

Chapter Websites for Chapter Leaders



Why build a Chapter website?

Congratulations on starting a Chapter website! Building a website makes it easier to connect with members, and you can accomplish it in a few afternoons. This guide takes you step-by-step from choosing a web host to publishing your Chapter site.

A Chapter website will:

- Build local connections
- Promote your Chapter events
- Enhance communication
- Grow Chapter membership
- Reinforce our mission and brand

It should take approximately thirty minutes to read through the guide and six to eight hours to build your website. Time approximations are provided for each step.

In this guide

You'll learn the four steps to get up and running:

- 1. How to choose a web hosting platform and register your domain.**
- 2. What to include as you build pages.**
- 3. Who to add as administrators or editors.**
- 4. How to establish an update schedule.**

You can do this!



Let's build a Chapter website!

1 Choose a web hosting platform



Your website will live on a web hosting platform like Wix or Squarespace. A list of potential platforms appears at the end of this section. When evaluating these platforms, consider:

Ease of Use

- Look for a platform with simple, drag-and-drop design features. Wix, Squarespace, and WordPress.com offer easy-to-use templates.
- Consider how intuitive the platform is for beginners. It's essential that officers in your Chapter can make updates easily.

Cost-Effectiveness

- Check for free or affordable options that fit the Chapter's budget. Many platforms offer basic plans that are inexpensive but sufficient for your Chapter.
- Evaluate whether a paid plan is necessary for features like a custom domain or ad-free browsing.

Design Flexibility

- Choose platforms with customizable templates that look professional and align with AMPP branding.
- Ensure you can easily add custom colors, logos, and fonts to maintain visual consistency with AMPP guidelines.

Mobile Responsiveness

- Choose a platform that automatically adjusts for mobile devices, as many visitors will access the site on phones or tablets.

SEO and Analytics Tools

- Platforms with built-in SEO (search engine optimization) tools can help the website rank higher in search results, making it easier for members to find. The most popular of these tools is Yoast. Look for free or low-cost SEO integration.
- Basic analytics (e.g., visitor tracking) will help Chapter officers understand which content is most popular. Choose a platform with easy-to-use analytics.

Be Careful!

- ▶ There are two flavors of WordPress: WordPress.com and WordPress.org. The version available at WordPress.com offers hosting and web building in one place. WordPress.org is where you can download the software for free and use it on a different hosting platform like Bluehost or Pressable.

Suggested Tool



WordPress.com provides everything in one platform, versus downloading and installing software on a second platform.

Multimedia Support

- Choose a platform that supports easy uploading of images, documents, and videos, allowing your Chapter to showcase events, resources, and announcements.
- Some free plans limit the number or size of multimedia files. Consider a basic paid plan if that's the case.

Event and Calendar Integration

- Opt for platforms that integrate or embed calendars, RSVP forms, or third-party event management tools (like Eventbrite) to make event promotion easy.
- Search for “event widgets” or plug-ins that support event management tools.

Customer Support

- Look for platforms with multiple support options, like live chat, email, or a strong help center, so your Chapter officers can get help when they need it.

Register your Chapter's domain name

During your account signup, you have the option to purchase a custom domain name (e.g., www.ampp-houston.org). Chapters must purchase an appropriate domain name that includes the Chapter name or acronym/abbreviation.

Domain name guidelines

Chapter domain names should include the initials AMPP, with some indicator for the Chapter name, and a preferred ending of .org, or .country abbreviation.

Examples of acceptable domain names for independent geographic Chapter websites include:

- <http://www.amppcalgary.ca/>
- <http://www.ampp-houston.org/>
- <https://www.amppitalia.it/>
- <http://www.amppindia.org/>

Website provider names should not appear in the URL or interior pages of the website.

When signing up for your account, you will be asked to **choose a layout template**. Choose a template that is easy to navigate and provides space for featured content and images.

Once you choose a layout, you'll add new pages using the platform's drag-and-drop page editing software. No matter which platform you choose, they make it easy to create pages and add text and photos.

The content guidelines below are the baseline recommendations for your Chapter website. Your Chapter can expand on these basics as it grows.



Important Tip

This is not an all-inclusive list, but many Chapters choose one of these platforms:

- ▶ Wix
- ▶ Squarespace
- ▶ Wordpress.com

WIX



SQUARESPACE



WORDPRESS



2 Choose a template and build pages



Required Pages

At minimum, the following pages and content will create the best member experience:



Don't forget!

