



U.S. Department of Housing and Urban Development
Office of Multifamily Housing Programs



Neighborhood Networks

Web Site Creation Tool

Instructions

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INTRODUCTION

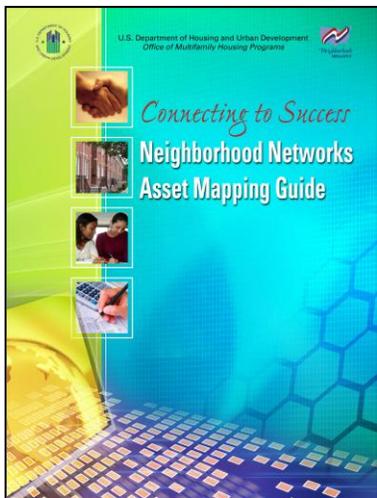
The Neighborhood Networks Web Site Creation Tool

The Web Site Creation Tool helps center directors create customized one-stop-shop Web sites that increase resident and community awareness of the services provided at Neighborhood Networks centers. Center web sites also connect residents to local resources such as employment agencies, hospitals, colleges and universities, and banks, and serve as marketing tools to attract current and potential partners and stakeholders to the center, keep constituents apprised of center activities or events, and highlight successes. In addition, centers can use the Web site creation tool to meet Standard 8 in the Model center classification process, which requires a center Web site for achieving advanced center classification.

The Neighborhood Networks Web Site Creation Tool Instructions

These easy-to-follow, step-by-step instructions can be used by center stakeholders to create a customized one-stop-shop Web site using the Neighborhood Networks' online Web site creation tool in the Strategic Tracking and Reporting Tool (START). Although there may be references to Multifamily (MF) and Public Housing (PH) Neighborhood Networks centers, the instructions apply to both entities.

The Neighborhood Networks Asset Mapping Guide



The Neighborhood Networks Asset Mapping Guide provides instructions for locating resources within Neighborhood Networks communities, and can help center staff identify local resources for the “useful links” section on their Web sites. Asset mapping results can be added to the Web site and made available to residents when needed. To download the guide from the Neighborhood Networks Web site, copy and paste the link below into your browser:

<http://www.hud.gov/offices/hsg/mfh/nnw/resourcesforcenters/assetmapping.pdf>

For Web site creation assistance, contact the Neighborhood Networks Information Center at (888) 312-2743.

About the Web Site Creation Tool and the Neighborhood Networks at Work Portal

The Web Site Creation Tool assists Neighborhood Networks center staff with marketing their centers to residents and their local communities. A Web site provides the center with a venue to inform residents of programs, services, and events. Center staff can also highlight residents' achievements and center progress, and publicly recognize their partners' contributions.

Advantages for Center Staff

The Web site creation tool helps center staff convey important and helpful information about their centers, including:

The center's mission and vision	Partners and funding information
Location and hours of operation	Project goals and focus areas
Programs and services provided	Center success stories
Useful links to the local community	News and events

Neighborhood Networks center staff can update their center Web sites to reflect changes and additions of programs and services and to inform center stakeholders about center activities.

Neighborhood Networks at Work Portal

To access the Web Site Creation Tool, center staff should use the Neighborhood Networks at Work Portal on the Neighborhood Networks Web site at www.neighborhoodnetworks.org. Centers must have a HUD-approved START center profile and business plan before creating a Web site.

START is one of the tools created to make the planning, establishing, operating, managing and maintenance of a center efficient and easy. All of the other tools are easily accessible through the Neighborhood Networks at Work portal, including:

- **Center Profile Tool.** Center staff creates or updates their center profiles with this tool. HUD Neighborhood Networks Coordinators use this tool to view and approve center profiles. HUD Neighborhood Networks Coordinators also have a Coordinator Profile Tool, which they use to update contact information and/or provide START access to an additional HUD Neighborhood Networks Coordinator for assistance with reviewing START business plans.
- **Classification Tool.** Center staff uses this tool to submit a request for advancement to Model center classification. HUD Neighborhood Networks Coordinators receive and review center requests, make comments, and approve or disapprove center requests.
- **Center User/START Management Tool.** This tool creates or updates center user logins, which allows for collaboration among multiple users to complete a

business plan. HUD Neighborhood Networks Coordinators use this tool to approve and comment on business plans and assessments.

- **Center Calendar of Events Tool.** Center staff use this tool to advertise center events, and HUD Neighborhood Networks Coordinators use it to review events held in their jurisdictions. Events entered in the center calendar are reflected on the national Calendar of Events on the Neighborhood Networks Web site.
- **Center Activities Update Tool.** This tool allows center staff to inform their HUD Neighborhood Networks Coordinators of ongoing activities hosted at their centers. It may be used as a weekly or monthly report for submission to HUD Neighborhood Networks Coordinators, who may then make comments, offer congratulations, and/or ask questions regarding the activities. Center staff may view the HUD Neighborhood Networks Coordinator responses through the tool.
- **Survey Tool.** Center staff use this tool to participate in surveys periodically conducted by the Neighborhood Networks Initiative.

How to Use the Web Site Creation Tool Instructions

The Web Site Creation Tool Instructions consist of three basic sections: Getting Started and Accessing the Tool; the Web Site Creation Instructions; and Useful Tips, Design Standards, and Frequently Asked Questions.

Getting Started and Accessing the Web Site Creation Tool

The Getting Started section helps center staff gather information to input into the tool by providing a helpful checklist of the items needed prior to creating the Web site. This section also provides helpful tips for creating and formatting content for each page of the Web site, and attaching graphics and images.

Web Site Creation Instructions

The Web Site Creation Instructions provide step-by-step guidance on creating a Web site, from Web site selection to creating hyperlinks. This section is divided into subsections or steps to help center staff create Web pages, attach images, select style design, and create templates.

Useful Tips, Design Standards, and Frequently Asked Questions

Useful tips, design standards, and frequently asked questions provide center staff with helpful tips for writing user-friendly content, information about design facts and standards, and answers to frequently asked questions. This helps center staff design an effective and attractive Web site, and troubleshoot as they develop their Web sites.

Welcome to the Web Site Creation Tool

The best way to complete a Web site in the Web Site Creation Tool is to think of it as a four-phase process.

Phase 1: Data collection	Phase 2: Inputting data into the Web site creation tool
<p>Before creating a Web site, information about the center should be collected.</p> <p>This information includes:</p> <ul style="list-style-type: none"> • Getting Started Checklist. • Mission and vision statement. • Center background and history. • List of staff and contact information. • Asset mapping results. • A list of current partners. • List of programs and services. • A calendar of events, news, news links, and an electronic newsletter. • A Web site creation folder and subfolders for PC desktops. 	<p>Once data collection is complete, center staff can use this data to create and save information on their computers in Word, PowerPoint, or image documents which will be used to develop the following six primary Web Pages:</p> <ul style="list-style-type: none"> • Home Page. • About Page. • Services Page. • News and Events Page. • Useful Links Page. • Contact/Feedback Page. <p>Each Web page helps center staff create a robust and complete Web site.</p>
Phase 3: Create and save the Web site	Phase 4: Ongoing updates and maintenance
<p>Center staff use the steps in the instructions, also listed below, to create and save information entered onto the Web site:</p> <ul style="list-style-type: none"> • Step 1: Web site selection. • Step 2: Web editor selection. • Step 3: Web site name. • Step 4: Web site style design. • Step 5: Image attachment. • Step 6: Creating the template. • Step 7: Saving the template. • Step 8: Copying the source code. • Step 9: User-defined Web pages. • Step 10: Hyperlinks. 	<p>As center programs and activities change, the center staff should regularly update the information on the center Web site. The Web site is a great resource to:</p> <ul style="list-style-type: none"> • Keep residents and center participants informed of programs, services, and activities. • Keep partners updated and market the center to potential partners. • Mark progress toward center goals, activities, and outcomes. • Update changes in center staffing, staff responsibilities, and property information. • Share center success stories, news, and events.



Before getting started....

Center staff should take some time to think about how their Web site will be used to market, sustain, and increase visibility of the center. Answering each question below will provide essential information that can be used to create and save Word, PowerPoint, or image documents on your computer.

- What are the center's mission and vision?
- What are the center's focus areas?
- Who will contribute to the development and maintenance of the center Web site (center staff, volunteers, partners, residents, owners, community members)?
- How often will the data and information on the Web site be updated (monthly, quarterly, as needed)?
- Where, on the computer, will the staff store information and data collected to create the Web site?
- How do your current programs and services reflect the center's mission and vision?
- How will the staff use logos, slogans, and mottos to help brand the center and effectively communicate its purpose?
- What photos or graphics will center staff use, and how will the images tell the center's story?
- What will make the Web site unique?
- How will the center benefit the population served?

Web Site Creation Tool

Getting Started Checklist

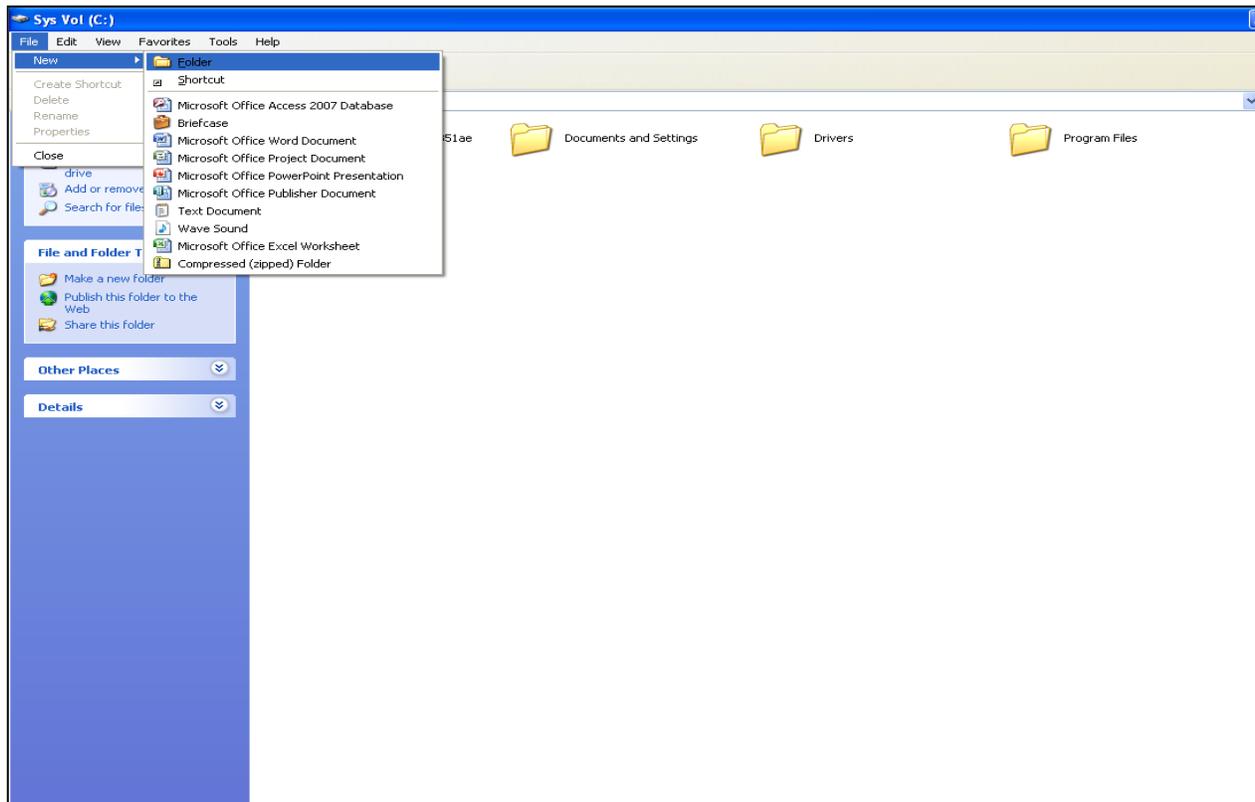
To build the center Web site:

- Copy the following link into your browser to create a center profile:
<http://lnshhq05w.hud.gov/NN/contacts.nsf/Center>
- Create a folder on the computer's desktop (or somewhere easily accessible) labeled "Center Web site Creation" to store all of the Word, PowerPoint, or image documents created for the Web site.
- Create a subfolder inside the "Center Web site Creation" folder to store the images for use on the Web site. The two primary image formats used are Graphic Interchange Format (.gif) and Joint Photographic Experts Group (.jpg).
- Create a Word or PowerPoint document listing the mission statement for the center.
- Determine a theme or color scheme for the Web site.
- Write a brief history and/or background about the center using Word or PowerPoint.
- Create a Word or PowerPoint document listing programs, services, and links to include on the Web site.
- Decide to incorporate a logo or slogan for the center. Gather images to use for the site (staff photos, pictures of the center, etc.). For best results, save all drawings, graphs, etc. in the .gif format; and save all photographs in the .jpg format.
- Identify hyperlinks, check URLs of the organizations, and create a Word or PowerPoint document with this list of organization links for the Useful Links page.
- Create Word or PowerPoint documents for possible user-defined sections for the Web site.
- When using partner logos on the center Web site, obtain written permission in advance.
- The template for creating the center Web site is comprised of six Web pages. The Web pages are: Home, About, Services, News/Events, Contact/Feedback, and Useful Links. Prepare and save content for each Web page.

