



Website Considerations



- Put yourself in the shoes of the person visiting your site.
- Visitors to your website will scan first, then read.
- Minimize clicking, scrolling, and thinking.
- Concentrate on content, not design.
- Get visitors to come back often.
- Update your website to keep the content fresh.

www.wellesley.edu/alum

Web Page Content

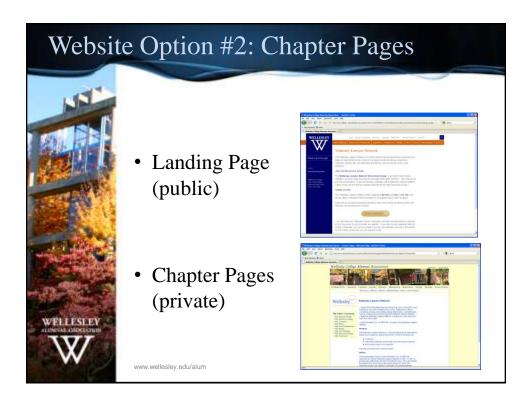


- Officer list
- Letter/newsletter/email archive
- Photos
- Event announcements
- Post-event reports
- Dues information
- How to volunteer
- Links to Online Community: Discussion groups, class e-Notes, and more
- Links to Facebook, LinkedIn, etc.

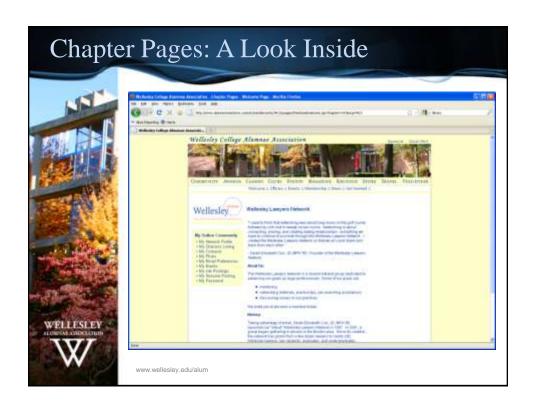
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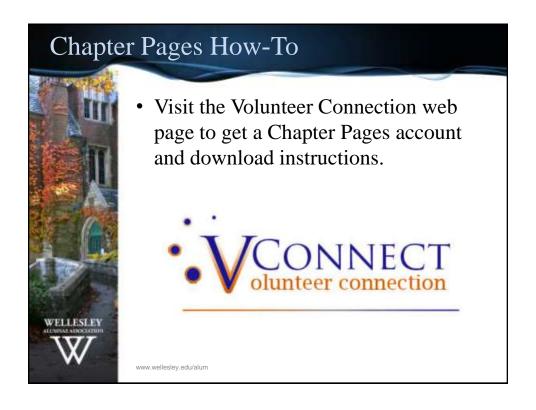
Website Options			
		Build Your Own	Chapter Pages
WELLESLEY AND A SHORT OF THE STATE OF THE ST	Technical Expertise Needed	High	Medium
	Accessibility	Public	Public landing pagePrivate pages
	Design	Up to you	Templates provided
	Transitioning / Sharing the Work	Challenging	Easy
	Cost	Not free	Free
	Customer Support	Limited	Available! We are here to help you!
	www.wellesley.edu/alum		

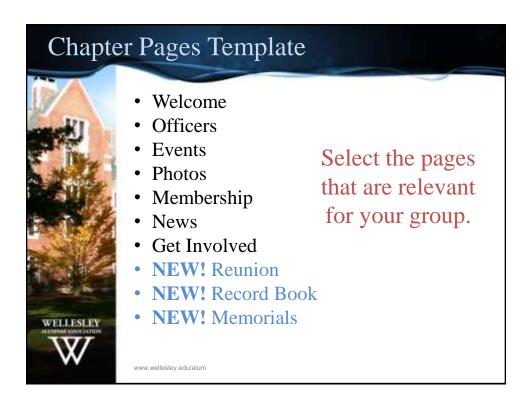














Website Guidelines DO: DON'T: • Keep the content Neglect your page fresh Share private Be aware of information on a public web site privacy & security Drive alumnae to • Worry – We are here to help you! your website from other sources email, Facebook, etc. w.wellesley.edu/alum

