

Hi Bob,

This document outlines a number of discussion points we have covered (and some we have not). I've included a number of suggestions regarding WordPress implementation specifics (such as plug-ins), as well as other considerations.

There are many details in the following pages, so let me know if I can answer any questions or provide additional information.

A handwritten signature in blue ink, appearing to read 'Lisa', with a long, sweeping horizontal stroke extending to the right.

Lisa Stambaugh  
Collective Discovery, Inc.

## Objectives

- Provide information for current members
- Recruit new members
- Advertise events/programs
- Solicit support (financial, sponsors, volunteers?)

## Keys to Success

- xxx new members joining per year
- xxx participants in Primavera
- xxx participants in Cinderella
- xxx sponsorships
- Others TBD

## Financial Needs

- Domain registration: estimate \$15/year
- Website hosting: see section below with hosting recommendations

## Audience

| <i>Audiences</i>                                      | <i>What are they looking for?</i>                                                                                                                                                                                                    |
|-------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Current members</b>                                | <ul style="list-style-type: none"><li>• Information about events</li><li>• Ability to pay online</li><li>• Resources (forms, checklists, policies, etc.)</li><li>• News (newsletter, announcements, meeting minutes, etc.)</li></ul> |
| <b>Potential members</b>                              | <ul style="list-style-type: none"><li>• Information about how to join</li><li>• Ability to join/pay online</li><li>• Membership benefits</li></ul>                                                                                   |
| <b>Non-members who want to attend specific events</b> | <ul style="list-style-type: none"><li>• Which events are open to non-members, how to register and/or participate</li></ul>                                                                                                           |
| <b>Supporters</b>                                     | <ul style="list-style-type: none"><li>• How to support (financial, in-kind donations of services, etc.)</li></ul>                                                                                                                    |

## Domain Registration and Hosting

- Your domain is registered at GoDaddy; that's great. I noticed that it was registered in the name of a group member (your current web manager), and I'm guessing it's actually on his personal account. I always recommend that the domain be owned by the business or organization, in a separate account that is not tied to any one member's personal information or involvement. Even if the person is a trusted member or business partner, issues can be avoided later by separating the ownership into an organization-specific account. If it is on his personal account, it could be that he is paying the bills and getting reimbursed. This should also be changed so that the organization pays the bills directly.
- My recommendation would be to create a new GoDaddy account used only for the FFBC site, and have the domain moved to that account. Moving from one GoDaddy account to another is easy. Then change the contact info to be whoever is in charge of the website. You can have separate contacts for Registrant, Admin (Billing), Technical. Having multiple contacts can also be helpful if one of the contacts is not available, should there be a problem with the domain administration.
- The current nameservers shown at <http://www.whois.com/whois/ffbc.org> are bywater.songbird.com, wren.songbird.com, and joy.songbird.com. Those were not server names that I recognized, but I looked them up, and it appears to be owned by Kent Crispin. A bit of snooping shows he is a computer/network security pro in Castro Valley. Perhaps he has his own hosting servers, and this site is being hosted at no charge because he is a member? I don't know the answer... but if it's being hosted by an individual, I almost always recommend going with GoDaddy (or at least one of the larger hosting providers), who have 24/7 tech support, etc. If you choose to stay with Kent, that's fine – but WordPress installation may be more difficult, and he probably won't offer any special tech support if there are issues. Call me old-fashioned, but I want to know that I can call someone at any time of the day or night, and get immediate help! I find there are also advantages having the registration and hosting at the same service provider, if there are issues to resolve or debug, and you have just one tech support resource.
- For a WordPress site, the GoDaddy package I recommend is the Deluxe Managed WordPress. Among the features: backup of both WordPress Core files and database every night (and you can restore just one or the other), automatic installation of WordPress Core file updates (and they always test the latest releases first before installing). They also provide a staging environment in case you want to test major changes or a redesign without working on the live site. It's almost always on sale, when buying a new package. Regular price is \$9.99/month, but new packages get a lower rate on a sliding scale. As I write this, here are the prices (although that could change):
  - Buy 1 year, it's \$5.99 per month (\$72/year for 1 year, then renews at \$120/year)
  - Buy 2 years, it's \$4.99 per month (\$60/year for 2 years, then renews at \$120/year)
  - Buy 3 years, it's \$4.50 per month (\$54/year for 3 years, then renews at \$120/year)
  - The way to compare these is to figure out the 3-year cost for each option, which will be:
    - $\$72 + \$120 + \$120 = \$312$
    - $\$60 + \$60 + \$120 = \$240$
    - $\$54 + \$54 + \$54 = \$162$