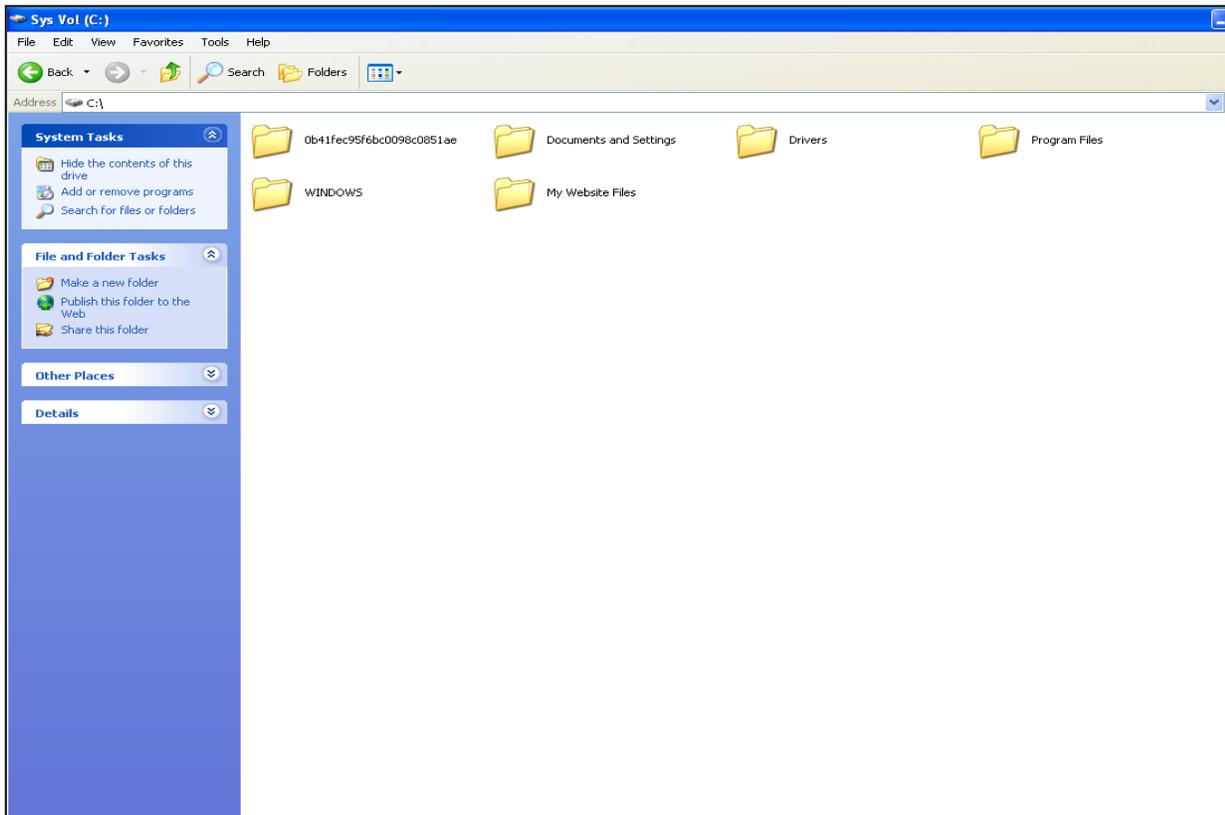
Tips for Creating a Web Site Folder

Create a Web Site Folder on your computer with subfolders to save information that will be used on your center's Web site. These folders should also contain information such as the center's program and contact information, asset mapping results, and images.

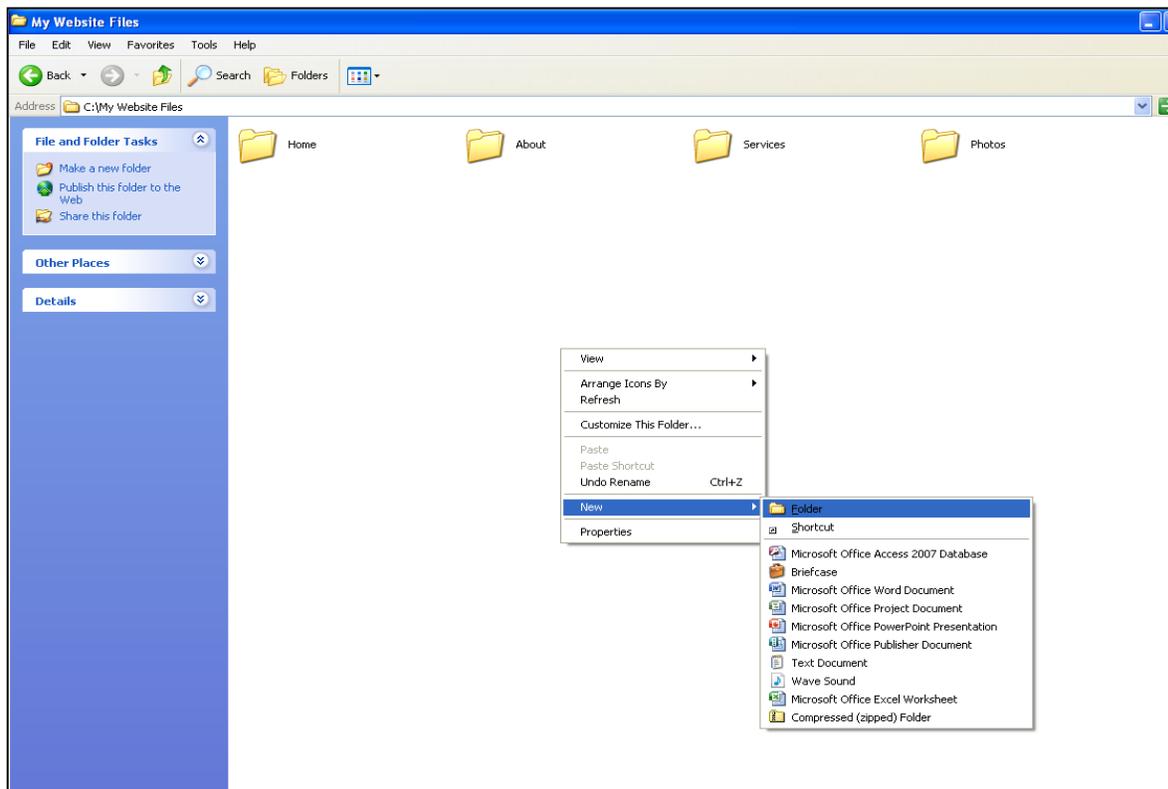
1. Open your C: Drive under the "My Computer" icon.
2. Click on File, then click on New. Next, click Folder to create a new folder on your C: drive.



3. Name the new folder “My Website Files”.



4. Double click on the My Website Files folder to open it.
5. Click on File, then click on New. Next, click Folder to create a **Home** subfolder. Repeat the process to create subfolders for **About**, **Services**, **Contacts**, and **Useful Links**.
6. You can also right-click on the desktop, and select New and Folder, as shown in the image below.
7. These folders will contain the content that will populate your site.



Tips for Creating the Center's Web site

Below is a list of tips to help with gathering, creating, and formatting content for the center's Neighborhood Networks Web site:

Web site Content

- Avoid using italics.
- Keep narratives for Web pages concise. Once narratives have been created, format text into short segments.
- Monitor and update information regularly to ensure content accuracy.
- Create a balance of text and white space (blank areas). White space provides eye relief and makes the Web site's content easier to read, which creates a more attractive Web page.
- Headers or section dividers can be used to help focus the reader's attention and/or highlight information on the Web page.
- Place important information at the top of the Web page.
- Tables are useful for formatting, organizing, and presenting different elements on the page.

Graphics

- Photos should reflect a positive professional image of Neighborhood Networks and the center.
- Be judicious in the use of photos and graphics. Make sure photos and graphics add value to the content.
- The two primary image formats used are Graphic Interchange Format (.gif) and Joint Photographic Experts Group (.jpg). For best results, save all drawings, graphs, etc. in the .gif format; and save all photographs in the .jpg format.
- The quality of a .jpg image degrades every time the image is edited and saved. Should an image need editing, edit the original source file and then save it as a separate .jpg file.
- Do not use spaces when naming image files (i.e. use 'myimagefile.jpg', not 'my image file.jpg').

Software

- To assist with creating and formatting Web page content, the following software can be used:
 - Microsoft Word;
 - Microsoft Front Page; or
 - Dreamweaver.
- To edit (crop, adjust image resolution, or rotate) your pictures, use any graphics software such as:
 - Adobe Photoshop;
 - Microsoft Paint ; or
 - Office Picture Manager.

Getting Started: Web Page Templates and Examples

Home Page

They say a person never has a second chance to make a first impression, and that a person makes a first impression of someone within five seconds of meeting them. Well, Web site impressions are even faster! So when designing the center's Web site, in particular the home page, think about some of the following:

- What does the home page say about the Web site?
- Does it grab the readers and hold them, drawing them deeper into the site?
- Does it say and do nothing and even drive them away to another page?

Center staff should keep the needs of their users in mind when gathering and developing content for the Web site. This applies to all the pages on the Web site.

The home page provides general information about the center. The center should be introduced by providing:

- A welcome message;
- A brief synopsis of what viewers can expect to find on the site;
- The center's address and location;
- Hours of operation;
- A quick summary of the services provided;
- The center logo and slogan; and
- A relevant picture of the Neighborhood Networks center.

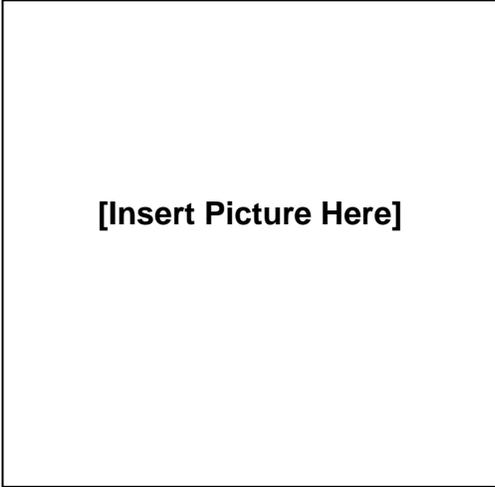
An additional tip to keep in mind, not just for the home page, but also throughout the development of the center's Web site, is to keep the pages short. If the need to scroll throughout each page is minimized, chances are the readers will understand the message. Moreover, people tend not to read Web sites, but skim them.

Home page template:

Welcome to the [name of center]

[Address]

[City, State, Zip]



[Insert Picture Here]

[Synopsis of information included on Web site.]

About Page

The about page is where a Neighborhood Networks center is showcased. This page should inform the reader about the center's mission, vision and purpose.

In addition, this page should have information about the benefits to stakeholders. This information can be acquired from your START business plan in the "Beginning the START Process" section. It is important that you spell check everything you write, but keep in mind that automatic spell check features in Microsoft Word do not detect all typos or grammatical errors. Therefore, it may be prudent to allow someone else to proof read the Web site's content to ensure accuracy.

The about page should also have information explaining the center as an organization. This can include content about the center staff (name, title, and expertise, etc.). If applicable, it should also include information about the center's advisory board, as well as a brief history and/or background of the center and the center's areas of concentration, such as afterschool programming, technology training, and/or workforce development. Finally any accomplishments or awards that the center has received (e.g., *HUD Neighborhood Networks has recognized the center as a Model site*) should also be included.

Center staff can also include:

- Pictures of the center, staff photos, and the center logo;
- The approach and strategy to address the barriers and challenges that residents and the community face;
- Annual reports;
- How to support the center's work;
- A list of center partners; and
- A brief summary of the HUD Neighborhood Networks Initiative.

About Page Template:

HISTORY

[Brief background information about center.]

VISION

[Vision Statement.]

GOALS

[Identify goals that are stated in the center's START business plan.]

DAYS OF OPERATION

[List the days and time the center is in operation.]

STAFF

[Include staff and titles that are listed in center's START business plan.]

PARTNERS

[List the partners that support the center.]

CENTER ACCOMPLISHMENTS

[List any awards, achievements, etc. that the center has received.]

Services Page

The services page is a good place to list the center's programs and services. Center staff should include a brief description of each program and/or service: its main objectives, day and time of the program, and the responsible staff/volunteer for the program or service. Because center programs and services change frequently, the center Web site content must be current to reflect new or updated information. Maintaining current and updated content ensures that users know the Web site is reliable and accurate, which encourages users to continue to visit the center Web site as their primary method of obtaining information about the center.

Examples:

Afterschool Program – *School-aged children between the ages of 6-12 receive homework assistance from the Richmond Boys and Girls Club from 3-5 p.m. in the community room, Monday-Friday. From 5:15-7 p.m., youth can participate in recreational activities, which will be supervised by four adult volunteers.*

Atlantis Grill – *Every Tuesday night from 5-8 p.m. receive a free hot meal at our center! Chefs from local hotels will serve our residents hot and nutritious meals. For our residents that are unable to come to the center, our youth will deliver meals to your apartments from 5-7 p.m. Games and access to the computers will be available while the Grill is open!*

GED Prep – *Offered Monday, Wednesday, and Thursday from 10 a.m.-12 p.m., participants receive instruction from an Angelina Community College instructor to help them prepare for and pass the GED test. Participants will receive assistance with reading and math skills. There is a waiting list, so please see the center director to add your name to the list.*

Silver Foxes – *For mature adults over 55, come learn computer basics, including how to surf the Net for reduced medical prescriptions, e-mail your grandchildren, and get updated information about Medicare. The program is offered Monday and Thursday from 10-11:30 a.m. in the computer lab. An instructor from Experience Works will teach the class.*

Center staff may also want to include links for any referral services frequently used or helpful resources, such as:

- Local one-stop career centers and workforce agencies;
- Local universities, colleges, and community colleges;
- Continuing adult education programs; and
- Youth programs and childcare providers.

Adding these links to the services page will direct center users to additional programs and services not offered onsite, and link them to credible agencies and organizations.

Note: Center staff should consider creating a list of programs, services, and links before adding them to the Web site.

Services Page Template:

[Name of Program/Service 1]

[Day and Time]
[Brief Description]

[Name of Program/Service 2]

[Day and Time]
[Brief Description]

[Name of Program/Service 3]

[Day and Time]
[Brief Description]

[Name of Program/Service 4]

[Day and Time]
[Brief Description]



News/Events Page

Under the news and events page, center staff can post news and events. They should list any upcoming events, such as the scheduled activities for Neighborhood Networks Week, job and health fairs, and any center or community events. Event and program flyers, announcements and newsletters can be posted to this Web page. A calendar of events would also be a great way for users to see center offerings. See the example below:

The screenshot shows a web browser window with the URL <http://lnshhq05w.hud.gov/NN/websites.nsf/NewsEvents/F503A66FDE63E9E78525757B0066F2BD?OpenDocument>. The page title is "News/Events" and the main heading is "Helping Hands Neighborhood Network Center - July 2009".

The page includes a sidebar menu with links for "About", "Services", "News/Events", "Useful Links", "Contact/Feedback", and "Home".

The main content area features a calendar for July 2009 with the following events:

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2	3 Community Center Closed	4 Community Center Closed	5
6	7 4:30 PM Pancake Supper w/ Chef Jessica	8	9	10	11	12
13 6:30-7:30 PM - Women of Faith Mentoring Program	14	15	16	17	18	19
20	21	22	23	24	25 1-4 PM House of Refuge (food, clothing, spiritual counseling)	26
27 6:30-7:30 PM - Women of Faith Mentoring Program	28	29	30	31		

Below the calendar is a table titled "Weekly Scheduled Services/Events":

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9-10 AM Senior Citizens Hour	10AM-3PM Camp Come Alive	9-10 AM Senior Citizens Hour	9AM-3PM Healthy Families	9-10 AM Senior Citizens Hour	4-6 PM Trinity Baptist Church Mentoring program
10AM-3PM Camp Come Alive	10AM-Noon GED Class	10AM-3PM Camp Come Alive	10AM-3PM Camp Come Alive	10AM-3PM Camp Come Alive	
10AM-Noon GED Class	10AM-1PM HIV Screenings (for pregnant women)	10AM-Noon GED Class	10AM-Noon GED Class		

This is also a good place to highlight any center success stories, announce new programs and partnerships, and publicize funding awards. This section is also an effective tool to post news releases or news stories about the center. A good idea is to use this page to feature community member or resident volunteers, i.e. a "Volunteer of the Month" section.

