



Strategies to Effectively  
Mentor your  
*FIRST* team website  
With Elise Cronin-Hurley



## Website & *FIRST* Experience

- Graphic Design since 1986
- Website Design since 2000
- Independent Freelancer since 2004
- ***FIRST* Mentor since 2011**
- Advise and maintain: [orlandofrc.org](http://orlandofrc.org)
- Mentored 1902 Websites:
  - [explodingbacon.com](http://explodingbacon.com)
  - [firstlikeagirl.com](http://firstlikeagirl.com)
  - [sparkimagination.org](http://sparkimagination.org)
  - [firstalliances.org](http://firstalliances.org)
- Advise on [gra-v.org](http://gra-v.org)
- Designed and manage:  
[FirstHallofFame.org](http://FirstHallofFame.org)



**WordPress:** design, redesign, maintenance, consulting, & training

**Graphic Design:** brochures, logos, annual reports, digital media, advertisements, posters, branding consulting and more...

# Why are you here?

- Looking to build a site for your team?
- Do you have a site already and want to improve it?
- Just took over responsibility for your team website?



# Plan Your Website

- **Tech**

- Domain Registration
- Web Hosting
- Website Builder

- **Design**

- Fonts, Color, Images
- Navigation, getting there
- Content: text & images

- **More**



# Aware, In Awe,

- Look at the history of your communications
- Look at the communications of other teams
- Existing rules, restrictions, and expectations of your communities

## & inspired!

- What do you like?
- Don't like?



# Tech

## Setting Up and Managing

Branding and Digital Properties Information for

Organization: \_\_\_\_\_  
Add more rows in any section where you need to add additional information

Website Information

<b>Domain(s) Owned:</b>	
Where domain is held?	
Username:	Password:
<b>Hosting Company:</b>	
Username:	Contact:
	Password:
<b>Website Login URL:</b>	
Username:	Password:
Other:	

SEO and Website Promotion

<b>Google Analytics Email:</b>	Password:
<b>SEO Company:</b>	Contact Name:
Email:	Phone:
<b>Online Marketing Partner</b>	Contact Name:
Email:	Phone:
Local Submissions:	
Google Local Login:	Password:
Bing Local Login:	Password:
Other:	

Social Media (include Username/Password/Manager/Contact information)

<b>Social Media Consultant:</b>
Facebook (Admins)
Twitter
Instagram
LinkedIn
YouTube
Additional:

Facebook Admins are added in the page admin section to invite other members.  
Twitter & Instagram are added by sharing the handle and password for others to login and manage.

Keep this sensitive information in a safe location | Need assistance? Contact Elise Cronin-Hurley @ [elise@tiseydreams.com](mailto:elise@tiseydreams.com)



# Getting started with Domain Registration

*Your domain name or website address: [www.team.org](http://www.team.org)*

- Choose an available name
- .org vs. .com
- Registering: Don't pay more!
  - Privacy option
  - Domain Forwarding
- Length of registration
- Protecting your domain name, username and password
- Whois



## Domain Registration

# Price Comparisons

	1 year	Renews at
Go Daddy®	\$12.99	\$17.99
Network Solutions®	\$9.99	\$19.99
Namecheap.com	\$8.88	\$8.88
PorkBun	\$7.59	\$8.58

\* Prices from official websites as of 02/15/21

\*\* Plus ICANN fee of 20 cents per domain name year.

## Additional Considerations

- Privacy option
- Domain Forwarding





# Web Hosting Considerations

*Web hosting is the place you park your site*

- Cost
- Reliability
- Access
- Email
- Advertising
- Customer service
- Speed
- Sponsor?



# Website Construction

## *Designing the Site*

- Time
- Commitment
- Design/Look/Functions
- How to use/willing to use a builder
- Students/volunteers skill levels and experience
- Who will be responsible for updating the site/maintaining
- Depth of site
- Choose a platform. WordPress, Wix, Squarespace, and more...



*Design*



# Platform/Builder Options

- WordPress, Wix, etc.: Which of the many options is your best fit? Do your research, consider the following to make your choice.
- Budget Available
- Restrictions from organizations
- Skills
- Long term management
- *Website Design Learning opportunities*
  - Design
  - Platforms
  - Writing
  - Search Engine Optimization
  - Security
  - Maintenance



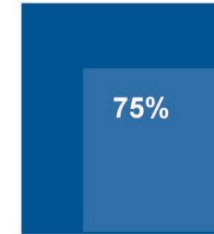
# Collecting & More Decisions

- Brainstorm with your team to decide what you want to communicate
- Make a list (Needs/Want/Dream)
- Identify team logo, best pictures, colors, & fonts.
- Information **About your team**
- Who are you communicating to?
- What messages are you trying to convey?
- What your priorities are?

