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

a) Empower seekers to visit us in person
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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

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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

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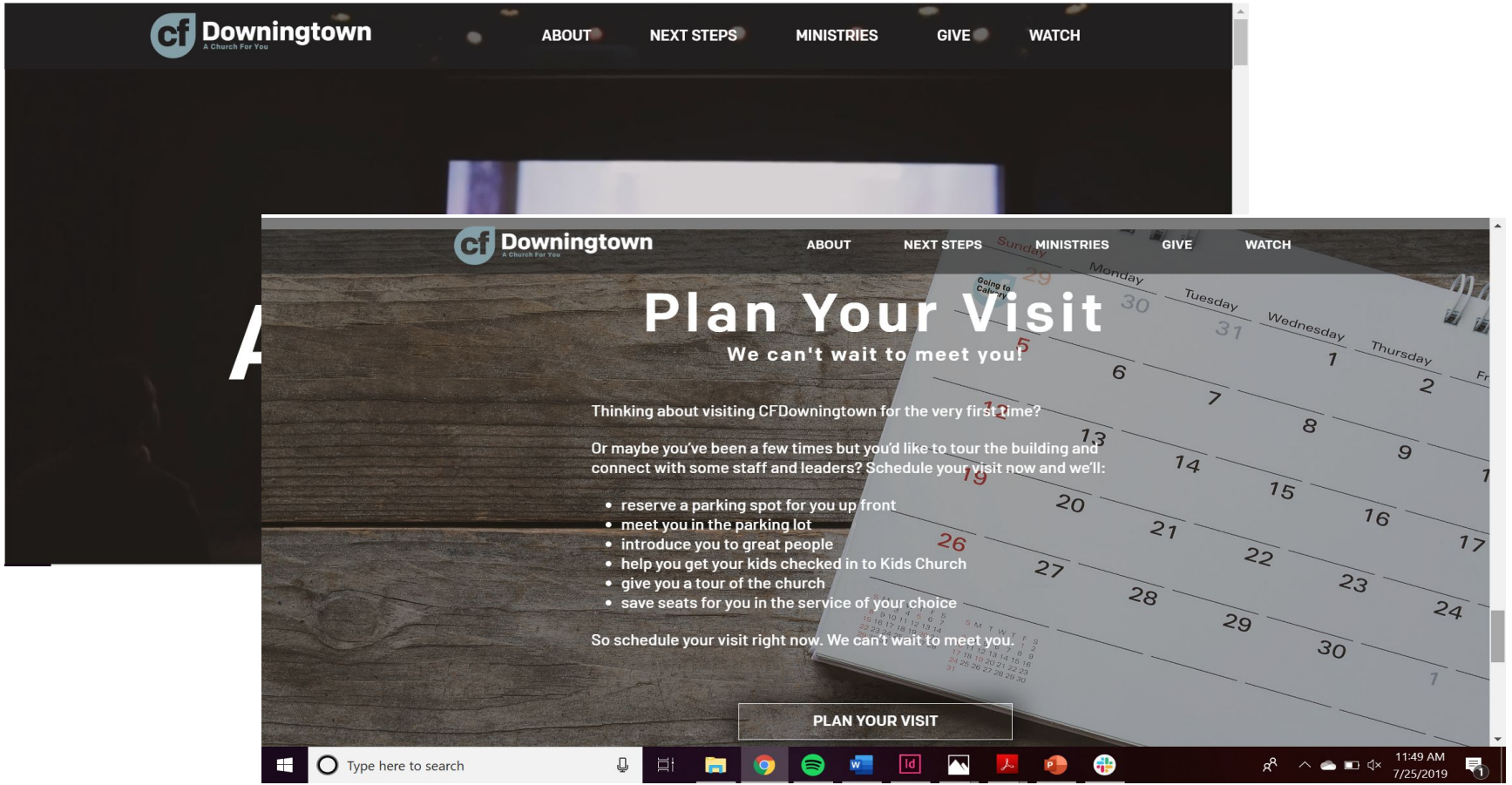
For members

