

Guide to building a website for a startup MA

Buying a domain name

Format example:

ewb-**countryname**.org

lsf-**countryname**.org

Here are some examples of places you can buy your domain

<https://domains.google/>

<https://www.afrihost.com/>

Choose a platform

-Wordpress: <https://blog.hubspot.com/marketing/wordpress-website>

-Wildapricot: <https://gethelp.wildapricot.com/en/articles/13-video-tutorials>

-Wix: <https://support.wix.com/en/getting-started/templates>

-Weebly: <https://www.websitebuilderexpert.com/website-builders/weebly/how-to-use-weebly/>

Design a logo & Choose CI

You can use any service to design your own logo or email bronwynne.oosthuizen@ewb-international.org to design your logo for you.

This is recommended to help grow the EWB brand and make sure you are easily recognisable.

Here are some affordable options to create a quick logo:

<https://logojoy.com>

<https://www.freelogoservices.com/>

Choose a logo which can be either in colour or plain white or black so that it can be easily adapted to be printed on merchandise.

Your CI is the look and feel your organisation has and will influence the user interface you build on your website.

You can choose a colour palette which is either derived from your logo or which compliments your logo.



You can get a graphic designer to develop your media kit or use the standard template to be set up by EWB-International.

Basics to include on your website

- Section for accepting donations. This can be set up easily with Paypal. ([paypal.com/](https://www.paypal.com/))
- Membership sign up section- This can be in any form from simply providing an email address or contact form to a proper sign up system. Wildapricot has a sign up membership management section built into it which allows members to sign up on different levels.
- Team and Board breakdown showing your main members and their functions
- Projects/Activities - Section(s) showcasing your latest activities, projects and events.
- EWB-International logo in footer of website linking to [ewb-international.com](https://www.ewb-international.com)

SEO Basics

- **Title Tags** - A title tag is an HTML element that specifies the title of a web page. Title tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result, and are important for usability, SEO, and social sharing. The title tag of a web page is meant to be an accurate and concise description of a page's content.
Example given below: *"Engineers Without Borders International Seo Guide"*
- **Meta Description**-The description tag is intended to be a short summary of the content found on the web page. While the title tag is very limited, a meta description gives you a bit more space to tell users what you're offering, and it's an opportunity to give them a compelling reason to click through to your page.
Example given below: *"A guide for new EWB member associations on how to master the basics of seo to establish an online presence and drive traffic to their website."*

Engineers Without Borders International **SEO** Guide

www.ewb-international.com

A guide for new **EWB** member associations on how to master the basics of **seo** to establish an online presence and drive traffic to their website.

WIX

1. Membership management & access restriction:
<https://www.youtube.com/watch?v=gvU2547InzA>