## WordPress Design

- For WordPress sites, I use the Genesis Framework, developed by Studiopress. See <http://www.studiopress.com/> -- it's a two-theme system, you install the Genesis main theme, and then any one of the child themes. The child themes are stable (although over the years, they have come up with newer versions of older themes), but the Genesis parent theme does occasionally get updated. Since the web designer (or whoever is building it) never edits or changes Genesis, those updates can easily be installed without affecting your site. Most of the themes are under \$100. Once you buy a theme, you have a login to their extensive back-end of discussion forums, and support tools. One example is a great mobile device simulator, that lets you see a web page on all phone and tablet layouts simultaneously.
- You can use any of a number of other themes available through other providers, but I strongly recommend sticking with premium themes (that is, the ones you pay for). They will have better support if there is an issue (usually discussion forums where designers and others offer solutions), and will issue updates when required by WordPress Core file updates.
- With WordPress, you'll want to keep an eye on updates, and make sure they get installed. Updates usually include security improvements, bug fixes, and feature enhancements. (Note: if you go with the GoDaddy Managed WordPress, the Core file updates will get installed automatically. You'll still need to manually install theme and plug-in updates, etc.).

## Design Issues

### *Branding*

- **Logo:** the logo on the current site is white, so I can't tell if you have an established color palette. I don't know if the current color palette is driven by established branding, or was just chosen by the designer.
- **Colors:** A good website color palette has at least 3 colors, and 4 or 5 is even better. You want a contrast of lights and darks, so that colors can be used for sub-headings, links, hover behavior, navigation, etc. If you want to look for color palette ideas, I like <http://www.design-seeds.com/>, which is run by an artist who pulls color palettes out of photos (often nature shots).
- **Fonts:** Your current site uses sans serif fonts, which is fine, but I'd go for something larger. Depending on the WordPress theme you choose, there will be fonts built in. If you want to pick your own fonts and edit the stylesheet (style.css) you can do that. See <http://google.com/fonts>. The fonts I use most often for website body text are Open Sans, Lato, PT Sans, Droid Sans, Ubuntu.

### *Images/Photos*

- For photos of your own events or activities, you can take them yourself, but may want to adjust in Photoshop if you need to crop or change lighting.
- Love the group photos on the home page, but they are not all the same size. Any time you have a changing photo (whether slider, or just replacement photo every time the page is loaded), all of the photos should be the same size.
- For stock photos and illustrations, the library I use most often is [www.istockphoto.com](http://www.istockphoto.com). For most of the libraries, you don't need a membership to browse the photos, but you need one to purchase them. Photos here are either 1 or 3 credits (estimate \$10/credit). You can download the low-res, watermarked comps of any photo to try it first on your site, before you purchase. I'm not sure you need stock photos, but just in case...

## *Mobile-Responsive Layout*

- All new websites should be designed to be mobile-responsive, so whatever WordPress theme you use, make sure it's labeled as being mobile-responsive.

## **Mechanical Issues**

### *Email*

- Make sure that all email addresses on the site are encrypted. The easiest way to do this in a WordPress site is to install an email encryption plug-in, which will automatically convert anything that looks like an email address. <https://wordpress.org/plugins/email-address-encoder/>

### *Search Engine Optimization (SEO)*

- This is a great illustration of the many factors in SEO: <http://searchengineland.com/seotable> - The on-the-page factors are ones you have more control over, in terms of quality content, and correct implementation. There is no one magic thing that anyone can do to automatically improve a site's ranking, so I recommend doing the "right" things that you'd do anyway for programming and usability reasons.
- For a non-professional implementing a website, focus first on the "best practice" items such as meaningful page names, description/title tags and so on. If you want to hire an SEO expert, you can do that, but I don't think it's necessary in this case, as you have a pre-selected audience, and a lot of good, established content. Generally, advanced SEO work requires Google Analytics data, in order to analyze trends and past performance.

