The CVC Circuit Riders project provides friendly and informal workshops
on a range of information and communication technologies.
The aim of the **123-communcate** programme, one of the Circuit Rider activities,
is to assist voluntary groups and community organisations to communicate more effectively.

Website: Good Practice Guidelines

To create a successful, easy-to-use website it is vital plan carefully and to adopt good practice.

What is the purpose of your website?

The purpose of your website is to provide visitors with an easy to use resource of up-to-date information and services. Your website is an opportunity to engage and inform users. The success of your website is best achieved by understanding who these visitors are, and what information is relevant to them. It is essential to therefore consider how your target audience would use your website – what they expect to find and how easily they can find it.

Creating Content for Your Site

Writing for the web

People do not read websites in the same way they read printed books or magazines. It is unusual for a visitor to read text on a website word by word. The tendency is for readers to scan through content. You can get your information across more easily by:

- Writing in short easy to digest paragraphs (typically one idea per paragraph).

- Use bullet points where possible.

- Try placing a summary at the top of the page—this helps people to decide whether to read the more detailed information.

- Try emphasising key words in your text (e.g. by making them bold)

- •Try halving the word count – less is sometimes more!

If you wish to benefit from the programme please contact
the Circuit Rider team on 01437 771197
or email us on contact@walescvccircuitriders.org.uk

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Website
Good Practice Guidelines

Navigation Menu
One of the key issues to a successful website is navigation – your users should be able to find what they want quickly and easily. Create titles for the sections of your website that are clear and make sense – nothing too cryptic! Have a look at other successful websites and note how they use simple and clear Page and Section titles to help their visitors.
Whilst planning your website, create a map of all the content you wish to include and organize it so that all information is contained in a clear structure.
Ensure that the navigation menu appears on all pages of your site.

Responsibility
All information that goes on the website is the responsibility of the group. If you have several people adding to the website it is recommended that someone has an overall monitoring role to check content is acceptable.

Designing Your Site
The design of your site should not take centre stage. It is advisable to keep designs quiet and simple. Visitors are coming to your web pages because they are interested in its content. If they are aware of the design its usually a bad sign!
Below is a list of design recommendations to consider when creating your website:
Use plain background colours – either white or pastel colours
Make sure font colours compliment and are clear against the background
Keep all text the same colour/font type throughout the website.
Think twice about animated images – They could possibly distract the user; the meaning of the page may become lost. They will increase the time the page will take to download onto a users computer. If an animated picture moves too suddenly it could be harmful to people with epilepsy or similar disabilities. The same also applies to flashing text.
Choice of font is important. Sans serif fonts work best on screen, examples include:

Arial   Verdana   Helvetica
Garamond   Courier

Research has also found that people with dyslexia can read the font "comic sans" more easily.

Using sounds on your web pages
Sound files require time to download and will slow down your website. Sounds, especially where visitors have no control over them, can also be very irritating.
If sound is a necessary element of your website it is good practice to tell visitors how to turn it down, or off. It is even more courteous to invite visitors to turn the sound on rather than off.

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Resource Sheet   CVC CR06

Website
Good Practice Guidelines

Images

Images, particularly of organisation members, can help a website seem less impersonal.
It is important to optimised or compressed pictures for the internet. This can greatly
reduces the download (waiting) time for visitors to your web page. Optimising can be done
using image editing software.
When using photographic images or graphics on your website always provide a description
of the image/graphic for the benefit of visually impaired visitors and search engines. This
description is placed in an 'ALT TAG' (alternative tag). When the computer mouse goes
over an image the description of it will appear.
If you require a large number of images on your site, one solution is a photo gallery with a
visual menu of thumbnail images. Users can then choose to view a larger image by clicking
the thumbnail.

Make Your Site Accessible to All

In October 2004 the Disability Discrimination Act 1995 came into force. In the same way as
doorways in public buildings provide wheelchair access, your website will need to show
consideration for visitors with disabilities (e.g. visually impaired, dyslexia, epilepsy etc)
To find out more see Website Accessibility Guidelines.

Using the Welsh Language

A number of resources are available in welsh including Microsoft Office 2003, Agored (welsh
version of Open Office) welsh dictionary, welsh search engines, online translation services.
Information can be sought from:
Bwrdd-yr-iaith/ Welsh Language Board
http://www.bwrdd-yr-iaith.org.uk/en/ (English)
http://www.bwrdd-yr-iaith.org.uk/cy/ (Cymraeg)
Computer resources available in Welsh or facilitating the use of Welsh.
To find out what Welsh language ICT facilities exist contact the
LINK LINE TO WELSH on Tel: 0845 607 6070.
Fel siaradwr Cymraeg – cewch wybodaeth am y cyfleusterau TGCh sydd ar gael drwy
gyfrwng y Gymraeg drwy ffonio'r
LLINELL GYSWLLT A'R GYMRAEG ar: 0845 607 6070.

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Wales CVC Circuit Riders—an ICT development project

Wales Co-operative Centre
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