Some useful tips:

- Copy the program calendar in START or use a Google calendar.
- Post news links or news stories about the center in this section.
- Post flyers about programs and events in this section.
- List the community events on the calendar.

News/Events Page Template:

[Name of Event]

[Date, Time]

[Location]

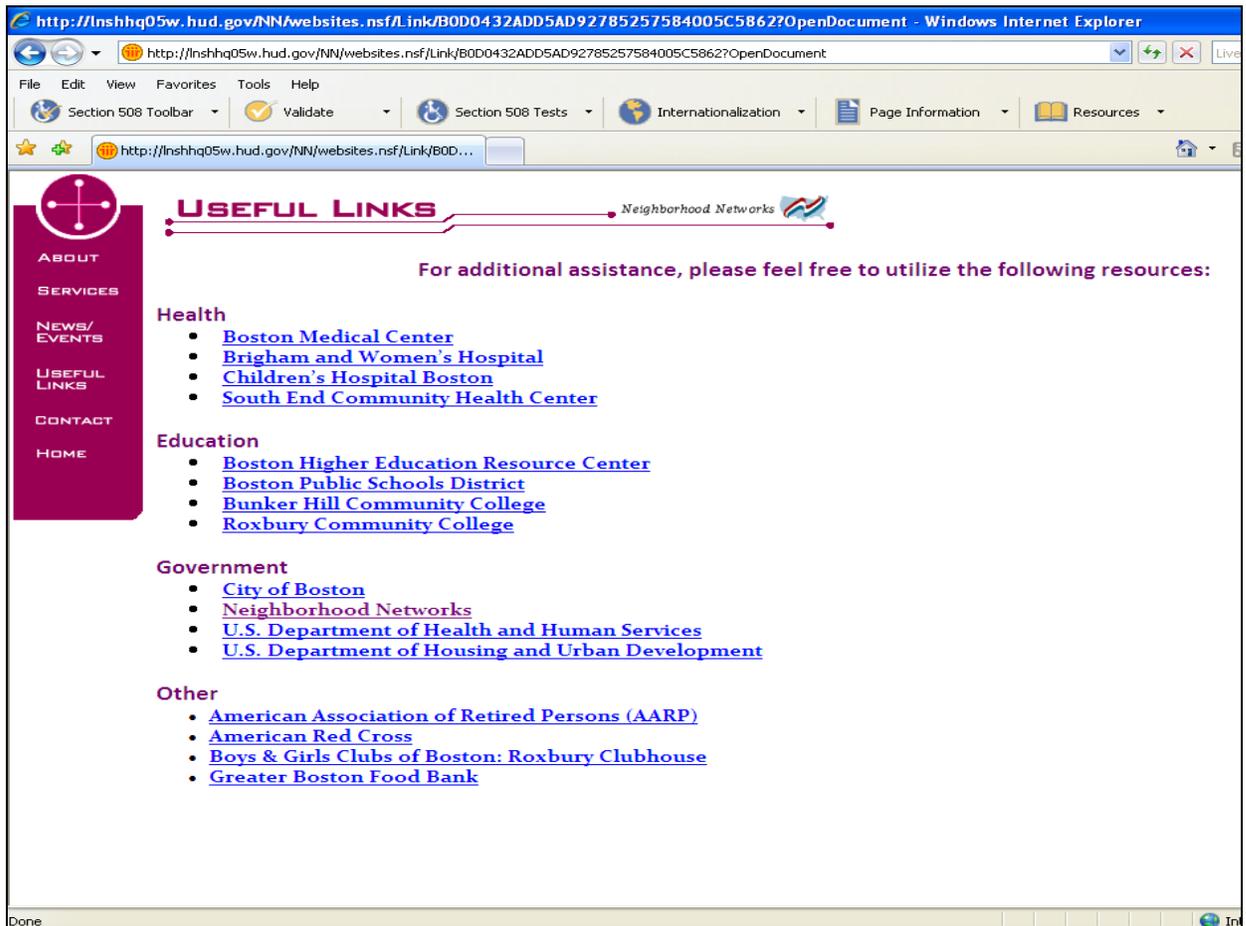
[Include image of flyer]

[Calendar of Events]

Useful Links Page

Under the useful links page, highlight center partnerships, community resources, and local government agencies that keep the center successful. Use hyperlinks to link to their Web sites. Ensure that the links work before posting them. If you choose to use partners' logos, obtain permission from the partner and/or community organizations before posting the logo on your Web site.

Also, consider dividing the links into subsections such as education, workforce, health, youth, and government. Organizing information into subsections provides an easier navigation process for users.



<http://lnshhq05w.hud.gov/NN/websites.nsf/Link/B0D0432ADD5AD92785257584005C5862?OpenDocument> - Windows Internet Explorer

File Edit View Favorites Tools Help

Section 508 Toolbar Validate Section 508 Tests Internationalization Page Information Resources

<http://lnshhq05w.hud.gov/NN/websites.nsf/Link/B0D...>

USEFUL LINKS

Neighborhood Networks

For additional assistance, please feel free to utilize the following resources:

Health

- [Boston Medical Center](#)
- [Brigham and Women's Hospital](#)
- [Children's Hospital Boston](#)
- [South End Community Health Center](#)

Education

- [Boston Higher Education Resource Center](#)
- [Boston Public Schools District](#)
- [Bunker Hill Community College](#)
- [Roxbury Community College](#)

Government

- [City of Boston](#)
- [Neighborhood Networks](#)
- [U.S. Department of Health and Human Services](#)
- [U.S. Department of Housing and Urban Development](#)

Other

- [American Association of Retired Persons \(AARP\)](#)
- [American Red Cross](#)
- [Boys & Girls Clubs of Boston: Roxbury Clubhouse](#)
- [Greater Boston Food Bank](#)

Done

Contact/Feedback Page

This page is a useful way for center staff to provide contact information for the center staff. This should include center staff names, phone numbers and e-mail addresses. This page is also used to collect feedback and comments from stakeholders. The center staff will receive e-mail at his or her e-mail address entered in the START center profile. Additionally, it may include driving directions to the center from key points in the city.

The screenshot shows a web browser window with the following elements:

- Browser Title Bar:** http://lnshhq05w.hud.gov/NN/websites.nsf/Contact/F503A66FDE63E9E78525757B0066F2BD?OpenDocument - Windows Internet Explorer
- Address Bar:** http://lnshhq05w.hud.gov/NN/websites.nsf/Contact/F503A66FDE63E9E78525757B0066F2BD?OpenDocument
- Menu Bar:** File Edit View Favorites Tools Help
- Toolbars:** Section 508 Toolbar, Validate, Section 508 Tests, Internationalization, Page Information, Resources
- Page Header:**  **Contact/Feedback**
- Text:** If you would like to reach us for additional information, or if you have any comments, suggestions, or concerns, please feel free to send us an e-mail.
- Form Fields:**
 - From (name):
 - From (e-mail address):
 - Subject:
 - Comments:
- Submit Button:**
- Navigation Menu (Left):**
 - About
 - Services
 - News/Events
 - Useful Links
 - Contact/Feedback
 - Home

Contact/Feedback Page Template:

If you have any questions, comments, concerns, or suggestions, please feel free to call or send us an e-mail.

[Center's phone number]

STAFF

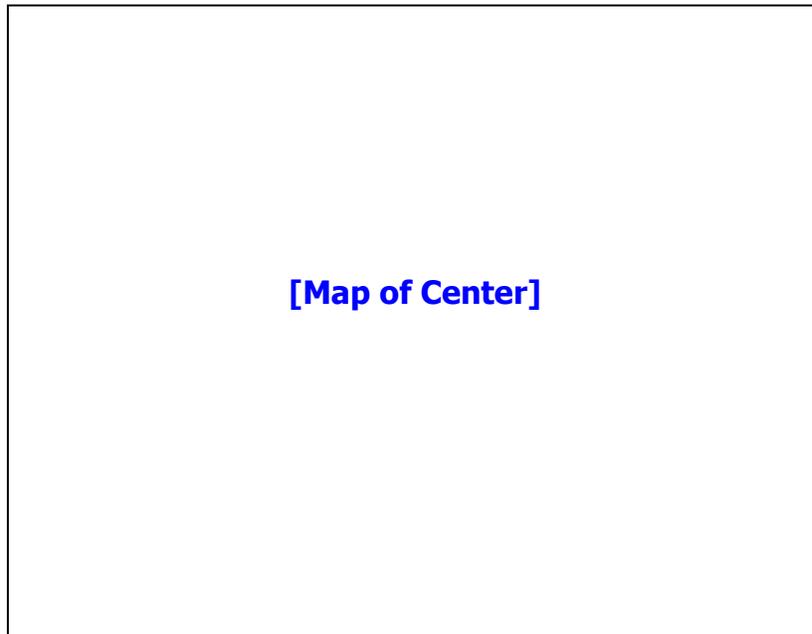
[Name of Center Director]

[Center Director e-mail address]

[Name of Staff Member]

[Staff Member e-mail address]

For directions to the center, please see the map below:



User-Defined Web Pages

In addition to the six primary Web pages provided through the Web site creation tool, center staff can create additional pages called “user-defined” Web pages. User-defined Web pages allow center staff to customize their Web sites to include information pertinent to their residents. Some additional Web pages for consideration include:

- A workforce development Web page;
- A volunteer opportunity Web page;
- A donations Web page; and/or
- An activities and helpful tools page for children.

For a workforce development Web page, include samples of resumés and cover letters, interview tips, job announcements, and hyperlinks to one-stop career centers and local workforce agencies. The Web page can also link to continuing adult education resources.

A volunteer opportunity page is a great place to post volunteer position descriptions, openings, and a volunteer manual. Inform potential volunteers of the center’s volunteer policy (e.g. tax-deductible volunteer time, background checks, expectations, etc.).

The donations Web page provides an opportunity to collect money and in-kind donations. On the “Donate to Us” page, think about marketing fundraising activities and funding campaigns. Consider creating a free Pay-Pal button on the Web page that informs donors of what their contributions will purchase (e.g. books, equipment for the computer lab, etc.). Provide information about how donations will help sustain the work of the center. If the center has its non-profit status, include that important information on this Web page.

Think about creating a Web page of activities and helpful tools for youth that includes puzzles, games, and homework assistance tools. When developing a Web site, it is important to drive “traffic” or frequent use to the site by creating a reason for users to return. Including activities and tools for resident use is a great way to ensure return visitors.

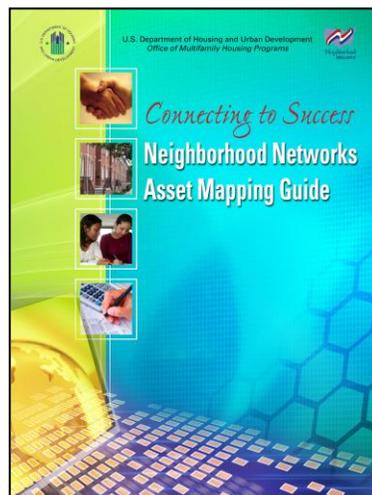
Access to the Web site Creation Tool

1. First you will need an approved START business plan and center profile. The center contact information in the center profile will populate the home page and center contact sections in the tool.
2. Refer to the START Workbook and User Guide Part II (pages 105-107) for instructions on creating a new center profile.

Figure 1



3. To print the theWeb site Creation Tool Instructions and Asset Mapping Guide, go to:
<http://www.hud.gov/offices/hsg/mfh/nnw/resourcesforcenters/assetmapping.pdf>.



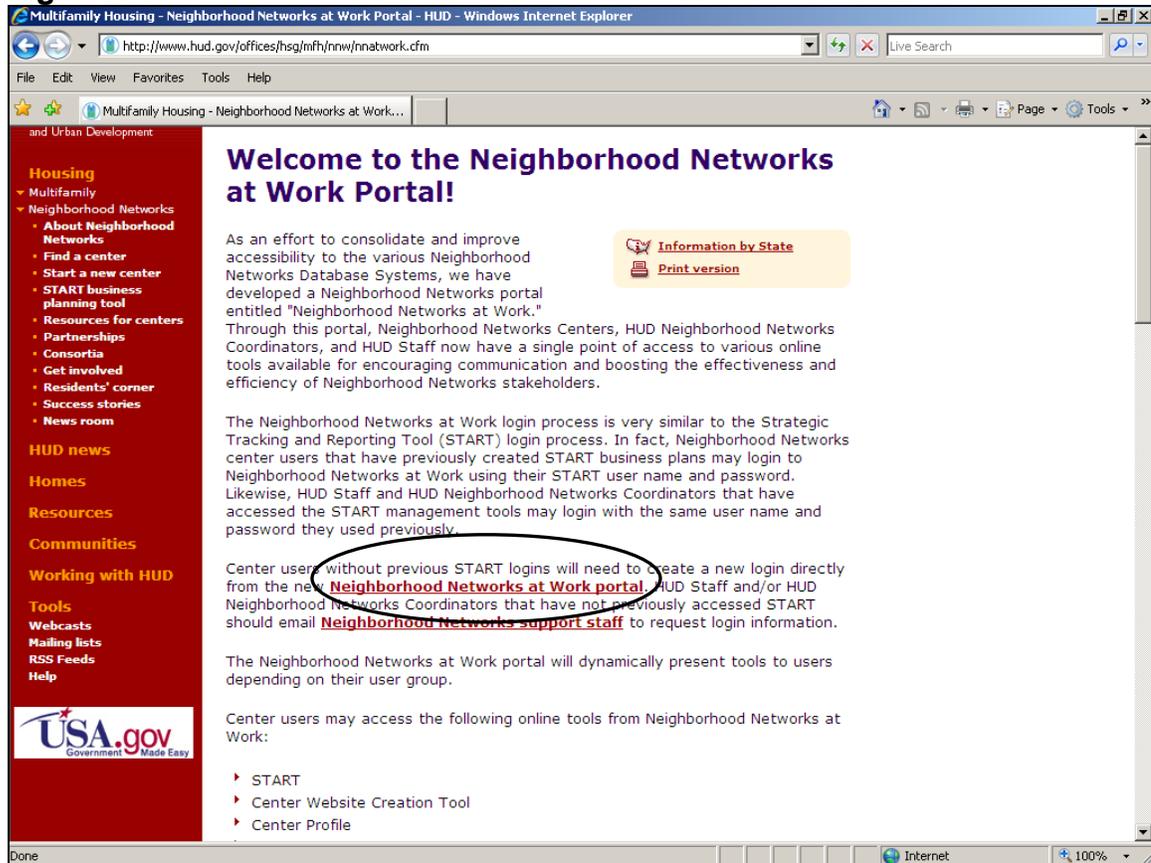
4. To gain access to the Neighborhood Networks Web Site Creation Tool, go to the Neighborhood Networks Web site (<http://www.neighborhoodnetworks.org>).
5. Click on the link in the “Helpful Tools” box for the “Neighborhood Networks at Work Portal.”