### *Redirection*

- Your current site is built in HTML, using the typical file-naming format of <http://ffbc.org/xxx.html>. In WordPress, a different file-naming structure is used, as the programming languages are different (primarily PHP).
- A best practice whenever a page/file name is changed is to set up 301 redirects on a page-by-page basis. A 301 redirect basically tells search engines "this page has permanently moved." It accomplishes two important tasks: First, if someone tries to use the old URL (perhaps another site has an old link, or they have a bookmark) they will automatically be sent to the corresponding new page. Secondly, a 301 redirect tells Google to take all of the SEO "goodness" that has been accumulated by the old page, and transfer it to the new page.
- The WordPress plug-in I recommend to handle this is <https://wordpress.org/plugins/quick-pagepost-redirect-plugin/>.

### *Backups*

- Some WordPress hosting packages have built-in backups, that run once a day. GoDaddy's Managed WordPress hosting runs separate backups on the WP Core files and the database, so you can restore just one or the other.
- If you want to run backups mid-day, you'll need to install a backup plug-in. I like Backup Buddy, which is the Cadillac of backup tools. <https://ithemes.com/purchase/backupbuddy/>. You can run on-demand backups, or run continual background backups that send files offsite. A simpler one, which is free is BackupWordPress, <https://wordpress.org/plugins/backupwordpress/>.
- In general, even if the hosting is running backups every night, I'd run a backup immediately before installing any WordPress, theme, or plug-in updates. You can never be 100% sure that something in the update installation won't go wrong, or won't be compatible with something else on the site. So having a backup lets you roll back that update.

**collective discovery, inc.**

## Statistics

- I always recommend installing *Google Analytics* on a new site. It's free, quick to set up, and there is no good reason *not* to install it. The script works silently in the background to track site traffic and statistics. So you can install it, forget about it, and then later you can look at the data to see site performance. To set up Google Analytics, you need a Gmail account. Go to <http://google.com/analytics>. You'll need to set up the new URL, and will be given a snippet of code that starts and ends with `<script>` and `</script>`. There will be a number starting with UA-xxxxxx-x, which is unique for each site. You'll need to install this code in either the header or footer, which is used on every page.

## Security

- I recommend installing WordFence, which is a security plug-in, with both free and paid versions: <https://wordpress.org/plugins/wordfence/>. The free one should be fine for you. You'll need to configure some options to get the most out of it. For example, you want to automatically block the IP address of anyone who tries the default logins (admin, administrator, root, manager, etc.). You would never use or create these logins, even though "admin" is the default in a new WordPress site.
- Another great feature of WordFence is that it periodically scans all of the WordPress Core files and plug-in files, to see if any don't match the master repository managed by WordPress. If something doesn't match, it probably means the file was hacked (whether malicious or not), but you then have the option to restore it to the correct version, and avoid any ticking timebombs.

## Suggested Page Set

This table lists the set of pages that would be needed to cover everything you have now, plus items we discussed. This list of pages is not necessarily the order they will be in the final architecture. Once pages are created, it's quick to move them around in the menu, so I don't usually worry about finalizing that order at this early point in the process.

A couple of overall comments about behaviors that need to be changed from the current site:

1. Don't have top navigation links go to other sites and/or PDFs. If you need to link to information about the topic, that's fine. Have a single page with an overview or intro, and then have that page link to the new site and/or PDF
2. All links that go off-site should open in a new browser tab or window. The last thing you want is for someone to open an attachment or go to another site, start reading, and then have a problem getting back to your site.

