Lions District 4-C6 Tech Committee
District Website Training

Guidelines and Best Practices

1. Keep it simple, silly! *Content* is king!

Remember that the primary purpose of putting anything on the District Website is to get the information out there. We want as much information on the site as possible to make it very useful. Keep it simple, make it easy. With practice, there's no reason it should take more than 5-10 minutes to post your item to the site.

2. Avoid excessive formatting.

- Formatting on the internet is a relatively imprecise art. You could spend half the day formatting a post just so, only to find out that for any number of reasons beyond your control, it doesn't look the way you want it to on someone else's computer. You can also drive yourself crazy trying to achieve a specific formatting trick you're used to doing in Word and never quite get there. You are essentially creating HTML code in the background as you create your post. Formatting in Word is very different from formatting in HTML.

- We prefer a reasonably consistent look across all the posts on the site. Overly jazzing up your post with lots of formatting can make it distracting and hard to read. Also, it may draw attention away from other posts. This is not the objective. Again, content is king, not style. What's important to get the information out there. That's what makes the site useful.

- It's perfectly OK to compose your post off-line, for example, writing it up in Word to copy and paste into the edit box later. Just don't format it in Word. When you're ready to paste it in, use the "Paste as plain text" feature and format, if needed, in WordPress.

3. Textual information takes priority over graphical information.

- Why? Because textual information is searchable and graphical information is not. So, while it's OK to supplement your post with a JPG of your flyer, it is not a good idea to only post that JPG.

4. Do all your editing in the "Visual" Window. Use the "HTML" window only if you understand basic HTML coding.