

## Stage 1: Setting Up the Website

### The Roles and Responsibilities in Production

Making a decision to create a website is a large project, but a very do-able one despite the many duties involved with it. While most people think that it takes years of experience and classes in computer science, web development or programming to create a website, we can assure that it does not! Development and maintenance takes dedication, time and patience. You'll need to identify a few important team players to get started:

1. Project Manager
  - Keeps the team on track with deadlines and responsibilities
2. Visual Designers
  - Decides on the overall appearance of the website, including color schemes, menu and submenu layouts, scroll bar designs, side bar options
3. Media Specialists
  - Manages videos, slideshows and other social media related to important chapter events to encourage member participation
4. Content Developers
  - Determines which content is most important to share with members (e.g. news updates, pictures, blogs)
5. Programmers
  - Uses programming language to provide additional tools and widgets for users to utilize (e.g. Twitter, Tumblr, RSS feeds)

It is important to understand that the people involved in this process will need to develop a plan (goals, timelines, budgets, etc.) before diving into anything. Once your team's vision is reached, the final responsibility is to keep its energy alive via maintenance. The role of the content developer is important here, as he or she will be responsible for keeping the content of the site updated. Occasionally, the media specialist will step in with new videos and/or fliers to inform of upcoming news and events.

Whenever a department is lacking, any one of these players can step in to fix it. Sometimes, it is difficult to explain to a web team how to fix a problem during production because every circumstance is unique. When a technical problem arises, the team can always contact the web creation's "Help" section. Just keep in mind that teamwork will make dream work!

### Designing Your Site

Some chapters are fortunate to have a member who is experienced in web design and is able to set up the chapter's website. Other chapters have chosen to outsource the web design to a paid consultant. Your choice will be based on the web experience of your members and budget.

If your chapter decides to design the website, here are a few simple resources you can use to get started.

For beginners (no background in web design):

- [www.webs.com](http://www.webs.com)
  - Provides a variety of block templates
  - Allows you to edit color palettes for design right from the beginning then proceed to content editing
  - Mobile site option available
- [www.vistaprint.com](http://www.vistaprint.com)
  - This site lets you build a website and order matching banners, business cards, etc.
  - Offers the ability to easily add e-commerce functions to your site.

For intermediate level learners (some website experience):

- [www.wix.com](http://www.wix.com)
  - Provides video tutorials on how to upload files, videos, music, pictures, content, and cool widgets
  - Has HTML and Flash templates that you can enhance (good for those who don't know where to start)
  - Mobile site option available
  - Can upload iCal (practical for communicating events)
  - Flash websites provide more appeal because animation and dynamic options are available to add to your content
- <https://www.squarespace.com>
  - Provides webinars that will walk you through the basics of setting up your site and has extensive guides to help you design your website
  - Pre-designed templates for website design that are customizable
  - Domain comes with selected plan
    - Basic plan: \$144/year
    - Business plan: \$216/year

Some chapters have used the services of a professional web designer to develop their website. After the initial website was set-up, someone from the chapter was trained on how to update and edit the content of the website. This is a great option if your chapter has the funding but lacks the time and personnel to create a website from scratch.

With a professional web designer, you will have a site with esthetics and functionality that can enhance the experience of each visitor viewing the website. The overall cost of hiring a professional may vary. You can budget around \$1,500 to cover the costs of reserving the domain name and building the website. The process typically takes 12 weeks from start to finish.

If you are outsourcing the creation of your website, follow these steps:

1. Buy a domain name that makes sense for your chapter.
2. Find a designer (ask around your school or search for one online).
3. Provide the designer with objectives and functionality goals as well as your vision for design.
4. Work with the designer to create the website you want—communication is crucial.
5. Launch the site.
6. Update the site with additional photos, content and links on an ongoing basis.
7. Publicize your site—make sure your members and sponsors know how to access the site and its features!
8. Maintain your site – make sure you have a webmaster who knows how to edit the site and keep content current.

