The Wild Wild Web

Taming the wild, wild web in one hour... Maybe

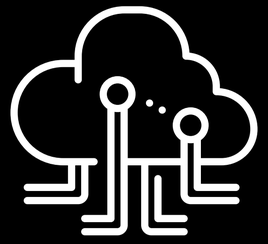
Delano Myers | Sunday Feb 4, 2024

Delano Myers

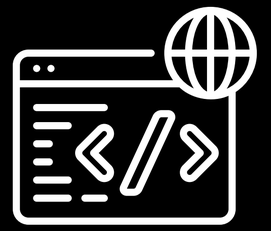
Website Basics

The anatomy of the website

Domain



Hosting



Content

Website Design

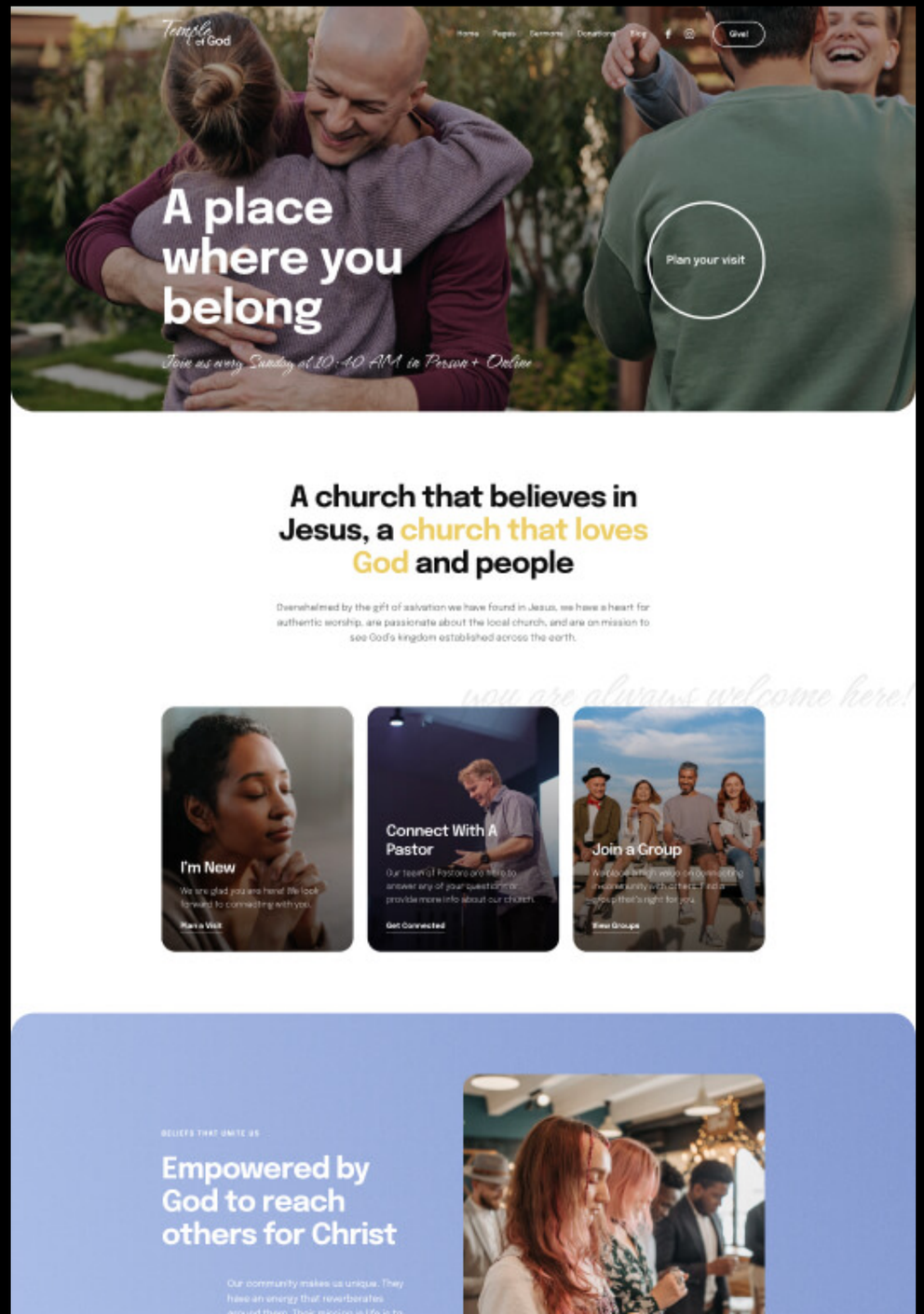
Key Principles

Simplicity

Consistency

Accessibility

Responsiveness



Content Creation

Search Engine Optimization

Key Principles

On-Page SEO

Using the right keywords, having clear title tags, and meta descriptions that tell search engines what your page is about.