Figure 2



6. Click on the link for "Neighborhood Networks at Work portal".

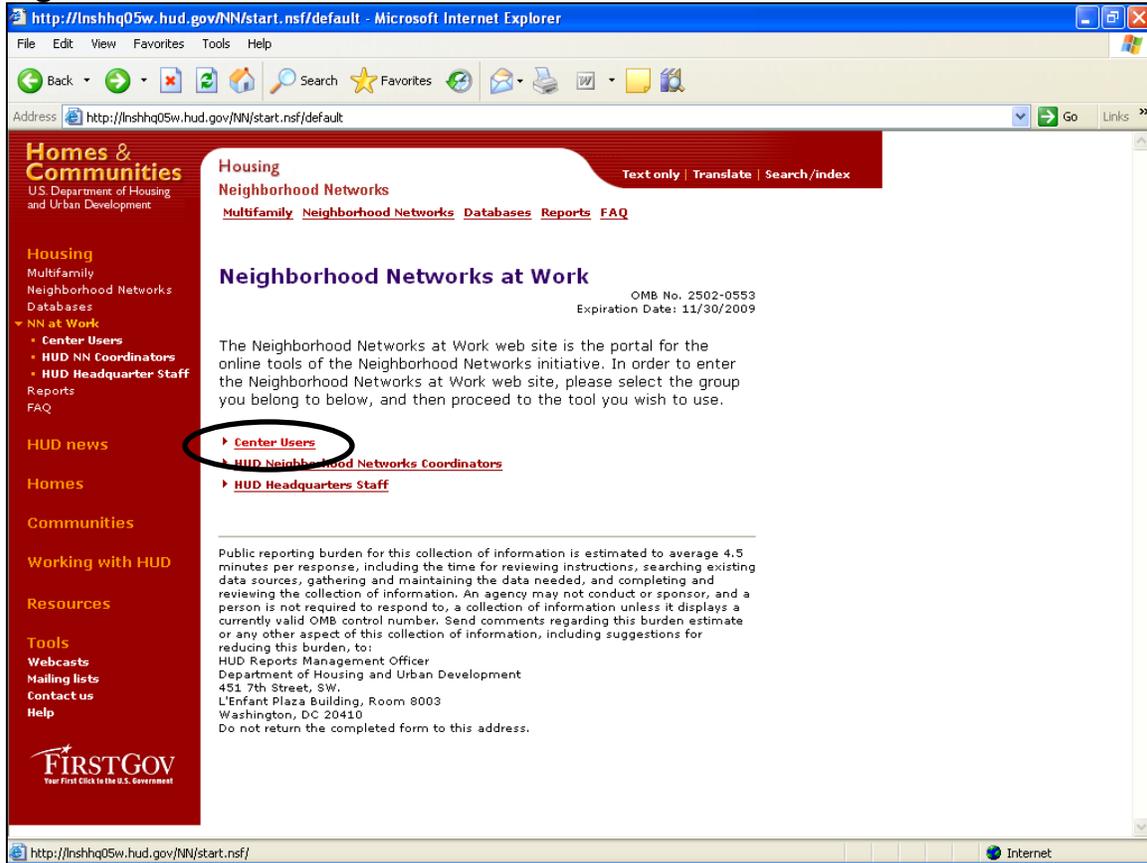
Figure 3



7. **Note:** To gain direct access to the Neighborhood Networks Web Site Creation Tool without visiting the Neighborhood Networks home page, go to the Neighborhood Networks at Work login page using the following link:
<http://lnshhg05w.hud.gov/NN/start.nsf/default>.

8. Once at the login page, select the **Center Users** link as shown below.

Figure 4



9. At the **Center Login** screen, select the state from the drop down list.

Note: Allow the list to refresh and locate the center name. Center names are separated into two lists. One is labeled **Multifamily Neighborhood Networks Centers** and the other is labeled **Public Housing Neighborhood Networks Centers**. Headings appear in the drop down list for each. Make sure you are using the correct list when locating your center.

10. Enter the username created when the login account was established.

11. Enter the password selected when the login account was created.

Note: If you are unsure of your login and password, contact the Neighborhood Networks Information Center at (888) 312-2743 and a coordinator will provide the access codes.

Figure 5

Center login - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://lnshhq05w.hud.gov/NN/start.nsf/centerse?OpenForm&request=ed&State=MD

Homes & Communities
U.S. Department of Housing and Urban Development

Housing
Multifamily
Neighborhood Networks
Databases
NN at Work
Center Users
HUD NN Coordinators
HUD Headquarter Staff
Reports
FAQ

HUD news
Homes
Communities
Working with HUD
Resources
Tools
Webcasts
Mailing lists
Contact us
Help

FIRST GOV
Your First Click to the U.S. Government

Housing
Neighborhood Networks
Text only | Translate | Search/index
Multifamily Neighborhood Networks Databases Reports FAQ

Neighborhood Networks at Work
Center Login

OMB No. 2502-0553
Expiration Date: 11/30/2009

If you have a login ID and password for NN at Work, or if you have a previously assigned START login and password, please login here.

State Maryland

Center Name Silver Spring Test Center

Enter User Name

Enter Password

test center
Tester Field Office
The Ford Education and Training Center
Timothy House & Gardens
Village at Lakeview Neighborhood Network Center
Villages at Marley Station
William O Lee Jr. Computer Learning Center
Woodside Gardens Neighborhood Networks Center

If your center has a center profile, [request a login account here](#)

If your center does not have a profile, [request a login account here](#)

Public Housing Neighborhood Networks Centers
Silver Spring Test Center
The William O Lee Jr. Computer Learning Center

Forgot your password? If so, please enter your contact e-mail. The login information will be e-mailed to you.

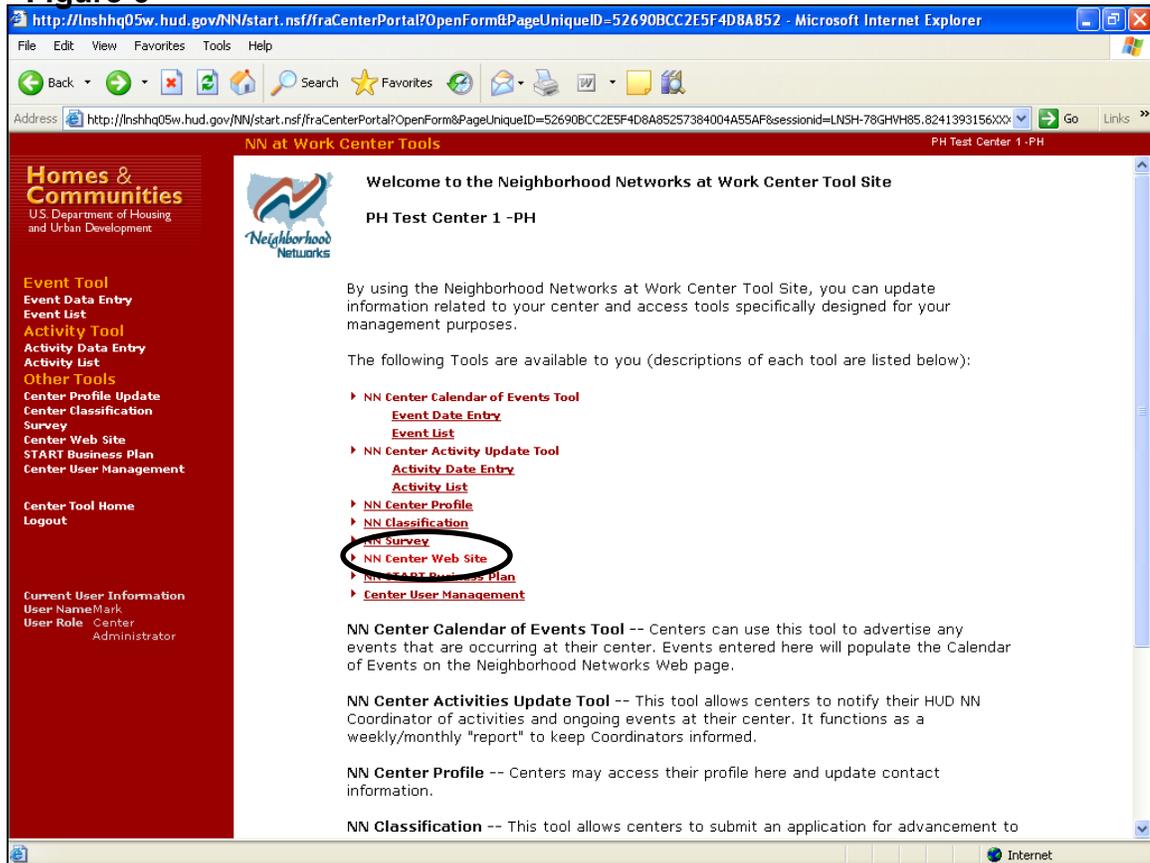
submit >>

To contact us, please send e-mail to neighborhoodnetworks@hud.gov

Silver Spring Test Center -PH

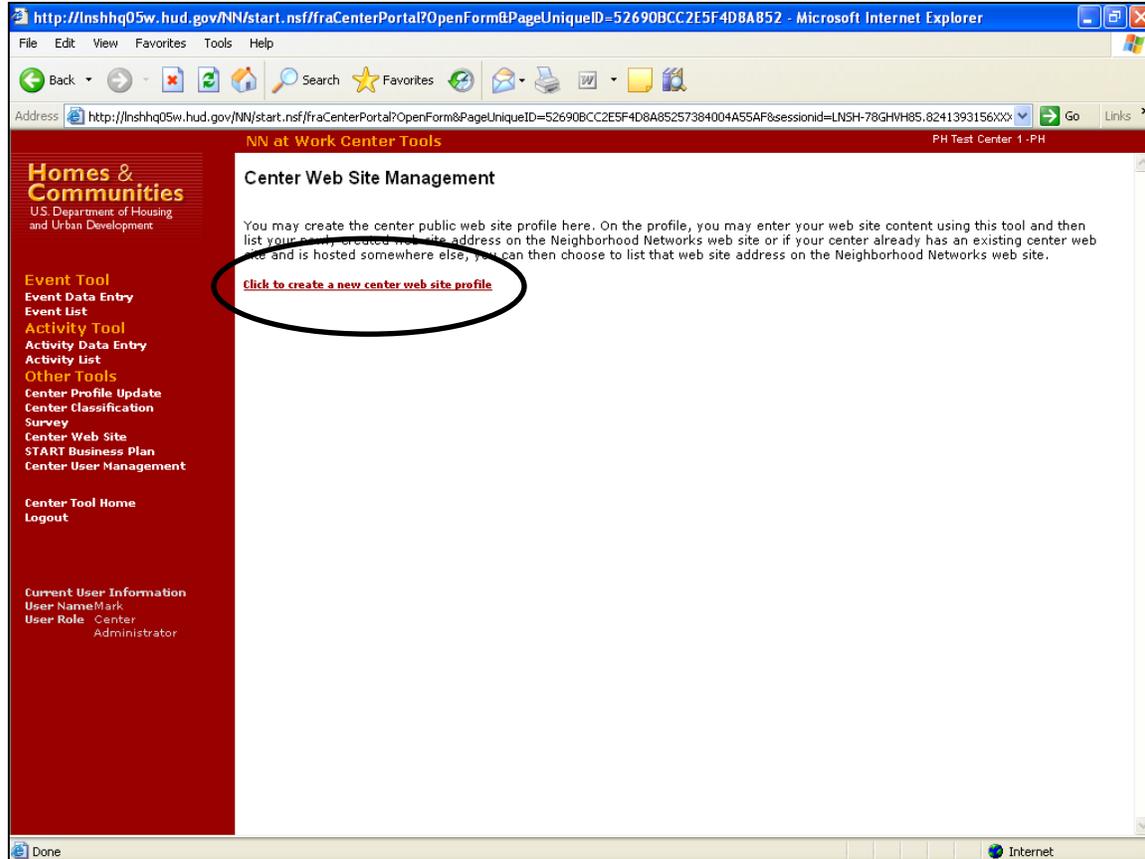
12. Once access is granted, select the **Neighborhood Networks Center Web site** link.

Figure 6



13. At the **Center Web site Management** screen, select the **Click to create a new center Web site profile** link.
14. When the message prompts, **Are you sure you want to create a center public Web site profile?** select **OK**.
15. On subsequent visits and after the center's Web site is created, the **Click to create a new center Web site profile** will appear for you to select.

Figure 7



Web Site Creation Instructions

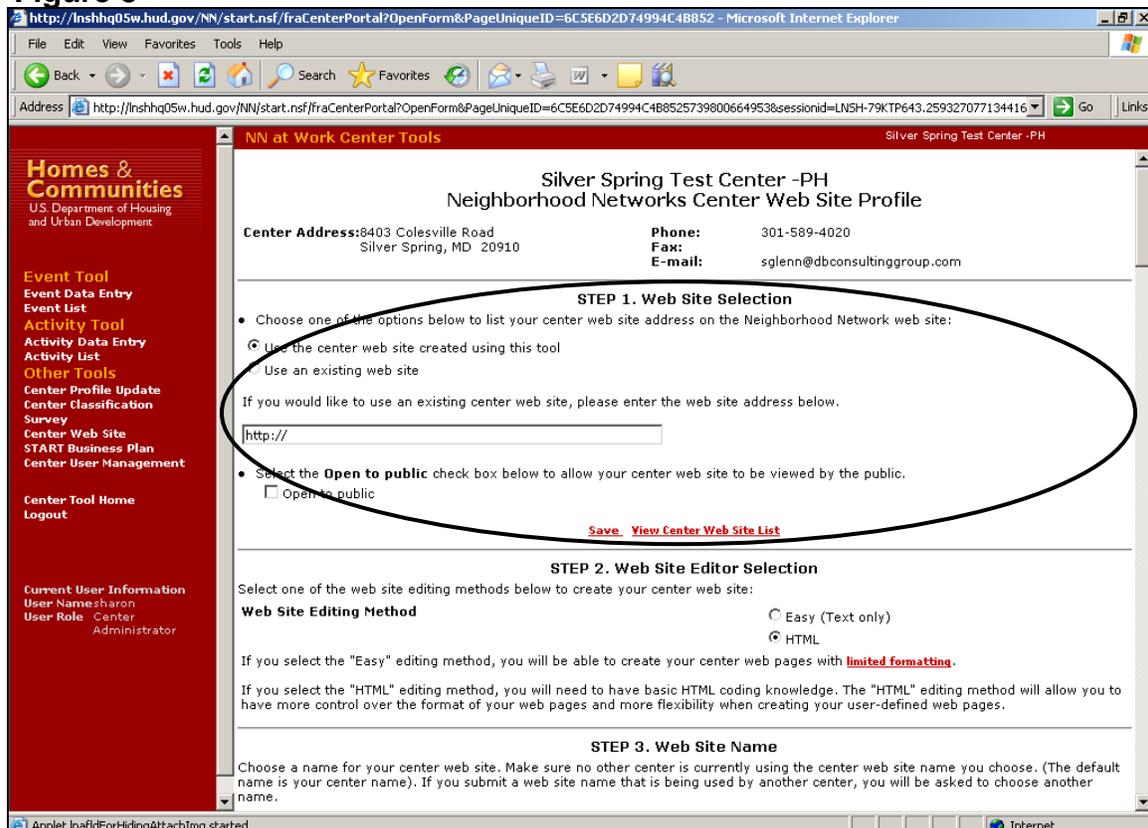
Step 1. Web Site Selection

Select an option to list your site address on the Neighborhood Networks Web site. The options are to use the address created by the tool or use an existing Web site.