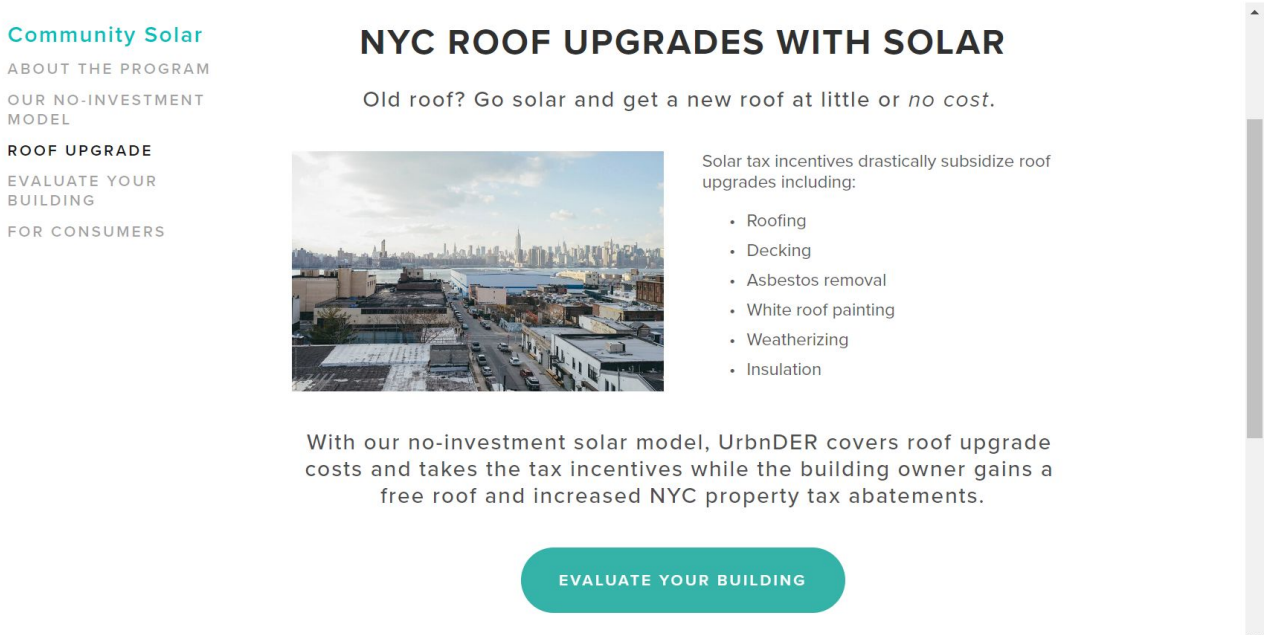
- Create a “Members” tab under which all relevant pages for members exist (meeting minutes, etc.)
- Can password-protect the “Members” tab

