



# **T3SC Factsheet**

## **Websites**

### **Things to think about:**

#### **Why have a website?**

- Key marketing tool— often the first point of contact for people searching for groups.
- Reach new users
- Communicate ideas and events
- Impress future and existing funders.

#### **Planning**

- Planning the best navigation/site structure – what would you like to see? Maximum of six or seven main navigation buttons (about us, contact, Events, what else?)
- Needs to be user friendly

#### **Questions to ask yourself**

- What will the website do for your group?
- What is the site for?
- Who is your audience?
- How will the website help/interest the people using it? Think like the end user – who will be using the website? What would they want to see?
- What are you promoting? – Getting involved, getting in touch...

**Homepage** - There should be three main things on the front page that will cover what people are looking for (no more really). What three things do you want people to know about you?

#### **Options for your site:**

**Free providers**— <http://sites.google.com>

– Easy and quick to use

**Open source content management systems**—[www.joomla.org/](http://www.joomla.org/) - like Joomla - [www.mediatrust.org/](http://www.mediatrust.org/) use. Needs skills to implement though.

**Pay monthly**—[www.mrsite.co.uk/](http://www.mrsite.co.uk/) - starts from £35 a year.

#### **Design**

- Use an easy to read font that can be accessed on different PCs. Arial or Tahoma.
- Think of the screen size it will be viewed on – some will have 800 x 600 size screen so make your page no bigger than that.
- Make sure your images aren't too big as they will be difficult to download but do use lots of images.
- Try to make your page so you don't need to scroll down. Whatever is below the scroll line may be missed.

#### **Writing for the web**

- Stick to Plain English, avoid Jargon and Acronyms – spell it out.
- Stick to around 400 words per page and try and include as many images as possible.
- Make your language snappy people won't read long reams of text. Keep the sentences short and interesting.
- Single spacing and single quotation marks are better in web format.
- Include quotes to give it a human aspect.

***For more information please contact T3SC***  
***Tel: 0161 339 4985, email: [info@t3sc.org](mailto:info@t3sc.org)***