### **Choosing a Domain Name**

Below are the steps involved in choosing a domain name.

1. Before you register online, make a list of possible name choices.
2. Be flexible as your first option may not be available.
3. Go to an official Internet register.
  - Wordpress.com
  - Bluehost.com
  - Lunarpages.com
  - 1and1.com
  - hostgator.com
  - godaddy.com
4. Enter the name you would like.
5. Search for the name.
  - Find one that fits
  - Consider adding action to the beginning of the domain, like:
    - www.goTempleASDA.com, www.smileBaylor.com
  - Be flexible with suffixes, as your first choice might be taken

If your chapter has a limited budget for the website, here are three options to get a free domain name:

- Get a free domain name when you have an unusual extension (i.e., [www.freedomain.co.nr/](http://www.freedomain.co.nr/))
  - Can have issues with people remembering your site's URL
- Register with a hosting package at networksolutions.com
  - When you purchase a one-year hosting package, they will provide you with a free domain name
- Completely free hosting package with free domain name
  - Caveat is you have to allow advertisements on the site
  - May not be the best solution for an ASDA website due to pop-ups (may deter future visitors)

## Choosing a Development Tool

Some chapters are fortunate enough to have someone with previous website experience. However, creating a website can be easily done with the right development tool. Our advice is to find a development tool that best suits the website designer. Here are a few options for development tools:

- **Wordpress:** simple to set up and easy to use. Very simple to update with beautiful, clean templates but with limitations if you want a specific design element. It is very user-friendly and easy to control.
- **Wix:** similar to Wordpress, this site offers lots of templates and is easy to use.
- **Rapidweaver:** great if you don't want to create your own template. Offers easy-to-use templates so you don't have to design from scratch. Only for Mac users. Can't change site design easily, although content edits are easy to make.

**Dreamweaver:** for advanced programmers, can be excessive for ASDA chapter website. You will need someone who is familiar with HTML and other coding languages to produce your site.  
Stage 2: Webpage Layout and Content

When considering the content and layout for your chapter's site, the rule of thumb is to keep it simple and user-friendly. Accessible and valuable information should be available to your members with just a few clicks.

## General

You'll want visitors to easily find info about who you are and what your mission is. Build pages for: "About ASDA" or "About Our Chapter," "ASDA Mission" and "News."

## Events

Keeping your members informed of featured and upcoming events are important aspects to promote membership involvement and participation. One option is to set up a Google calendar on your site. Google calendar is a great tool to add and edit events, which can be embedded on the website. These events can include anything from meetings, lunch & learns, school-wide events, as well as national ASDA events (Annual Session, ADA Dentist and Student Lobby Day, National Leadership Conference). Other perks of using Google are tracking RSVP to events, sending notifications and reminders to members. The best part – It's FREE!

## Photos

The use of images is what draws in members to your site. Most people enjoy seeing pictures of themselves and their classmates. Be sure to incorporate photos into many pages on your site. Share and capture memorable moments via Flickr, Picasa, Instagram or other online photo management applications and imaging host servers. You can also link to national ASDA's Flickr page for photos of national events. NOTE: photos from national ASDA's Flickr page are protected by copyright. That means, they're owned by national ASDA. When you use these photos, you must include the following credit: "Photo credit: ASDA/Caught in the Moment Photography."

Be cautious about using photos that are owned by someone else on your website. There are many sites from which you can take and use images royalty-free, like [Pixabay](#), [Unsplash](#), [FancyCrave](#) or [Picjumbo](#). These images aren't copyright-protected, and you can credit the

photographer as a courtesy. You will not have to pay to use these stock images. Images found through Google search results are rarely available to use without violating the owner's copyright.

## **Membership**

Whether your school is an auto-enrolled or recruited chapter, members should be informed of the value of their membership.

