



Discussion Goals

- Define why a web site is important
- Identify what prevents local lodges from having a web site
- Identify how the State Association can assist local lodges in achieving a web presence
- Share experience, tools and techniques for using the national Elks.org web tools



Why Have a Web Site?

- Communication, communication, communication
 - > Available 24 hours a day, 7 days a week
 - > Computer or smart phone accessible
 - > Not only for local members, consider prospective members and/or visiting Elks seeking info
- Greater numbers of members getting “connected”
 - > Web presence is “expected” in this day and age
- No cost way of promoting the Elks and your local lodge
 - Helps attract new members
 - Educate the public and members of upcoming events, programs etc.



What Makes a Good Web Site?

- Content
 - > Overview of Elks, programs, etc
 - > Lodge location (map), hours, meeting days/times
 - > Description of facilities
 - > Upcoming events / calendar
 - > Recent news / announcements
 - > Photo galleries
- Keeping it current
- Ease of use



Who is Your Audience?

- Local Lodge Members
 - > Upcoming events
 - > Recent news / announcements
 - > Newsletters
- Public at Large
 - > Who are the Elks
 - > Programs
 - > How to become a member
- Visiting Elks
 - > Facilities / RV capable
 - > Hours, location, directions



Web Site Presence – To Be or Not to Be

- Barriers to Web Site Presence
 - > Lack of web development skills
 - > Lack of time
 - > Commitment to stay current with all the news/events
 - > Other priorities
- Opportunities
 - > Ask the membership for help
 - > Consider local high schools, trade schools, colleges
 - Volunteer opportunities
 - Internship opportunities
 - Job seekers looking for experience (sometimes for free)



Web Site Options

- Static web page on state site
 - > <http://www.mnelks.org/Lodges/Hopkins.asp>
- Web site (multi-page) hosted by the State Assn
 - > <localodge>.mnelks.org
- Third party hosted web site
 - > www.hopkinselks.org, www.redwingelks.org
- Web site on elks.org
 - > <https://www.elks.org/lodges/home.cfm?LodgeNumber=0044>



Brainstorming: What can the State Assn do?

- Training
 - > How to use the National elks.org hosted sites
 - > Basics of HTML
 - > Web development tool selection and use
- Technical Assistance
 - > Domain registration and set up
 - > Hosting set up
 - > How to questions/answers
- Other opportunities?
 - > Host local lodge sites via the state web site (e.g. Hopkins.mnelks.org)
 - > Build a simple to use web site template
 - Calendar, facilities, contact info, static content



Maximizing Your Web Site

- Improve frequency of visits
 - > Keep the content current
 - > Include web URL on all materials (printed or otherwise)
 - > Include web URL in community publications
- Know what pages your visitors are viewing
 - > Google Analytics
- Search Engine Optimization – How to improve the search engine hit rate
 - > Add Google +1 button to your site
 - > Use “back links” – links to your site from other web sites
 - > Change content frequently
 - > Include keywords in page titles, content, anchor links, headings (H1 tags), image alt, URLs