If you choose to use an existing Web site, you must enter the URL in the box provided. Before adding the name of the existing Web site, select the **View Center Web site List** link shown below. This will ensure that the name of your Web site is not already in use. Once a Web site name is chosen, save the name by clicking **Save**.

Included in **Step 1** is an option to open the center's site to the public. Wait until all content is added, the links work, and the site meets your approval before selecting the **Open to Public** option. Once the site is created, you can return to this page to click the **Open to Public** option.

Figure 8



Step 2. Web Editor Selection

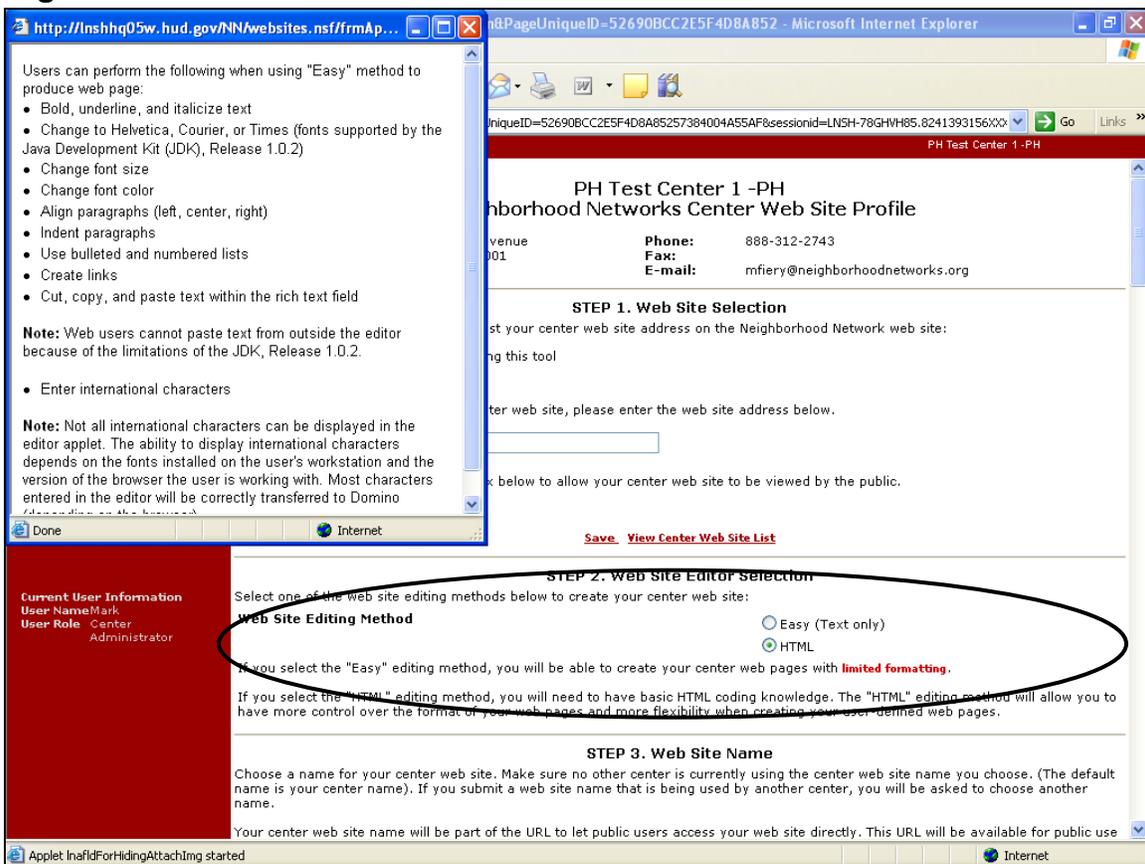
This section allows you to choose between the **Easy** (text only) method to create your site, or the **Hypertext Markup Language** (HTML) option. The **Easy** method content is restricted to text only and **requires** specific formatting. Clicking on the limited formatting link will show the options available to create and customize a Web site using the **Easy** method.

OR

The HTML method provides you with unlimited creation and customization options. It either requires basic knowledge of HTML or requires that you create documents in Word and convert the content into HTML format. Save the Word content as a Web page, copy the source code or HTML code, and paste it into the Web Site Creation Tool. See instructions below.

Note: The HTML method provides greater flexibility and more options for the site's appearance. Using the HTML method is recommended.

Figure 9



Step 3. Web Site Name

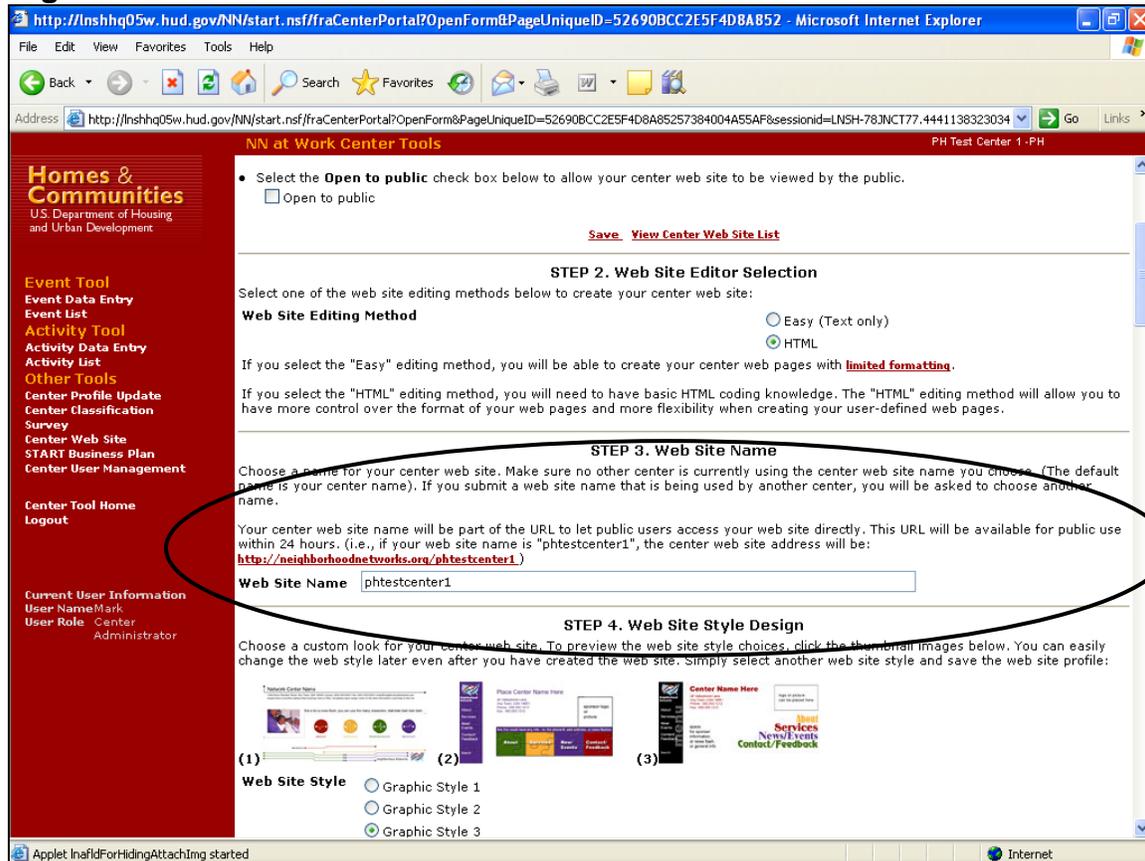
1. The default name assigned to a Neighborhood Networks center Web site is the center's name. The URL for the site will be comprised of this name.

Note: Removing all spaces from the center name is recommended. It allows the general public to locate the center's Web site easily. You can correct the center's Web site name in the box located to the right of **Web site Name**. Click **Save** at the bottom of the page to reflect the change.

2. If you choose a name other than the default name, enter this Web site name in the box located to the right of the Web site name.
3. Scroll down to the very bottom of the page, and click **Save**. If your Web site name is already chosen by another center, you will be prompted to select another name.

Once the change is saved, the screen will refresh and bring you back to the top of the page. Then scroll down to the **Web site Name** pane to view the selected Web site name.

Figure 10

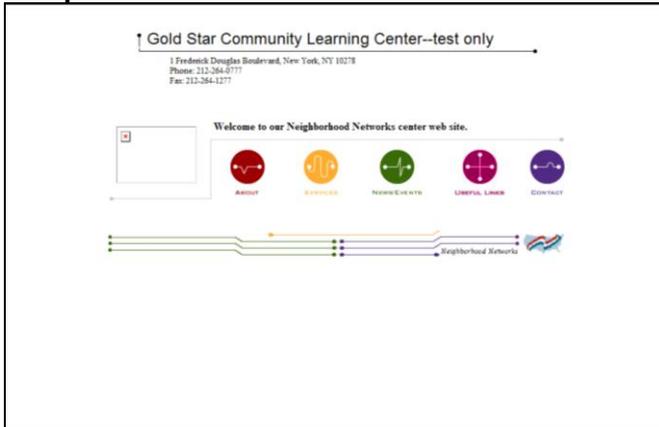


Step 4. Web Site Style Design

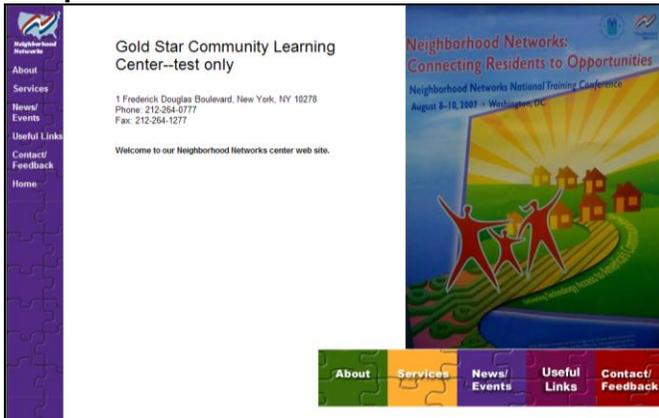
There are three templates to choose for your Web site design (**Figure 12**). These templates can be used with both the Easy or HTML methods for creating a Web site.

Figure 11

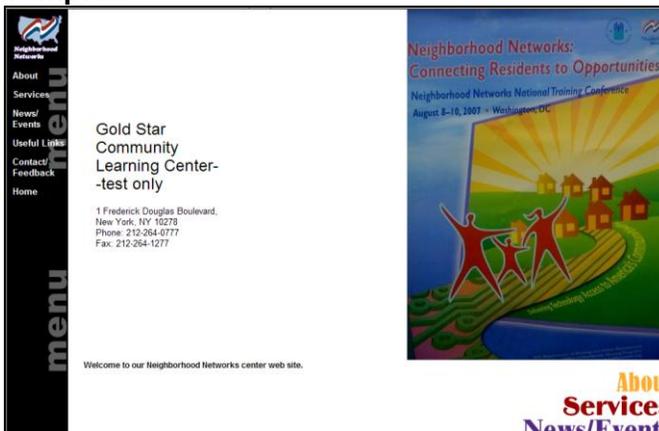
Template 1



Template 2

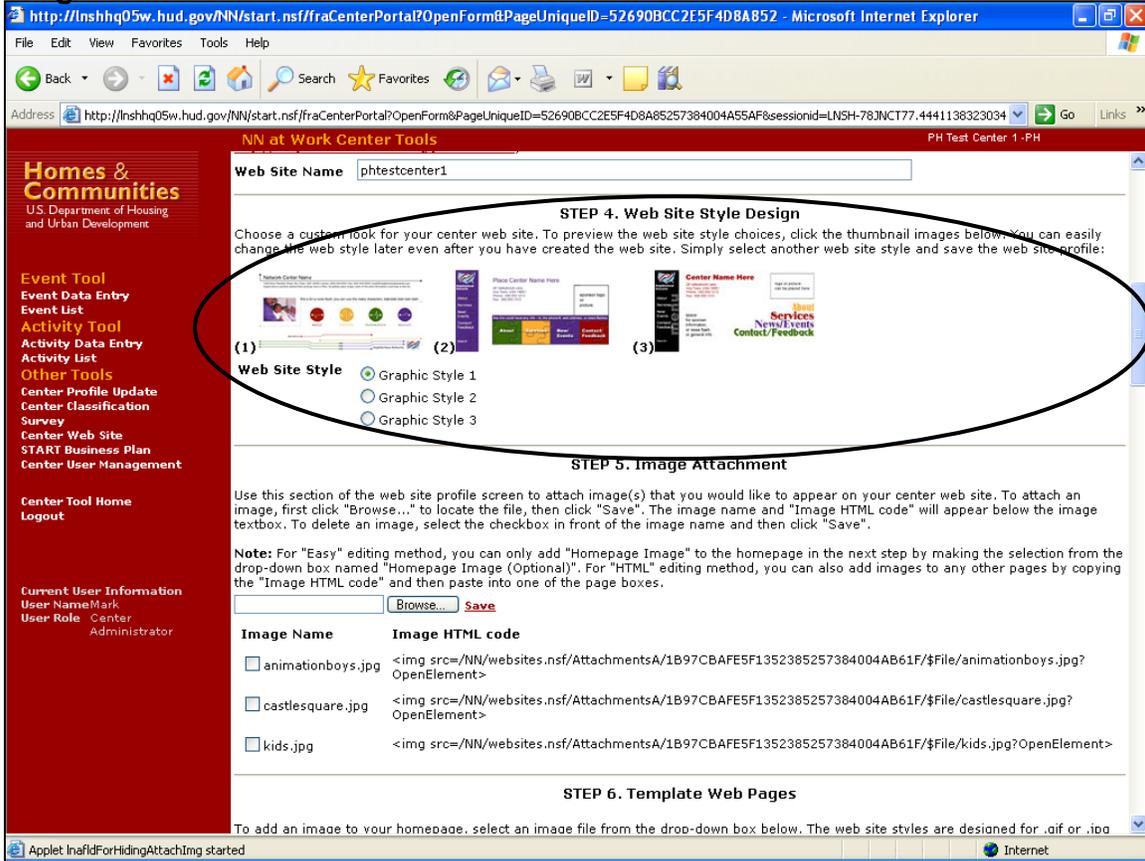


Template 3



Click the radio button next to the template that will be used for the Web site.

