

Rotary
District 7910



Building Your Club's



September 2015
Steve Jones-D'Agostino
District 7910

10 Golden Rules of Website Design & Functionality

Did you know that your website is a **direct representation** of your club? It represents your club's **persona and character** *online*.

Creating and maintaining a well-designed website becomes imperative when you want to maintain a **professional, accurate and informative** presence online. In fact, the design of a website can, online, either **make you or break you**.

In today's society, the importance of having an online presence is **highly recognized**. But the importance of having a good website design is still a **subjective concept**.

With this in mind, and thanks to the ClubRunner website, here are the **10 Golden Rules of Website Design & Functionality**.

1. Your website should be easy to navigate.

A website that is **easy to use** is crucial. If your visitors find it difficult to navigate from one page to another, they could – and often do - get **frustrated and leave** the website.

Attracting frustrated visitors to come back to visit your site is **extremely difficult**. As the old saying goes, *‘You have only once chance to make a good first impression.’*



2. Users should have a clear indication of **where they are.**

The website's visitor should always have a **clear indication** of which site page they are on and how they got there - making **navigation easier.**

HOME: Welcome to the Birthplace of Modern Rocketry



Visit and "like" us on [Facebook](#). [Come Join Us: EN from Rotary International](#) on [Yimeo](#).

3. Your URL should be **easy to remember**.

One of the most common mistakes in website design is choosing a proper **domain name**. Your domain name – your **URL** ('uniform resource locator') - should be **easy to remember** and easy to spell.

You have the choice of picking your very own domain name, including **.org**, **.com**, or any of the available global extensions.

Most non-profit service clubs opt for the **.org** extension as that is the one reserved for organizations. The most commonly used format is:

*www.[**Community**][**Organization**].org*

For example: *www.**NashobaRotary.org***

4. Your website should be easy to **find/look up/search for.**

Although, once upon a time, the ‘**if you build it, they will come**’ mantra worked for websites – it no longer does. Because there are now millions of websites on the Internet, it becomes important for you to ensure that your website **ranks high** in search-engine results and is **easy to find**.

ClubRunner automatically creates links between your club and district sites, as well as Rotary International, so this improves the relevancy of your site to search engines.

However, there is quite a bit you can do to improve **your rankings**, including **interlinking** your website to as many other relevant websites. Also, think about **exchanging links** with other organizations in your community.



5. Your website should work on **multiple browsers.**

Gone are the days where the **only Internet browser** that everybody used was **Netscape**. Today, there are various browsers that people prefer to use.

So, it becomes imperative that your website be able to load on any browser – whether that be **Firefox, Google Chrome, Internet Explorer, Opera, or Safari.**

Make sure your website is **thoroughly tested** to work on **every major browser** out there.



6. Make sure to **update your content often.**

The **real factor** that drives a website towards becoming successful is the **content**. If content is not updated often, visitors of the website would have no reason to visit the site often.

Updating content on a regular basis could become difficult if you do not know **HTML code** and have to rely on a webmaster, who may not always be available.

With website-building tools such as **ClubRunner** and **Google Sites**, there is absolutely **no need** to know any **programming language** or have any **prior web experience**.

... update your content often (continued).

You can eliminate the need for a webmaster thanks to **'intuitive-design interface'** (*understand behavior and effect without use of reason, experimentation, assistance, or special training*) as well as **'WYSIWYG'** (*what you see is what you get*).

You even have the opportunity to **invite other members** of your club to update content on your site simply by granting them **access rights**.

You can easily share any news or information on your Home page with a click of a mouse. The best part is that you can do all this at **your own pace** and at **your own time**, so you can make sure that your website is **'content-centric'** at all times.

7. A major key is **layout consistency**.

It is important for all your website pages to follow a **certain layout** in order to maintain a **theme and uniformity**.

If the layout of your website pages are **not consistent** with one another, your website would look **untidy and disorganized**, and not properly reflect your club's image online.

You should have the ability to choose from **different layouts** that will be applied to all your site pages. This will ensure the **consistency** that is required in any website design.

Further, you should be free to continue changing the **look and feel** without having to redo any content. This makes it easy to refresh the site with a **mini-makeover within minutes!**

8. Make sure to **eliminate clutter**.

Another **common mistake** that many people make is placing as much content as they can, **on one page**. Often, many people place so much information together that the visitor has an **information overload**.

Layout consistency is key because it allows the website designer to then organize how the content will be laid out in the website. By choosing a certain **layout template**, you can then place certain **‘widgets’** (for example: *Event Calendar*, *Sponsor Ads*, *Upcoming Speakers*) in different areas of the website in an organized manner.

Don’t try to overpower your website visitor with too much information. You’ll have the opportunity to lead them to the information they need.

