

# CCC Website 2022

Introduction and Preliminary Ideas for  
Design & Architecture



# Christine Golden, Frontend Web Developer

- Long-time resident of Yolo County
- 18 years on Cache Creek property near Hwy 113, Woodland
- Retired, freelance WordPress developer since 2010
- Education: BS Zoology, Graduate Biochemistry, USF

Retirement brings with it the time to return to my natural science roots, learn about and contribute to my local community while continuing to practice the craft of writing code and organizing information.

[clgolden.com/websites](http://clgolden.com/websites)

# Current Website

Web Builder with GoDaddy

Perfectly good beginners solution.

- Rent, not own your website (not portable, no control over performance, accessibility, security... )
- Limited design/organization/functionality options
- Clumsy to work with and maintain (not dev friendly)
- GoDaddy's poor business and owner ethics

# WordPress Website

Pros	Cons
Own instead of rent	Must be regularly monitored because of updates
Open Source, w/ huge, enthusiastic community	Popular with hackers: need backups (free, automatic) for restoration of earlier version
Lots of training available on the web	Training
Keep archives available (past events, projects, etc.) for public and SEO	Images must be optimized for storage space, design, performance
Highly extendable	Need a dev if site breaks because of updates or hacking (I keep plugins to a minimum and only well-vetted)
Non-coding staff, volunteers can post content (written and graphic) with lots of design options	
Excellent organization and search capabilities; categories, tags	

# Board Involvement

## Milestones

Each milestone builds on the previous.

- 1. Architecture / Organization**
  - a. Based on available and future content and functionality
  - b. Needs of Target Audience
  - c. Navigation
- 2. Design / Layout & Components**
  - a. Static HTML site
  - b. Page types ( Home, Internal page types, Blog page )
- 3. WordPress in a sandbox**
  - a. 90% Content
  - b. Testing in multiple devices
  - c. Training
- 4. Deployment (by March 2021)**
  - a. SiteGround
  - b. Emails