### *Processing membership dues*

Collecting dues from members of recruited chapters can be a difficult task to manage and to organize. Consider processing dues electronically by providing a direct link to [ASDAnet.org](http://ASDAnet.org) or set up a PayPal, Google or Venmo (see *The Extras*). Note: payment vendors may charge a transaction fee for service, so you will want to build this fee into your local dues. (In some states it's illegal to require the payer to pay the fee).

### *Membership benefits*

Make members aware of the great benefits by being a part of ASDA! Make a list of local and national benefits, such as discounts at local venues and anything your chapter specifically will offer to members (e.g. useful tips for classes and clinics, discounts for events, etc.). You should also link to the Member Benefits page ([ASDAnet.org/benefits/](http://ASDAnet.org/benefits/)) so members can easily take advantage of their benefits.

### *External resources*

Links to your school's website and the state and local dental societies should be made available. You could also add a link to ADA's student resources site.

## **Leadership**

Aside from membership benefits, encourage your members to get involved in organized dentistry. We need to inspire and recruit strong future leaders in our profession starting now!

### *Meet the board members*

Members want to know who is leading their local chapter and the positions held by each individual. Each person on the board should describe the experience they've gained by becoming involved in ASDA to add value and insight into leadership potential for interested candidates. Be sure to add photos of each board member, especially at larger schools, so students are familiar with their ASDA leaders.

### *How to apply*

Who can members contact to get involved? How can they get involved? The answers should be readily available.

## **Communications**

Support interactive and open communication between ASDA and its members through a chapter blog. There are many free sites available to use to set up a blog. If your chapter produces a newsletter, post issues online so all members can easily access them. Don't forget to link to national publications:

- Contour - [ASDAnet.org/Contour](https://ASDAnet.org/Contour)
- Word of Mouth - [ASDAnet.org/utility-navigation/Publications/E-newsletters/Word-of-Mouth](https://ASDAnet.org/utility-navigation/Publications/E-newsletters/Word-of-Mouth)
- Advocacy Brief - [ASDAnet.org/utility-navigation/Publications/E-newsletters/Advocacy-Brief](https://ASDAnet.org/utility-navigation/Publications/E-newsletters/Advocacy-Brief)
- Mouthing Off blog - [ASDAblog.com](https://ASDAblog.com)

### **Predental Information**

Remember, predentals are a valuable asset to your local chapter. They can help support and promote events through participation. Most importantly, they are aspiring dentists and by guiding them through the value of their membership, you are helping them achieve their dreams.

Links that are most valuable to predental students:

- Your school's admissions requirements
- Predental Timeline - [ASDAnet.org/index/get-into-dental-school/before-you-apply/predental-timeline](https://ASDAnet.org/index/get-into-dental-school/before-you-apply/predental-timeline)
- Preparing for the DAT - [ASDAnet.org/index/get-into-dental-school/before-you-apply/preparing-for-the-dat](https://ASDAnet.org/index/get-into-dental-school/before-you-apply/preparing-for-the-dat)
- Interview Tips - [ASDAnet.org/index/get-into-dental-school/post-application/interview-tips](https://ASDAnet.org/index/get-into-dental-school/post-application/interview-tips)
- Choosing a Dental School - [ASDAnet.org/index/get-into-dental-school/post-application/choosing-a-dental-school](https://ASDAnet.org/index/get-into-dental-school/post-application/choosing-a-dental-school)
- Tips for the ADEA AADSAS Application - [ASDAnet.org/index/get-into-dental-school/applying-to-dental-school/tips-for-the-adea-aadsas-application](https://ASDAnet.org/index/get-into-dental-school/applying-to-dental-school/tips-for-the-adea-aadsas-application)
- Letters of Recommendation - [ASDAnet.org/index/get-into-dental-school/applying-to-dental-school/letters-of-evaluation](https://ASDAnet.org/index/get-into-dental-school/applying-to-dental-school/letters-of-evaluation)
- Non-traditional student resources - [ASDAnet.org/index/get-into-dental-school/before-you-apply/non-traditional-student-resources](https://ASDAnet.org/index/get-into-dental-school/before-you-apply/non-traditional-student-resources)

Your chapter can set up an application for predental students to join using a PayPal or Google account. Some chapters collect chapter dues only and direct predentals to join national ASDA. Other chapters collect dues for both and then submit national dues to the central office.