Figure 12



Step 5. Image Attachment

In the Web site Creation Tool you can upload photos/images to the Web site using the .jpg and .png graphics file format.

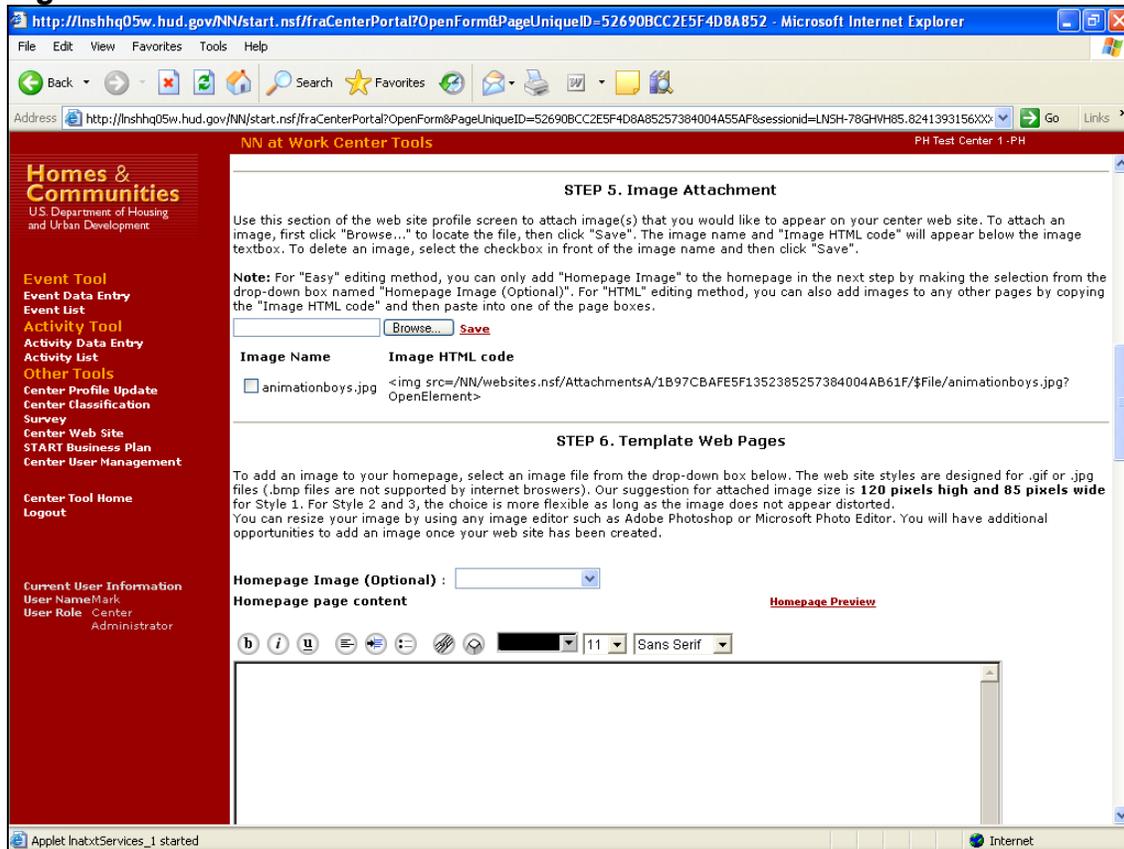
1. Click on the **Browse** button to locate an image saved on the computer in another file.
2. **Click Open** to add the image to your site, and then select the **Save** link beside the **Browse** button. The name of the image will appear along with the HTML code for the picture.

Note: While you may upload as many images as you want, you should limit the number of images loaded into the library to alleviate confusion. You may wish to create a specific folder for pictures you intend to use for the center's Web site. Use descriptive names for the photos for easy identification and Web site placement. When saving images, please make sure there are no spaces in the name of the image. If spaces are included, images cannot be deleted in the future. If spaces are needed to assist with identifying images, please use underscores (_) to denote spaces.

The **Easy** method allows you to post only one image to the center's Web site home page. The image will **only** appear on the home page in a fixed location. The HTML method allows you to copy the code of several images and place them on any section of the Web site or in various locations.

After saving the image, the browser will **refresh**. The URL for the image will be displayed in a list creating an image library. **Remember**, you may copy the HTML code for multiple images and paste them anywhere in the Web site you want an image to appear.

Figure 13



NOTE: There are two options for adding images to the Web pages using the HTML method.

1. Add the image to the Word document as a placeholder because the image will not transfer over with the text. Later, replace the placeholder with the image code found in the Web site Creation Tool's image library.
2. Save images into the Web site Creation Tool's image library. Add the images after the Word document is transformed into a Web page.

Neither HTML method is automatic; for both options you must follow the steps above to make the image appear in a desired location.

Easy Tools to Use When Uploading Images

Microsoft Office Picture

1. Open the selected picture, right click on the picture, select "open with", and select Microsoft Office Picture in the pop-up menu.
2. The picture opens in the Microsoft Office Picture view; you can edit the size, shape, and brightness here.
3. Save the picture as a .jpg or .gif. Do not create a file name that contains spaces.
4. Once you have saved your picture, upload it to the Web tool.

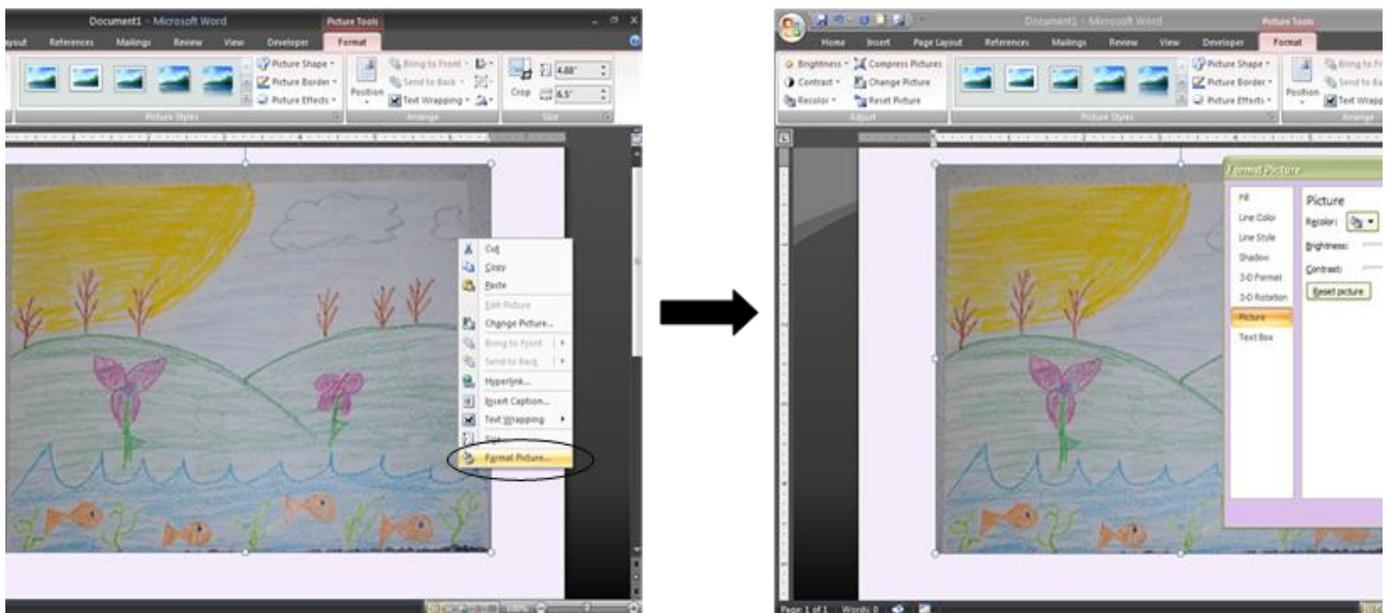
Paint

1. Copy the desired picture onto a blank paint clipboard, and save the picture as a .jpg or .gif. Do not create a file name that contains spaces.
2. You can use the design tools to adjust the size, brightness, and shape.
3. Once you have made your adjustments, save the picture as a .jpg or .gif.
4. Upload to the Web tool.

Microsoft Word and Microsoft Office Picture Manager

1. Open the desired picture by selecting 'insert' and then 'picture'.
2. Select a picture from the folder you wish to use. Double-click the picture to insert it onto your document.
3. Right click on the picture to view the formatting menu; you can edit the size, shape, and brightness here.
4. In another window, open Microsoft Office Picture Manager.
5. In Microsoft Office Picture Manager, right-click on "my pictures" and select "new folder" to add your edited pictures. Remember to label your folder.
6. When a new folder has been created, copy your edited picture from Microsoft Word and paste it into your newly created folder in Microsoft Office Picture Manager.
7. After adjustments have been completed, save the picture as a .jpg, .png, or gif. Do not create a file name that contains spaces.
8. Upload to the Web tool.

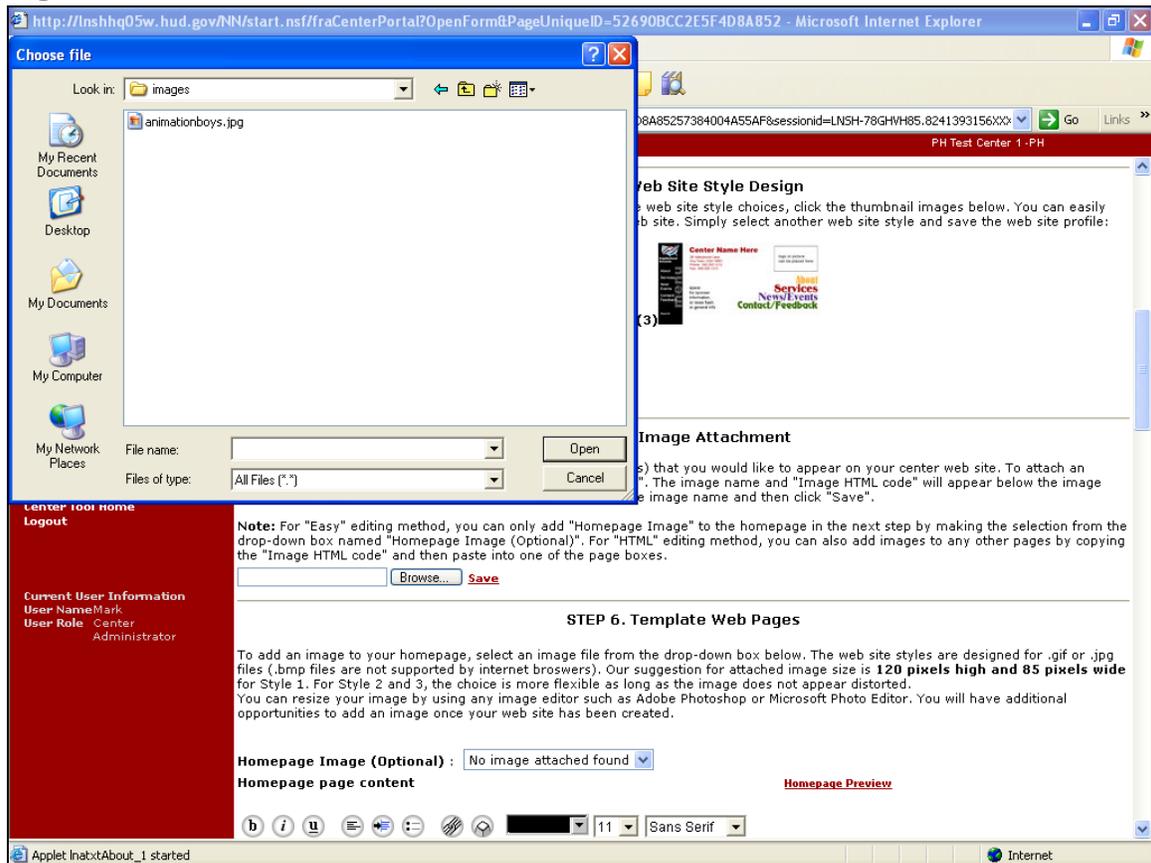
Figure 14



Helpful Tips to Make Uploading Easier

1. Copy and paste the HTML code from your uploaded picture into the desired editing box.
2. Use a smaller picture on the home page, and preview the page to view its layout. Always take advantage of the preview option when editing.
3. Consider how each of the three graphic styles will affect the page layout by previewing.

