

Your Chapter Website

The Digital Front Door to Your Chapter

For many prospective members, sponsors and partners, your chapter website is their first interaction with AGA. Before attending an event, joining the chapter or contacting a board member, they will likely visit your website.

A current, professional website helps your chapter:

- Welcome prospective members.
- Promote upcoming events.
- Showcase chapter accomplishments.
- Highlight leadership and volunteer opportunities.
- Strengthen the AGA brand.
- Support member engagement throughout the year.

Ask yourself: If someone visited your homepage today, would they know who you are, what you do and how to get involved within 30 seconds?

The Five Questions Every Homepage Should Answer

1. **Who are we?**
 - Introduce your chapter and the community you serve.
2. **What do we do?**
 - Highlight professional development, networking and community involvement.
3. **What's happening next?**
 - Prominently feature upcoming events and important deadlines.
4. **How can someone get involved?**
 - Provide clear paths to join AGA, volunteer, or attend an event.
5. **How do visitors contact us?**
 - Ensure contact information is easy to find and current.

Top 10 Webmaster Tips

1. Keep your homepage fresh. Remove outdated announcements and highlight upcoming events.
2. Use Pages for permanent content and Posts for news. This helps in organizing content effectively.

- 3. Optimize every image before uploading. Resize, rename, and add alt text to improve load times and accessibility.
- 4. Always preview before publishing. Check both desktop and mobile views to ensure a seamless experience for all users.
- 5. Keep paragraphs short. Visitors tend to scan webpages, so concise text is beneficial.
- 6. Verify every link. Broken links frustrate visitors and hurt SEO, so ensure all links work correctly.
- 7. Follow AP Style. Use consistent grammar, punctuation, and formatting to maintain professionalism.
- 8. Update leadership and contact information promptly. This builds trust and ensures visitors can reach you.
- 9. Archive old events and expired documents. This helps keep your site organized and relevant.
- 10. When in doubt, keep it simple. Clear, concise content is always better.

Content Cheat Sheet

Update a Page	Create a Post
About the Chapter	Chapter News
Leadership	Event Recaps and Highlights
Scholarships	Awards
Membership	Announcements
Contact	Member Spotlights
Community Service	Community Service Highlights

Image Best Practices

- ✓ Use high-quality photos.
- ✓ Resize images before uploading.
- ✓ Rename image files with descriptive names.
- ✓ Add meaningful alt text.

- ✓ Use JPG format for photos and PNG only when necessary.

Avoid:

- ✗ Blurry photos
- ✗ Large image files
- ✗ Generic file names like IMG_1234.jpg

Copyright and Image Permissions

Only upload images and documents that your chapter has permission to use.

Acceptable sources include:

- Chapter photographs
- AGA-approved graphics
- Licensed stock photography
- Images created by your chapter

Do not upload copyrighted images without permission.

SEO Quick Check

- ✓ Clear page title
 - ✓ One H1 heading per page
 - ✓ Use descriptive headings
 - ✓ Include internal links
 - ✓ Keep URLs short
 - ✓ Regularly update content
 - ✓ Use descriptive image names
 - ✓ Include natural keywords
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Accessibility Reminders

- Add alt text to images
- Use descriptive link text
- Maintain good color contrast
- Ensure PDFs are accessible

AGA Website Standards

- ☐ Follow the approved chapter template
 - ☐ Publish current news
 - ☐ Add events regularly
 - ☐ Remove outdated content
 - ☐ Maintain consistent branding
 - ☐ Contact AGA National if you need design or technical changes
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Additional Top 10 Tips for Webmasters

1. Ensure fast loading times. A slow website can drive visitors away; use tools to test and improve speed.
 2. Incorporate SEO best practices. Use keywords strategically, optimize meta tags, and create quality content to improve search rankings.
 3. Leverage social media. Promote your content across platforms to reach a wider audience.
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Need Help?

If you require assistance with website access, permissions, technical issues, or template questions, please contact AGA National for support.

Creating and maintaining a WordPress website for your chapter is an important task that ensures your online presence is professional, engaging

Additional Resource

Website Guide



Update Chapter Details



Edit Pages