### **Vendor Information**

Networking with vendors is much easier when information is accessible online. This may include a list of exhibit and sponsor opportunities currently available, the steps required to sponsor a specific event and online payment collection.

### **Links to National ASDA**

Provide links to pages below on ASDAnet.org for members who want more information about a specific topic:

- Member benefits – [ASDAnet.org/benefits](https://ASDAnet.org/benefits)
- Paying off debt – [ASDAnet.org/index/get-into-dental-school/before-you-apply/paying-for-](https://ASDAnet.org/index/get-into-dental-school/before-you-apply/paying-for-)

### [dental-school](#)

- Professional and legislative issues – [ASDAnet.org/index/get-involved/advocate](#)
- Taking the NBDE – [ASDAnet.org/index/dental-student-resources/taking-the-nbde-parts-i-and-ii](#)
- Life After Dental School resources – [ASDAnet.org/utility-navigation/career-compass-home/grad-career-options](#)
- Licensure by State – [ASDAnet.org/utility-navigation/career-compass-home/grad-career-options/obtaining-licensure](#)
- Chapter How-to Guides – [ASDAnet.org/how-to/](#)
- Working with State Dental Associations – [ASDAnet.org/index/get-involved/State-Dental-Associations](#)
- ASDA Engage – [cgrcengage.com/asda/home](#)
- National events – [ASDAnet.org/index/programs-events/national-meetings](#)
- Developing Your Leadership Skills – [ASDAnet.org/index/get-involved/develop-leadership-skills](#)

## Stage 3: Keeping Your Website Current

### Renewing your Domain Name

You will need to renew your domain name annually, or set it up so that it renews automatically. Some domain registration companies do not notify you that your domain name is about to expire so it is important that someone in your chapter remembers to do this.

To renew, visit your domain name registration provider. Within their control panel find their feature that allows you to renew your domain. If you cannot find it, visit your registration provider's help section.

Other domain renewal sites that you may find helpful:

- Network Solutions' Domain at [www.networksolutions.com/domain-name-registration/index.jsp](#): Click on Renew at the top. Enter your domain name in the box. If your domain name comes up, click on the link provided and enter payment information. If your domain name was not originally registered with Network Solutions, you can transfer your domain name to Network Solutions. Simply click on the transfer at the top of the page and enter your domain information.
- Domain Registry of America at [www.droa.com/getname.asp?regren=R](#): Enter the domain name you want to renew. From the drop down box, select the timeframe you would like to renew for and any additional services you would like. Click add to cart, checkout and enter payment information.

### Assigning Responsibilities

Make sure to keep track of your domain renewal deadline by sharing it with your team. If possible, assign two people to check on the renewal deadline and complete the renewal process. Remember to budget for your following renewal period.

If possible, delegate updating the website to several people. You may split it based upon areas

of the website (i.e., social section, calendar, etc.) or based on chapter position. It is always good to have one person serve as the web administrator to make sure that the website is running smoothly. The web administrator should set deadlines for certain areas to be updated and make them known to everyone involved with the website.

### **Use of Existing Resources**

ASDA's website has many available resources for your website. You can choose to supply links on your website for any information you deem important. Also, there are links on ASDA's page to connect you to other ASDA chapters for inspiration for your own website.