Off-Page SEO

Building a reputation through links from other reputable sites, social media engagement, and other external factors.

Top Search Engines

Google
Bing
Yahoo!

Yandex
DuckDuckGo
Baidu

Ask.com
Naver
Ecosia

AOL
Internet Archive

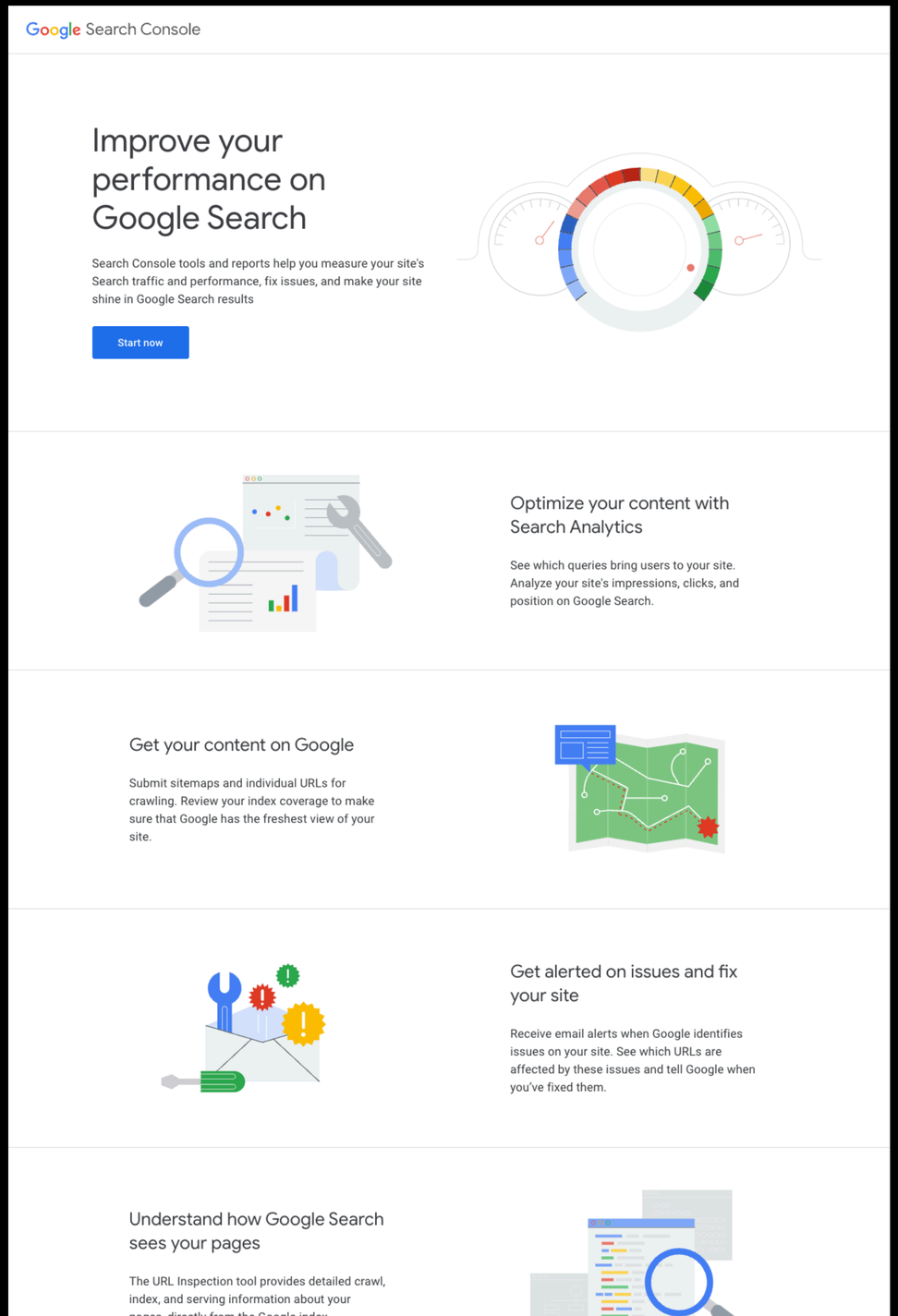
https://blog.hubspot.com/marketing/top-search-engines

Search Engine Optimization

Tools

Google Search Console

www.search.google.com/search-console/about



Google has over 85% of the search market share, Google is undoubtedly the most popular search engine. Additionally, Google captures almost 95% of mobile traffic.

