

the  
Jvillage  
tune-up  
guide



# the *Jvillage* tune-up guide

From time to time, it's a good idea to go through your website to tune things up. Just as with a car, regular maintenance will keep your website humming along smoothly.

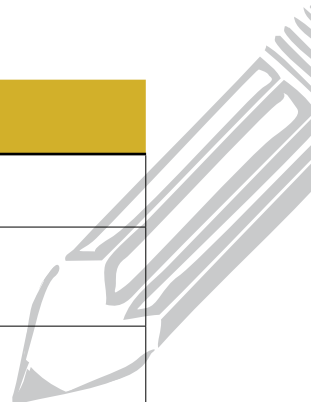
Whether you have one person or a team of folks responsible for updating your site, the following checklists will help ensure that your site is both a successful vehicle for providing

current and engaging content and an effective portal to “real” life participation among your members.

Comb through each page of your site, assigning a rating of 1-5 to each item. Then make a plan for what needs to happen to tune-up your site.

Navigation	1-5	Notes and action needed
Simple and intuitive site structure		
All pages have a clear way to return to Home Page		
Access to all major parts of the site from Home Page		
Navigation is consistently presented from page to page		
Links to documents such as PDFs, Word, or other file types are clearly labeled		

Layout & Design	1-5	Notes and action needed
Site has contact forms and/or other easy ways for members to connect		
All online forms are easy to find, fill out, and submit		
Site offers members opportunities to: <ul style="list-style-type: none"> <li>• share experiences</li> <li>• ask questions</li> <li>• provide feedback</li> <li>• get more information</li> </ul>		
Use of community-oriented features, such as blogs and Community Areas for: <ul style="list-style-type: none"> <li>• parents</li> <li>• educators</li> <li>• volunteers</li> <li>• committees</li> <li>• B'nai Mitzvot</li> </ul>		
Site is mobile-friendly		
Search tool available and intuitive to use		



Layout & Design	1-5	Notes and action needed
Site balances content and white space		
Consistent font usage throughout the site: <ul style="list-style-type: none"> <li>• type</li> <li>• sizes</li> <li>• colors</li> </ul>		

Content: Text & Multimedia	1-5	Notes and action needed
Good balance of text and graphics/multimedia		
Well-written, inviting, current, and regularly refreshed content		
Images convey warmth and community		
Images are high-quality and display cleanly		
Text broken up by using: <ul style="list-style-type: none"> <li>• headings</li> <li>• bullet points</li> <li>• short sentences &amp; paragraphs</li> <li>• visuals &amp; graphics</li> </ul>		
Content addresses the needs of your members		
Events have no dead-ends, i.e. include clear calls to action, i.e. <a href="#">Register here</a>		
Calendar items include short, inviting descriptions and a way to connect, i.e. name and contact information		

Search Engine Optimization (SEO)	1-5	Notes and action needed
Pages have high-quality title tags		
Good use of keywords on higher level pages		
Periodic review of Analytics to learn about user habits		

Social Media	1-5	Notes and action needed
Regularly updated blog		
Social/sharing bar		
Content linked to Facebook		
Facebook page and content		
Consistent use of other social media channels		
Facebook page design matches site design		

God is in the Details	1-5	Notes and action needed
Grammar and/or spelling errors		
Broken hyperlinks, including email addresses		
Inconsistent fonts, sizes, colors		
Outdated or missing content		
Clutter, i.e. "Click here to read more" --> "Read more"		