### **Create/Update Calendar**

Create an online calendar account with a website that provides embeddable calendars. Some examples are Keep and Share, Google Calendar, Localendar, CoffeeCup and Calendars Net. Once logged into your calendar account, select *Create a New Calendar* option. Add dates and events to the calendar. Some of these sites will allow you to customize your calendar. To learn how to create and embed a Google calendar, visit

<https://support.google.com/calendar/answer/41207?hl=en>

Always update your calendar with current content. Determine a good cyclic period for updating your calendar (i.e., weekly, monthly).

### **Add Photos/Social Media**

Choose a video sharing script that has a content management system (CMS), which is a program that allows you to edit your website through its system instead of having to learn programming and code. Once you've installed the CMS script, follow the instructions for adding media and customizing your page. CMS programs can make creating, designing and editing your work much simpler. There are many CMS programs to choose from such as Joomla and ExpressionEngine. It's important to find one that works well for your needs. It is recommended that you choose programs that are intuitive or simple to use, but have many customizing capabilities and extensive plug-ins so that your creativity is not limited.

To keep your pages looking fresh and to encourage members to come back to your site, change the photos periodically. After each chapter event, post new photos and send a note out to members to invite them to check out the photos from the event. Add links to your chapter's Facebook page, YouTube channel, blog or any other social media related to dentistry. Make it easy for members to connect and interact with other members.

## **Stage 4: The Extras**

Once your chapter has a basic site set up, you can start expanding the site with more advanced features to fundraise, accept sponsorships and track usage.

### **Using Your Website to Make Money for Your Chapter**

All chapters need funds to operate and offer benefits to its members. Using your website to raise funds makes it more efficient for your chapter to manage the money and increases



opportunities to make money from sponsorships and fundraisers.

1. *Setting up e-commerce*

In order to collect money on your website, you will need to set up an account with vendors such as PayPal or Google Checkout. To send and accept payments, you need an e-mail address. Make it something simple that can be used indefinitely. We suggest creating a general address like ASDATreasury@whatever.com.

**PayPal's** website ([paypal.com](http://paypal.com)) gives step-by-step instructions on how to set up an account and link it to your chapter's bank account. Their customer service is also helpful. The software that you choose to use should include an e-commerce set-up function in which you can easily point all purchases to your PayPal account (and therefore your bank account). Keep in mind that PayPal charges a per-transaction fee, plus an additional percentage of the total sale. You should be able to build in handling charges with your chosen software.

**Google Checkout** is another alternative to set up an account to collect money from members, vendors, etc. Your chapter must have a bank account, address and Federal Tax ID to set it up. Transaction processing rates are determined by your sales volume during the prior calendar month minus any refunds and are reset on the 5th of every month. Below are the monthly fees, which are similar to Paypal's rates:

Monthly sales under \$3,000	2.9% + \$0.30 per transaction
\$3,000 - \$9,999.99	2.5% + \$0.30
\$10,000 - \$99,999.99	2.2% + \$0.30
\$100,000 or more	1.9% + \$0.30

2. *Chapter Fundraising*

Once you have e-commerce set up on your site, you can begin offering items for sale. Many chapters sell logo wear, such as t-shirts and scrubs, as well as white strips, toothbrushes and much more through their website to raise money. Chapters can also streamline the registration process for events by encouraging students to sign up online. If fees are associated with the events, members can pay directly using a credit card. Some recruited chapters collect ASDA membership dues on their website and mail the national dues to the central office, but keep their local chapter dues.

### 3. Sponsorship

Many chapters offer sponsorship opportunities on their website, such as a banner ad or a page to recognize sponsors throughout the year. Banner “ads” are typically sold for a certain time period, such as monthly or quarterly and costs can be based on size and frequency. For example, the Stony Brook chapter has a sliding scale (greater donation = more exposure time or larger ad). They also provide full-page exposure for their largest donations if requested. Essentially, the website shows your potential sponsors that you have a strong presence. If the site is well made and other sponsors’ logos can be seen on the site, potential sponsors will see this as a viable place to gain exposure for their business.