Basic ingredients of good website design

1) Design with your goals in mind

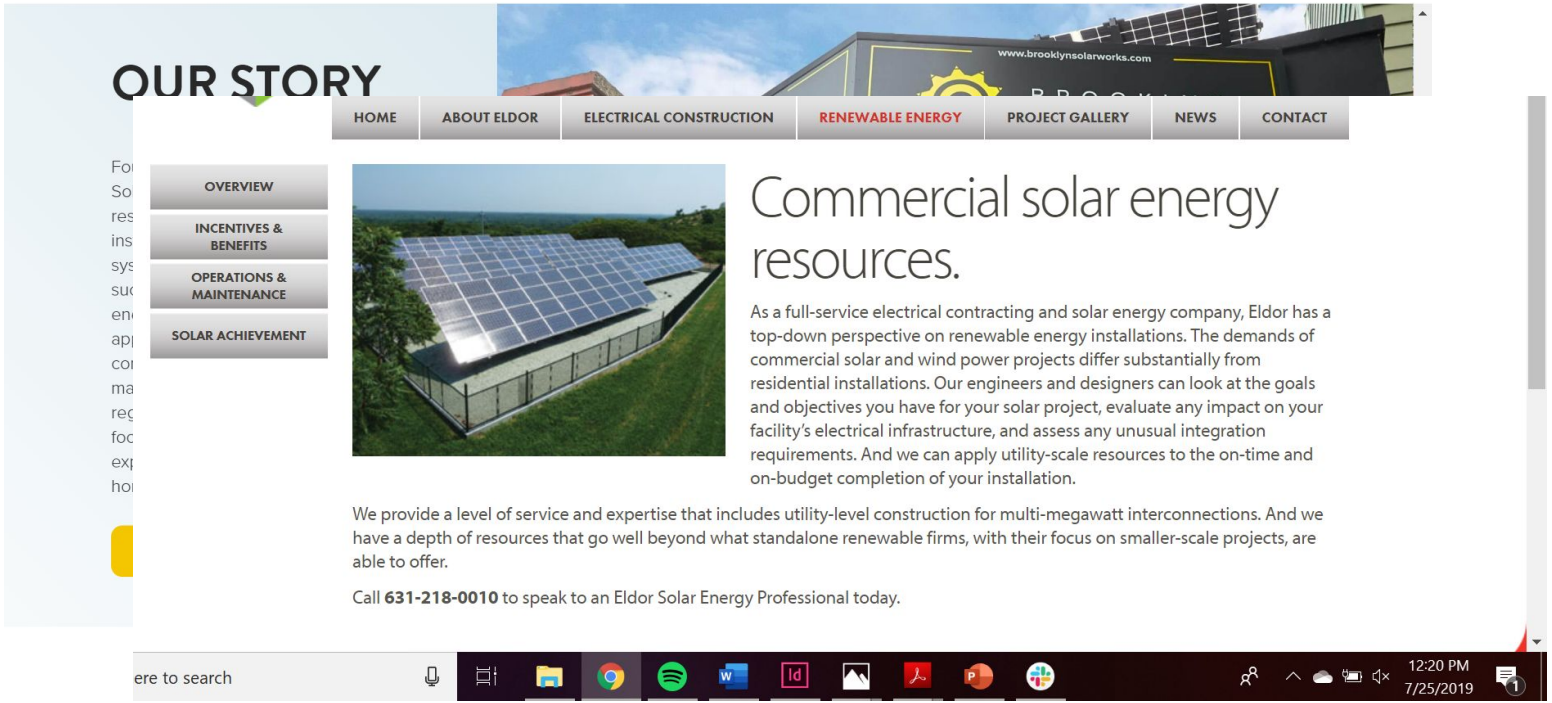

Downingtown
A Church For You
ABOUT
NEXT STEPS
MINISTRIES
GIVE
WATCH
Plan Your Visit
We can't wait to meet you!
Thinking about visiting CFDowningtown for the very first time?
Or maybe you've been a few times but you'd like to tour the building and connect with some staff and leaders? Schedule your visit 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)

