



Websites

**For Square Dance Clubs and Other
Organizations**



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What Is The Purpose of the Website?

- ▶ **Share Information With the Public**
 - ▶ Home Page
 - ▶ Officers and Contact Information
 - ▶ Dance Location
 - ▶ Club History
 - ▶ Dance Schedule
 - ▶ Pictures and Videos
 - ▶ Share Links to Other Websites and Web Pages (organizations and other clubs, articles, etc...).
- ▶ **Member Only Area**
 - ▶ Club Roster
 - ▶ Private Information



How Will the Website Be Hosted?

- ▶ **Use Free Hosting (i.e. WordPress.com)**
 - ▶ **Pros**
 - ▶ **It's Free**
 - ▶ **WordPress Is Easy To Use**
 - ▶ **Cons**
 - ▶ **It's Not As Flexible As Self-Hosted**



How Will the Website Be Hosted, Cont...?

- ▶ Club Pays Yearly Hosting Fee
 - ▶ Pros
 - ▶ Consistent Hosting
 - ▶ No Need to Depend On Anyone Else
 - ▶ Cons
 - ▶ Cost
 - ▶ Knowledge




How Will the Website Be Hosted, Cont...?

- ▶ **Club Member or Other Benefactor**
 - ▶ **Pros**
 - ▶ **No Additional Cost (many web hosting packages allow unlimited domains at no additional cost).**
 - ▶ **Cons**
 - ▶ **Club Member Drops Out Of the Club**
 - ▶ **Club Member Drops Their Web Hosting**



What Framework Will Be Used?

- ▶ **Hypertext Markup Language (HTML)**
 - ▶ **Pros**
 - ▶ **Total Control of the Layout and Look and Feel of the Website**
 - ▶ **HTML Standards**
 - ▶ **Cons**
 - ▶ **Learning Curve**
 - ▶ **It's Tedious**
 - ▶ **Lack of Flexibility**



What Framework Will Be Used, Cont...?

- ▶ **Use a Drag and Drop Website Builder (i.e. Wix)**
 - ▶ **Pros**
 - ▶ **WYSIWIG (What You See Is What You Get)**
 - ▶ **Intuitive Methodology**
 - ▶ **Cons**
 - ▶ **You're locked In (it can be difficult to migrate later).**
 - ▶ **It Is Not Easy to Make Wholesale Changes to the Look and Feel If You Decide You Don't Like What You've Built. (Aesthetics are subjective – What looks good to one is uglier than original sin to another).**
 - ▶ **Wix Pricing Plans Tend To Cost More Than Competitors.**
 - ▶ **Issues With the Drag and Drop Methodology (things don't always show up the way you want them to).**



What Framework Is Best for Website, Cont...

- ▶ **Use a Web-Based Tool (i.e. WordPress)**
 - ▶ **Pros**
 - ▶ **WordPress Is Open Source**
 - ▶ **WordPress Is Easy To Use**
 - ▶ **Changes Take Effect Immediately Upon Publishing**
 - ▶ **Cons**
 - ▶ **Learning Curve**



Who Will Build/Maintain the Website?

- ▶ **Club Member**

- ▶ **Pros**

- ▶ **Club Member Sense of Accomplishment**

- ▶ **Club Member Has Vested Interest In Getting the Site Up And Running**

- ▶ **Cons**

- ▶ **Club Member Drops Out of the Club**

- ▶ **Club Member Loses Interest**

- ▶ **Club Member Gets Busy With Work Or Other Projects**



Who Will Build/Maintain the Website, Cont...?

- ▶ **Benefactor**

- ▶ **Pros**

- ▶ **A Friend Sharing Expertise**
 - ▶ **Takes Responsibility Off Club Members (especially if no one has the required knowledge)**

- ▶ **Cons**

- ▶ **Persons Not Affiliated With the Club Have No Vested Interest**
 - ▶ **Benefactor May Lose Interest**
 - ▶ **Benefactor May Become Too Busy**
 - ▶ **Benefactor May Develop Health Issues or Have Other Obligations**
 - ▶ **Benefactor May Drop Out of Square Dancing Entirely**



What Happens After the Website Is Up And Running?

- ▶ **Information Needs To Be Kept Up-To-Date** (dance location, dance schedule, dance start/end time, dance program such as early rounds, Caller/Cuer)
- ▶ **You Decide To Add To the Website** (new pages, new functionality, etc...)
- ▶ **You Decide To Modify the Site's Look And Feel**
- ▶ **Who Will Maintain and Keep Your Website Up-To-Date?**
 - ▶ **What Happens If the Person Who Built and Maintains the Site Is Not Available** (either temporarily or permanently)
 - ▶ **What Happens If the Password Gets Lost?**
 - ▶ **What Happens If the Web Hosting Gets Disrupted** (hosting companies sometimes go belly-up, someone forgot to pay the web hosting, etc...).



