

Website Planning

Well-organized websites are an important part of your public engagement strategy. If people can find what they're looking for quickly and easily, it will help them feel that your organization is also accessible and open.

To design a website successfully:

- Collect your existing information. What is important to share? What do you want to share that might be missing?
- Categorize your information into pages. Other people can help you by sorting information in ways that makes sense to them. You can analyze the results of these people's efforts to see what logical categories emerge.
- Limit the number of categories – think about keeping it under ten.
- Draw a picture of how the categories will fit together.
- Consider which information people will visit most often. Make those categories the quickest to find. No place on the website should be more than three clicks away from the home page.
- If you have different types of users who will consistently want one type of information, consider customizing the page that they will visit most to cater to their needs. It may not be your home page!

Don't forget to test your website with real people and get their feedback on how it's working for them.

There are other ways you can make your website easy for the public to use:

- Make sure it uses technology that is easy for people with disabilities. For more information, look [HERE](#) (many other on-line resources exist).
- Make sure your "Search" feature, if you have it, correctly picks up documents that are relevant (e.g. it won't work if there are misspellings in the documents!)