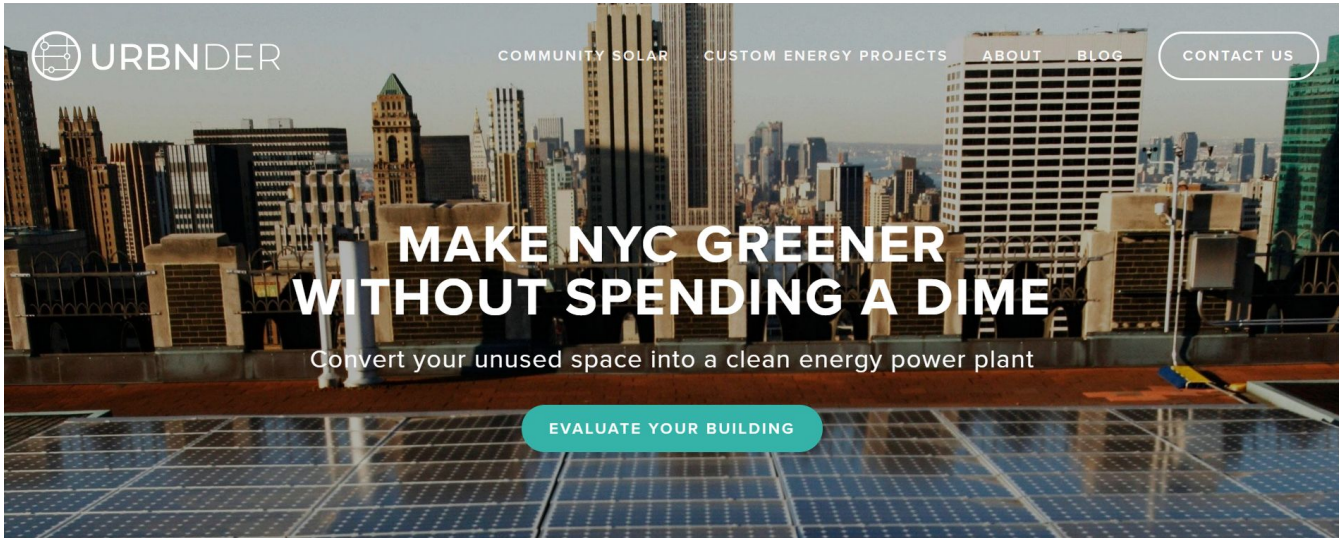


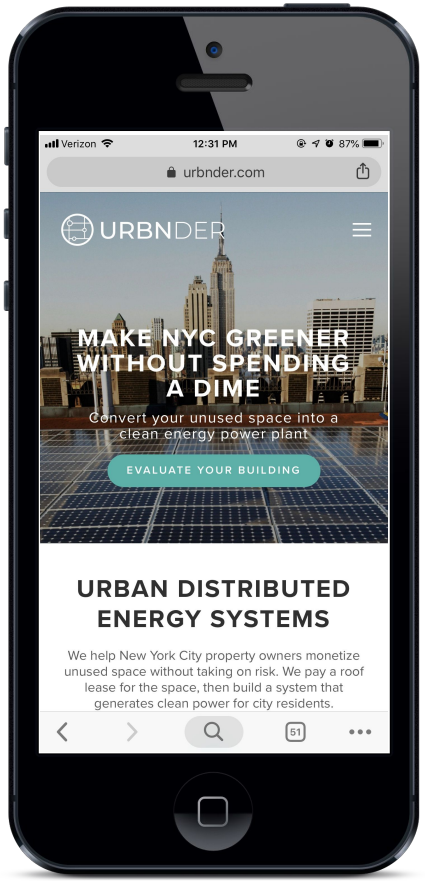
3) Use bullets or short paragraphs

4) Use hi-res images that fill the page

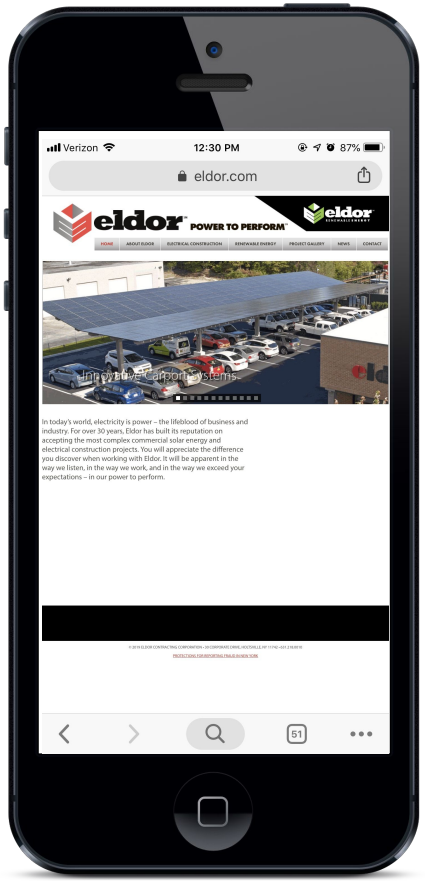


5) Optimize for mobile





(Not optimized!)



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
• 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	• Not extremely customizable • Need someone in the meeting to get it started

Wordpress

Example Site

Pros	Cons
• Inexpensive • Many “widget” or “plugin” options • Open source	• 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.)