- ▶ Include a link to the AMPP homepage in the header or footer.

- **Home Page:** Welcome message and Chapter mission
- **About Us:** Chapter history and leadership team with leadership headshots
- **Events:** Interactive calendar plug-in or a list of upcoming Chapter events, include an RSVP option if possible
- **Contact Information:** Contact form or email link for inquiries and volunteer interest

Optional Pages

Chapters may also want to include:

- Information about AMPP activities (e.g., awards programs, scholarships, leader meetings, symposia, etc.)
- News about Chapter members
- Reports and summaries of Chapter technical presentations or workshops (obtain written permission from the presentation owner before posting their content)
- Links to important pages on AMPP.org (e.g., conference pages or AMPP products and services)
- Contact details for the Chapter website admin
- Banner advertising
- Chapter sponsor logos
- AMPP news and meeting information

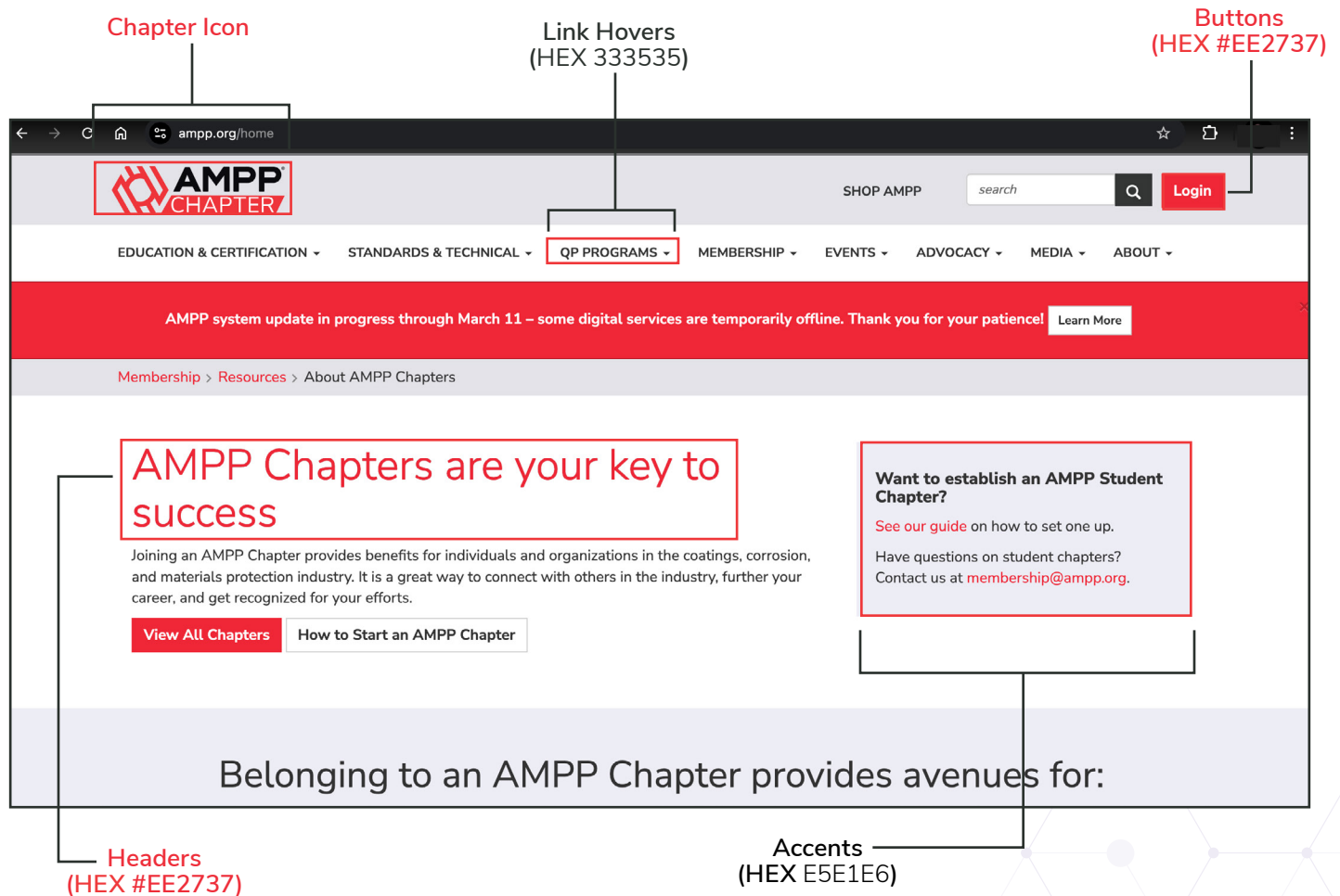


Branding Guidelines

When building pages, please follow these AMPP branding guidelines:

Use AMPP Colors and Logos

- Use AMPP's primary color palette for headers, buttons, and accents.
- Avoid adding extra colors that may clash. Review the official AMPP color guide and keep the website visually cohesive.
- Place the AMPP Chapter logo in the top left side of the header of each page to reinforce the brand.



Keep Fonts Clean and Professional

- Choose simple, readable fonts that align with AMPP's professional tone. The AMPP website uses **Nunito Sans** for headers and **Helvetica Neue** for body text. If those options aren't available, choose a sans serif like Helvetica.
- Use consistent font styles on every page.



Be Careful!

- ▶ Don't change the original proportions and colors of the logo. Avoid stretching, changing colors, or adding effects.



Suggested Tool

The comprehensive AMPP logo guide has specific examples and instructions on what **NOT** to do!

Use High-Quality, Relevant Photos

- Choose images that are relevant to the Chapter and AMPP's mission (e.g., photos of events, members, or local equipment in use).
- Based on your hosting platform, check their support documents for preferred file format and size.

Test for Mobile-Friendliness

- Preview the layout on desktop and mobile to ensure the website displays consistently across devices. You can test views while designing a page. Look for an icon of a desktop or smartphone in the page design editor and toggle between views.
- Ensure the site is consistent and easy to navigate on desktop and mobile.



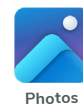
Finally, don't forget to hit the **"publish"** or **"make live"** button to launch the site!

Important Tip

- ▶ A good rule of thumb for featured or blog post images is to use .png or .jpg files that are at least 1280 x 800 pixels. Aim for a file size of around 500 kilobytes (kb) for faster loading.

Suggested Tool

Use the built-in "Photos" app on Windows or "Preview" app on Mac to resize images for free.



Photos



Preview

Need help building pages?

Hosting platforms offer detailed tutorials to help you navigate their page building software. Depending on which platform you chose, here are a few links to specific technical guides:

- Wix Getting Started Guide
- Squarespace Video Series: Getting Started
- WordPress.com Course: Create Your Site

3 Add editors and administrators as needed



20-30 minutes

It is the Chapter's responsibility to create, maintain and ensure the quality of its website. Your Chapter may decide to appoint officers to update the site, or you may decide to work with a contractor.

Set appropriate expectations when adding new editors or administrators to the website:

- All content should adhere to the AMPP Code of Ethics.
- Anyone working on the website agrees to comply with AMPP's Privacy Policy and Terms of Use.
- Officers or contractors must ensure content doesn't violate copyright.

Be Careful!

- ▶ Any posted materials (e.g., photos, videos, presentation materials, articles) must be created by the Chapter or the copyright holder must give written permission to publish the materials.

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Establish a maintenance and update schedule



20-30 minutes per month

Your new Chapter website is the hub for local members—keep them updated on news and events! Chapters with the highest engagement also tend to have active, frequently updated websites.

Suggested Update Schedule

- Monthly check-ins at the end or beginning of the month:
 - ▶ Update event calendars and remove past events.
 - ▶ Refresh any recent news or announcements.
 - ▶ Check for broken links and outdated contact information.
- After every event:
 - ▶ Post photos, event summaries, and a “thank you” message for attendees.
 - ▶ Add dates for upcoming events and workshops.
 - ▶ Update resources or takeaways shared at the event, including presentation slides and downloads if approved by the speaker.

Building a new website can be daunting! If you get stuck or have questions along the way, we're here to help!
Please contact membership@ampp.org or +1 281-228-6240.



AMPP Chapter Website Checklist

Establishing your Chapter website should take less than eight hours from start to publish. Print this checklist to get up and running, without missing a step.

Choose a platform.

Register a domain name.

Select a template.

Build the recommended pages using brand guidelines.

Launch the website!

Add editors.

Make monthly updates.