Does Your Club Have A Website?


- If Yes

- Who Built It?
- Who Maintains It?
- Where Is It Hosted?
- Who Pays For the Web Hosting?
 - Do You Pay For It Directly Or Is It Part Of Someone Else's Web Hosting?
 - What Would You Do If the Web Hosting Got Terminated?
- What Framework Is Used (HTML, WordPress, Wix, etc...)?
- What Would Happen If the Person Responsible For Maintaining the Website Was Not Available (either temporarily or permanently)?
- Do You Like the Website (could be due to aesthetics, functionality, etc...)?
- If You Decided To Redo the Website, How Would You Go About It?



Does Your Club Have A Website, Cont...?

- ▶ **If No And You Would You Like To Have A Website**
 - ▶ **Who Will Make Decisions Regarding Aesthetics, Functionality, etc...?**
 - ▶ **Club Officers**
 - ▶ **Person Building the Website?**
 - ▶ **Who Will Build It?**
 - ▶ **Who Will Maintain It?**
 - ▶ **Where Will It Be Hosted?**
 - ▶ **Who Will Pay For the Web Hosting?**
 - ▶ **Will You Pay For It Directly Or Will It Be Part Of Someone Else's Web Hosting?**
 - ▶ **What Would You Do If the Web Hosting Got Terminated Later?**
 - ▶ **What Framework Will You Use (HTML, WordPress, Wix, etc...)?**
 - ▶ **What Happens If the Person Responsible For Maintaining the Website Becomes Unavailable (either temporarily or permanently)?**

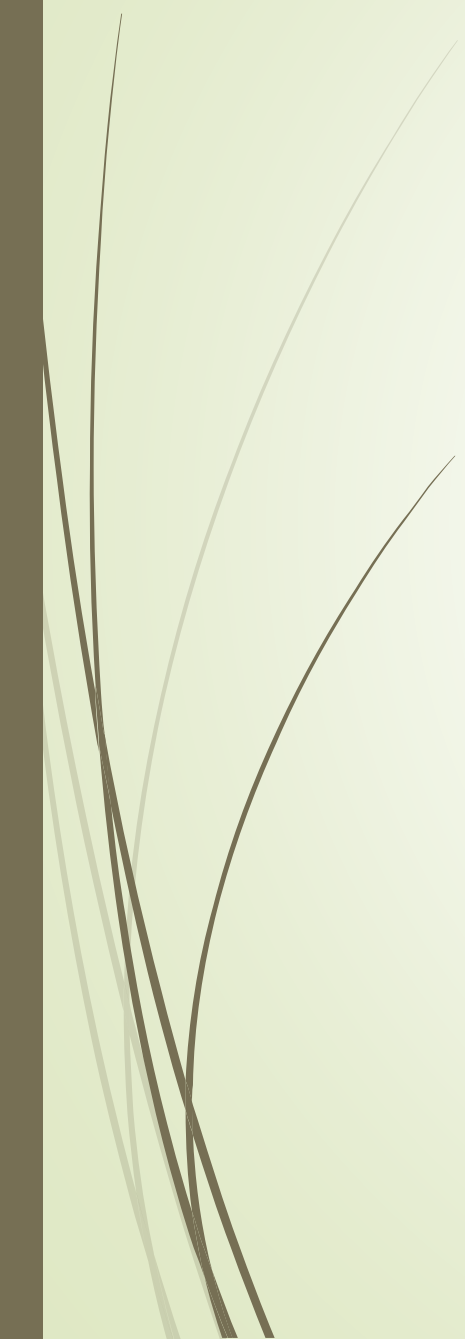


Keeping Your Website Up-To-Date

- ▶ **If Visitors Come to Your Website and See That It Hasn't Been Updated in a While, They Probably Won't Come Back. Even the Most Minor Details Need to Be Considered.**
 - ▶ **Change in Contact Information (Officers change, people go on vacation, illness, etc...)**
 - ▶ **Change in Dance Start Time**
 - ▶ **Dance Cancelled**
 - ▶ **Change in Dance Program (classes, rounds, etc...)**
 - ▶ **Change in Caller/Cuer**
 - ▶ **Change in Location**
- ▶ **Changes to Keep the Site Fresh**
 - ▶ **Message of the Day**
 - ▶ **Images, Videos, & Links**



Contingencies...

- ▶ **What If Your Website Gets Hacked?**
 - ▶ **What If Objectionable Content Gets Added to Your Website?**
 - ▶ **Is Anyone Monitoring Your Website?**
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Questions and Discussion

