Creating and Improving your AGO Chapter Website
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General Notes:

• Consider your three audiences:
  1. Those who are not AGO members
  2. Those who are AGO members, but not of your chapter
  3. Your AGO Chapter members

  What do each of these groups want/need from your website?

• Great thing about content pages: do it once and be done with it! Only things to update are events, board members, and sub lists. Membership information, mission, media and the like can all be static.

• Try to stay away from a long homepage – it should just be a welcome message and very pertinent information. The other things can be put into tabs for ease of access (no one wants to have to scroll a ton to find information).

• Consider the readability of your text. Use bullet points. Keep things succinct. Be careful of white text on black background, and transparency of shapes behind text (opacity).

• Choose a color scheme and font pairing, then stick with it. Try not to use more than two fonts throughout the entire website.

• Be mindful of your page’s navigational features. How do you get back to the homepage? Where would information logically be found within your website?

• Provide a “contact us” form or a generic email on your website. Do not use someone’s personal information without their consent.

• Utilize the feature to password protect specific pages containing member-exclusive information.

Notable AGO Chapter Websites:

- Worcester: https://worcesterago.org/
- Greater Bridgeport: https://greaterbridgeportago.org/
- Hartford: https://www.hartfordago.org/
- Westchester: http://www.agowestchester.org/
- Annapolis: https://annapolisago.org/
- Treasure Coast: https://tccago.org/
- Atlanta: https://www.agoatlanta.org/
- Greater Kansas City: https://www.kcago.com/
- Houston: http://ago-houston.org/
- Eugene: https://agoeugene.org/
- San Diego: https://agosd.org/

Need ideas or help? Feel free to contact me! Send me an email at mthomas@spcathedral.com and I would be happy to look at your chapter’s website.