

# Scatacook District Roundtable

## March 12, 2008

### Designing a Unit Web Site

1. What is the Objective/Purpose of the Web Site
  - What Do You Want the Web Site to Accomplish?
    - ◆ Improved Unit Communications
    - ◆ Calendar of Events
    - ◆ Repository of Forms and Publications
  
2. Look for Web Host
  - Free
    - ◆ Your Internet Service Provider has Free Homepages
      - ◆ AVOID AOL - too proprietary
    - ◆ Look at "Free" Services - Yahoo, Tripod, Geocities
      - ◆ Free isn't always Free
      - ◆ Monitor Advertising
    - ◆ Chartered Organization Might Give You Space
  - Not Free
    - ◆ You Can Have Your Own Domain ([www.troop1040.com](http://www.troop1040.com))
    - ◆ Costs?
      - ◆ Domain registration: ~ \$10.00 per year
      - ◆ Web Hosting: ~ \$10.00 - \$15.00 per month
  - E-mail Support and Hosting
    - ◆ [scoutmaster@troop1040.com](mailto:scoutmaster@troop1040.com)
  
3. Build the Web Site
  - Could Use Off the Shelf Software
  - Web Host Might Have Free Tools
  - Microsoft FrontPage is Pretty Good (but dated)
  - Spend Time on Content & Navigation
  - First Impressions are Important
  - Judicious Use of Colors and Graphics
  - Triple Check Links - Every Few Months

4. Roll It Out
  - Advertise, Advertise, Advertise
  - Ask for Feedback (Don't Take it Personally)
  - Monitor Usage (Number of Hits)
  - Advertise some more
  
5. Maintain It
  - Get Your "Customers" to Return Again & Again
  - Update Content Frequently
  - Update Calendar Frequently
    - ◆ Timely Updates for Meeting Changes
  - Add a "What's New" Page
  - Add Content
  - Respond to Recommendations
  
6. Boy Run or Adult Run?
  - Supervision and Oversight Critical
  - Posting of Pictures - Be VERY Careful
  - Posting of Last Names - Be VERY VERY Careful
  - Posting of Locations of Events - Still Be Careful
  - Blogs - Ditto: Still Be Careful
  
7. Keep It Fresh
  - When Do You Rewrite the Web Site?

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