

# Professionalizing Your Website: Dos & Don'ts

## Syllabus for RootsTech2016

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### Instructor

**Laura Hedgecock** is an experienced webmaster, blogger, speaker, and author of *Memories of Me: A Complete Guide to Telling and Sharing the Stories of Your Life*.

### Email

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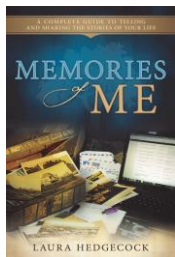
### Website

[TreasureChestofMemories.com](http://TreasureChestofMemories.com)

has creative tips and down-to-earth resources for personal and family stories.



### Book Information



A Road Map to Telling the Stories of the Past

[Amazon](#) • [B&N](#) • [BooksNThings](#)

**Family History Skill Level:** All

**Technology Skill Level:** Intermediate

### Class Overview

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Learn the dos and don'ts of making your site look and feel more professional. This session is designed for intermediate technical level participants already blogging, maintaining a site, or giving serious contemplation to blogging.

Bloggers, webmasters, and webmasters-to-be will learn easy-to-implement tips and strategies that will enable them to have a website that shines. Best of all, no coding is required.

### What You'll Learn

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#### Why looks matter

#### Website Platform

- Choosing a website-building platform that is the best match for you
- Getting help when you're over your head

#### Navigation

- Vertical or horizontal: which one is right for your site?
- How many Navigation Items to use
- Positioning Other Links

#### Photos and Images

- How graphics affect site-loading speed
- Optimizing visitors' visual *and* technical experience
- Image formats – The differences between jpgs, pngs, and gifs and recommended uses for each
- Understanding the differences between image size, resolution, and compression
- Optimizing photos and images: How to reduce file size (demo) and recommended tools for optimization
- Embedding videos from YouTube and Vimeo (screen shot demo)

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### Upcoming Book

*Blogging for Family History: How to Launch a Blogsite and Make it Successful*

### Connect with Laura Hedgecock

Connect with Laura via  
[Facebook](#) • [Twitter](#) •  
[Google+](#) • [Pinterest](#) • [Linked In](#) • [GoodReads](#)

### Getting the most from Visual Appeal

- Choosing quality images that add professionalism to your site
- Aligning your photos (screen shot demo)

### Permissions and Attribution

- Making sure you have permission to use images
- Recommended sites for free or low cost quality images with permission for reuse

### Citations

- Using sharing buttons (screen shot demo)
- Making citations web-friendly
- Using block quotes and links (screen shot demo)

### Best foot forward

- Proofreading
- Badges with your professional affiliations
- Avoid annoying your site visitors
- Why doing everything you can isn't always the best idea

## Handouts & Additional Resources

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Presentation handouts and additional resources will be available at  
<http://treasurechestofmemories.com/Rootstech-Handouts>.

This link will include screenshots of the presentation and links to resources discussed in class. The link will remain live for several weeks after RootsTech2016.

Note: I welcome emails. If you miss something or need to follow up on a concept, feel free to email me at [Laura@LauraHedgecock.com](mailto:Laura@LauraHedgecock.com)