How to build up a project page

Virtual Training

15.02.2023

What will we do?

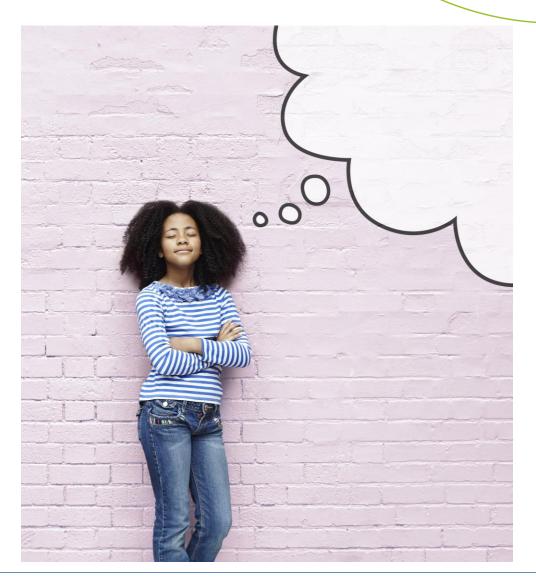|	
4.30-5.00 pm	**1. Input – Liva Haensel, GIZ**
	Website elements
	• Text, Links, SEO
	• Photos & videos
	Best practises
5.10-5.25 pm	**2. Insight „Nepal Stroke Project" - Patrick Tunkl**
5.25 pm	**Exchange**
6 pm	**End of training**

CONTENT IS King

- What do I want **to tell** my visitors?

- **What information** do my visitors expect?

- **What problem** are visitors looking for when they come to my website?
And: **Which solution** do you offer them?

- How do you show them that they are **in the right place**?

Content is king

Who are your visitors?

The text

Short and crispy

Voices from within

Perspectives
of beneficiaries

Current content

Comprehensible language
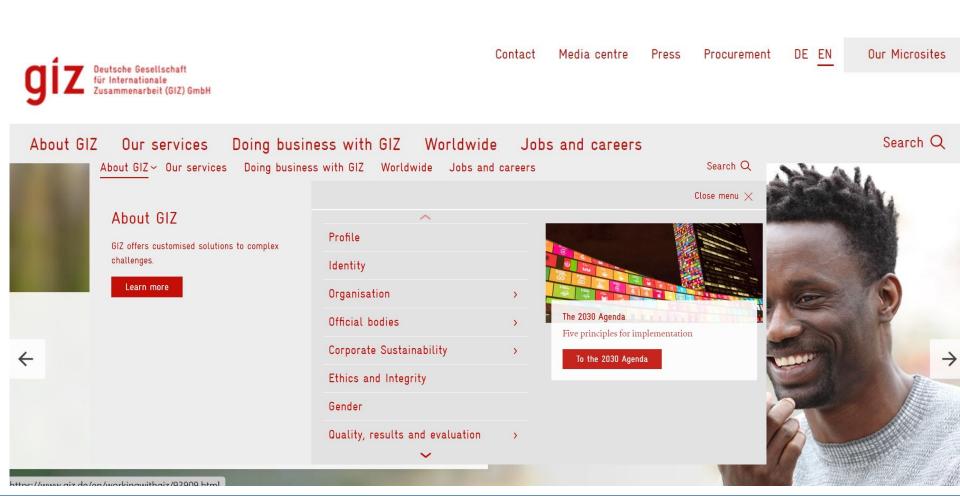

Stories matter!

Links and SEO

Good content with links and key words increases the ranking position.

- Hyperlink Homepage (hospitalpartnerships.org)

- Backlinks Website BMZ: Hospital partnerships work (bmz.de)
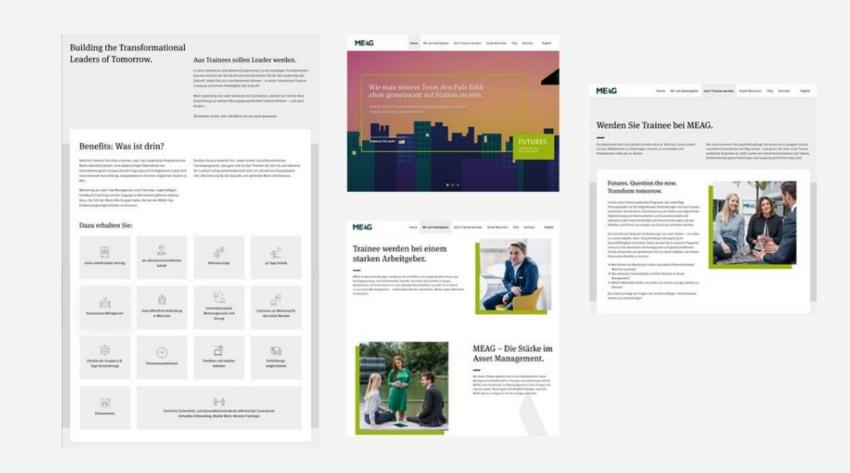
Website elements
Menu and navigation

Photos & Videos

Header, slider and teaser function

Why are good photos attractive?

How can you produce them?

Website elements
Videos

Hospital Partners - YouTube

Photos & Videos

Videos

…are high ranked by google

… multisensoric

… transport emotions

80% of visitors can still remember
95% of a video content
72 hours later.

A project page is team work

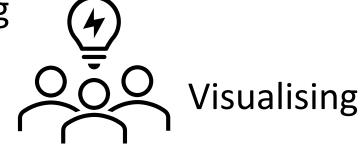# How to plan
your project page?

Good websites

Brainstorming

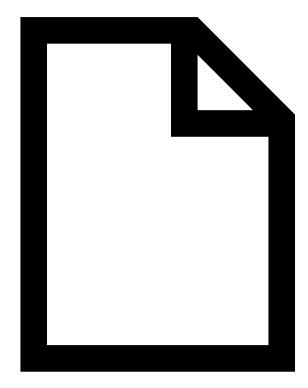Visualising

Identify the Stakeholders

How to design a concept?

RESSOURCES	WEBSITE TEAM	CONTENT	SPECIAL TOPICS
Staff	Administrator	Who	New developments
Time	Editor	What	Funders/donors/ supporters
Money	Editor	Where	other
Other	Photographer Videoproducer	Why/for what reason	Hosting/name/URL

Concept= 1-2 Page(s)

Content Management Systems (CMS)

	Wordpress (.com)	Wordpress (.org)	Sqarespace / Wix	Joomla / Drupal
?	The biggest CMS worldwide	Self Hosted Version of Wordpress	Paid packages	Professional Large-Scale Systems
+	Easy to use, extensive plugin library, strong community support	Easy to use, extensive plugin library, strong community support	Easy for beginners, user-friendly, drag-and-drop website builder, good for small projects	Highly customizable, strong security features, good for complex websites
−	Average complicated setup, can be slow if not optimized properly	Vulnerable to security breaches, can be slow if not optimized properly	Limited customization options, not suitable for large websites, hard to move data	Steep learning curve, can be ressource-intensive
✓	Best compromise	Best compromise but hosting needed	Easy entry, but very limited possibilites	Overkill

Questions, projects, comments?

Contact me.

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Questions about websites or public awareness topics?

Contact me.

Patrick Tunkl

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Thank you for your attention!

Questions & Comments?

Part II: Nepal Stroke Project - Patrick Tunkl