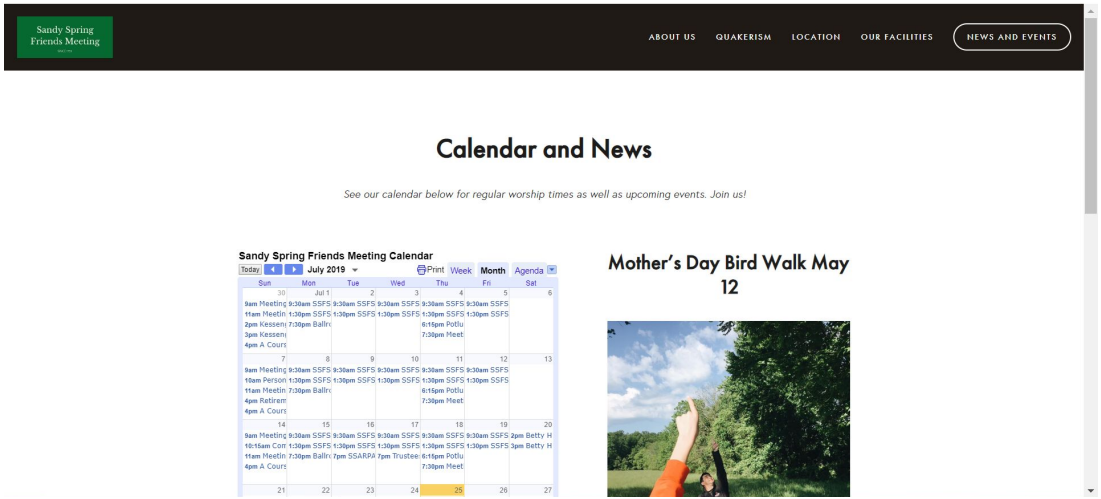
→ How you do this depends on your website builder, but general instructions for Flickr can be found here

Update your website banner

Consider a rotating banner with announcements

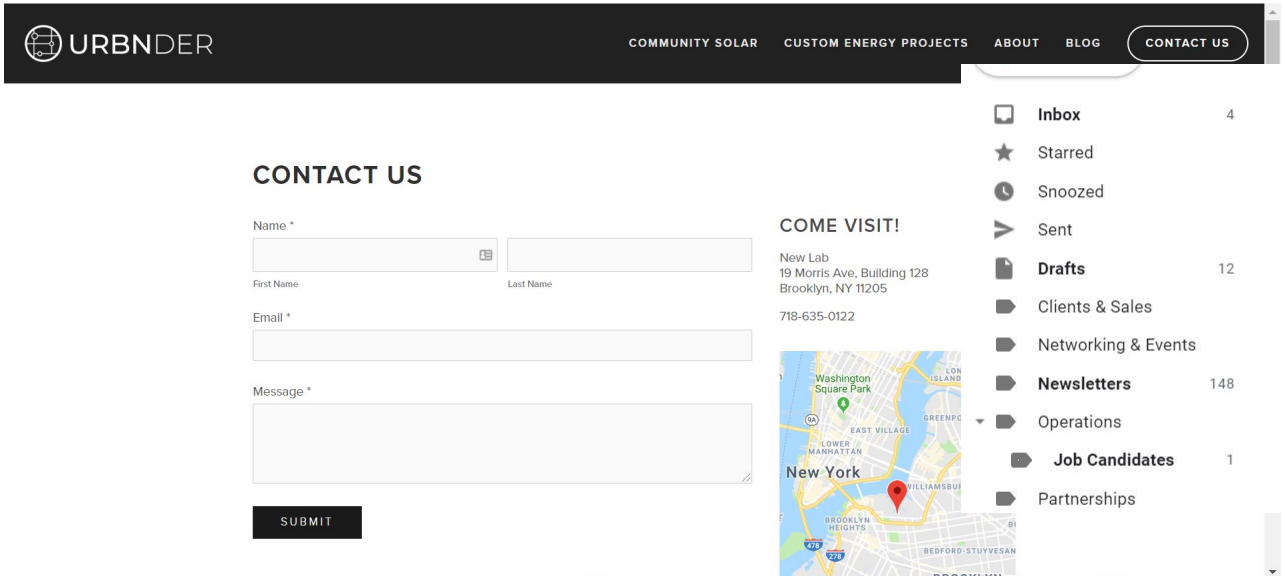
Update your events

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



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)



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.

