

## Ins and Outs of Web pages

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## Why web pages?

- Information is persistent
  - ◆ Stays online even if the newsletter is "lost"
- Information is public
  - ◆ Available to those who don't see newsletter
- They connect you to the world
  - ◆ Search engines can find you
  - ◆ Visitors to [www.aauw.org](http://www.aauw.org) can find you
  - ◆ You can be part of a rich "web" of links

## But what do they cost?

- Money
  - ◆ Sometimes -- see free examples later
  - ◆ \$120/year estimate for "on your own" site
  - ◆ Can, of course, SAVE money
- Time
  - ◆ At least 8 hours a year for a "one pager"
- Planning
  - ◆ Match design with what support is available
    - Skills, time, money, etc.

## So let's look at examples

- [www.aauw.org](http://www.aauw.org)
- AAUW NC - and all branches
- Free "hosting" as part of AAUW NC
  - ◆ Wilmington (one pager)
  - ◆ Winston-Salem (more extensive)
- Raleigh/Wake County
- Greensboro
- Brevard

## Next steps

- Decide what kind of web site you need
- If "one pager" under AAUW NC
  - ◆ Send 03-04 program listing to [aauwnc@rtpnet.org](mailto:aauwnc@rtpnet.org) along with any corrections to the officers list
- Other sites hosted under AAUW NC
  - ◆ Recruit someone for your branch/cluster
  - ◆ Consider B&N training

## Next steps

- If you want to "roll your own" -
  - ◆ Geocities (free)
    - See [www.aauw.org](http://www.aauw.org) for step-by-step
  - ◆ RTPnet.org (\$60/year)
    - Need some skills to design the site
  - ◆ [www.2-TierSoftware.com](http://www.2-TierSoftware.com) (\$120/year)
    - AAUW template (including [www.yourbranch.org](http://www.yourbranch.org))
    - Can be maintained with few web skills
  - ◆ ISP's and web services providers ...