Website Planning Notes – with Lisa Stambaugh

6/19/2016:

1. Hosting
   1. Existing Hosting: GoDaddy

Server =

Name Server: BYWATER.SONGBIRD.COM  
Name Server: WREN.SONGBIRD.COM  
Name Server: JOY.SONGBIRD.COM

Where are those servers?

fremontfreewheelers.org

ffbc.org

Expires 2016-11-09?

* 1. For future website recommend using GoDaddy
     1. Gives great support
     2. Offer WordPress managed site - $160/3 yrs?

1. Payment methods
   1. PayPal
   2. Install own SSL & payment SW (Stripe?)
   3. Evenbrite
   4. BrownBag
2. Mailing SW? MailChimp, Constant Contact
3. Membership management? Gravity forms, Formidable Pro
4. Lisa usually installs on every site:
   1. Gravity
      1. Lifestyle Pro theme?
   2. WordFence – scans plug-ins for unplanned changes & unacceptable logins
   3. 301 Redirect – old/new URL mapper
   4. Email address encrypted – Can’t scrape email addresses off the site
   5. Genesis Themes – Lisa has developer subscription so can offer us themes at a discount
5. Budget
   1. Hosting costs ($100/yr?)
   2. Genesis Framework & Themes ($100/yr?)
   3. WordPress plug-ins like Forms, Payment methods,
6. Adding Ride Calendar
   1. Gravity
   2. Embed Google Calendar – allows for multiple calendars
7. FFBC support, etc.
   1. With Wordpress can allow selective access to pages. So could have newsletter page, Board minutes pages, Announcements page, etc., each with a different person supporting.
8. Organizational Plan
   1. Who is audience
   2. Goals - Build new site as temp domain – allow for admin login, demo login, and R/O access (for reviews).
9. Genesis framework & themes allow for Google Analytics

Next steps:

* Bob reads Lisa’s book on website wisdom
* Reviews meeting with Mark Davis
* Lisa reviews notes from meeting and proposes time for next meeting