



Create a Great League Web site (Carol's Top Ten List...)

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10. Create content that the public wants – and advertises your League

Will readers want to join your League? Did they find what they were looking for? Do members find the public information they need?

9. Plan the organization of your site

When someone asks you to add a new page, you will know how it will fit into your web site structure of pages. Good example: <http://lwvlamv.org>

8. Separate Education Fund pages from the other pages (especially Action).

Do not put action items on a page about Voters Service. Do not explicitly link to an action page from a Voters Service page. Why? Keep our 501(c)(3) status clean.

7. Start Basic & Grow

Start with the LEW basic pages: About the League, Contact Us, Donate to Us, Basic information about elections and voter registration information. Then add a Calendar, positions, and more.

6. Include links to regional, State, and LWVUS sites as if your own.

General principle: the organization that "owns" the material should publish it. Example: LWV California publishes State proposition Pros & Cons – don't re-publish! Include links to state & national election coverage, positions, action alerts in the same area where you include your local coverage.

5. Keep it Simple

Each detail page should usually have only one topic. Organize detail pages by creating "menu" pages. When writing a new page, think of friends or relatives who are NOT League members – will they "get it"? Use common words rather than "Leaguese".

4. Copy the Best Ideas from other Sites (why reinvent the wheel?)

See the list of "good example" pages under the list of LEW League websites on <http://lwnet.org>

3. Keep it Fresh!

Try to update the main home page frequently – keep the calendar up to date

2. Create a board approval policy that works for your League

Your website is the face of your League for the online public. When should the President or other delegated person(s) approve content? What changes is the webmaster authorized to make without approval? The Board should "own" the website, not just the webmaster.

1. You can always make one more change.

Unlike a VOTER or other printed material, even better ideas and/or corrections can always be made! A website is never finished....