It is beneficial to post information on your chapter’s sponsorship opportunities on the website and direct potential sponsors to this site. Some chapters allow sponsors and exhibitors for their vendor fair to make their payments online. This allows the funds to go directly into your chapter’s bank account.

#### How to Set-Up Google Analytics

The objective of Google Analytics (GA) is to be able to monitor the usage of your website. GA will be able to track the demographics of your **visitors**, the sources of your site **traffic** and show you how your **content** is performing. Data will help identify new objectives for your chapter based on the quantity and quality of your website visitors. Here are some examples of data you can gather and what to do with it:

GA Data	Example Objective
<ul style="list-style-type: none"><li>Number of page views for individual pages</li></ul>	<ul style="list-style-type: none"><li>What content is most popular on your site? If there are trends, produce more of that content</li><li>Gives you the data to help sell ad space on your website. Helps you justify why your website ads cost what they do</li></ul>
<ul style="list-style-type: none"><li>Traffic sources for your site (social, search engine, direct)</li></ul>	<ul style="list-style-type: none"><li>Lets you know where your visitors came from, like X% of visitors came from your social networking site.</li></ul>
<ul style="list-style-type: none"><li>Daily/hourly traffic reports</li></ul>	<ul style="list-style-type: none"><li>Tells you your marketing email to the members generated traffic</li></ul>
<ul style="list-style-type: none"><li>Track the geographic and demographic info of the visitor</li></ul>	<ul style="list-style-type: none"><li>Can provide insight into the number of visitors in your geographic region</li></ul>
<ul style="list-style-type: none"><li>Percent of new visitors vs. returning visitors</li></ul>	<ul style="list-style-type: none"><li>Are your website visitors returning frequently? Or do you generate a lot of new visitors to your site?</li></ul>

#### Getting Started

Visit [www.google.com/analytics/](http://www.google.com/analytics/) and create an account. If you already have a chapter Gmail address, Google Docs or other Google product account, you can link it to GA as well. After you log in, you will have to fill in the general info and contact info for your website.

### *Inserting the Tracking Code*

The tracking code is the most important part of GA, without it your site will not properly relay the data to your GA account. You must properly insert the code into all of your pages. **It is best if this step is performed by your webmaster or your website designer when they build your site.**

Your code will look like this (minus the highlighting):

```
<script type="text/javascript">

var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-XXXXX-Y']);
_gaq.push(['_trackPageview']);

(function() {
  var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-
analytics.com/ga.js'; var s = document.getElementsByTagName('script')[0];
s.parentNode.insertBefore(ga, s); })();

</script>
```

Your specific account number will be in place of the X's highlighted in green.  
The beginning and end of the tag are highlighted in yellow.

### *Where do I put the code?*

Paste this entire code snippet into each page or the template on which your pages are created. Paste the code inside your `<head>` tag just before the closing `</head>` tag.

**NOTE:** If you are using WordPress to run your website, there are several different plugins you can install to run GA. For a list of options, go to [digwp.com/2012/06/add-google-analytics-wordpress](http://digwp.com/2012/06/add-google-analytics-wordpress).

### *Google Analytics at a Glance*

When you first login to GA, click on the website account you want to view. You will most likely only have one account website. After clicking into your account, you will come to the **dashboards** page. Most of what you need will be found under the **standard reporting** tab.

You can set up a dashboard to group together important sets of information. Here are several pre-made dashboards that you can install onto your GA account: [dashboardjunkie.com/](http://dashboardjunkie.com/).

### *What does that word mean?*

Trying to figure out the difference between bounce rate and exit rate? For a list of GA terms, go to [epower.com/google-analytics-glossary.php](http://epower.com/google-analytics-glossary.php).

### *Important Tips*

When comparing information, always make sure the date range at the top is the same dates or same number of days.

### *Questions?*

Google has a great support site for questions: [support.google.com/analytics/](http://support.google.com/analytics/) (it is also on the top right of each GA page labeled *help*). There is also a robust YouTube channel on the topic at [YouTube.com/googleanalytics](http://YouTube.com/googleanalytics).