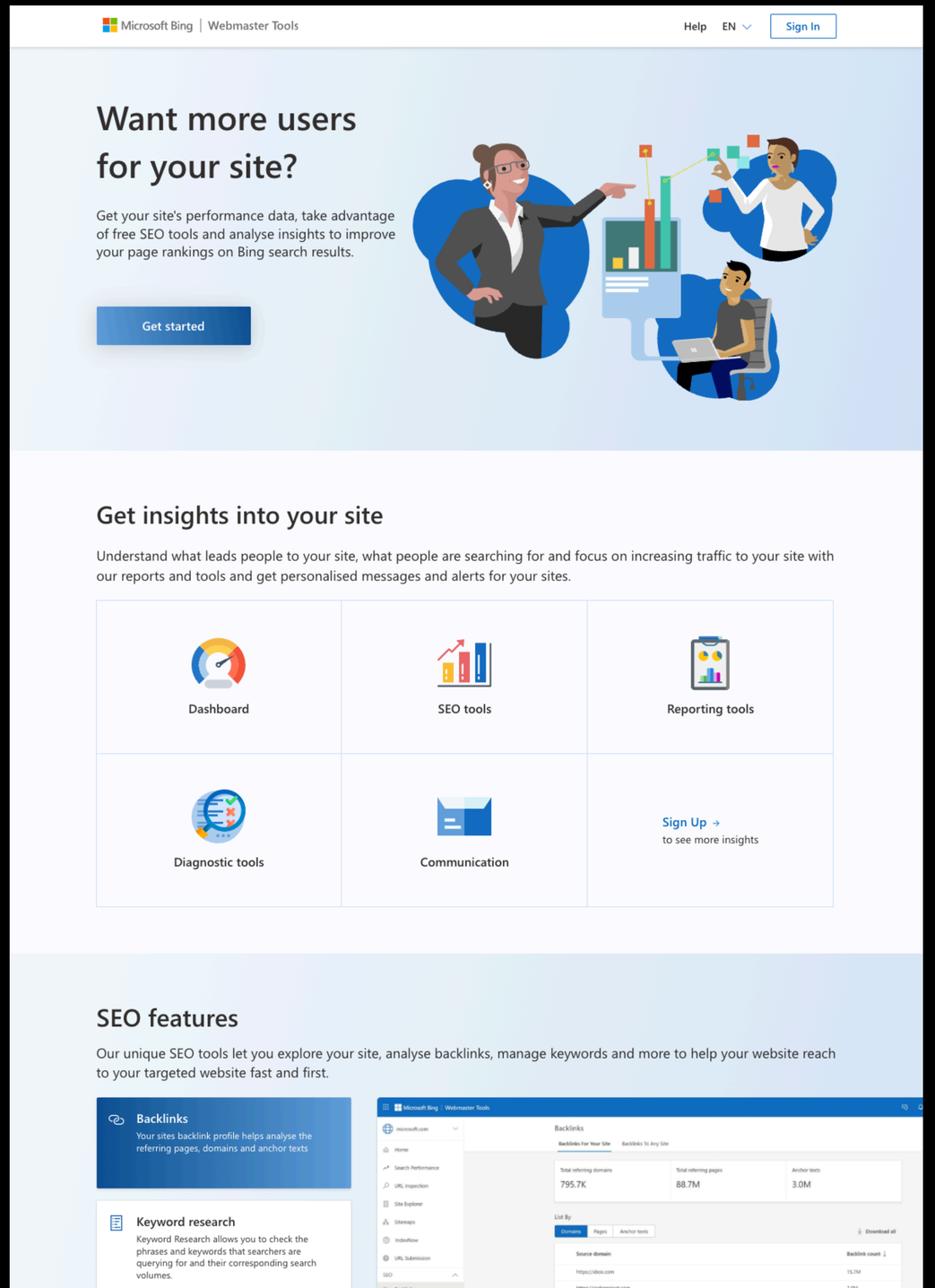
https://blog.hubspot.com/marketing/top-search-engines

