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'
  - o Example: see golf.suncitywest.com for stacking elements, pictures, menu, etc.
  - o 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
  - o 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
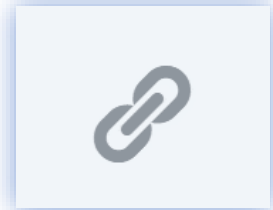- Good navigation tool for Posts... News, Weekly Winners, Newsletters, Photos, etc.

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
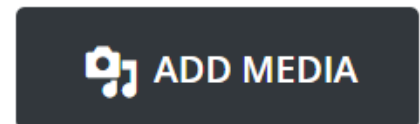- Use the Events calendar for all dated items

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: Links to external photos (We no longer embedding or using other photo plug-ins.)

MEDIA – (Use Divi Gallery or Image Module. NextGen Gallery is no longer supported for our Club websites)

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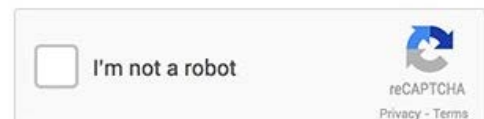- ➢ Videos
- ➢ Documents (PDF recommended)

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!