### **Adding Key Words and Metatags**

Meta keyword and description tags are used to help search engines find your site. **Keywords** should be made up of the top 10-15 words that describe the page. When writing your keywords, keep your audience in mind. The **page description** should describe the page in under 150 characters. The content should be specific to each individual page.

Depending on how your site is set up, you will follow different steps to add the tags. If you have set up a site from a blogging tool (Wordpress, Wix, etc.), there should be a section built into the back-end of the site to set these features functions.

If you are hand coding your site, after the <Title> tag add this snippet of code:

```
<meta name="Keywords" content="XXXX, YYYY, ZZZZ, 1111"/>
<meta name="Description" content="XXXX"/>
```

Properly setting up your keywords and descriptions will make your website pages rank higher in search engine results.

### **The Do's and Don'ts**

Below are useful tips to keep in mind for your website:

- 1. Do leave a legacy... and the website password**
  - Don't lose access to your website because the last web-person graduated. Make sure you share the user names and passwords when you onboard the next group of leaders. This will make domain renewals and site updates easier.
- 2. Do be cautious when using Flash programming.**
  - *Use Flash sparingly.* Be reminded that not everyone will be able to view it so use it for items that are not of extreme importance, such as additional graphics, banners and advertisements.
  - *Flash doesn't work with many mobile devices.* Those that can are still limited by the memory and processing power of the mobile device. Users will have difficulty with Flash websites because of the increased bandwidth and CPU demands.
  - *Flash-based websites can be slow.* They can take much longer to load, especially on older computers. With Flash the entire website has to load before any part of it is viewable, unlike non-Flash based material, which can be viewed as it's downloaded. Flash is not capable of streaming videos.
  - *Flash viewing requires the computer to have the player plug-in installed.* Not all computers have the plug-in, even though it is free. Some browsers don't support

Flash at all.

3. **Don't depend on one person to keep content current.** Because of the hectic schedule of dental school, it is best to assign several people this responsibility.
4. **Don't allow visitors to arrive at a dead-end webpage.** Always show them the navigation to get back to your home page. Each page should have one goal.
5. **Do make your site appear professional.** Content should be copy-edited, typo-free and up to date. People will stop relying on your site if pages display old event information or hasn't been updated with your new board, for example. Links need to work (use a free service like [deadlinkchecker.com](http://deadlinkchecker.com) to make sure you don't have any broken links on the page). Pay attention to details, like whether you've used a web-friendly font and if the size is big enough to read on a mobile device. Use images and text together, but don't crowd a page.

## ASDA Resources

### Gold Crown Awards for Media

To recognize the efforts of our chapters, ASDA presents the annual Gold Crown Awards during Annual Session to honor excellence in chapter newsletters and websites, and outstanding contributions to ASDA national publications. There are three categories for chapter websites: Best Website in Competition, Quality of Website Information and Website Design & Usability.

Applications are due in January each year. More information on the award and the application can be found online at [ASDAnet.org/gold-crown-awards](http://ASDAnet.org/gold-crown-awards). We encourage all chapters to apply.

Recent winners of a website Gold Crown award can be a great inspiration as you build or revamp your chapter's site. Take a look at the winner's gallery, which links to the winning sites of the past four years: [ASDAnet.org/index/programs-events/asda-awards/Gold-Crown-Awards/Winners-gallery](http://ASDAnet.org/index/programs-events/asda-awards/Gold-Crown-Awards/Winners-gallery)

### Chapter Technology Grant

Apply for the chapter grant to receive money from national ASDA to help you build or rebuild your chapter site. Find out information and deadlines by visiting [ASDAnet.org/index/programs-events/chapter-grants/chapter-technology-grant](http://ASDAnet.org/index/programs-events/chapter-grants/chapter-technology-grant)