Search Engine Optimization

Tools

Microsoft Bing | Webmaster Tools

www.bing.com/webmasters/about

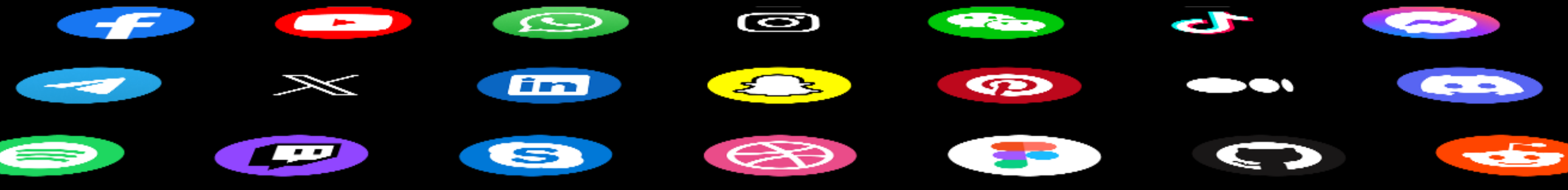


Analytics and Metrics

Understanding how visitors interact with your site is crucial. Tools like Google Analytics provide insights into where your traffic comes from, how long people stay, and what content they find most engaging. This data helps you make informed decisions on how to improve your site.

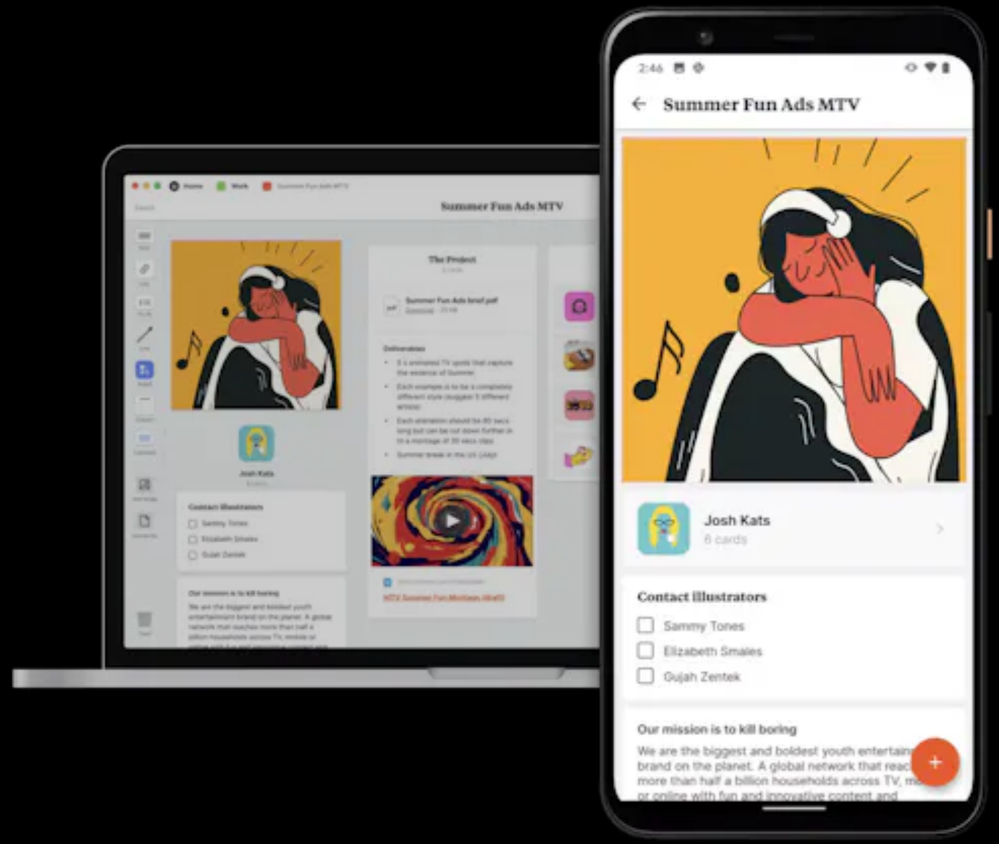
Social Media Integration

Integrating social media into your site does more than just add share buttons. It's about creating a cohesive experience that allows visitors to connect with you on platforms they use daily. Best practices include linking to your social profiles, showcasing social feeds on your site, and encouraging content sharing.



Mobile App Integration

In today's mobile-first world, having a site that's just mobile-friendly isn't enough. Consider integrating web apps that offer functionalities like push notifications, offline usage, and more, enhancing the user experience even further.



Web Accessibility

Use Semantic HTML

Ensure that HTML elements are used according to their intended purpose, which helps screen readers and assistive technologies interpret page structure.

Alt Text for Images

Provide descriptive alt text for all images. This allows users with visual impairments to understand images through screen readers.

Keyboard Navigation

Ensure your site can be fully navigated using a keyboard alone, allowing users who cannot use a mouse to access all elements.

