

# Support Group

Organized by Digital Presence Committee



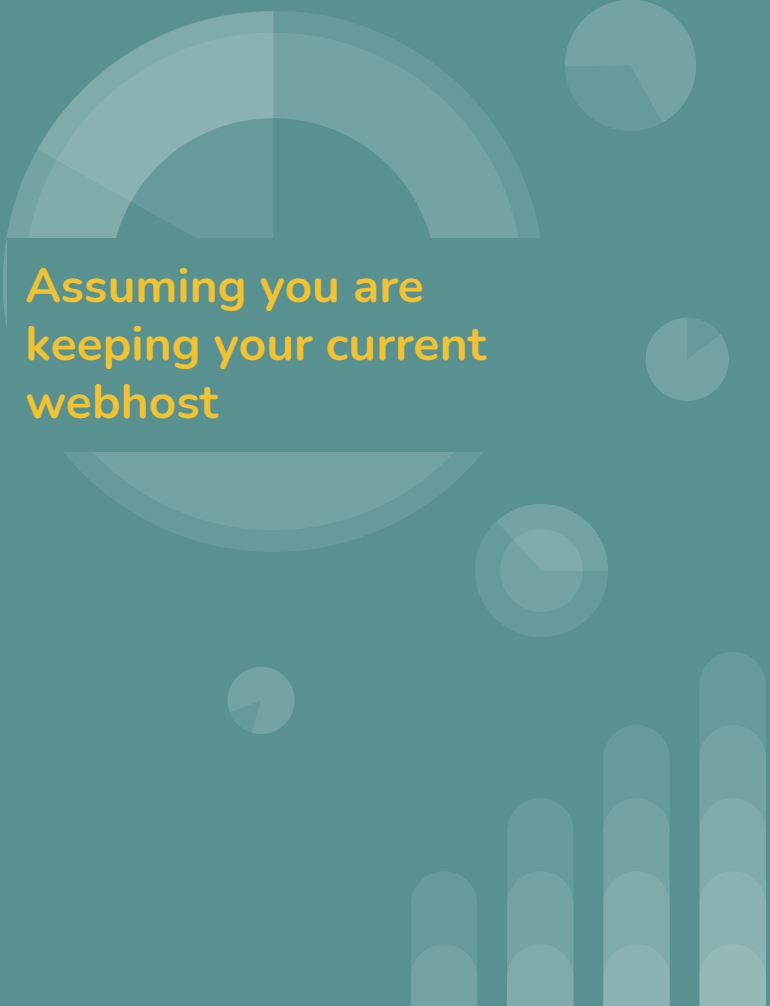


# Learning Together

- We are all learning 'digital presence' together
- Committee members are newbies too!
- Attendees may have answers as well
- Meeting format
  - Short presentation on a topic
  - Group questions / interaction / problem solving
- Poll on next topic at end of meeting
  - Editing Photos – sizing, uploading, online editing
  - Maximizing SEO
  - Storing Documents – Photos, Videos
  - Enhancing your Facebook postings
  - Creating user-friendly websites
  - Mastering key functions in Word and Excel
  - Understanding Google Docs and Dropbox

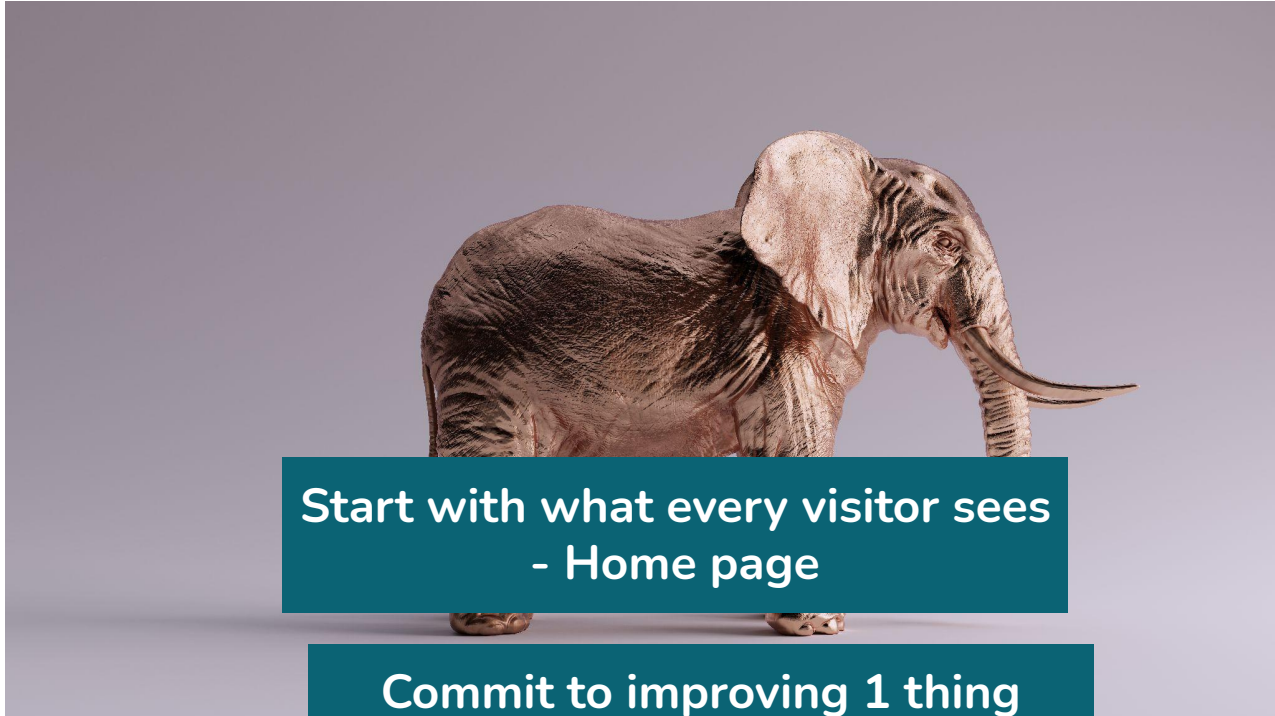
# Overwhelmed With Updating A Website?