9. Your website should be **quick to download.**

In today's fast-paced world, **patience is slowly** becoming a thing of the past. Website visitors want the website to **load fast** and want **immediately** to be able to look at photos, articles, and watch videos.

When a website has **too many large images** within it, it will take **longer to load**. This leads to frustrated visitors who end up leaving your site.

Make sure your website host provides website-download time that is **quick and optimized** (*design from scratch*). All images should be **automatically compressed** (*remove redundant bits*) for fast download speeds.

10. For monetary transactions, your pages should be SSL-encrypted.

In today's times, website visitors are naturally concerned with the **security of websites**. So make sure that any of your add-on modules (*separate unit of software*) that assist with credit-card transactions and finances are developed to ensure the **safety and security** of those involved.

Make sure your web host's servers **encrypt all data** so safety is never an issue. All monetary transactions should be done through **SSL-encrypted pages** (*secure socket layers*) that interface directly in real-time with the web host's payment gateways, and the web host should not retain any **personal or credit-card information**.

Be assured that a transaction is encrypted by checking that the address bar on the website starts with '**https**' (instead of 'http.')




In closing, **these #@%#! things ...**



ClubRunner: 2-Column


Welcome, Steven Jones-D'Agostino | [Member Area](#) | [Logout](#)




Rotary

District 7910
Central Massachusetts, USA


Jim Fusco
2015-2016
District Governor






Be a gift to the world

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NATIONAL AWARDS for PERSONALIZED PRODUCTS

[Facebook](#) [Google+](#) [LinkedIn](#) [Twitter](#) [YouTube](#)

District Alerts 

Public Relations Forum
by District 7910 PR Committee

Wednesday, September 9

TONIGHT!
For more information, [click here](#)

Rotary Fellowship Golf
League
by District 7910

We had a GREAT Time

Next Event

Friday, September 18

In Just 9 Days

Rotarians throughout the
District play golf at different
courses!

Fourth Round
at Monosnock Country Club,
Leominster

Interested in playing?

Contact: [Steve Levitsky](#) or [Jean Siffert](#)

Informational Flyer: [Click here](#)


Jim Fusco
District Governor
2015-2016
jim.fusco2@gmail.com

Governor's Message


District 7910 is comprised of a network of business, community, and professional leaders who come together in service above self by undertaking local and international projects that help improve the lives of others. Our commitment to service is grounded in the fellowship of people who collaborate to make our communities and the world a better place. This year's Rotary International theme—Be A Gift To The World—challenges us to do be a gift in our community and in the world.


Governor's Home Club (Montachusett Area)
Governor's Club Visit Schedule (see "Upcoming Events" at left)

³⁰ Subscribe to District 7910's weekly newsletter, and stay up to date on the latest news, information, events and activities!




District News


 Sign Up Now For Public Relations Forum On September 9!



In 2013, Rotary International kicked off a global public-image initiative called [Strengthening Rotary](#). RI also launched new voice- and visual-identity guidelines - including a new logo! - to help all clubs tell the Rotary story, build a visual identity, and gain awareness and recognition around the world.

[Read more...](#)

 Join Rotarian Wine Appreciation Fellowship Dinner On October 21!



Hello, fun-loving Rotarians! It is with great pleasure that we announce the formation of a new Fellowship in our district.

Don't worry, be happy! It is called the District 7910 Rotarian Wine Appreciation Fellowship. We are sponsoring our inaugural event on Wednesday, October 21 from 6:00 to 8:00 p.m. with a wine-dinner event at [Tomasso Ristorante](#) on Route 9 in Southboro.

[Read more...](#)

Google Sites: 3-Column

Rotary Club of Auburn

HOME: Welcome to the Birthplace of Modern Rocketry

Navigation

HOME: Welcome to the Birthplace of Modern Rocketry

ANNOUNCEMENTS

Bistro: In Art We Unite

How to dig a well - low tech

This is a blog

MEMBERS

MEMBERSHIP INFORMATION

USING GOOGLE DOCS

Collaboration

Creating Forms

Documents

Drawings

Google Docs

Google For Nonprofits

Google Groups

Google Hangouts

Google Maps

Google+ Circles

Presentations

Sharing

Spreadsheets

WEEKLY MEETINGS

Slideshow

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WEEKLY MEETINGS

Slideshow

Rotary

Club of Auburn



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Rotary

Club of Auburn

Individual Membership


As of July 1, 2015: \$170 per year.

Payable in two semi-annual installments of only \$85 each

Corporate Membership

As of July 1, 2015: \$250

Rotary





Interested to learn more about the 71-year-old Rotary Club of Auburn - or the 113-year-old Rotary in general? Plus, our shared commitment to Service Above Self?

