



Branch Website Maintenance

WEEKLY

- Home page--update news and events
- Calendar—add new events
- Delete past event's information

MONTHLY

- Newsletter--upload latest edition
- Membership directory—upload latest edition
- Graphics and photos--keep up to date (get permission to use copyrighted pictures)

SEMI-ANNUALLY

- Review each page of the site for content accuracy and consistency
- Review your site to see if it aligns with National's site and Oregon's site: mission statement, public policy goals, membership dues, etc.
- Hyperlinks—check to make sure they are active links
- Google analytics--review website statistics to see how your site is being used
 - How many visitors does your site have?
 - What are the most and least popular pages?
 - How do people find your website?
 - Age, gender, device and location of your audience

ANNUALLY (July)

- Forms—update and test (National updates forms):
 - Membership by mail form
 - Donation form that links to PayPal
- Contact links (emails)—update and test (National updates email links):
 - President
 - Membership VP
 - Event Chairs
- “Members Only” section updates:

- Book groups' reading lists
- Board members
- Past presidents
- Named Gift Honorees
- Interest group leaders
- Branch documents: bylaws, policies, board minutes, newsletters, membership directory
- Delete old files such as newsletters and pictures from the Media Library as National limits storage to 375 MB.
- Password--update for "Members Only" section in July
- Website awareness:
 - Board members--review website content, and ask for their input and updates throughout the year
 - Newsletter articles--submit articles about the website address, password, content, etc.
 - New members--determine how they will receive information about the website

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