



Your Group's Website

**APCUG Spring
Virtual Technology Conference
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Your Group's Website

- Does your website tell who you are?
- What it offers?
- Easy to find links to Social Media
- Can visitors easily locate needed information?
- Do your tabs accurately describe content?



Your Group's Website

- Information about meetings is easy to find
 - on Home page or one click
- Up-to-date meeting information
- Recap of past meetings



Your Group's Website

- Directions to meeting
 - Map + written directions
- Snail mail address
- Group phone number
 - Free Google Voice number
 - Choose your own



Your Group's Website

- Contact page
 - Email addresses for officers
 - President (at)
 - President (at) gmail (dot) com
 - Info (at)
 - Does someone answer these emails?
- Contact form
 - Does it work?
 - Does someone answer message?



Your Group's Website

- Links all work
- No pages Under Construction
- Page design consistent
- Photos of group activities
- No excessive animation and / or flashing text
- No spelling / grammar errors



Your Group's Website

- Content is informative and relevant
- Technology information for members and visitors
 - Links to informative videos, security programs & where to find them
 - Technology articles
- VPN Geeks
- How to Create a Website



Cross Advertise

- Are there other tech clubs in your area?
- Other Technology Groups page
 - Club name with a link to their website
 - A few words about each group
- *Privacy / disclosure policy*



Your Group's Website

- In other words, does your website interest a prospective member to attend a meeting?
- I challenge you to.....
- Look at your group's website with the eyes of a prospective member / visitor