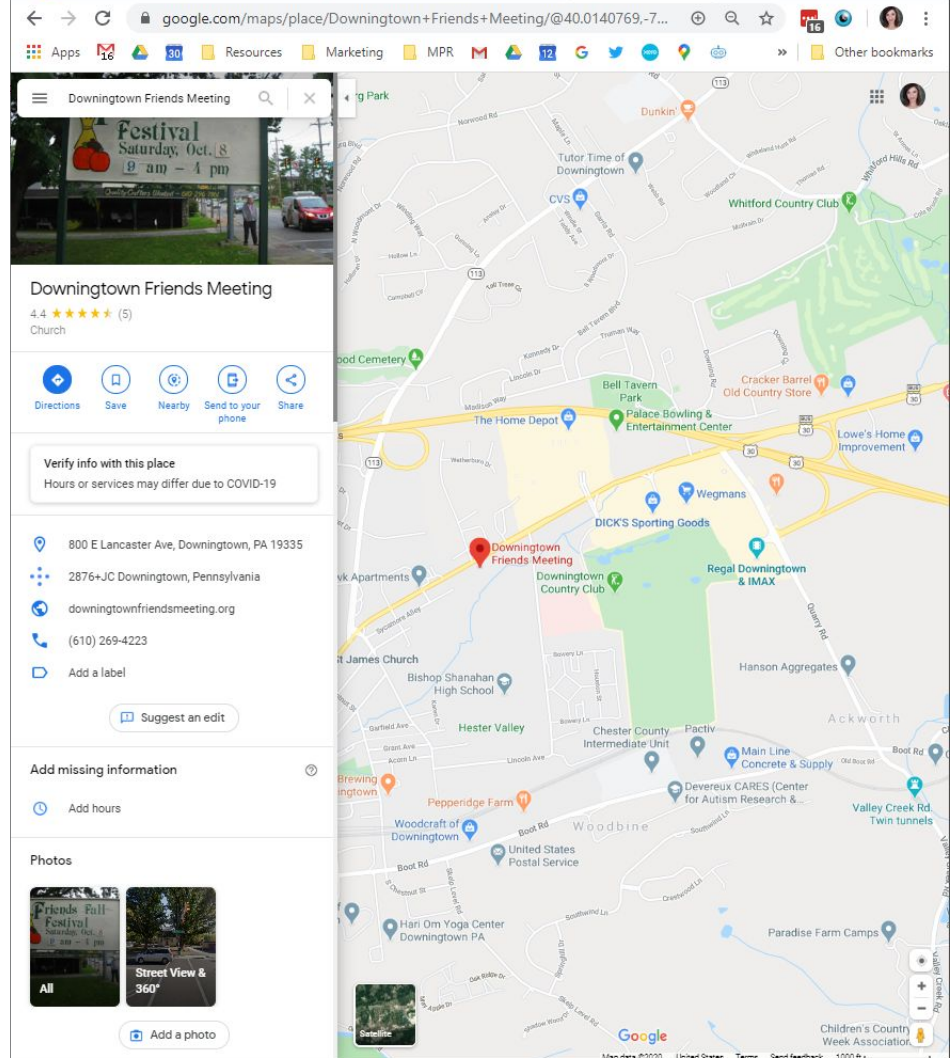
THE BEST 10 Churches near Chester Springs, PA 19425 - Last ...

<https://www.yelp.com> · Chester Springs, PA · Religious Organizations · Churches
Best Churches in Chester Springs, PA 19425 - Calvary Fellowship Church, Grace Covenant, St Paul's United Church of Christ, Christ Community Church, Marsh ...

Christ Community Church

Google Maps

- Make sure your location is accurate
- Get people from meeting to post a review



List your events all over the web & link to your site

- Local newspaper and magazine websites
- Local library calendar
- Local school calendar
- Town website calendar
- Google events
- Eventbrite
- Facebook events
- Any listing of churches in your town or county



Google

free events chester county pa

About 19,100,000 results (0.92 seconds)

Events

Today Tomorrow This Week This Weekend Next Week Next Month

10 AUG Old Fiddlers Picnic
Sat, 10 AM – 4 PM
Hibernia County Park, 1 Park Rd
Coatesville, PA

3 AUG Connective Art & Music Festival 2019
Sat, 12:00 AM – 11:59 PM
Oxford Mainstreet, Inc., 13 S 3rd St
Oxford, PA

17 AUG Free Rooftop Improv Game Night at Whole Foods
Sat, 6 – 8 PM
Whole Foods Market, 175 Pottstown Pike
Exton, PA

→ Search more events

Learn more Feedback

West Chester, PA Events This Weekend | Eventbrite
<https://www.eventbrite.com/d/pa-west-chester/events-this-weekend/> ▼
Free. CMTE: Labyrinth Walking in Music Therapy. Free. barre3 class @ lululemon. Roots2Rise Rooftop Yoga - Whole Foods Exton. Roots2Rise Rooftop Yoga - Whole Foods Exton. Free. Free Piano Lesson! Music Open House. Distortion Free & Freedom Fest Fundraiser. Distortion Free & Freedom Fest Fundraiser. Free. Free. Free.
Jul 28 - Aug 3 REHAB Your Addiction ... Online Event, Berwyn, PA, US
Jul 28 - Aug 3 REHAB Your Addiction ... Online Event, Chadds Ford, PA, US
Jul 28 - Aug 3 REHAB Your Addiction ... Online Event, Exton, PA, US

Great Local Events & Activities at Chester County Press
www.chestercounty.com/calendar ▼
Find the best local events and activities every month. ... IGNITE: Free Auto/Diesel Summer Program for High Schoolers. 07/29/2019 07:00 AM – 01:30 PM. Free.
.... Free admission, \$5 parking 10am-4pm. See our ...

Events Archive - Chester County Conference & Visitors Bureau
<https://www.brandywinevalley.com/events/> ▼
Show Events Search ... Chadds Ford, PA 19317 United States + Google Map. Well known during the 20th Free admission, \$5 parking 10am-4pm. See our ...

Consider YouTube

- If someone is savvy, create a YouTube series of short videos about your meeting; two ideas:
 - A series highlighting different members/ families of meeting
 - A series highlighting different events that happen throughout the year
- Can easily create well-produced movies via free apps like iMovie
- Embed videos in your website
- Drive traffic to your website from the YouTube video (people often originate searches there)

Change your website title

Experiment with different possible searches - does your website come up?

If not, consider a new name for your website (without Friends, Meeting, Meeting House, etc.)

Website security

Security

- Ensure site, domain, hosting, etc. is owned by the meeting, not individuals
- If using Wordpress, install plugin security protections

Thank you!

Contact:

ilonamiller@gmail.com

irene5951@gmail.com
