



SCW Club Websites – Best Practices Handout



MENU ITEMS –

- Limit Menu Items to two levels down and one row across page
- Less Menu Headings the better
 - Two deep Menus only (issue with mobile devices)

PAGES vs. POSTS

- ✓ Posts are timely vs. Pages are timeless.
- ✓ Posts can be categorized vs. Pages are hierarchical.



PAGES – used for static information

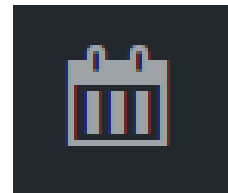
- For About & Location, Officers & Bylaws, etc.
- For stuff that doesn't change very often, if at all
- No side bars on Pages*
 - Note sidebars are not accessible on mobile devices; they do not 'stack'
 - Example: see golf.suncitywest.com for stacking elements, pictures, menu, etc.
 - Divi uses modules which will stack

POSTS – used for aging information (Good examples for Posts are News websites)

- News & Updates for your club
 - Featured News Posts can be shown on home page
- Date sensitive items like
 - News, newsletters, weekly winners, photo galleries
- Categories
 - High Profile, ongoing, specific to certain clubs may require own menu heading
 - Examples "Concerts, Rides, Dances, Outings, Games" etc.
 - Not all clubs will have specific categories
- Featured Images may be used with Posts
- Side bars on Posts
 - Optional Side Bar – for those with a lot of content
 - Good navigation tool for Posts... News, Weekly Winners, Newsletters, Photos, etc.

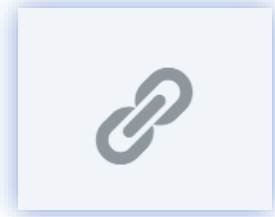
EVENTS – Calendar

- 'List' is set as default view so less active clubs show content even in summer months
 - List view will show all future events in chronological order
 - List view is Mobile friendly
- Always Include:
 - Venues, Organizers, if applicable, and always select Google Maps link
 - Use the Events calendar for all dated items



LINKS –

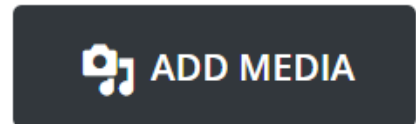
- ✓ **Use Buttons** – easier to navigate on mobile devices (and computers too!)
- ✓ Don't write sentences just to add a link
- ✓ Don't add a menu item just to add a link
- Links within your site
 - Open in same window
- Links to documents (PDF, Forms, Pictures, Galleries)
 - Open in new window (or new tab)
- External Links
 - Always open in new window (or new tab)
 - Links to outside/external websites – no longer using imbedded
 - Facebook pictures – put a link to Facebook



Note: Link to external photos (No longer embedding or using other photo plug-ins)

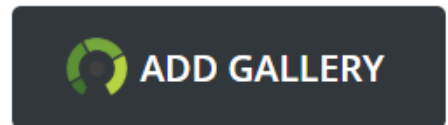
MEDIA – (one approved photo gallery plug-in – NextGEN or use Divi Gallery)

- Photos
 - Albums
 - Galleries
- Videos
- Documents (PDF recommended)



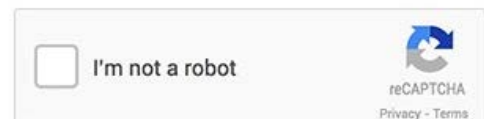
PICTURES –

- Limit pictures on informational pages – provide links to photo albums
 - A few pictures on a page break up text
 - A lot of pictures should be in a gallery
- Ask for 'unedited' photos so you can make gallery pictures all the same size
 - Good for consistency in viewing
- Use default photo sizes 16x9; 8x4.5, 1920x1080, etc.



reCaptcha – for Content Managers logging into site

- Now required for all SCW Club Websites



REMINDERS

- Use Divi Builder to put everything in modules (containers) – mobile friendly!
 - Comments - ALL comments go to Moderation and need to be approved by a Content Managers
 - 100% of the time NEED to go to Moderation
 - ON for Posts by default
 - NEED to change Post settings if choose to NOT include
 - OFF for Pages by default
 - Comments will need to be turned on if you want to include for Pages
- Text – Use Divi defaults; avoid colored text for readability and accessibility standards
- Tables – On mobile devices Tables are not website 'Friendly' so use very sparingly!

