Creating a Service Club Home Page with the "New Website (Beta), Home Page Designer"

SESSION ONE*

1) Accessing the New Website (Beta) Home Page Designer
2) Choosing from Among the Seven "Next Generation" **Themes** – identifying the choices available (banner/no banner; floating or static menu; various color palettes)
3) Choosing from the Six "Next Generation" **Layouts –** view examples of sites using each of the templates.
4) Develop confidence in switching from one layout to another in mid-development.
5) Choosing **Content** widgets to "slide" into the bans and columns. Understanding the different types of widgets and what content they have and where to place it.
6) An exercise in playing with placing the widgets in banners, and then removing it and placing it elsewhere on the screen.
7) Develop an understanding that you are designing for desk & laptop computers, tablets & smartphones and need to review on widgets and banners appear on each format by using the preview screens-constantly.
8) Knowing when less is more.

SESSION TWO

1) Where to place the News Stories Widget and a basic introduction to how it functions. **
2) Creating full width banners – that are static and which are in a "dynamic carousel".
3) How to create a carousel-
    o sizing of pictures,
    o where to find RI designed banners,
    o How to place a title on the picture or description,
    o how to change order of pictures,
    o where you can place a dynamic carousel
    o placing a link in a carousel

4) When and where to use picture and text widgets-Placing content into the widgets- understanding the symbols ⬚ ⬀ ⚙ ✕ edit, settings, remove and the six dots move from one banner location to another.

5) Sweating the small stuff like "white space", font size, standardizing on one font, picture sizes,

SESSION THREE

1) Creating the menu and pull-down menu sub-categories (folders, custom pages, site pages, links, etc.)
2) Creating the footer.
3) What to put on the home page and what to leave off and place in the menu
4) When to use special purpose buttons (Join), modifying special purpose buttons
5) To publish your page – make it live and build it live. Or to try and have it finished before publishing it – pros and cons.

SESSION FOUR

1) Managing special widgets:
   o Events widget
   o Speakers widget
   o Calendar widget
   o Meeting venue widget
   o Links widget
2) Creating photo albums
3) Using the advertising widget
4) Introduction to "custom widgets"**
5) Introduction to ClubRunner bulletin and how it is integrated with the Website

*Ideally a web-editor will have attended the Workshop Module on Creating an Omnichannel Communications Strategy so will have a good idea of why and for whom they are creating the website.

** Ideally a web-editor would take Training Module #1 Creating Visually Exciting Stories in the Story News Widget

***Watch for this forth-coming Training Module