

SF/F Convention Web Site Tips

SMOFcon 2017

Janice Gelb & Sara Felix



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
- Interactive items
- Provide community



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