Contrast Ratios

Maintain high contrast ratios between text and background colors to ensure readability for users with visual impairments.

Accessible Forms

Label form elements clearly, and provide instructions and feedback, making forms usable for everyone.

Avoid Auto-Playing Media

Ensure that HTML elements are used according to their intended purpose, which helps screen readers and assistive technologies interpret page structure.

Responsive Design

Implement a responsive design that works on various devices and screen sizes, ensuring accessibility on mobile phones, tablets, and desktops.

Accessibility Testing

Perform regular accessibility checks using both automated tools and manual testing, including testing with actual users who have disabilities, to identify and fix accessibility barriers.

https://blog.hubspot.com/website/web-accessibility-guidelines

Troubleshooting and Maintenance:

No website is set-and-forget. Regular updates, security checks, and content refreshes are vital. Common issues include broken links, outdated content, and slow loading times. Having a routine maintenance plan can help keep your site running smoothly.

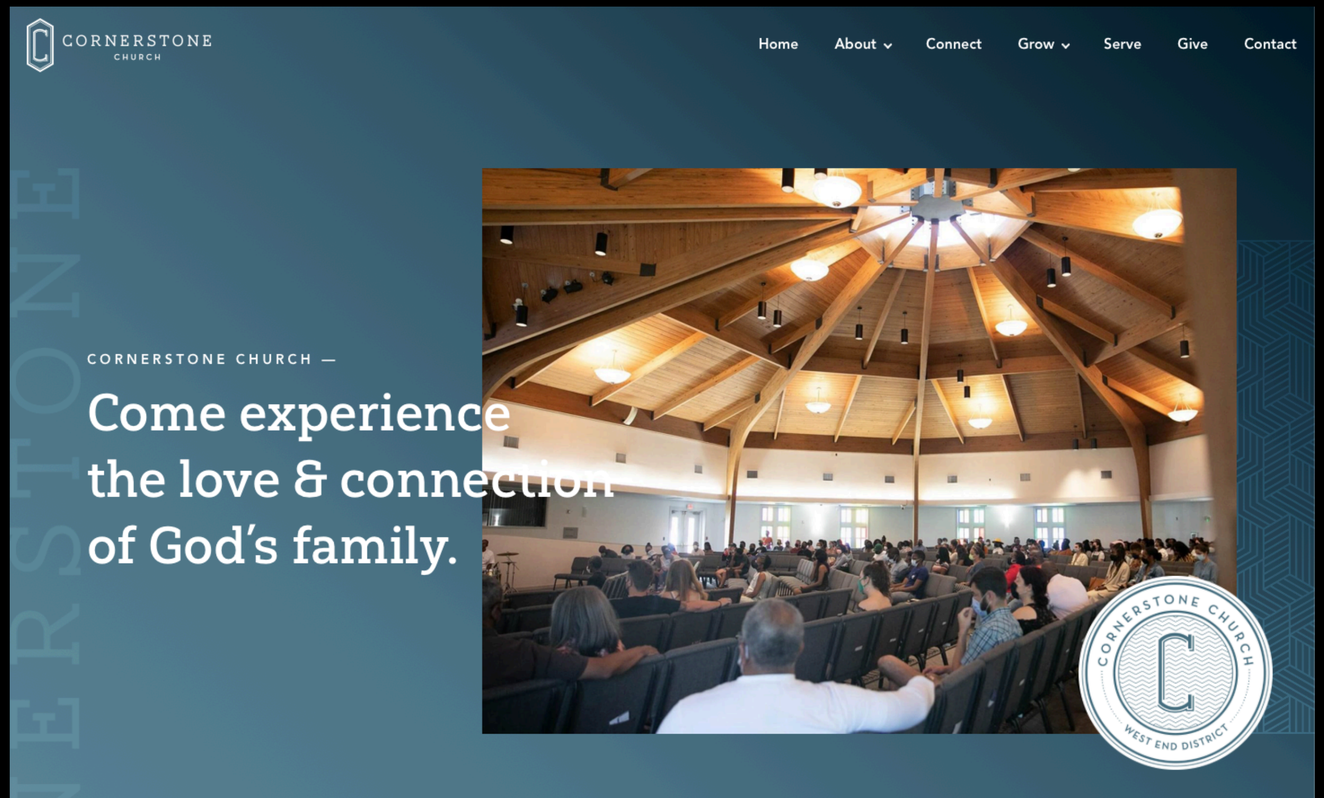
Notable Church Websites

https://elevationchurch.org/

https://cornerstoneatl.org/

https://mosaic.org/

https://churchonamission.org/



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