Join us for our **Weekly Meeting**, held **Wednesdays** at [J. Anthony's Italian Grill](#) (formerly Penwinle's) on Route 20 at the Auburn/Oxford line. Socializing begins at 5:30 p.m. The Meeting begins at 6:00 p.m. Cash menu. Cash bar. Casual attire.

For more information, contact 2015-2016 President Marcia Davis (shown) at lmrotulor@verizon.net or 508-254-1214

While you're at it, please visit and "like" [our Facebook page](#).



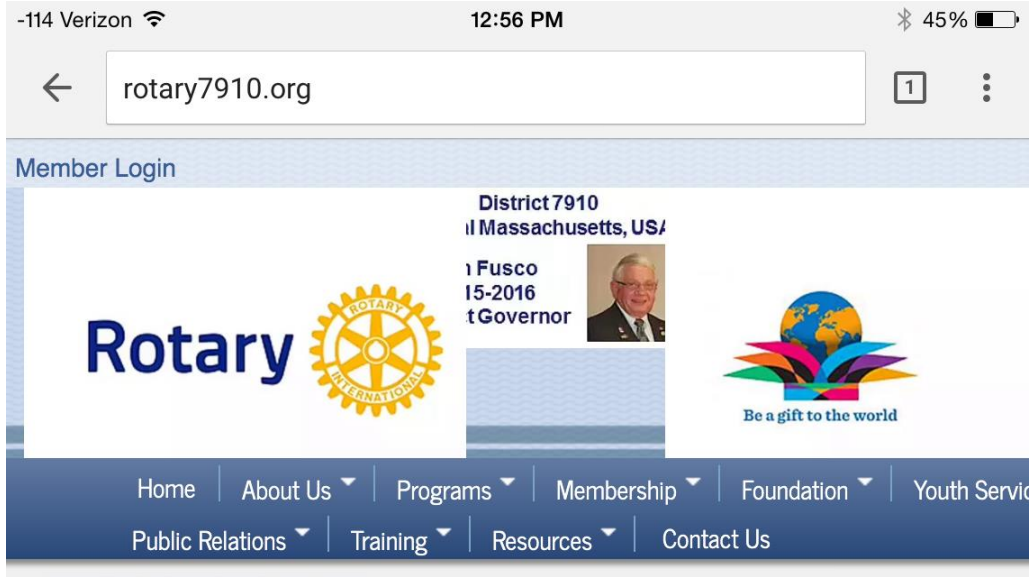


Rotary International

What would it take to change the world? Rotary's 1.2 million members believe it starts with a commitment to service above self.

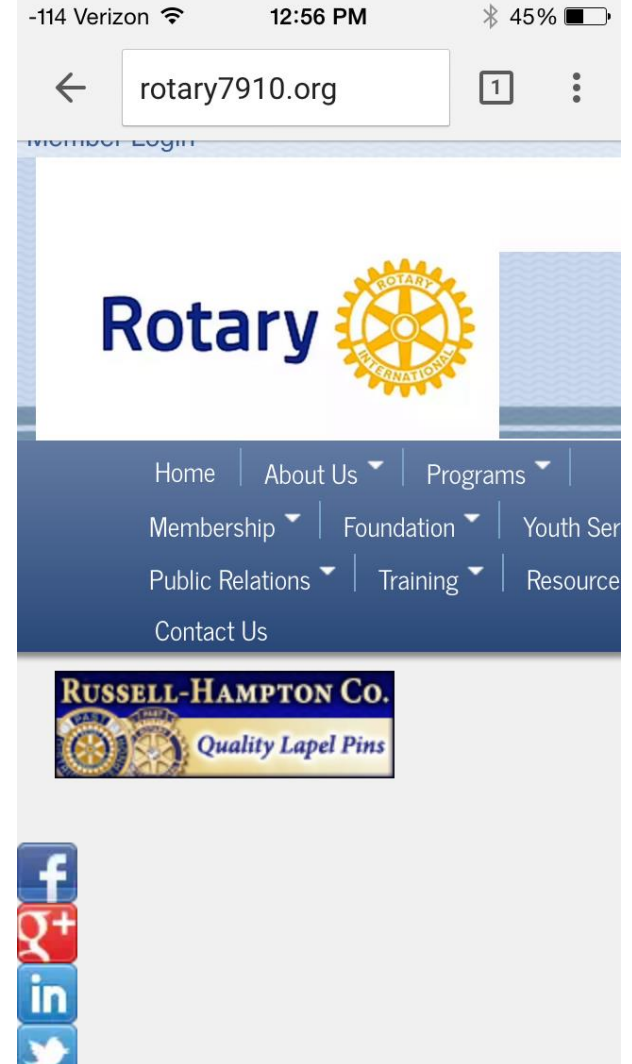
In more than 34,000 clubs worldwide, you'll find members volunteering in communities at home and