Figure 15



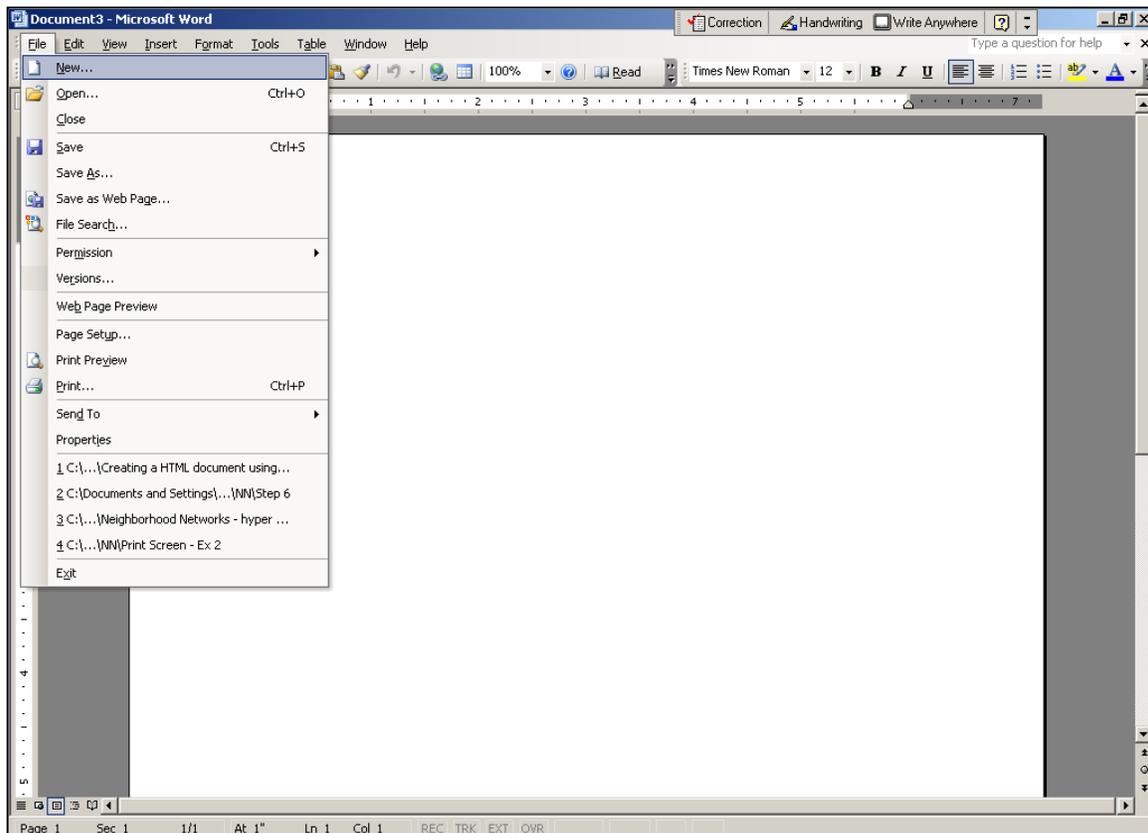
Step 6. Creating the Template

Using Microsoft Word

Microsoft Word is an easy way to create documents for each section of the Web site.

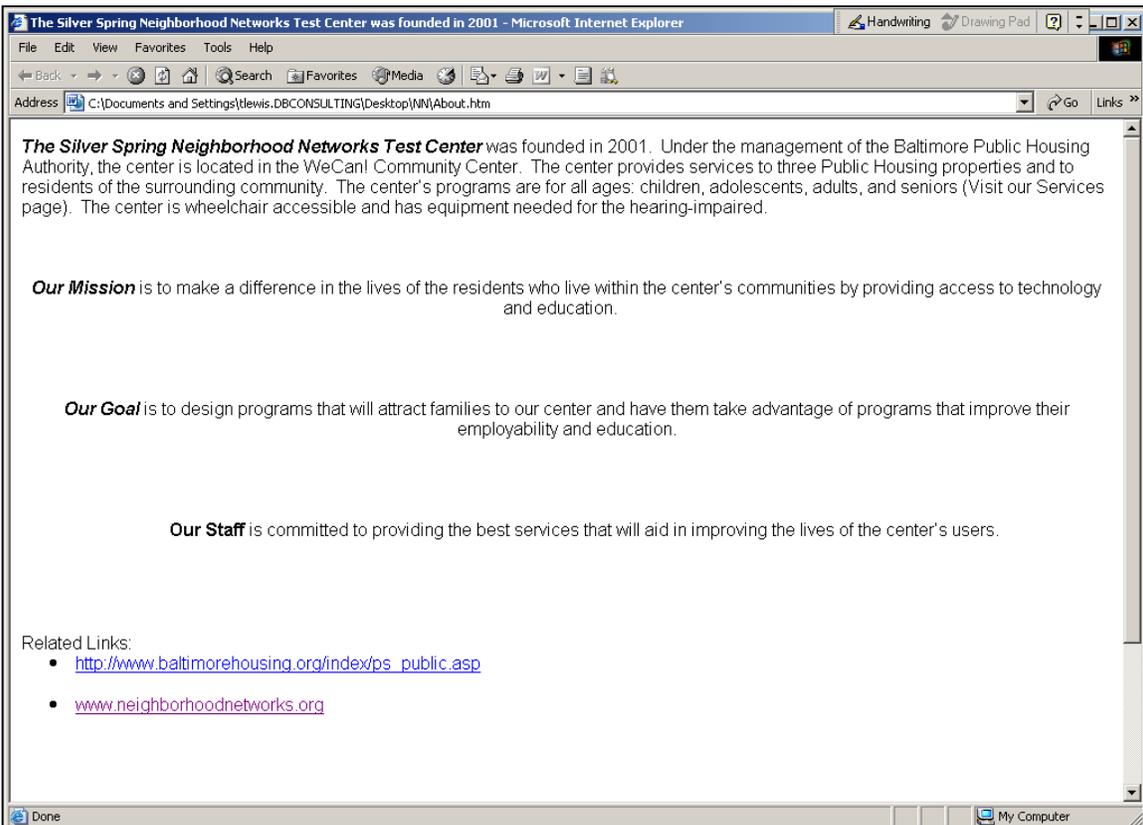
1. Open up a new Word document using the file function located on the menu bar at the top of this screen.
2. Open a new Word document and add the text you want on the Web site.

Figure 16



3. Use the tools on the menu bar to adjust the text font, color, and size.

Figure 17

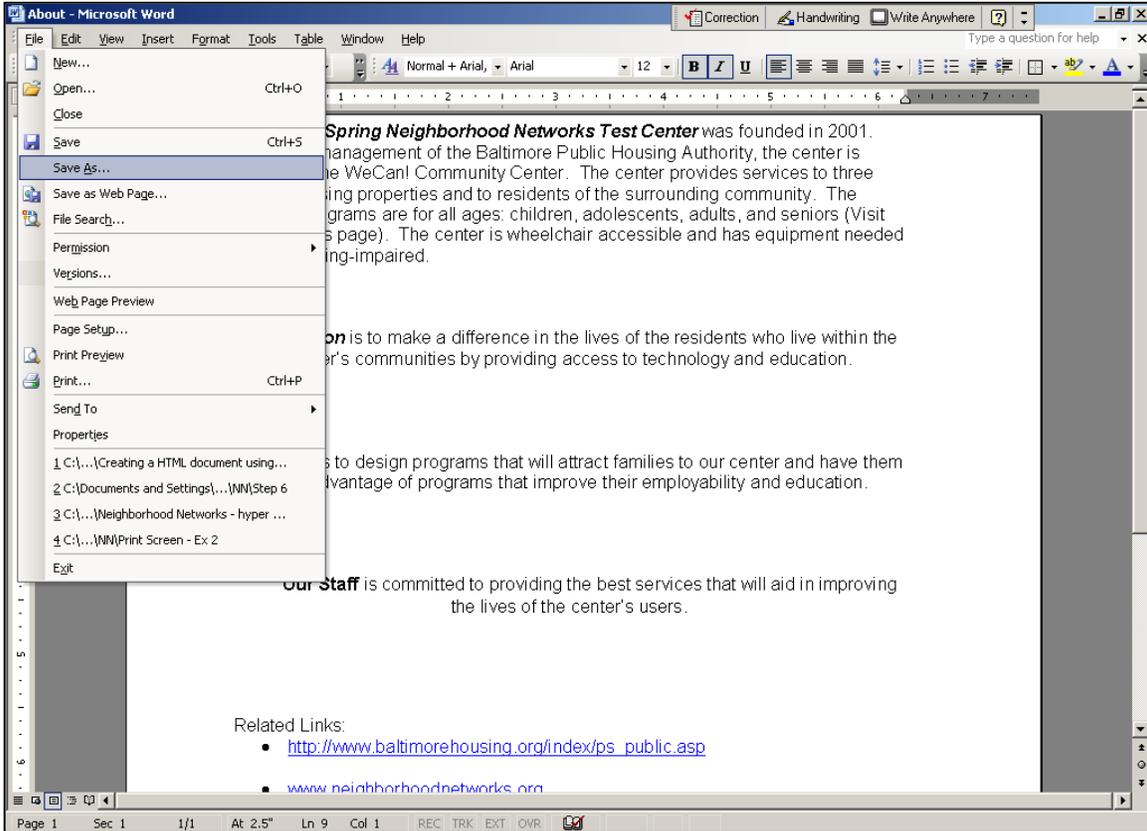


4. Save the Word document as a Web page.

5. Once you've finished creating the page in Microsoft Word, you can:

6. Click File in the menu bar at the top, and select Save As from the pop-up menu.

Figure 18

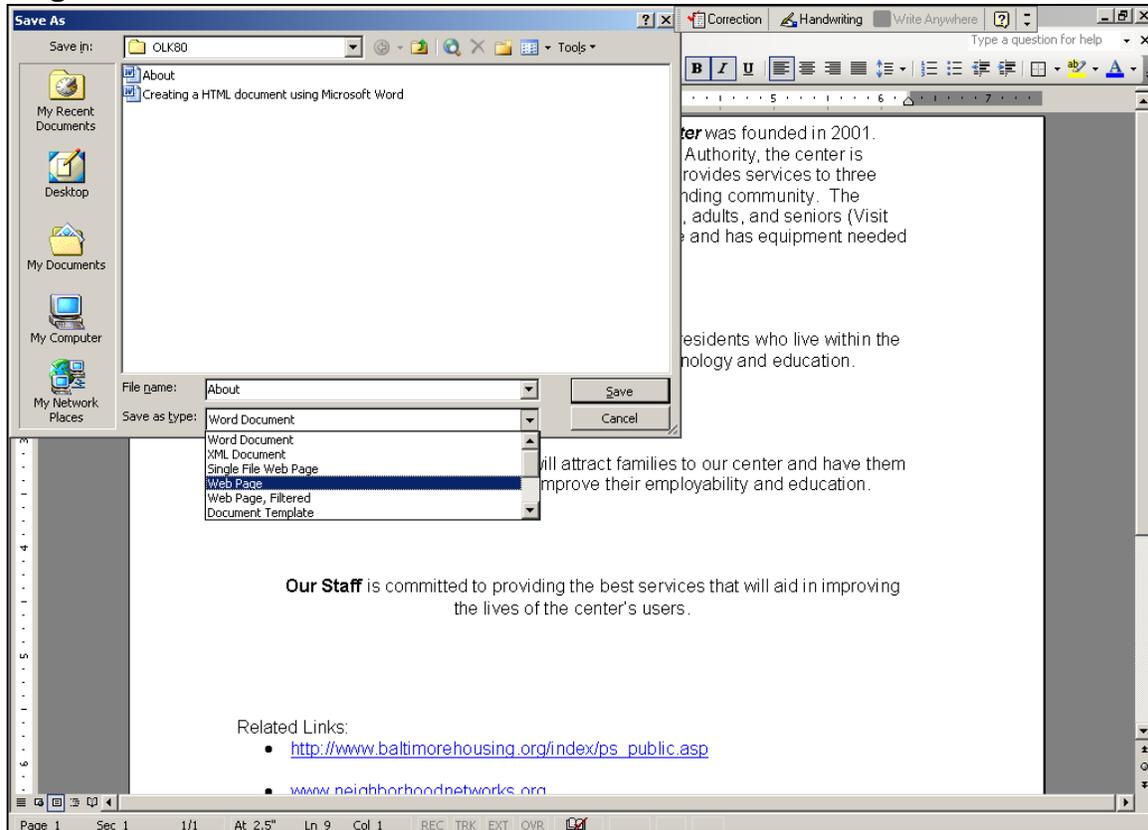


Note: Save your file in an accessible location, especially when creating multiple HTML documents. It may be useful to save files in one easy-to-locate folder.

Step 7. Saving the Template

1. Select Web Page in the Save As type box, and hit Save.

Figure 19

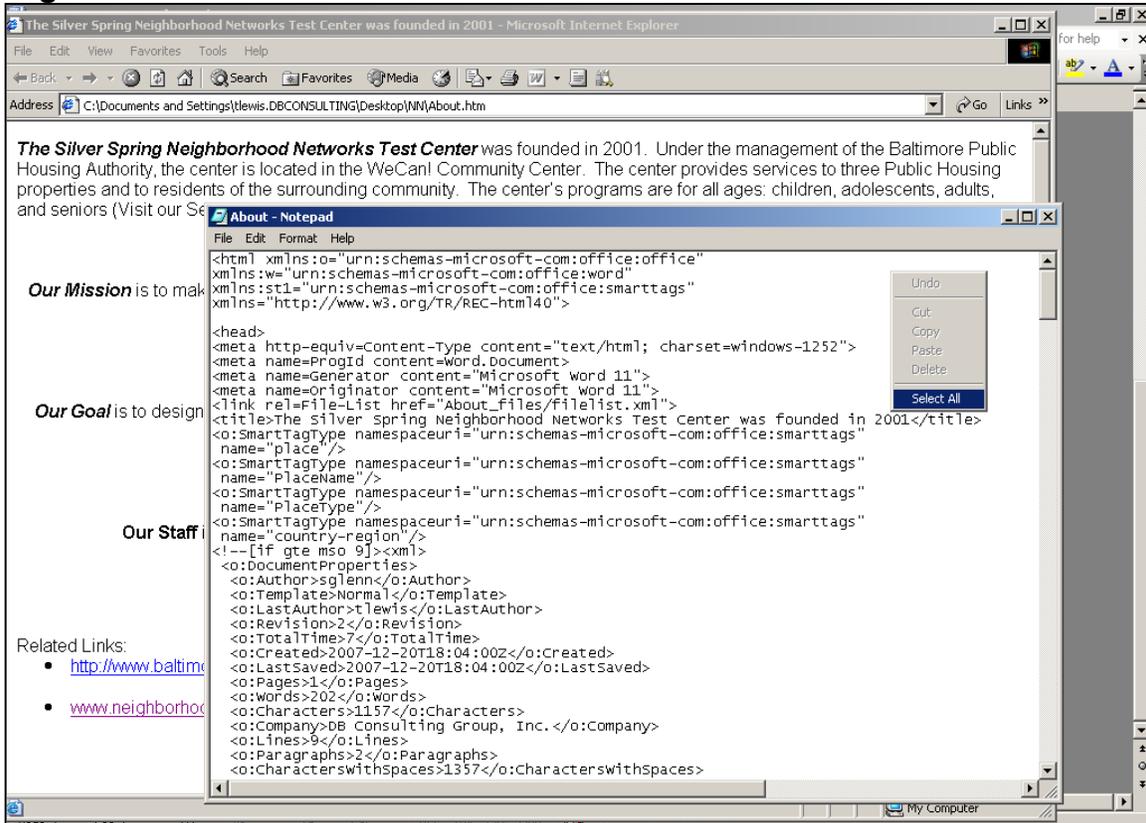


Step 8. Copying the Source Code

View the source of the Word document.