| <i>Pages</i>    | <i>Content Ideas/Suggestions/Comments</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Home            | <ul style="list-style-type: none"> <li>Welcome message – brief overview that lets someone know they have found the right place. It needs to be clear that it's you (Bike club in Fremont, home of the Primavera ride, etc.). The content in the section in the upper left is probably fine for this.</li> <li>Highlighted lead-ins to other areas of the site – get people where they need to be, as quickly as possible. This would include interior pages for membership, ride schedule, Primavera, Cinderella, merchandise, etc. You don't need to give all of the details on the home page, which makes it just too overloaded. As long as you have easy-to-find links to get to the other pages, that works.</li> <li>Just an observation: your current home page has far too much information on it – much of this should be on interior pages which are then linked from the home page.</li> </ul> |
| About           | <ul style="list-style-type: none"> <li>Normally the main <i>About</i> page would be an overview of the organization, your mission, vision, purpose, objectives, and a short history of how/why it was created. I think the current text is fine, but probably needs updating.</li> <li>I would move the officers and meeting info to the Contact page.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Contact         | <ul style="list-style-type: none"> <li>The current contact info is on the About page. I'd make a separate page, because readers are looking for a link labeled "Contact" and all I could find was the one on the home page in the lower left.</li> <li>For the link to the map, I'd embed the map directly in the page, which can easily be done from Google Maps. Go to the location on Google Maps. Click "Share" on the left. Click "embed map" at the top. Choose map size. Copy the text that starts with &lt;iframe&gt; and paste it into the page where you want the map.</li> </ul>                                                                                                                                                                                                                                                                                                               |
| Join Us         | <ul style="list-style-type: none"> <li>Membership benefits (there's some info in the lower left home page section)</li> <li>Membership application (the current form appears to be an iframe of another HTML page, not sure why it was implemented that way).</li> <li>For WordPress sites, I recommend Gravity Forms, <a href="http://www.gravityforms.com/">http://www.gravityforms.com/</a></li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Member Services | <ul style="list-style-type: none"> <li>Current content from <a href="http://ffbc.org/html/member_services.html">http://ffbc.org/html/member_services.html</a>.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Event Calendar  | <ul style="list-style-type: none"> <li>Current content from <a href="http://ffbc.org/html/events.html">http://ffbc.org/html/events.html</a></li> <li>Add a Google embedded calendar</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Rides           | <ul style="list-style-type: none"> <li>Combine home page content and Rides page (which is a link to a PDF). It looks like the PDF has quite a bit of information, so of course it doesn't really make sense to have it inline on the page. But put the home page content on this page, and link to the PDF here.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Race Team       | <ul style="list-style-type: none"> <li>Since they have their own site, you should have one page on your site, with an intro paragraph, and then link to their site from that page (instead of a direct nav link at the top).</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Primavera       | <ul style="list-style-type: none"> <li>I think you have two choices: keep this as a separate site, or incorporate it into a section of the main site. If you go with the second option, you can probably use the same set of pages. If you want to keep the Primavera site separate, I would at least change the top nav link to go to a page on ffbc.org, with overview info, and then link to the Primavera site.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Cinderella      | <ul style="list-style-type: none"> <li>I'd re-organize this into a section with sub-pages in the drop-down navigation, and add sidebar navigation</li> <li>Main page: Overview of program</li> <li>FAQs</li> <li>Cinderella Training Routes 2016</li> <li>Gear</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

| <i>Pages</i>              | <i>Content Ideas/Suggestions/Comments</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| News                      | <ul style="list-style-type: none"> <li>• Announcements</li> <li>• News coverage (articles?)</li> <li>• I would put the newsletter under this page, instead of having it be a navigation link. The current link goes to an issue dated Nov 2015. I don't know if there are more recent issues, but it should link to the latest one. Another option is to have an archive of links to previous issues.</li> <li>• While the newsletter looks like it has a lot of great info, it seems very difficult to go from piece to piece. I saw where clicking on a link would open an article in a new page, but then you had to click "close this page" to get back.</li> <li>• I don't know anything about PBCS (the company that runs the newsletter app) but the system seems kind of old-school.</li> </ul> |
| Links & Resources         | <ul style="list-style-type: none"> <li>• The links on the home page. This is labeled as "featured" – are there other links? The wording implies that there is a larger list somewhere.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Gear/Merchandise          | <ul style="list-style-type: none"> <li>• All of the information on the home page, but clearly separated between Club Clothing and the Discounts.</li> <li>• Consider moving the discounts to the Membership Benefits section. If you want to link from the home page to the page with the list, you can do that with a single link or button.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b><i>Other Pages</i></b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Privacy                   | <ul style="list-style-type: none"> <li>• This is a standard page, which covers issues related to use of the site, your commitment not to divulge information collected on the site, etc. I have boilerplate text I can provide (I give it to all clients who do not already have such a policy)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Terms of Use              | <ul style="list-style-type: none"> <li>• This is another standard page, which covers issues related to responsibility for website content, copyright/usage limitations, links to offsite pages, etc. Again, I have boilerplate text you can use for this page.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

There is no "one best way" to organize the nav links across the top, but I usually try to go left-to-right in a hierarchical way that corresponds to what people want to learn first. I tend to organize in 3 buckets:

1. Who we are
2. What we do
3. Why choose us

So put About, Contact, and Membership stuff before the list of events and services. Usually the "why choose us" category is the nice-to-know but less critical stuff like testimonials, resources, newsletter.

- Home
- About
- Contact
- Membership stuff (benefits, join, forms)
- Events and Programs (rides, team, Cinderella, Primavera, etc.)
- News (including newsletter)
- Resources (including links)
- Gear (although if this is only for members, it could also be under the Membership stuff)