

Website 101:

How to create and expand your online presence through a free or very low cost (simple) website

Overview

Many nonprofit websites are looking old and out-of-date, leaving an increasing number of visitors with a poor impression. Some nonprofits exist online only through social media sites and still others have no online presence at all. How do nonprofits address this in an affordable and efficient manner?

Webinar

Website 101 with David Forrester, 501 Commons (www.501commons.org/services/technology-services)
<https://vimeo.com/142699171>

Date: October 16, 2015

In this one-hour session, Dave will discuss how to get a free or low-cost website for a simple online presence. You will come away understanding why having a website is important, what questions you should ask yourself as you think about a website, and how you can take advantage of free and low-cost tools.

This webinar will help you:

- Realize the significance of a website
- Be familiar with contents and structure for a basic website
- Build a website through online tools and resources

David Forrester leads technology consulting and services and is a member of the leadership group at 501 Commons, a nonprofit organization delivering consulting and training to Washington state's vibrant social sector. He has over 20 years of experience leading teams and managing projects, including strategic planning engagements, website and application development, and the launch of nonprofit and for-profit start-ups. He has expertise in program development, staffing, and volunteer recruitment—as well as deep roots in technology. He's passionate about the potential for IT to transform the way nonprofits do business and the transformative power of nonprofits. www.501commons.org

Resources needed

1. Computer. We recommend you download the webinar onto the desktop so that you aren't relying on the Internet.
2. Projector/screen or HD television.
3. Handouts
 - Discussion Guide (next page)
 - Webinar [PowerPoint](#)

Website 101

Discussion Guide

Key questions

- How can a website help you further your mission as an organization? What content is important for you to include on your website for your organization?
- What are your priorities in creating a website? How can a few tools help you best accomplish your goals?

Clips of video

10:30-14:30 – Establish, prioritize, and assess your goals

Dave reviews the importance of understanding your own goals in the context of available technology.

- What are you trying to do for your organization through the creation of a website? Who is the primary audience you want to attract?
- What do you want visitors to your website to do? What are your needs?

22:30-35:00 – Tools Landscape

Dave reviews the free or low-cost technology options.

- What type of platform do you need for your website? Are you looking to actually transform the way that you do your service or are you looking to make operations more efficient?
- What type of theme do you need to best convey your purpose?

35:30-38:30 – Successful Practice

Dave talks about the importance of knowing what your content is prior to designing your website.

- How can you prioritize the content for your page?

Actions to take the next step

- Articulate your goals, decide on content, and do other up-front work for the website.
- Test out a few demo accounts and choose the best for the needs of your organization.
- Set up Google Analytics to monitor website traffic.
- Schedule website updates and content audits.

Resources for further study

Tools:

[WordPress](#) – Free website building site.

[SquareSpace](#) – Creative ideas and template for websites.

[Lynda](#) – Tuition-based videos for designing website.

[Google Analytics](#) – Statistic tools for collecting website data.

Articles:

[WordPress.com VS .org](#) – Comparison between two sites for website building.