ClubRunner: **Mobile**

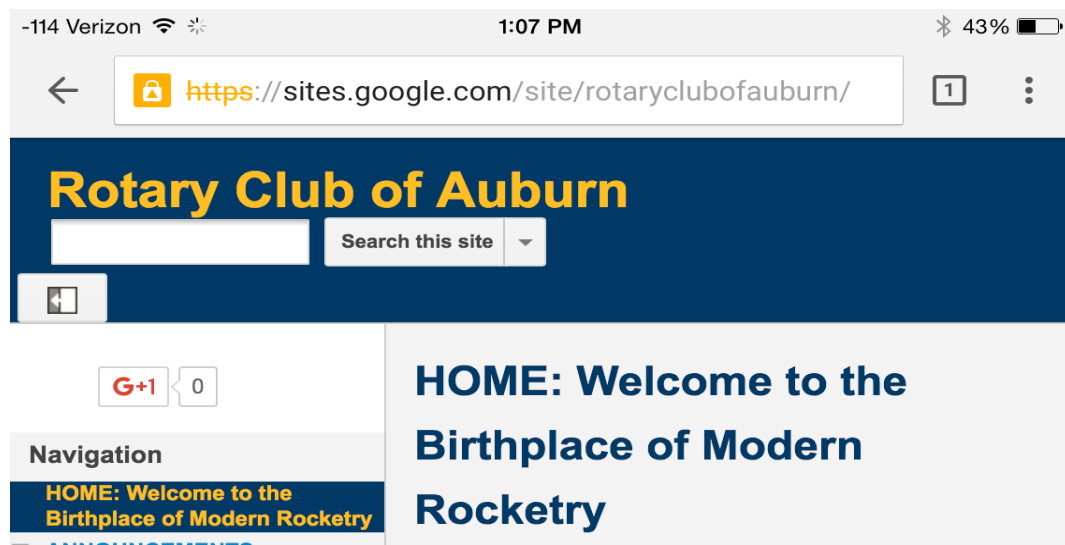


Responsive: **Yes**

User-Friendly: **No**

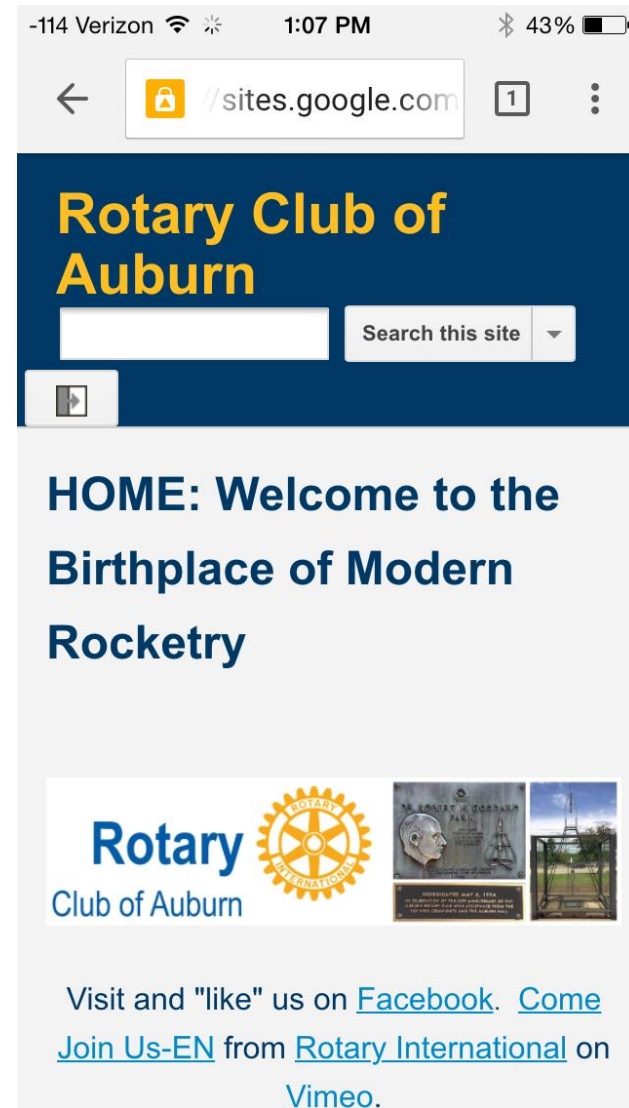


Google Sites: Mobile



Responsive: Yes

User-Friendly: Yes



Why the Need for Both **Responsive & User-Friendly** on Mobile Devices?

*“65% of new customers view your **website** with a **smartphone**” – Farris Marketing*

*“Today, more than **65%** of all **e-mails** get opened first on a **mobile device**” – Constant Contact*

