

## Checklist for VPPRs and club webmasters

1. Make sure all information and links for your club on the Toastmasters International and District 25 sites are correct. <http://reports.toastmasters.org/findaclub/>  
[http://www.d25toastmasters.org/find\\_a\\_club\\_name.htm](http://www.d25toastmasters.org/find_a_club_name.htm)

2. If you have a website, this information should be on the *home page*, not necessarily in this exact order:

Your club's name — in the title bar/banner at the top.

Time, day, place of meeting — near the top of the page! Don't make them scroll down to see this.

Contact info: Name, phone number, email address; the person's title/office is good also.

Why should they come to *your* club? What do you have to offer them?

Upcoming meeting information — use dates so they can tell the site is updated regularly.

Photo(s) of your club members, meeting, or some other appropriate graphic, cropped and sized to fit the space *without distortion*.

Directions or map. Might put this on a subsidiary page and link to it from home page.

If you are open to everyone; if not, state the membership requirements.

What should NOT be on your home page:

Any text or pictures from the FreeToastHost default home page. That generic picture looks generic. Use your own pictures and text.

Paragraphs of text to read. No one will. Put details on a subsidiary page.

If your club has a corporate intranet page, it should be up to date.

3. If your club's meetings are publicized anywhere else (for example, in a community calendar listing), make sure the information is still correct.

4. Enter your club's name in a search engine (Google it) and see what comes up. You want to find any inaccurate or out-of-date sites or listings that might be out there, and get them removed or fixed.

5. You also want to see how your website ranks in that search. It should be near the top. If it's not, your website needs tweaking. The search engine doesn't consider it to be relevant enough to the search terms. This usually means that important words like the club name or city don't appear often enough on your site.