SAS Web Editor Report Anna Donnell 8/25/2014

Outline:

1) Goals for website

2) Strategies to meet those goals

3) Action Items

1) Goals for website:

- Revise content
- Unify the image of the website (look and feel)
- Develop tools to streamline and organize information to be added to the website
- Increase website traffic and presence

2) Strategies to meet those goals

- Revise content:
  - Strategically go through each page, modify language so it is clear, concise, and up to date, especially the members, newsletter, and spectroscopist's calendar
  - Update list of sections, see email from Bonnie
  - Seek input from committees and sections on content for their pages and highlight a few sections on each page
    - Regional: New England and UK
    - Technical: Near IR and Colbeltz/Vib
    - Student:?? Any ideas? Contact Chad
  - Add new sections including a gallery of pictures for members as well as Volunteer Here and Press Room (press releases created by Linda
- Unify the image of the website:
  - Universal font: Tahoma 10pt for content, headings bold
  - Correct all tabs and links to improve website navigation
  - Move away from pdf's to static content which is more pleasing to the eye and does not obscure from search engines like pdf's
- Develop tools to streamline and organize information to be added to the website
  - Create a template to be used by all regional, technical, and student sections, again to unify the look and feel of each page
  - Create a template to be used by all committees, although there may be variations for different committees
  - Create a quick tips guide to help the next web editor
- Increase website traffic and presence

- Make connections with other websites/societies to “co-advertise” websites
- Change the domain name; this will need to be discussed further
- Create hashtag for the society, to be used to pull information and pictures from members to be displayed on the website
- Work on mobile compatibility
- Search engine optimization

3) Action Items

- Discuss change of domain name with executive committee and others
- Contact committees and sections for information
    - Website content (using tool/template)
    - Volunteer positions
        - Long term
        - Short term