Don't Know Where to Start?



Assuming you are  
keeping your current  
webhost

# Eat the Elephant One Bite At a Time



Start with what every visitor sees  
- Home page

Commit to improving 1 thing



# The Entryway To Your Website

A home page versus a landing page

- **Landing page**
  - connect with a user and persuade them to act;
  - is focused on one objective
  
- **Home Page**
  - Top of a funnel / like front cover of a book
  - Links to multiple destinations
  - Reinforces expertise, trust, authority



# Upgrading Our Objectives

- Typical objectives of Chapter Websites
  - Inform about Ikebana - Call to Action =‘Learn More’
  - Entice new members - CTA=‘Email’
  - Keep members informed
  
- Think about your objectives
  - Recruit new members



# Characteristics Common to Landing / Home Pages

- Both
  - First impressions are key
  - Similar to a home's curb appeal
  - Have an objective in mind for the viewer
  - Updated websites suggest an active Chapter



# Suggested Elements

- In **3 seconds** tell visitor what you are about
- 2-3 Calls to Action (*Prompt to take some specific action i.e. 'Contact Us' 'Learn More' 'Email' 'Join us' etc generally in the form of a hyperlink or button*)
- Use images that create emotion or cause action
- Provide a clear path into site (Clear, descriptive header menus)
- Display either benefits/features (meetings, teachers, friends, )
- Note success indicators (awards, testimonials, 50th Anniversary)
- Provide an offer with email contact (free first meeting, free lesson, written guide)
- Links to resources



# Landing Page

The image shows a landing page for Casper mattresses. The main visual is a photograph of a couple sleeping in a bed with white linens, and a child running in a room. The Casper logo is in the top right. A teal callout box labeled "Great Image" points to the main photo. A teal arrow labeled "About" points to the text "America's #1 Rated Mattress Brand\*". A dark blue button labeled "Shop Now" is annotated with a teal callout box labeled "Call to Action". A teal callout box labeled "Icons as bullets" points to a row of four icons: a heart, a "100" in a box, a truck, and a dollar sign. Below the icons are four columns of text: "Loved & trusted by over 1 million customers", "Sleep on it for 100 nights, zero commitment", "Free shipping and returns", and "Premium quality at an amazing price". At the bottom, there are logos for TIME, GOOD HOUSEKEEPING, NEW YORK, and FAST COMPANY, each with a short testimonial snippet below it.

**Casper**

Great Image

About → America's #1 Rated Mattress Brand\*

Shop Now ← Call to Action

Icons as bullets

♥ Loved & trusted by over 1 million customers

100 Sleep on it for 100 nights, zero commitment

🚚 Free shipping and returns

💰 Premium quality at an amazing price

**TIME**  
Invention of the

**GOOD HOUSEKEEPING**  
Good Housekeeping

*NEW YORK*  
"Sleeping on Casper truly

**FAST COMPANY**  
2017 Most Innovative

# Home Page With Calls to Action

**HLP** for  
**HEROES**

GIVE SUPPORT

GET SUPPORT

WHAT WE DO

ABOUT US

NEWS

SHOP

**DONATE**

About

**HELPING WOUNDED VETERANS AND THEIR FAMILIES TO RECOVER AND GET ON WITH THEIR LIVES**

Multiple Images

C  
T  
A

**GET SUPPORT**

**DONATE TODAY**

**GIVE SUPPORT**





## Do This; Not That

- Use Subheadings
- Use bullets or icons
- Use images to illustrate text
- Use a few words as possible
- Empty space is user friendly

**Avoid Large Blocks of Text!**

# Do This; Not That

## Mission

- ★ Foster the Japanese art of flower design and culture
- ★ Provide educational events and programs



*Our Mission: Ikebana International in Asheville* serves individuals and groups in Western North Carolina through the study of the Japanese art of flower design and culture by providing and participating in educational programs, exhibitions, and events.

*Our purpose* is to build awareness of Ikebana design throughout Western North Carolina, to inspire appreciation for the beauty of flowers, and to enjoy the journey of exploration, education and friendship found in Ikebana practice.

*Our goals* are to build knowledge and enjoyment of Ikebana in our community, educate and grow our membership, and recognize the work of our volunteers.

*Our motto: "Friendship through flowers"*



## 3 Key Takeaways

- Have an objective in mind
- Avoid big blocks of text
- **Simple Simple Simple**



# Examples For Review

We don't necessarily practice what we preach!

<https://ikebanancar.org/>

<https://ikebanaspetersburg.com/>

<https://www.ikebanany.org/>

<https://www.ikebanalansing134.com/>

<https://ikebanacleveland.mystrkingly.com/>