What makes a good website?
From HPV to HTTP
Who is Ian Pitts

June 2008
Developed the first Healthy Caribbean website for the Caribbean Chronic Diseases Conference ‘A Wellness Revolution’

January 2009 to date
Developed, administered and maintained the Healthy Caribbean Coalition website

February 2013 to date
Healthy Caribbean Coalition IT Co-ordinator
My Role

Continue to administer and maintain the HCC Website

Re-design and develop the HCC site

Include dedicated page for each HCC Member

Use a responsive design to adapt to the increasing demands of the mobile user

Actively support and advise HCC Members
Responsive web design
Responsive web design

Individual Soccer d-books to buy

Featured – A different way to play golf – The Fixed Apex Swing

Introducing the author himself Bill Lawson…... It is an extremely different way to play golf and offers ALL handicap golfers an alternative way of playing a very difficult game. Many people who have adopted the technique have completely transformed their games.
Why do I need a website?

1. People expect you to have a website
2. It’s dynamic and it can evolve along with your organisation
3. It’s a cost effective way to promote your organisation 24/7 Regionally & Internationally
4. To be found
5. To build credibility
6. To communicate and connect with your audience
What makes a good website?
Considerations for a good Website

1. **Call to Action**
   Clearly visible direct message and action to take

2. **Clear & Simple Identifiable Navigation**
   Your visitors should never be lost!

3. **Easy to Read**
   Legible text and everything well spaced

4. **Clean**
   No distractions from the Call to action use ‘attention grabbers’ sparingly

5. **Reflect Your Image/Cause/Brand**
   First impressions are important
Content - inform and engage

1. Current
2. Relevant
3. Interesting
4. Easy to find
5. Integrate your Social media content

A solidly designed website, appealing in content and appearance, will draw the visitor back for regular visits and will create word of mouth traffic as well.
Social Media ‘How to Guide’

Connecting
Communicating
Collaborating
Social Media ‘How to’ Guide