Wiltshire Community Web Online Newsletter

June 2009

Hello all and welcome to the latest issue of the Wiltshire Community Web Online Newsletter.

Training Events Information

We are looking into organising training sessions later in the year. If you are interested in attending a session, please email your details to info@wiltshirecommunityweb.org.uk

All dates will be advertised in future newsletter issues and in the news and diary sections of www.wiltshirecommunityweb.org.uk – keep checking back!

If you are a group of people that are interested in finding out more about WCW, we could organise a group training session – get in contact!

Hints and Tips

Promoting your site
Created a fantastic site and want to promote it more? Then take a look at these tips:

- Add your website address to your email signature
- Make sure all your members / colleagues etc know how to find your website and the address
- Add your web address to minutes / posters / leaflets etc
- Keep your website fresh and up to date – new content ensures that search engines recognise it more
- Add a news item to the district area of Wiltshire Community Web to let people know you have a site set up and when new pages and items are added
- Purchase your own domain name and re-direct it to your site on Wiltshire Community Web

We hope that you have enjoyed reading your WCW Newsletter. If you have any queries or comments then please email us at info@wiltshirecommunityweb.org.uk

- Get your site featured in the 'Spotlight' section of this newsletter

If you have any tips or imaginative ideas on promotion – share it with us all! Email info@wiltshirecommunityweb.org.uk

Some tips of how to ensure your WCW site will be picked up by search engines such as Google and Yahoo:

- Always complete the keywords and description boxes at the end of each page template – but keep these to a selective minimum
- Ensure your page content mentions these keywords
- If possible, use these keywords as part of your page title
- Ask external websites to add a link to your site - e.g. your parent organisation and other local sites
- Keep your website fresh and up to date – new content ensures that search engines pick it out easier

Current Stats

The statistics shown below are as at 23rd June 2009.

	Kennet	North Wilts	West Wilts	South Wilts
Users	110	188	165	
Sites	90	143	123	829
Average Page Views Per Day	514	411	615	1972

Total sites as at 23rd June 2009: 1185

Spotlight on a Wiltshire Community Web Site

Bulkington Village Website

"We just didn't seem to be letting people know what was going on in the village or the Parish Council as well as some expected, and newcomers and locals alike had begun to voice their concern. Eventually it became clear to the Parish Council that we had to re-think the way things were being

published, and so the old village notice board was due for some competition from more modern technology.

The village was not entirely new to web publishing, and we had a page or two on various local town and community websites. We had even bought our own URL (website address), though little seemed to come of that. In time it all fell a little into disuse as updating the site information from one year to the next tailed off with waning interest. I guess everyone thought that once done and dusted there was no more to do!

It seemed obvious that we didn't want to spend a lot of money, and since our .co.uk address had not been re-registered in the village's name for some while, we certainly didn't want to re-purchase it, spend money on a website build and then buy into a year on year cost for hosting. We had previously had a small amount of content on the West Wiltshire website (but had let it lapse), Wiltshire Community Web seemed an obvious choice – zero cost, almost effortless page construction using their template approach to layout and content, and the ability to link a number of external sites to our own.

Using information which was already in the public domain and updating it as we went, in one evening we had a significant number of pages set up and running, including photographs, web links, and village groups included. The result was impressive, especially for beginners! Apart from a few slightly glitchy uploads, which I realised later was mainly due to my own impatience, the result was a very passable website indeed.

The Wiltshire Community Web Tutorials were marvellously simple and a great help in learning the early tips and tricks. There's usually some extra tips on each issue of the Wiltshire Community Web Newsletter which we found helpful.

Of course, as you build up your information step by step, you begin to realise that there need be no limit to what you can do to inform people about the village, its clubs, special interest groups, local businesses, pubs, churches, and local facilities. There's nothing better too than showing something with a photo to illustrate the point, and even fancy logos can be used to give a club's page a special identity. Even the Parish Council Agendas and Minutes of Meetings are planned to be included in due course, as will links to all our neighbouring parishes and town websites.

So for the future, our plan is to be more diligent in keeping the website updated and to avoid the pitfall of another relapse, and while the impetus for this will undoubtedly come initially from the Parish Council it may in time encourage others to take a more active role and make their own contributions."

Calum Ogilvie

Visit the site on Wiltshire Community Web:

http://www.westwilts-communityweb.com/site/Bulkington-Village-Site/index.htm

Spread the word!

Help promote Wiltshire Community Web amongst your local community. Anyone can use the facility and get a presence on the web.

We want to encourage all groups and organisations to set up a site, from the local gardening club to the village shop.

Leaflets are available if you would like to display these in your area, please contact Sharon Leney on 01380 722475 or email info@wiltshirecommunityweb.org.uk

Get your site noticed!

For each newsletter, we feature a site that has been created on Wiltshire Community Web.

If you would like to have your site featured here in a future issue to promote your success, then get in touch!

Email us at info@wiltshirecommunityweb.org.uk with a short explanation of your site.

Editors Notes

Wiltshire Community Web is managed by Community First.

Community First is a charitable organisation that works at the forefront of community development to help improve the quality of life and economic well being of people and local communities throughout Wiltshire and Swindon

For further information visit our website at www.communityfirst.org.uk

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