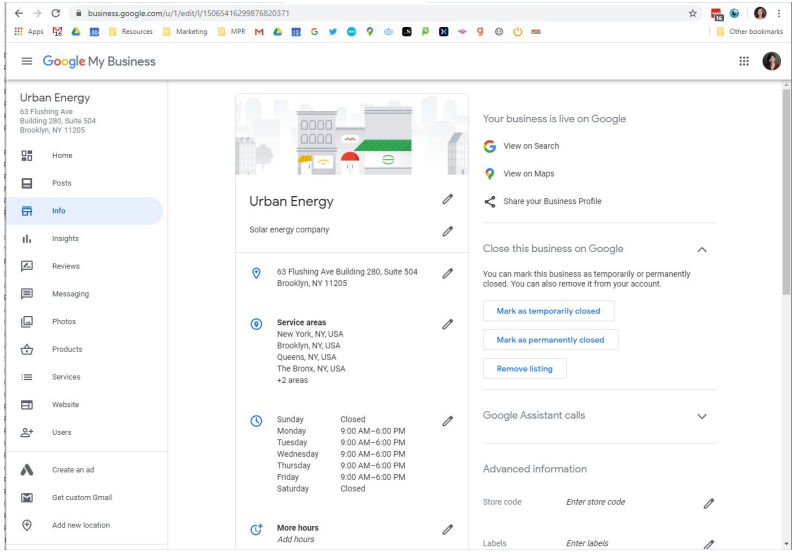
Google tools

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*

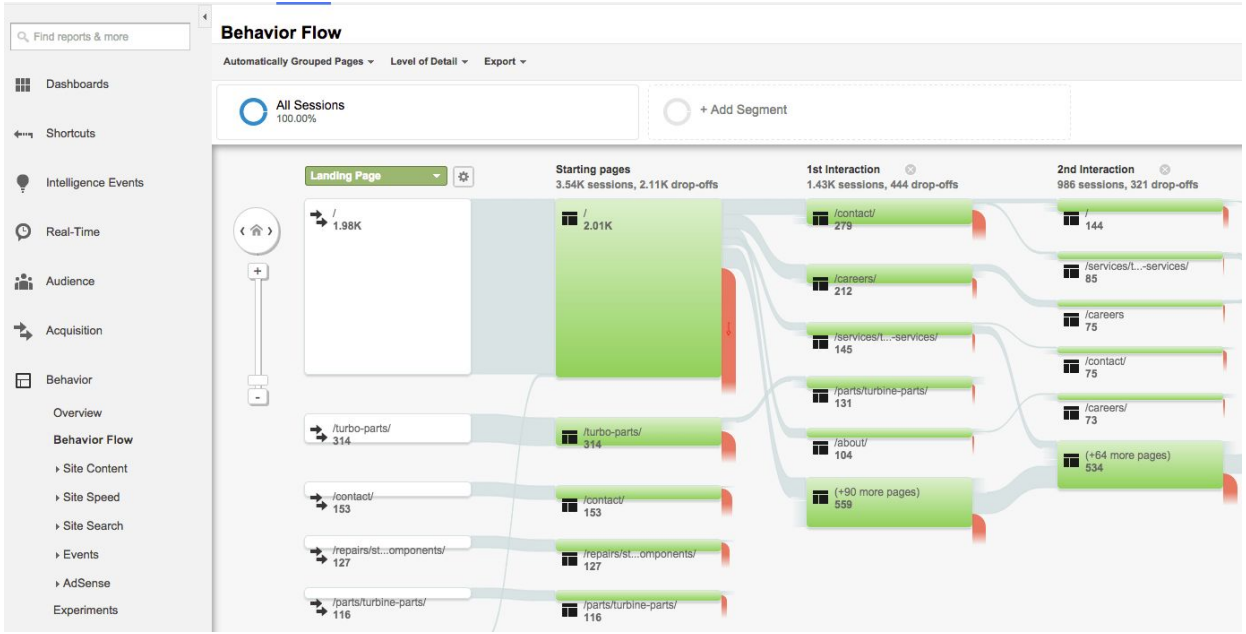
Link Google Analytics to your site

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



