

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

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)

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

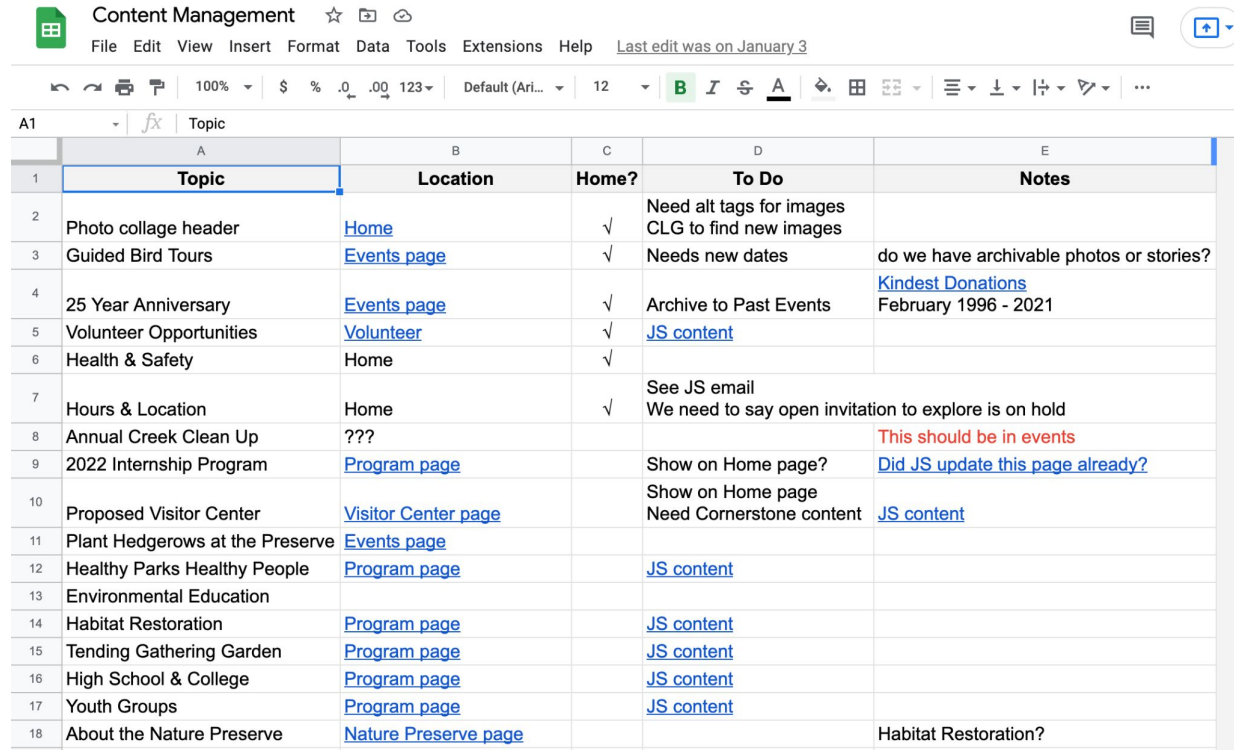
Target Audiences:

- 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

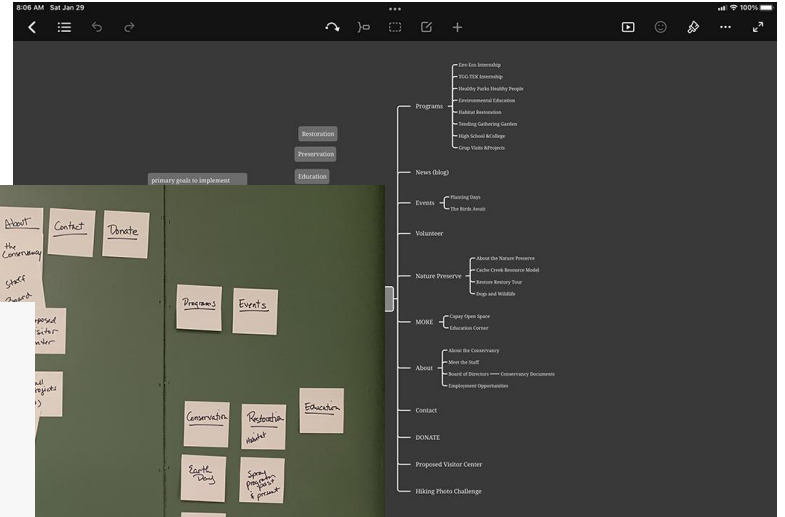
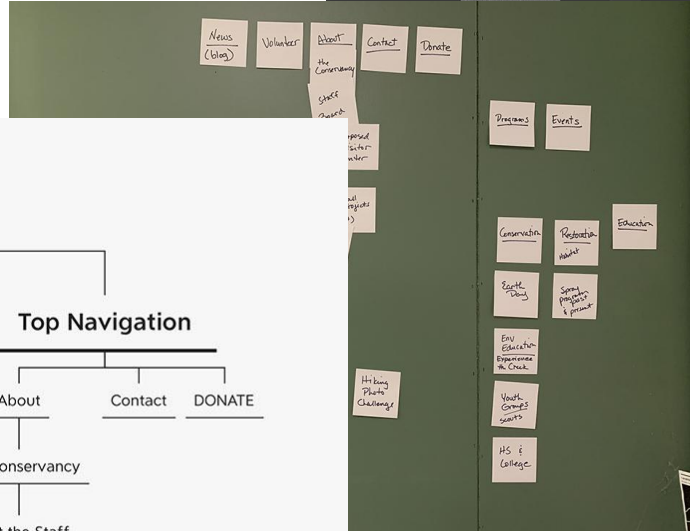
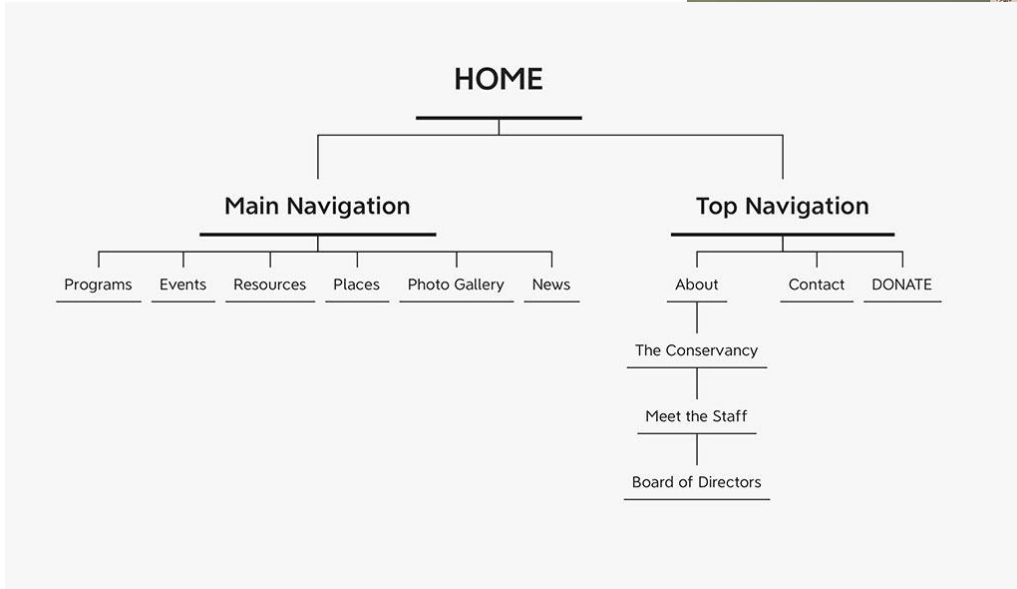
- **Existing Content**
(inventory)
- **Main Categories**
(not too
overwhelming for
new visitors)
- **Future Content**



The screenshot shows a Google Sheets spreadsheet titled "Content Management". The spreadsheet contains a table with the following data:

	A	B	C	D	E
1	Topic	Location	Home?	To Do	Notes
2	Photo collage header	Home	√	Need alt tags for images CLG to find new images	
3	Guided Bird Tours	Events page	√	Needs new dates	do we have archivable photos or stories?
4	25 Year Anniversary	Events page	√	Archive to Past Events	Kindest Donations February 1996 - 2021
5	Volunteer Opportunities	Volunteer	√	JS content	
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	???			This should be in events
9	2022 Internship Program	Program page		Show on Home page?	Did JS update this page already?
10	Proposed Visitor Center	Visitor Center page		Show on Home page Need Cornerstone content	JS content
11	Plant Hedgerows at the Preserve	Events page			
12	Healthy Parks Healthy People	Program page		JS content	
13	Environmental Education				
14	Habitat Restoration	Program page		JS content	
15	Tending Gathering Garden	Program page		JS content	
16	High School & College	Program page		JS content	
17	Youth Groups	Program page		JS content	
18	About the Nature Preserve	Nature Preserve page			Habitat Restoration?

Site Architecture (cont)



Prototype



Cache Creek Conservancy

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')