Checklist

Have you done these?	Yes	No	Next Steps
Tested website in different browsers on multiple platforms			
Tested that Hebrew displays correctly across multiple computers and browsers			
Carefully used varied font-size settings and screen resolutions, and resolved issues such as text disappearing or obscuring other text			
Asked people from different backgrounds to visit the site and give their impressions			
Put all new text added to the site through a procedure of proof-reading for typos, spelling, grammar and imposed a consistent house-style			
Put all text through a revision process to reduce word count and improve clarity			
Tested what happens to pages on your website when you try to print them			
Ensured that you do not have commercial advertisements on your website			
Created and own your unique domain name			
Made sure you have easily-maintainable content management			
Regularly updated out-of-date information throughout the website			
Submitted your URL to the main international search engines (Google, Yahoo, MSN/Live)			
Regularly analyze your website visitor statistics			
Looked ahead for a plan to support your website being viewed on mobile or small screen devices			

RESHET רשת NETWORK

Workshop:

What Does Your Website Say About Your Synagogue?

March 3, 2009

Jewish Outreach PARTNERSHIP
www.jopp.org

Partnering with

JEWISH FEDERATION OF GREATER PHILADELPHIA

Live Generously™

Jewish Outreach Partnership
7605 Old York Road
Melrose Park PA 19027
215-635-2877
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WEBSITE AUDIT

Factors to Assess	How are we doing?		

Real people – Real Welcoming

Real people – Real Welcoming	Not much	Somewhat	Very much
Photos of real people are more prominent than photos of our building			
Pictures of the interior of our building feature people			
Pictures of the interior of our building allow website visitors to feel they "know" the premises before they visit			
Features of our website offer a specific welcome to different categories of people			
We know that the Hebrew on our website is used in a way that is viewed positively and does not make people feel excluded			
We rephrase "Jewish jargon" words and concepts with everyday language so that non-Jewish visitors can feel at home			
We have a list of FAQ's for visitors and new members			
Profiles of our clergy and staff are more than just resumes and include details about their interests and lives that make them accessible "real" people			
We feature profiles of a representative range of members to demonstrate that we are a family of real people			
We have been careful to limit the number of references to money and appeals for donations on the home page			
We make it easy for members to find their way within the site for making donations			
We make it easy for visitors and members to find news about upcoming events			
We have a clear street map on our website which prints well			
We give clear information about how to get to our synagogue via public transportation and where to park			
We explain what facilities are available for people with disabilities			
Clear contact information for all staff is provided, including email addresses			

Factors to Assess	How are we doing?		

Usability

Usability	Not much	Somewhat	Very much
Most of our homepage is "above the fold"			
Our home page is a jumping off point for the site rather than a page that tries to give too much information			
The options on our main page menu are limited yet it is easy to get to other pages within the site			
Our site features a calendar			
We make it easy for visitors and members to register for upcoming events			
All links on our website function correctly			
Our website is easy on the eye – with an overall balance of color, graphics, white space			
Text on our website is harmonious and consistent with our message / values			
Our site is quick to load even on a dial-up connection			
An inquiry form is available to request membership information or send a question to the staff/rabbi.			

Integration and Strategy

Integration and Strategy	Not much	Somewhat	Very much
Our website is integrated into our overall synagogue branding strategy			
The goal we wish to achieve with our website is clear, at a glance, to the users of our site			
Our webmaster / web design team is involved in our outreach planning			
Our website URL is easy to remember			
Our website URL is printed on signs outside our building, all publications, letterhead, advertisements and news releases			
Our website URL is included in email footers of official emails sent from the synagogue			
Our website is different from other synagogue websites			

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