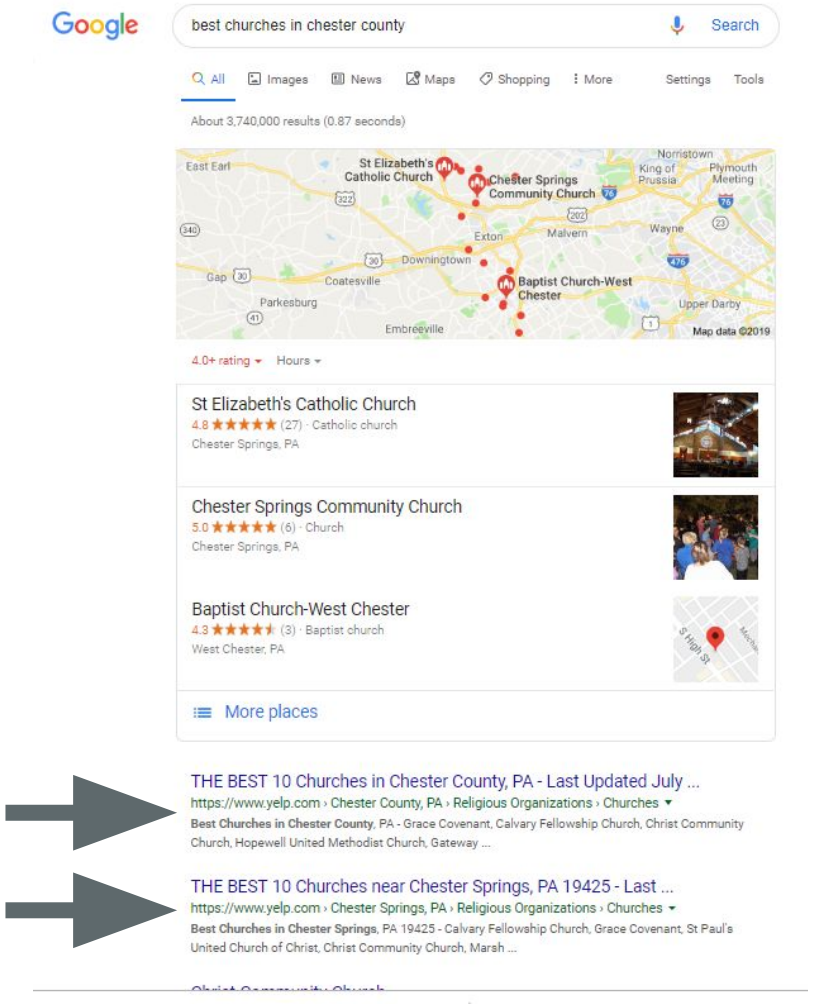
Setting up Google Search Console

- 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

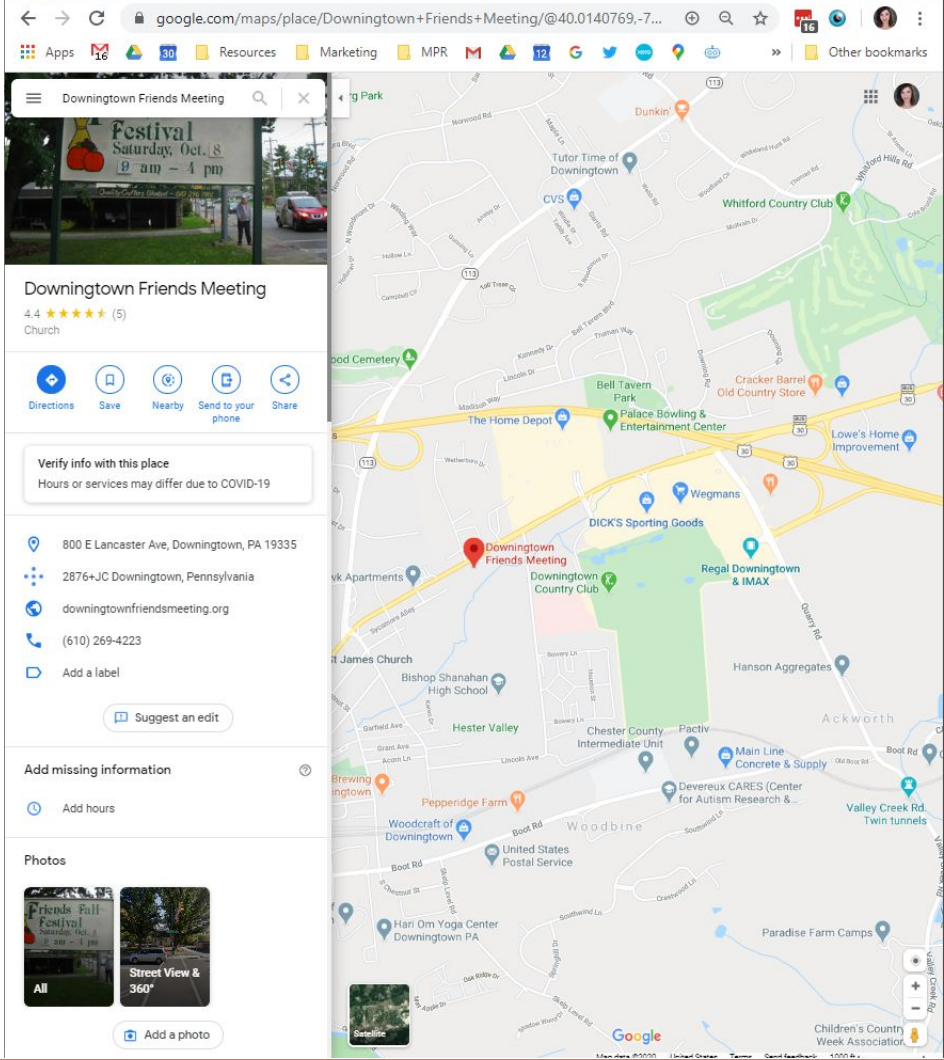
Create a Yelp page!

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



