Web Site Checklist

	Welcome / Introduction	This should be a short introduction on the front page. State who you are in 20 words or less. This needs to catch the attention of those who may spend 5 seconds at your site before moving on to the next.
	Basic Club Description - Club Profile	Not necessarily on the front page. Repeat visitors don't need to see this every time they visit. Be colorful enough in language to entice someone to want to visit. A good photo of the members of the club should accompany the description.
	Basic Club Description - Time and Place	Always specify the time and place of your meetings so the visitor can immediately determine if visiting the club fits their schedule.
	Upcoming Events	Best to place this on your front page. Frequent activities and updates make your club much more attractive to want to visit.
	Club Contact Information	Include an email and phone number to contact. Consider using Google Voice for a permanent phone number that can be assigned to different members to receive calls.
	Educational Materials / Articles	Provide educational materials used by your club members. Be careful not to post copyrighted material. Get permission from the author of anything you post.
	Goals / Objectives	Clearly state the goals and objectives of the club and its members.
	Policies / Culture	Include any club specific policies or culture that is unique to your club.
	Social Media Links	Provide links to your Facebook page, Twitter, LinkedIn, Meetup, Flickr, or any other social media sites for your club.
	Calendar / Schedule	Include regular meeting dates and any other special meeting times.
	New about recent meetings or events	Must keep news current and relevant. Place on front page to keep repeat visitors engaged.
	Member Recognition	Mention any members who have achieved certain milestones or other awards, either in or outside the club.
	Club Achievements	Brag about your club here.
	Business items	Might be boring but people need to know what's going on.
	Timeliness / Information Up to Date	Review the whole site periodically for out of date information.
	Webmaster e-mail address	So the webmaster can be contacted for site related issues.
	Toastmasters International Copyright Notice	The names "Toastmasters International", "Toastmasters", and the Toastmasters International emblem are trademarks protected in the United States, Canada, and other countries where Toastmasters Clubs exist. Unauthorized use is prohibited.
	Credit to previously published sources.	Be sure to credit photos and articles to their creators.

	Other copyright information	Where required
	Easy to find what you need	Get other people's opinions about how easy your site is to navigate and find information.
	Logical Structure	Create a site map and place information in a logical manner.
	Clearly defined categories	People usually find things easier when information is grouped by category.
	Appropriate Graphics	Visit Toastmasters branding page: www.toastmasters.org/brandportal
	Clean Layout	Spread information out so it is easy to read.
	Easy to scan page content	Get rid of distracting colors and glitz. Allow the visitor to get right to the information they need quickly.
	Spelling / Grammar / Punctuation.	There is no excuse for misspelled words or poor grammar. Don't make your club appear unprofessional. Spell check!

Web Site Hosting

Hosting	Pros / Cons	Resources
FreeToastHost-2	Pro: Great site for beginners to get a good web site running very quickly. Very little setup time is required and is almost maintenance free. Free to use for any Toastmasters club. Con: Limited ability to customize and differentiate.	www.toastmastersclubs.org
Google Sites	Pro: Very easy to set up and grow (though may be a little challenging for beginners). More flexibility to customize and differentiate. Works seamlessly with other Google apps such as Calendar and YouTube. Still 100% free to use. Con: Not for a beginner. Must have a Google account.	sites.google.com www.foundersdivisiond.org/google-sites-for-toastmasters

Diamond Web Award

Consider entering the Founder's District Diamond web award. Simply send an email to PRO@FOUNDERSDISTRICT.ORG to announce your intention to participate in the next awards. Provide your webmaster's name, contact, and web site URL. For more information, visit www.foundersdistrict.org/public-relations/diamond-web-award