

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://worcesterao.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.