# Milestone 1: Site Architecture

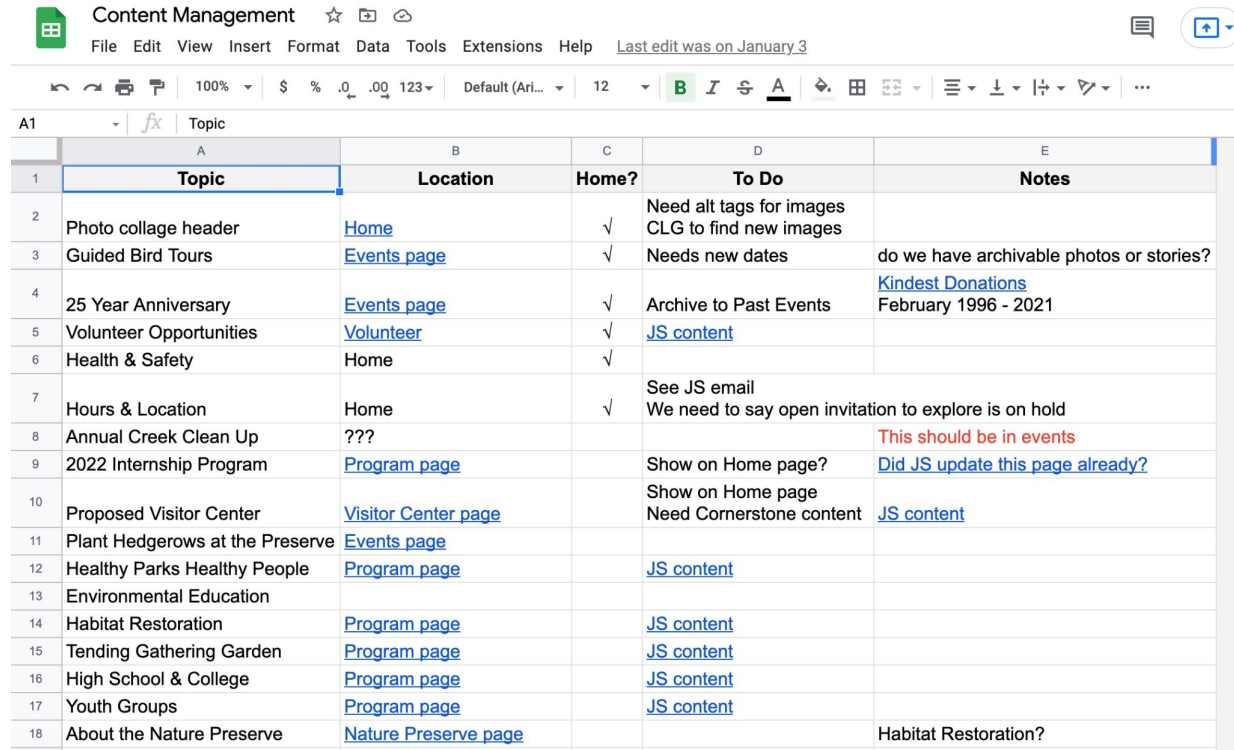
## **Target Audiences:**

- Pro-environment public
  - Teachers and student groups
  - Nature-loving families
  - Citizen scientists, naturalists & nerds
- 
- Donors (need to see efforts and impact)

# Site Architecture (cont.)

## Criteria

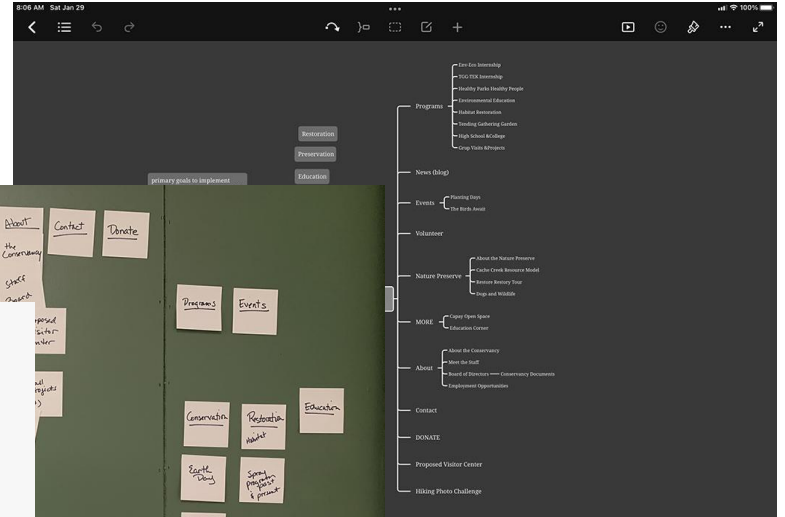
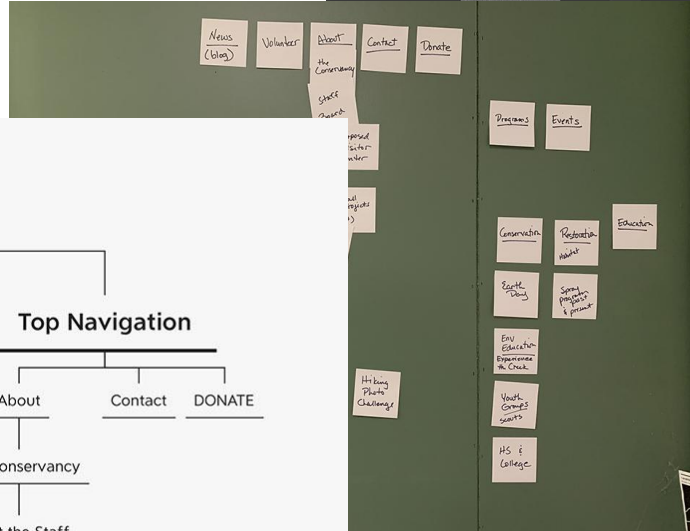
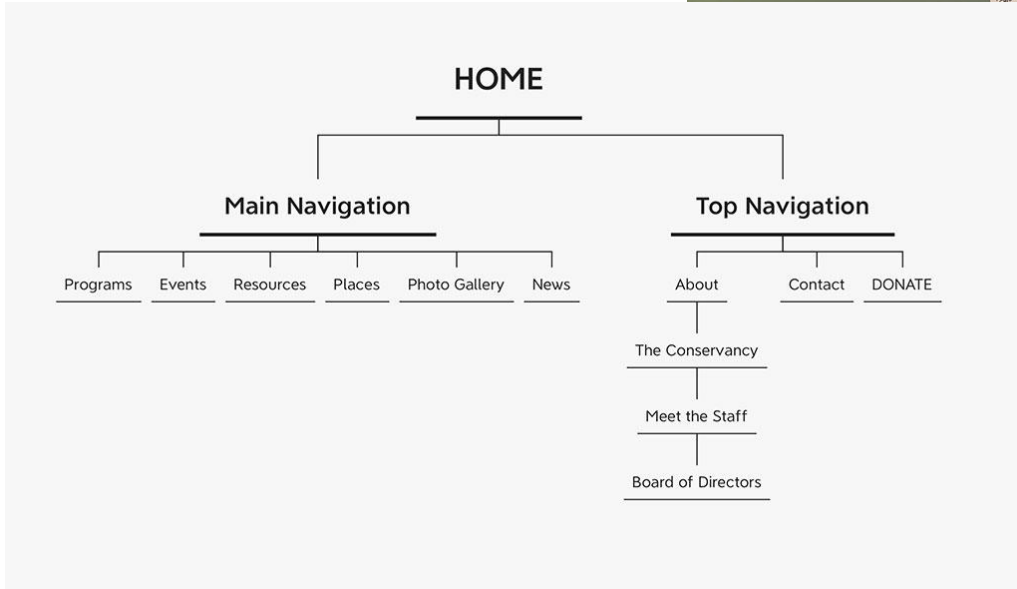
- **Existing Content**  
( inventory )
- **Main Categories**  
( not too  
overwhelming for  
new visitors )
- **Future Content**



