

## How to obtain a Web site for your square dance club

- 1) Purchase a domain name
  - a. I buy all my domains from GoDaddy but you can buy them from any domain provider.
  - b. Make sure that the name and address on the account is for someone who will monitor email notifications and submit payments on time. You don't want to lose your domain name when it expires. If the domain name expires, your site goes down.
  - c. Plan for approximately 15.00 per year. Cost depends on many factors and sales.
  - d. You might want to use PO box address for privacy reasons or pay extra for "privacy" on your domain.
  
- 2) Build web site
  - a. Scott Brown (<http://goldrushrecords.org>) will design web sites for square dance organizations/callers for an extremely reasonable fee. The VillageSwingersSquareDance.com web site was built by Scott for 150.00 in July of 2014. I highly recommend Scott simply because he understands the square dance world and marketing and you have the option to host your site with him and for him to update it regularly. There are other options for hiring a designer but I wouldn't recommend them unless you really know what you are doing.
  - b. Gather as much club information as you can and submit to your web site designer. At a minimum you need your club dance schedule and location, pricing, pictures or you tube videos you might have, information about your caller/cuer and lesson information. You should also provide a list of links for the links page. He designed the following sites. View these sites for ideas.  
<http://villageswingerssquaredance.com/>  
<http://www.gad-about.com/>
  - c. The design phase is iterative. Once Scott has completed your web site, he will provide you with a link for review. You provide feedback and he will make the additional changes. This process repeats until you have a site that you are happy with and it is ready for prime time.
  - d. Things you want to think about for your site:
    - i. Do not allow any advertising on your web site. Banner ads and other forms of advertising take up precious real estate on your web site and it is most un-professional. It really looks bad.
    - ii. Add a link for folks to download and print a PDF version of the schedule, your clubs flyer. That allows people to print it and put it on their refrigerator for a constant reminder.
    - iii. Add a stat counter to your web site so you can actually see how much traffic there is to the site. This could be visible or invisible. I use the free version of [statcounter.com](http://statcounter.com) for all of my sites but Scott may have some suggestions for this as well.
    - iv. Add appropriate key words for search engines to for the overall site and to specific keywords each individual page for search engines. See NOTE below.
    - v. Add appropriate page descriptions to each page for search engines. See NOTE below.
    - vi. Make sure each page has a good English title for the page for search engines. See NOTE below.
    - vii. Make sure there is a site map for your site for search engines (</sitemap.xml>)
    - viii. Make sure the link for each page has a meaningful name. For example, the schedule page should have </schedule> in the URL for that page.

- ix. Add an FAQ page about square dancing for the visitors to your site who might be interested in learning to dance.

NOTE: To view these various properties of a web page, bring the page up in a browser, right click in the body of the page (but not on an image or link) and click on the VIEW SOURCE option.

At the top of the page, you are looking for

```
<title>
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```
<meta name="keywords">
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<meta name="description">
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- 3) Determine who will maintain the web site once it is published.  
You have two options here. Have your web site designer maintain it or find a club member who is technically savvy enough to maintain it. This is particularly important since it must be maintained and updated in a timely/regular fashion or the search engines won't find it as relevant as some other site, possibly, depending.
  - a. Scott Brown can maintain the site for an annual fee. You will certainly want to update the dance and class schedule at least once a year and you would probably want to add pictures/video and announcement special dances periodically.
  - b. If you have a technically savvy club member they can easily update the site as long as they purchase the same software utilized by Scott Brown to build the site (as of 7/2015 it was Serif WebPlus X6 - this software is very inexpensive, about 120.00 or less when on sale). You have to work out how to transfer the site from Scott to yourself. Be sure to get all of the files, including the .wpp file and make sure you can bring everything up in WebPlus with all references resolved and update the live site. Eva Murray is currently maintaining the Village Swingers site.
  - c. However you approach this, make sure someone else has a backup of the entire site somewhere else just in case.... Things happen.... This is really important!
- 4) Determine where you want to host the site. Pay attention to any limits on bandwidth and traffic to your site that might be associated with the hosting you purchase. You don't want your visitors to run into problems viewing your site. You can host the site most anywhere.
  - a. The Village Swingers site is hosted at GoDaddy for an annual fee of 83.00 (as of 7/2014).
  - b. Scott Brown can host your site as well, for an annual fee. If Scott is maintaining your site, it probably makes sense for him to host it as well.
  - c. Be sure to keep track of login's and passwords and the technical details (where is the site hosted, support phone numbers, account information, etc.) and make sure someone else has access just in case something happens to your primary person. They don't have to be technically savvy, but they do have to be good record keepers so the information stays safe and current.