SF/F Convention Web Site Tips

SMOFcon 2018
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What Do You Want Your Web Site to Do?

Set long-term goals:

- Attract members

- Attract volunteers and participants

- Provide retrievable information about your convention

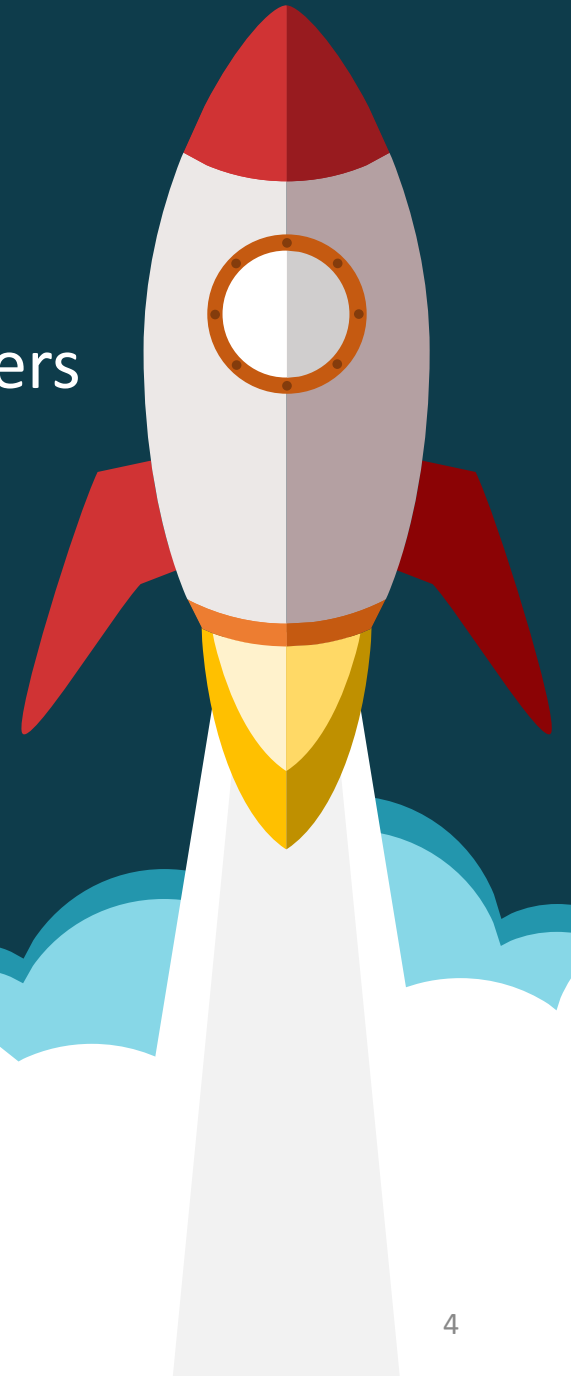- Marketing tool

- Communication platform

Provide retrievable information: Home Page

- Include all crucial information about your convention
  - Name
  - Dates
  - Location
  - Guests of honor
- Minimum: Provide links for basic information
  - Convention registration
  - Venue, including hotel reservation information
  - Committee contact information

Provide retrievable information: Subpages

- Program sign-up/schedule
- Hours for major areas (Registration, Art Show, Dealers Room, etc.)
- Child care/kids programming
- Publication advertising info
- Masquerade registration/policies

- Membership transfers
- How to volunteer
- Parties/corkage
- Art Show info
- Dealers Room info
- Access issues

Marketing Tool

- Description of your convention's focus (media, general interest, anime, etc.)
- Special events/guests
- Press contact/policies

Communication Platform

- News page/crawl with useful new information
- Updates give people a reason to check back
- Social media links
- Banners for deadlines (e.g., Hugo award voting, Masquerade registration, hotel block)
- Changes to previously announced information