

## How to Create an NPM Chapter Website

1. Designate a person to oversee your website and include them in your chapter leadership team. This person may be the one who creates and maintains the site, or they may be the person who collects and communicates information for the website to a volunteer or someone you hire to create and maintain the site outside the chapter membership.
2. Choose a domain name and register it. (For example: npmmydiocese.org.) Domain names should be simple, short and obvious - easy to remember so people can find your site easily.
3. Choose a webhost.  
The webhost you select will be where your site will be housed.  
Internet searches will result in many suggested hosts. Costs vary greatly as do services offered by the webhosts. Do your research – ask friends and colleagues about their experiences, check the bottom of the home page on websites of other groups to find their webhost. Read the fine print – some free webhosts make their money by running ads on your pages. Be careful about what kind of ads may run on your pages. Others may be free for a limited time and then begin to charge. Services offered by webhosts can be overwhelming. Consider starting with the cheapest/simplest monthly plan and upgrading later.
4. Define your goals and identify your target audience. Know who you want to reach and what you want to say to them.
5. Determine the content you want to include and create your pages. Some Chapters build a complete site right from the beginning. Others choose to start with the basics and add to the site gradually.

Start with the basics – whether you build the site all at once or one step at a time, begin with a solid foundation built on a good homepage-

- Your homepage - This should include basic information about your chapter, for example:
  - A brief history of the chapter
  - Current Leadership team
  - Contact information
  - Membership information
  - Upcoming events and/or calendar
  - Be sure to include a link to the national page and perhaps your diocesan website.

Then begin to build adding: \_\_\_\_\_

- Detailed calendar page of events for the year
- Archival page – include listings of past meetings – can also include pictures of events

- Links or resources – include local, national, and international links. Include liturgy information links as well as publishers, etc.
  - Chapter News – include electronic files of your chapter newsletters.
  - Officer biographies
  - Job opportunities/substitutes available lists
  - Diocesan Musical events
  - Diocesan guidelines (for examples weddings, funerals, etc.)
  - Pictures
6. Publish your site
  7. Send a notification to the national NPM office with your website URL (web address) so your new site can be linked to the national website.
  8. Be sure to spread the word about your website to all local chapter members and anyone else who may be interested in your chapter and/or your events.
  9. Update your site regularly!!

### Recommendations

Before publishing your site ask feedback from others (perhaps your fellow officers.)

Check for:

1. Accuracy (Is the contact information correct? Spelling? Are the dates/times correct for your events?)
2. Links – test drive to make sure all links are active. All links should be checked periodically to make sure they are still active.
3. Appearance – Is the sight attractive? Is the look clean or cluttered? Are the colors appealing or difficult to look at?
4. Navigation – Will visitors to your site be able to find their way around the site with ease?
5. Function – Consider your target audience – Have you supplied the information they will be visiting your site to find?

One of the best resources available for ideas for your web site is the listing of NPM Chapter web sites which can be found at [npm.org](http://npm.org). Be sure to follow the links and spend some time visiting the sites of other chapters. If you need additional help, please contact the national office.