COMMUNICATION TOOLS WORKSHEET

Website

TYPE OF TOOL: **WEBSITE**

Goals

▸ Visibility; Reputation; Identity; Credibility
▸ Inform; Sensitization; Mobilize for social action

Targets

▸ Network members, Partners
▸ NGOs, Associations
▸ Institutions
▸ Donors, Funders, Sponsors
▸ Media
▸ General Public

Production Stages

DESIGN

Define the objectives, the target audiences, the key messages. Call in a website developer, Web Designer, or a Web Design Agency. Think about it first and then decide on a domain (web site) name. Buy one or more domain names (if possible buy variations of the chosen site name with different extensions, e.g., .org, .net, .com, etc.) from a Domain Registrar and website hosting space from a Web Hosting company. Plan and develop a web Sitemap. Be sure to have the developer take into account all the standard rules for listing a website (to be visible in search engines). The website must be adaptable to all media, in particular mobile phones and Tablets.

PRODUCTION

With the site developer choose the most appropriate platform in order to build, then fill with content and, if necessary change at some later time. Develop a project timeline with each entity involved with this process. Be sure to review and validate each step before proceeding to the next. Spend time on the "recipe" (test the entire website functioning before making it 'live' online).

Key points:

Do not under-estimate the amount of time it takes for production. Avoid using a single provider for all the different tasks, e.g., website developing, purchasing a domain name purchase and host space rental. Choose a domain name that is easy to remember. Make the website as easy as possible. Include a Contacts List page. Renew the payment for the domain name and the web hosting. When building the web design, choose a design model that will allow modification rather than having to call in professional each time there is a need to do an update. Be sure to follow the same organization chart graphic. Ideally the website should be attractive, user-friendly, and easy to navigate. Do not forget any legal notifications. Be sure to do regular updates.

Content

Informative texts, News articles, Photos, Videos, Flash Animation; Widgets (Search Engine, Interactive Maps, etc.); downloadable documents; Press Releases/Media Kits, Contact Information; Social Media links; Newsletter subscription form.
Note: The content must be pertinent.

MESSAGES

• Presentation of the organization:
  Activities, actions, programs, objectives, values,
• Current news, Strategy.
• A call for donations, fundraising.
• Membership.

IMAGES

• Light, pertinent, and diversified images and video.
• Be sure to check on Copyrights, getting authorization as required for use of images of authors, others.

Indicators

• Number of Page Views
• Number of Visitors
• Visitor Location
• Number of newsletter subscriptions
• Number document downloads

Distribution (Web Trafic)

If the listing rules have been implemented by the developer the site will be visible in Search Engines. However, it will be necessary to regularly 'feed' the site with current content.

Examples

• **RAMPAO Web Site**
  See Example Worksheet "Website" and the site.
• **Oceanium Website**

EXAMPLE *Website*

RAMPAO WEBSITE

Context
The Regional Marine Protected Areas Network in West Africa (RAMPAO) is comprised of 27 marine protected areas (MPAs) from seven countries. Its mission is to "Ensure within the West African marine eco-region that encompasses Cape Verde, The Gambia, Guinea Bissau, Mauritania, Senegal and Sierra Leone, the maintaining of a coherent set of critical habitats necessary for the dynamic functioning of the ecological processes essential to the regeneration of the natural resources and the conservation of biodiversity for the benefit of societies."

Type of Tool
Web Site

Language
French/English

Technical Characteristics
Composed of six (6) main sections; in French and English

Targets
• Network Members, Partners
• NGOS, Associations
• Institutions, Donors, Funders
• Media
• General Public

Geographic Scope
International

Key Messages
No single specific message. The objective is to present RAMPAO, introducing it and providing information about the network and its activities, news, etc.

Usability
● ● ○ ○ ○

A good Internet connect is needed
(e.g. to download documents, videos, etc.).

Use over time
● ● ● ●

Replicability*
● ● ○ ○

The "Web Portal" design concept is replicable, but this is an ambitious project.

Goals
• Present the organization (objectives, operations, activities, members, etc.).
• Provide news about the network.
• Share information, documents, tools.

+
• Good Synergy
• Web Portal
• Diverse, variety of content

−
• Homepage: Perhaps too much information presented.
• The Homepage could offer a stronger overview of the RAMPAO network, succinctly stating its main goals and objectives.

* Replicability: Capacity to be reproduced as is or with few modifications for another organization and/or to be replicated (reprint, copy, etc.).