



Building a Better AGA Chapter Website



Make the most of your template, content and online presence

Your website is your digital front door

WELCOME

Show who the chapter is and the community it serves.

INFORM

Make events, news and opportunities easy to find.

CONNECT

Help people join, participate or contact the chapter.

**The goal is not to include everything on the homepage.
The goal is to help visitors find the right next step.**

Quick question: When was the last time you checked your own chapter website?

The 30-second homepage test

1

Who are we?

Chapter identity and location

2

What do we do?

Learning, networking and service

3

What's next?

Events, deadlines and opportunities

4

How do I join?

Membership and volunteer paths

5

How do I reach you?

Current contact information

If visitors need to hunt for an answer, simplify the page or strengthen the link.

Build the homepage around visitor priorities



1

Hero

One clear message + one primary action

2

Welcome

Brief chapter identity and value

3

Events

Current opportunities and registration

4

News

Recent activity and accomplishments

5

Membership

Easy path to join or participate

6

Contact

Reliable details and support

Put information in the right place

PAGES

- About the Chapter
- Leadership
- Membership
- Scholarships
- Contact
- Community Service

POSTS

- Chapter news
- Event recaps
- Awards and recognition
- Member spotlights
- Community highlights

EVENTS

- Title, date and time
- Location or format
- Description
- Registration link
- Contact or questions

PEOPLE

- Chapter Leadership
- Committee Members

Write for people who scan

BEFORE

We would like to invite everyone to attend our upcoming event, which will provide attendees with an opportunity to network and learn more about government financial management topics.

AFTER

Build your skills and professional network at our next chapter event. View the program and register.

Action + benefit + essential detail + next step

Use short paragraphs • lead with the most important information • choose descriptive headings

Images and accessibility are part of quality

IMAGE QUALITY

- ✓ Clear and relevant
- ✓ Optimized file size
- ✓ Descriptive file name
- ✓ Alt text added

ACCESSIBILITY

- ✓ Logical headings
- ✓ Descriptive links
- ✓ Good color contrast
- ✓ Accessible PDFs

AVOID

- ✗ Blurry photos
- ✗ Huge uploads
- ✗ "Click here" links
- ✗ Text embedded only in images
- ✗ Copyright images that you do not own the rights to

A better user experience is good for members, visitors and search visibility.

Images and accessibility are part of quality

FILE NAME

BETTER

2026-spring-training.jpg

AVOID

IMG_4837.jpg

LINK TEXT

BETTER

View scholarship information

AVOID

Click here

ALT TEXT

BETTER

Chapter members
volunteering at a community
food drive.

AVOID

Photo

Also check image permissions, color contrast, heading order and PDF accessibility.

SEO starts with useful, organized content

Descriptive page title

✓ Chapter Leadership

× Information

Meaningful URL

✓ /upcoming-events

× /page-27

Internal link

✓ Scholarship news → Scholarship page

× Duplicate scholarship pages

Fresh content

✓ Current events and officers

× Expired events and old contacts

Write for people first. Search engines benefit from clarity, structure and current information.

SEO basics: make every page easier to find

GOOD SEO

- Clear page titles
- Useful headings
- Natural keywords
- Internal links
- Current information

COMMON SEO MISSTEPS

- Vague titles
- Keyword stuffing
- Duplicate pages
- Broken links
- Outdated information

Useful, well-organized content is the foundation of SEO.

Before you select Update or Publish



Confirm names, dates and contact information



Use descriptive links and buttons



Apply AP style and proofread



Preview on desktop and mobile



Organize content with logical headings



Test links, buttons and forms



Optimize images and add alt text



Review the live page after publication

Small checks before publishing prevent larger cleanups later.

A simple maintenance rhythm prevents big cleanups

MONTHLY

- Homepage
- Upcoming events
- News and announcements
- Links and contact details

QUARTERLY

- Scholarships
- Newsletters, PDFs and downloads
- SEO and image review

ANNUALLY

- Leadership and committees
- New officers
- About page
- Full content audit
- User access review

Put the review on the calendar — and assign an owner.

Website quality is a shared responsibility

CHAPTER LEADERS

Set priorities, verify public information and approve key updates.

CONTENT OWNERS

Provide complete, accurate details and approved assets by the deadline.

WEBMASTER

Prepare, preview, publish and maintain approved content.

AGA NATIONAL

Manage the platform, template, access, security and technical support.

Assign a primary webmaster, a backup and a consistent way to submit updates.

The issues chapters ask about most

Changes not visible?

Confirm Update; refresh; test private window.

Image looks blurry or cut off?

Use a better source image; don't enlarge a small file. Make sure to follow sizing guidelines.

Event missing?

Check status, date/time and required fields. Only future events will show-up on your website.

Layout or plugin issue?

Stop and contact AGA National.

Know when to contact AGA National

CONTACT AGA NATIONAL FOR

- Website access or login issues
- User permissions
- Template or plugin problems
- Broken layouts or website errors
- Security concerns

INCLUDE IN THE SUPPORT REQUEST

- ✓ Website URL
- ✓ Specific page URL
- ✓ Screenshot of the issue
- ✓ Browser used
- ✓ Steps to reproduce
- ✓ Date and time of the issue

The 30-day chapter website challenge

WEEK 1

Run the 30-second homepage test.

WEEK 2

Verify events, leadership and contact details.

WEEK 3

Fix links, images and outdated documents.

WEEK 4

Assign owners and schedule the next review.

Small, assigned improvements build a website visitors can trust.

AI: an unreliable tool for graphics



- Readers want human generated content
 - People are increasingly sensitive to AI-generated images, and sentiment is overwhelmingly negative
- Consistent issues:
 - Visual “sameness”
 - No clear hierarchy, lack of white space
 - Doesn’t follow or respect brand guidance

AI: an unreliable tool for graphics