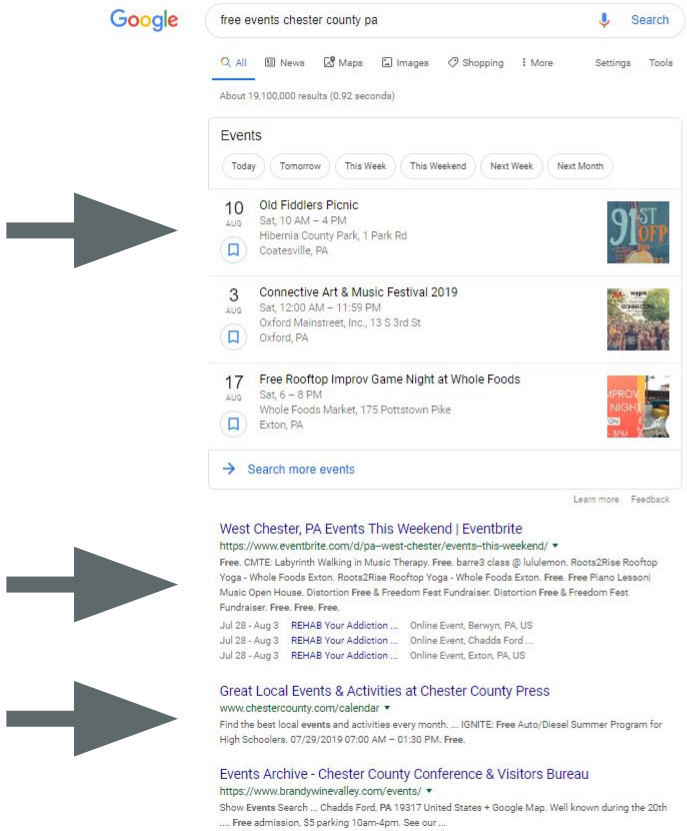
Google Maps

- 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



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!

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