5 Steps for your Association WEBSITE

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Every association must have an interactive website (defined as the ability to move between websites and create active links), post access to professional standards and arbitration filing processes on the website and create a link to the websites of the other levels of the association for promotion of member programs, products and services.

Link to definition of Pro-Standards and arbitration filing process.

Links to events, education and you.

Building a site is literally point, click and write.
Recognize your skill-set limitations and engage with specialist members.

Build a site.
Buy a domain.
Share events.
Monitor analytics.
Send out e-newsletters.
Connect to social media.
1. Know your people.
2. Organize brain/site.
3. Know your message.
4. Know core standards.
5. Deploy.

Who is your Chief Nerd Officer? Staff? Leadership? Intern?
Organize your brian and site.
3 Know your message.

Spend more time on what you say on the website rather than how pretty it is.

To me, your value proposition to members is: Legal protection, legislative awesomeness, business development.
Know the Core Standards.

Connect your message to events, meetings, leadership and core standards elements.
How will this connect to pro-standards?

Wait, what is pro-standards? Define it now.
Complaints:
Listen.
Acknowledge quickly.
Explain the process.
Provide solutions.
Deploy it.

Connect your website to social media and email. Leadership can help!
Handy utilities:

- [wordpress.com](http://wordpress.com) - blog site
- [bitly.com](http://bitly.com) - customized, trackable URLs
- [eventbrite.com](http://eventbrite.com) - event management
- [google.com/calendar](http://google.com/calendar) - calendar app
- [canva.com](http://canva.com) - infographics

Website utilities:

- [squarespace.com](http://squarespace.com)
- [wix.com](http://wix.com)
- [wordpress.org](http://wordpress.org)

Cool sites:

- [berkshirerealtors.org](http://berkshirerealtors.org)
- [dabr.com](http://dabr.com)
- [pvrealtor.wordpress.com](http://pvrealtor.wordpress.com)
- [blog.aaronline.com](http://blog.aaronline.com)

Thanks!

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