



## Tool: Content of a basic website

Note: This document is provided for information purposes only. Health professional associations making use of this resource should revise and modify it for use in their specific circumstances.

A website is a very useful tool for increasing the visibility of an association and for communicating with members, stakeholders and the general public. Regardless of whether the association hires an external company to develop the website or chooses to develop its own using programs available on the Internet (WordPress, Weebly, Yola, iWeb), it is important to first consider what information should be included on the website and how the association would like to present this information.

Websites can take many forms, varying in the type and the amount of information included, as well as in the complexity of the website itself. Depending on the association's budget and expertise available within the association to develop the website, certain options may be limited. It is important to remember that a website does not need to be flashy or extensive in order to be effective. The key to a good website is to carefully choose what words to include in its content in order to be as succinct and precise as possible.

Although every website is different and tailored to the specific needs of each association, the following table outlines a common structure and offers some recommended content for a basic website:

Menu Tab	Content	Notes
Home	<ul style="list-style-type: none"> <li>Association logo</li> <li>Message from the president</li> <li>Welcome message</li> <li>Brief description of the association</li> <li>Contact information</li> <li>News and events</li> </ul>	<p>This is the first page that people see when they visit an association's website. The text should be short and include either a message from the President, a description of the association or a brief welcome to the website. Some organisations choose to also post a summary of news and/or upcoming events on the home page.</p> <p>Since the home page sets the stage for the rest of the website, it is also recommended to include a quality image that is relevant to the association's work.</p>
About Us	<ul style="list-style-type: none"> <li>Vision, mission and values</li> <li>Objectives and goals</li> <li>History</li> <li>List of past presidents</li> </ul>	<p>This section is a useful place to describe the association's main purpose and key players. Some organisations prefer to call this section 'Who we are'.</p> <p>Most of the content in this section remains static; however, special attention should be given each year to updating the lists of staff,</p>

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	Staff and committee members Organisational chart Constitution Make a donation Contact information	<p>committee members and past presidents.</p> <p>The association's contact information can be included in this section or as a section on its own. Regardless, the contact information should also appear somewhere visible on each web page, so that visitors can easily find the association's address, phone number and email without having to navigate through the website's various pages.</p>
Members	How to become a member Membership fees Member benefits List of members Information or documents restricted to members only	<p>This section is optional, but it can be useful for associations who are wishing to recruit more members or for current members seeking an online presence (e.g. a benefit of being a member could include being listed as a registered practitioner in the website's list of members).</p> <p>Some organisations choose to have a members' section that requires a username and password to log in. This requires a more complex website, but it is useful for disseminating internal documents or information that is restricted to members only.</p>
Programmes or Projects	A description of each current and/or past programme/project Updates on progress and planned activities	<p>This section is usually the most plentiful as it is where the association describes its current and past work. Depending on the association's preference, it is best to name this section either 'Programmes' or 'Projects'. Some organisations also choose to name this section 'What we do' or 'Our work'. Remember: each menu tab should remain as short as possible.</p> <p>If the association has many programmes/projects to describe, it is useful to add sub-sections, allowing a separate web page for each programme or project.</p>
News and/or Events	Announcements about an upcoming Scientific Congress, CME or other events New publications Changes in the association's secretariat or Board/Executive	<p>This section could include both news and events or can be separated into two sections. Alternatively, it can simply be named 'News' but still include announcements about upcoming events.</p> <p>This section is useful for communicating important announcements to the association's</p>

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	<p>Committee</p> <p>New projects or interesting project updates</p> <p>National or international news related to obstetrics and gynaecology</p> <p>New sponsorships or donors</p> <p>Recruitment for specific committees</p> <p>Call for abstracts</p> <p>Members' achievements or award recipients</p> <p>Job postings</p> <p>Any other information considered relevant or useful for members</p>	<p>members and to the public.</p> <p>It is very important to keep this section updated regularly to ensure that people keep coming back to the website and that they use it as a means of keeping up to date on the association's activities.</p> <p>Keep in mind that any news items or event announcements should be relevant to the work of the association.</p> <p>Some organisations choose to include a summary of the most recent news and events on their website's home page.</p>
Publications or Resources	<p>Position statements</p> <p>Published articles</p> <p>Presentations</p> <p>Clinical guidelines</p> <p>Annual reports</p> <p>Newsletters</p> <p>Press releases</p> <p>Links to useful resources</p>	<p>This section can either be used as a space to disseminate the association's publications and documents (such as annual reports, position statements or clinical guidelines) or be expanded as a resource section and include relevant documents from other organisations as well as links to useful resources or websites.</p> <p>Remember: anyone can access these documents once they are made available on the Internet, so be cautious of including any documents that are confidential or that are intended for members only.</p>
Partners	List of sponsors, donors, partners or collaborators	<p>This section can be used as a means of recognising sponsors and donors by offering them visibility on the website. If an association works with many partners or collaborators, it is useful to have links to their websites as well.</p> <p>One way of increasing the visibility of an association's website is to ask partners or collaborators to add a link to the association's</p>

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		website on theirs in exchange for doing the same for them.
Links	Links to relevant websites, documents, reports or presentations already available on the Internet	<p>A list of links to useful resources could either be integrated into a broader resources section or be included as its own section.</p> <p>These useful resources could include websites, presentations or documents related to obstetrics and gynaecology (e.g. WHO maternal mortality estimates, a report on cervical cancer prevention initiatives, Millennium Development Goals website).</p> <p>Remember: when adding a link to a document or resource that belongs to another organisation, it is best to include an appropriate reference to its website.</p>
Contact Us	Address Phone number Fax number General email Name and email of secretariat staff Hours of operation Skype Twitter Facebook	<p>The association's contact information could appear on each web page as part of the disclaimer/footer. It could also be added on the home page and/or under the section 'About Us' or as its own menu tab.</p> <p>The usefulness of adding 'Contact Us' as its own section is to have visitors easily locate the section within the main menu without having to navigate through other pages.</p> <p>Remember: anyone can access this information, so it is <i>not</i> recommended to include any personal information such as cell phone numbers or home addresses.</p>
Disclaimer	Contact information Website developer Website funder Terms of conditions Copyright notes	<p>Most websites include a footer at the bottom of each web page, which could include the association's contact information, a mention of who created the website or funded its development and/or any relevant terms of conditions or copyright notes.</p>

The following is a list of websites of health professional associations that can be used as examples or visited to gain inspiration or ideas:

- [www.gynuganda.com](http://www.gynuganda.com)
- [www.shog.org](http://www.shog.org)
- [www.agog.org.gt](http://www.agog.org.gt)
- [www.ogsb.org](http://www.ogsb.org)
- [www.ogss.net](http://www.ogss.net)
- [www.pogsinc.org](http://www.pogsinc.org)
- [www.spog.org.pe](http://www.spog.org.pe)
- [www.sasog.co.za](http://www.sasog.co.za)
- [www.agota.or.tz](http://www.agota.or.tz)
- [www.spogpanama.org](http://www.spogpanama.org)