

Tips for Building an Effective Website

Rotary District 6970 Public Relations

Home Page Information and Required Links

- Clearly Identifiable as a Rotary Website. Current theme emblem, photo/name of current president/other general Rotary info
- Link to District Web Site
- Link to RI web Site
- Club Meeting Info
- Calendar of upcoming speakers and Club events

Effective Communications Tool

1. Current and up-to-date

- Current officers; speaker schedule; goals for the year; projects. No outdated info

2. Good overall communications tool

A web site where club members can find out current club information; used as club's primary communications mechanism. This should include a links page with links to the following:

- RI AND RI president's web site
- Including links to Polio site; The Rotary Foundation site; RI Member Access area
- District Web site
- District Assembly and District Conference web sites (when available)
- A "What's New?" or similar type of page that allows easy access to newest information.

3. Club Bulletin Online

Posted in format for easy viewing on the web; Suitable for web use per RI policies by removing direct contact information on club officers (emails only)

4. **Secured** directory set up on web site for confidential member info

General Appearance and Overall Effectiveness

1. Effective use of graphics as follows

- Photo galleries or slideshows that are fast loading and easily accessible
- Limited (little or no) animations or background music
- Resized/resampled all graphics to insure fast loading of the page / images.

2. Effective and easy to use navigation system

- Standard on all pages; include links on every page to the primary areas of the web site.

3. Single design continuity throughout entire site

4. Features that make this web site unique

5. Bonus Points for overall appearance and effectiveness