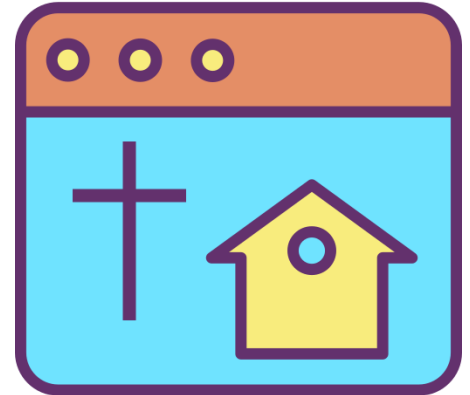


Tips for Organizing Webpages and Web Sites

1. **Establish pages and keep the same URL** (same address). If you change the URL (or make a new page), then links to the original page don't work. Change the original page as needed.
 - For example: worship service information page, sermon series page, church office hours.
2. **Remember the general rule (below) for key information and links to that key information.** Have multiple ways to get to the information and pages.
3. **Realize that visitors to a webpage make a quick decision to stay (and read) or leave.** Catch their interest at the top of the page. Use graphics.
4. **Be intentional about structuring the website** so that it is easy to find information *and* will support new information as is comes available.
5. **Use white space** on webpages.
6. **Double- and triple-dip.** Once information and graphics are established (for an event, for example) for the website, use this to make fliers, put it in the Sunday bulletin, put it on Facebook. Conversely, put a PDF of the newsletter on your website.



➤ **General Rule:** It is better to have the key information (for example, day, time, place) in one place (on one page) and multiple links to that page, than to have the key information in repeated in multiple places and on multiple pages.

This leverages *the power of the hyperlink*. Liberally use [More information](#) links to send users to the key information.