The screenshot shows a Google Sheets spreadsheet titled "Content Management". The spreadsheet has the following columns: Topic, Location, Home?, To Do, and Notes. The rows contain various content items with their respective locations, whether they are on the home page, and any tasks or notes associated with them.

	A	B	C	D	E
1	Topic	Location	Home?	To Do	Notes
2	Photo collage header	<a href="#">Home</a>	✓	Need alt tags for images CLG to find new images	
3	Guided Bird Tours	<a href="#">Events page</a>	✓	Needs new dates	do we have archivable photos or stories?
4	25 Year Anniversary	<a href="#">Events page</a>	✓	Archive to Past Events	<a href="#">Kindest Donations</a> February 1996 - 2021
5	Volunteer Opportunities	<a href="#">Volunteer</a>	✓	<a href="#">JS content</a>	
6	Health & Safety	Home	✓		
7	Hours & Location	Home	✓	See JS email We need to say open invitation to explore is on hold	
8	Annual Creek Clean Up	???			<b>This should be in events</b>
9	2022 Internship Program	<a href="#">Program page</a>		Show on Home page?	<a href="#">Did JS update this page already?</a>
10	Proposed Visitor Center	<a href="#">Visitor Center page</a>		Show on Home page Need Cornerstone content	<a href="#">JS content</a>
11	Plant Hedgerows at the Preserve	<a href="#">Events page</a>			
12	Healthy Parks Healthy People	<a href="#">Program page</a>		<a href="#">JS content</a>	
13	Environmental Education				
14	Habitat Restoration	<a href="#">Program page</a>		<a href="#">JS content</a>	
15	Tending Gathering Garden	<a href="#">Program page</a>		<a href="#">JS content</a>	
16	High School & College	<a href="#">Program page</a>		<a href="#">JS content</a>	
17	Youth Groups	<a href="#">Program page</a>		<a href="#">JS content</a>	
18	About the Nature Preserve	<a href="#">Nature Preserve page</a>			Habitat Restoration?

# Site Architecture (cont)



# Prototype



About ▾ Contact

**DONATE**

**Watershed, Wildlife & Cultural Stewardship**

Along the Lower Cache Creek Basin, Yolo County, CA

Volunteer

Donate

View progress at <https://ccc-prototype.netlify.app/>

# Development Standards

- Responsive ( mobile-friendly )
- Accessibility
- Performance ( site speed )
- Security ( clean, standards-compliant code, WP 'hardening' )