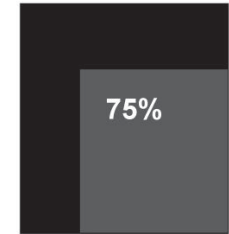


# Colors

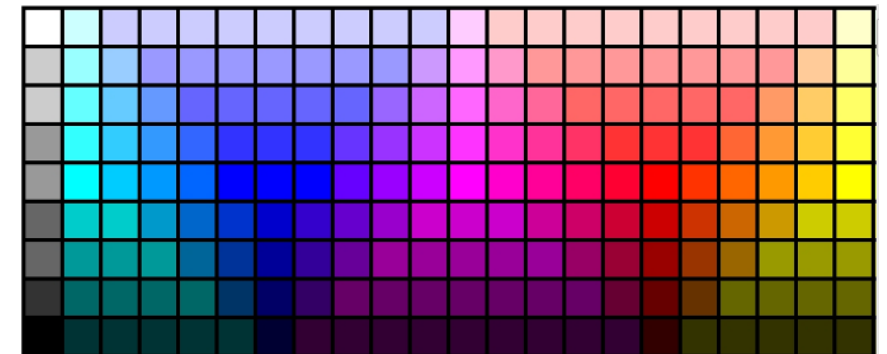
- **What are your team colors?**
- Identify various color values
  - Pantone, RGB, CYMK and hexadecimal
  - Pantone chart, online conversion charts
- Team shirt



Pantone: 647  
C:96 M:70 Y:21 K:5  
R:17 G:86 B:139  
web colors  
darker blue = #11568b  
lighter blue = #3671ab



Pantone: Process Black  
C:00 M:00 Y:00 K:100  
R:25 G:25 B:25  
web colors  
darker black = #231f20  
lighter black = #636466



# Fonts

- What font have you been using?
- Easily available free fonts
  - Google fonts
  - Font Squirrel
- Choose a format for titles/subtitles (H1.H2, H3 tags) and text.
- Font Variations
  - Do not use underline to emphasize; use for web links only!
  - Do not use too many colors, fonts, bold, ALLCAPS, italicized, and otherwise ***emphasized*** text than is needed. *To emphasize everything, is to emphasize nothing.*
- Easily readable for right use. Readability at various sizes  
**MOST IMPORTANT: Easy for visitors to read**

Georgia: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Arial: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Calibri: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z



# Content

## *What will be on the site?*

- Information about the team
- Images (logos, graphics, pictures)
- Resources for your team and others
- Answer FAQs: information for new students, sponsors and mentors.
- Functions (forms, forums & payments)
- Don't get too wordy!





# Tell Your Story

- Who you are
  - Mission: Why you exist. Your core purpose.
  - Vision: What you aspire to become
  - Values: What you hold dear. The foundation of the team.
  - Characteristics & descriptions: The things you are always
- History
  - Robots, competition results & awards
- Sponsors
- About *FIRST*
- Team Efforts
- Blogs, Vlogs, and Stories



# Navigation

[Home](#) | [About](#) | [Robots](#) | [Sponsors](#) | [Resources](#) | [Outreach](#) | [New](#) | [Contact Us](#)

- Think about the information you most want to share with the public, sponsors, potential students, families and even judges.
- Make information easy for visitors to find information and find it again.
- Clearly define the names of your navigation links.
- Make your navigation consistent on each page.
- **Link to [FIRSTinspires.org](https://FIRSTinspires.org) and [orlandofrc.org](https://orlandofrc.org)**



# Images

- Locate your best versions of your logos
- Find your **BEST** pictures – **Not ALL** pictures
- Find images large enough to use on the site. Larger for banners. But should not need anything wider than 1920px. Very large images can slow your site down.



# Design Considerations

- Responsive. You have no control over the device your visitors view your website on website.
  - Mobile
  - Browsers
- Background colors
- Readability
- Easy to find information
- ***Embrace white space!*** – leaving space between sections, using brief message and short paragraphs, will help leave space for you to more effectively communicate your message to your visitors.



a little

*More...*



# Additional Considerations

- Consistency
- Responsibilities
- Maintenance
- Security (Password/SSL Certificate)
- Multiple members have access/login information
- Backups/Copies
- In case your missed it: Sponsors/Donations!
- Keep information current
- Email



# Mentoring

- As with any mentoring on the team
- Be patient!
- Help them find answers.
- Redesign is part of the process.
- Give good parameters.
- As with any FIRST team experience, the value of the experience is about the process, rather than the output!



# A living document

Don't try to get everything up on the site to launch.

- Update regularly!
- Blogs, season updates & pictures are great ways to keep updated





# Help!

- I messed up my site!
- Where did my site go?
  - Domain registration
  - Hosting
- Help, I messed something up!
- ***Google is your best friend!***

Lots of people are using these platforms and running into problems. Chances are someone has experienced a similar problem.





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Web and Graphic Design

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**WordPress:** design, redesign, maintenance, consulting, & training

**Graphic Design:** brochures, logos, annual reports, digital media, advertisements, posters, branding consulting and more...