Creating Your Website
The Basics
Everyone Likes Something Different
DESIGN TIPS

Don’t reinvent the wheel!

Home Page (static or current events)

White space

Be organized.

Consistency is a good thing!
Website

How to Get Started

#1 - Content

#2 - Navigation

#3 – Design
OVERALL LAYOUT
THE DALLAS TEMPLATE

Regions of the Site
• Header
• Navigation
• Left and/or Right Rail
• Content
• Background
OVERALL LAYOUT

THE DALLAS TEMPLATE

Choose Default Page Template

• Fixed Width (no columns)
• Left Rail
• Right Rail
• Left and Right Rail
• Full Width
CONTENT PAGES

• The “escape” key
• changing the page layout
  • Columns or fixed or full
• controlling who has access to the page
Using H1, H2, H3

• Best practice – always include an H1
• Only have one H1 per page

Copying & Pasting Text from MS Word

• Clear the formatting!
TIPS FOR CONTENT

• Website is for parking content. Make it the go-to reference place for your parents.
CONTROLLING ACCESS TO WEBSITE CONTENT

• Logged In
  • This applies to logged in to Membership Toolkit and may include visitors to your site that are associated with other Membership Toolkit organizations.

• Dashboard Access (all admins)

• Groups of Contacts

• Members Only
This is a website content page with a macro for the open forms block.

Website page must be set to “required that user be logged in.”

This is where you want to link for 95% of your Calls to Action.
PICTURES & GRAPHICS

- Organizing content & graphics
- Spacing, left align
- Large pictures – resize
- Setting for mobile responsive pictures
USING A PDF AS A GRAPHIC

Oops!
It will not present as a graphic on Chrome or a mobile device.
NAVIGATION

• turning on and off pages
• options for linking to internal pages
DESIGN SETTINGS

Design Settings

• CSS
• Structure
MAKING YOUR SITE “PRETTY”

Header Graphic – headers define your site

Graphics – create your own using PowerPoint

Purchase Graphics – Fotolia

Use images consistently
MAKING YOUR SITE “PRETTY”

Choosing Colors
3 or 4

White Space is important!
DOMAIN NAME
You should have one!

FAVICON
You can customize the Favicon for your site!

To add your Favicon – go to website > design
Need Help

Professional Services