1. Open the Web page created and right click the mouse.
2. Select **View Source** from the pop-up menu that appears. By using this option, you can see the HTML code behind the Web page.

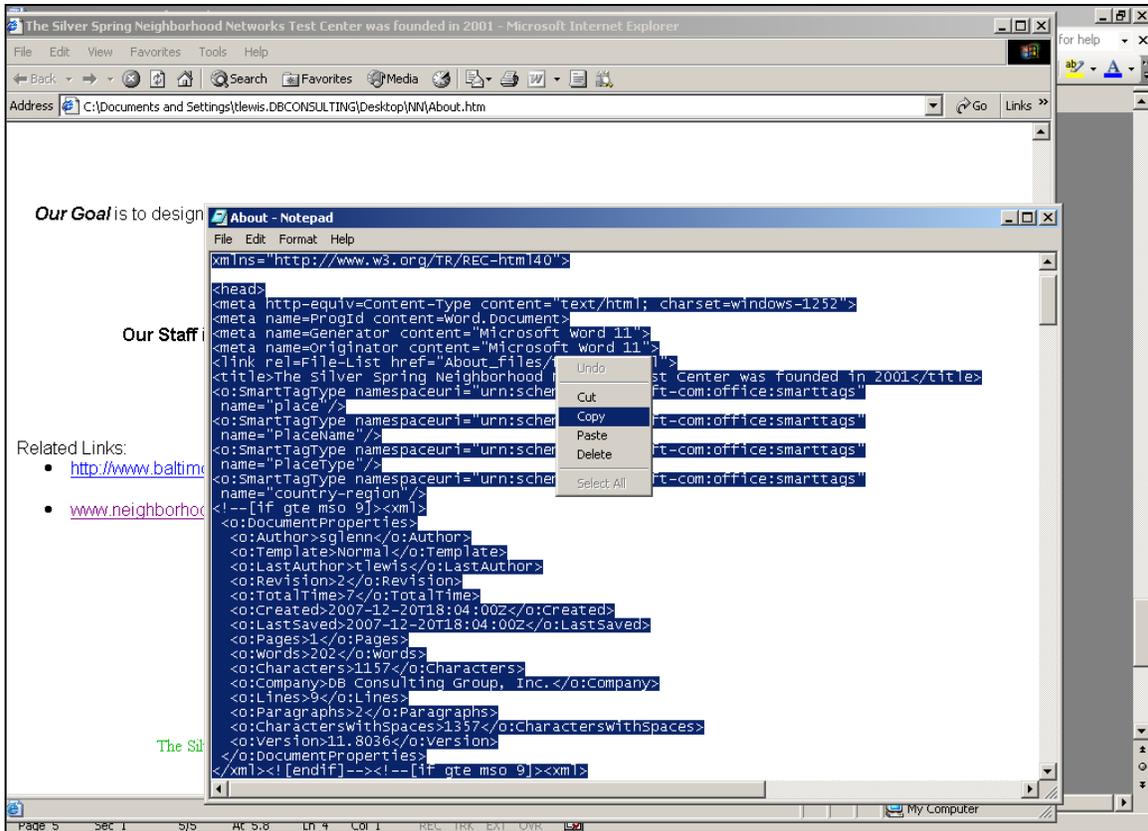
Figure 20



3. Copy and save the Word Web page into the Web site Creation Tool.
4. Highlight the text using the mouse.

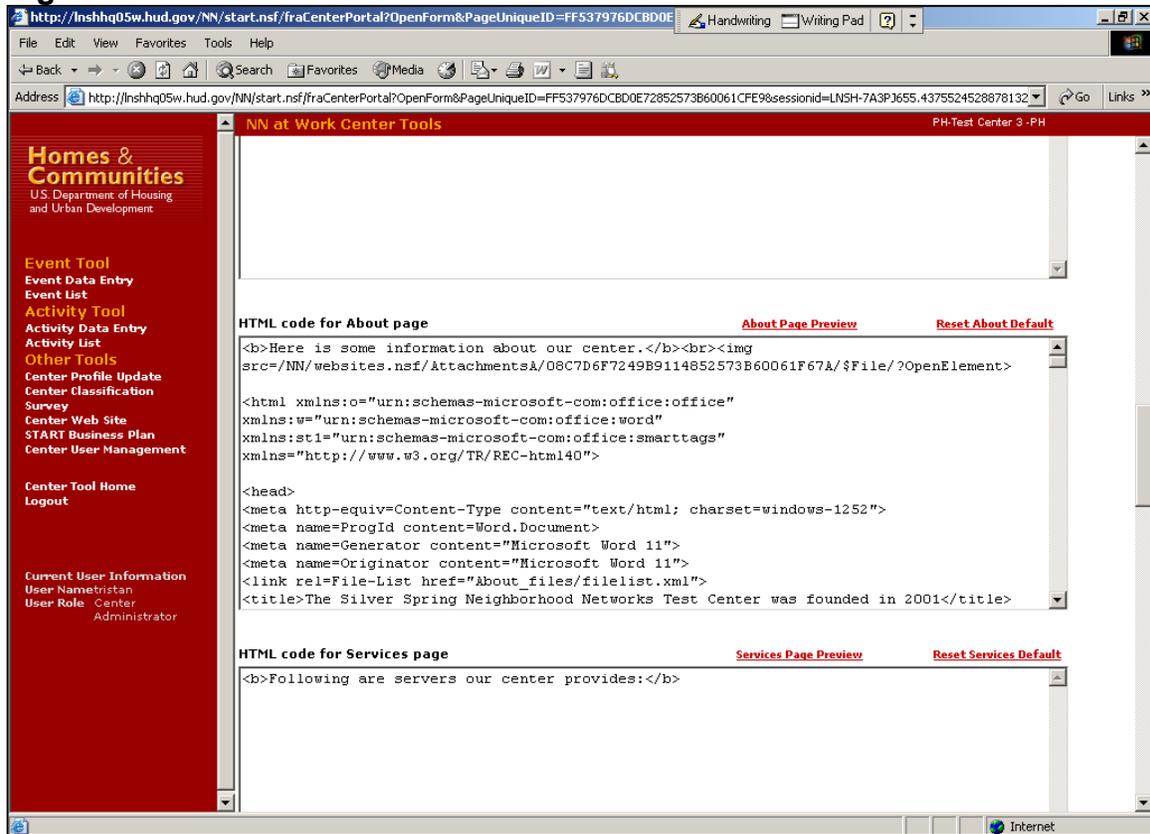
5. Copy the code by right clicking on the document as shown below.

Figure 21



6. Paste it into the Web site Creation Tool section where the page is to be displayed.

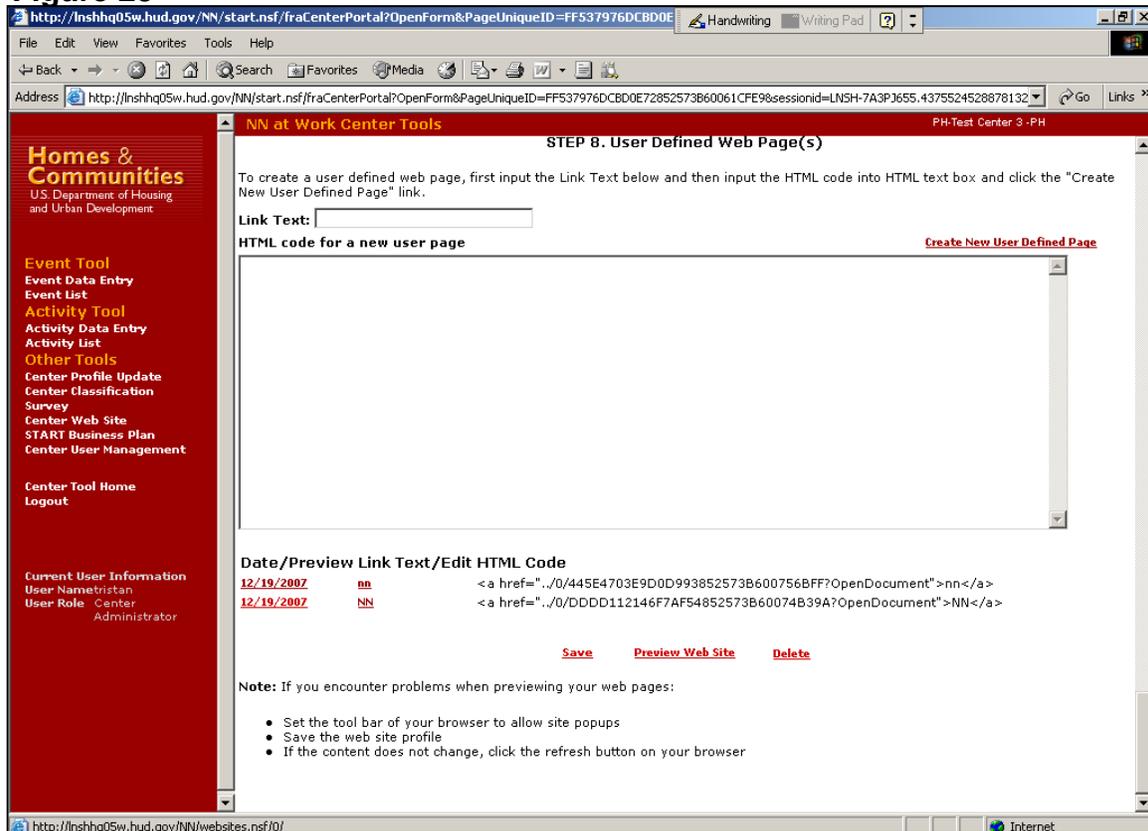
Figure 22



7. Preview and save the Web site.

As shown below, once the HTML code is copied to the desired Web page, scroll to the bottom of the page and choose the **Preview Web site** option before saving.

Figure 23



8. To create each Web page that is shown on the tool, you can:

- Create the page in Word;
- Save the document as a Web page;
- Locate and open the file;
- Select the View Source option to obtain the HTML code; and
- Copy and paste the code into the desired page box.

Step 9. User Defined Web Pages

The Web site Creation Tool allows you to create additional pages and add them to the primary pages (Home, About, Services, News/Events, Contact, and Useful Links).

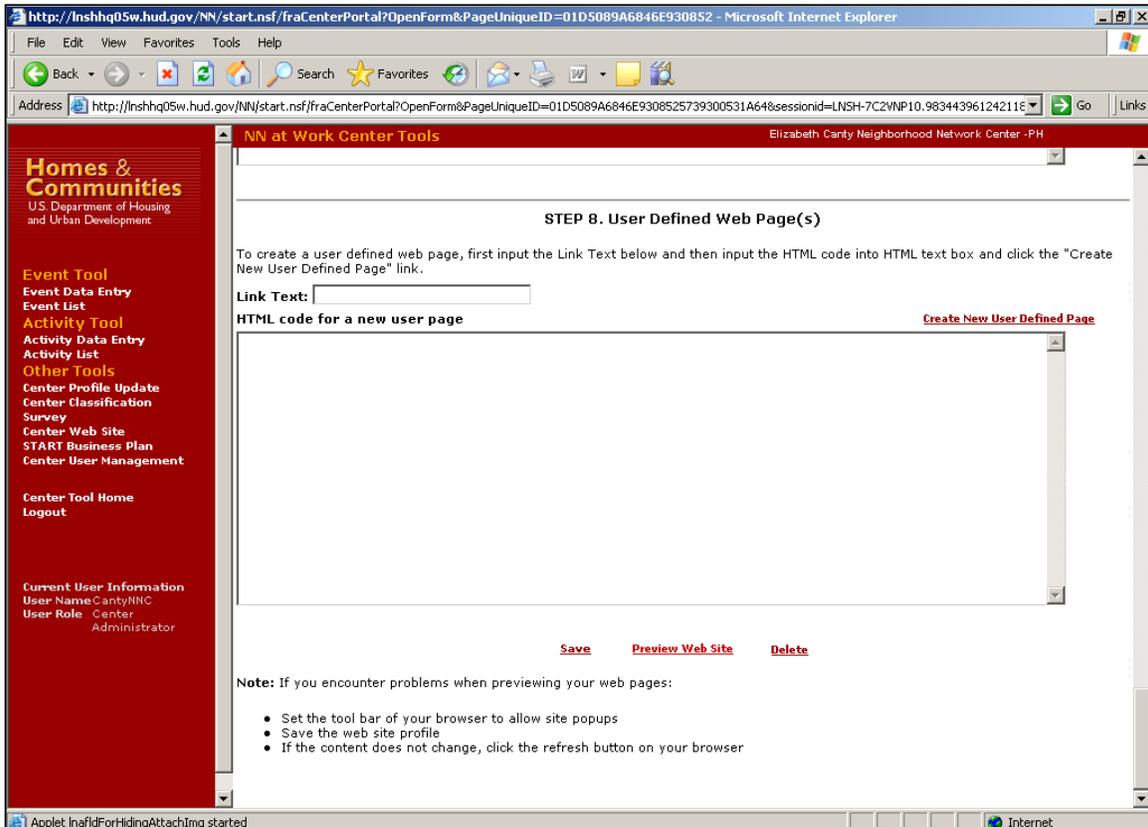
Each user defined Web page helps you to build a more robust Web site for your center. The Web pages should provide the following information:

- The Home page provides general information. The home page should include the center name, address, a picture of the center, and the center mission statement.
- The About page should contain information about the organization such as the center's vision/goals, focus area(s), history, days and hours of operation, service area, staff, volunteers, and partners.
- The Services page should highlight all services and programs offered at the center. The Services page should include the names and a short description of each program or service, along with the names of responsible staff and/or partner.
- The News/Events page offers information on special events and center news. This page can be used to post the center calendar of events or highlight special events such as Neighborhood Networks Week, training classes, advisory board meetings, graduation ceremonies, and community happenings.
- The Contact page should contain names and contact information of staff responsible for services and programs provided at the center. Contact information can include names and phone numbers for the center director, assistants, instructors, volunteers, and partners.
- The Useful Links page should contain web addresses that link to external Web sites, such as the U.S. Department of Labor's Career One Stop, local colleges and universities, government and local agencies that provide services to the residents, financial services, etc.

You can:

- Create a user defined Web page using a Word document;
- Save the document as a Web page;
- Locate and open the file;
- Select the **View Source** option to obtain the HTML code;
- Copy and paste the code into the User Defined Web Pages box;
- Use the Link Text box to name the page;
- Choose the **Create New User Defined Page** link that is located on the upper right hand side of the box; and
- Save the content.

Figure 24



1. Save the HTML code for the site; the code will appear below the box for User Defined Web Page(s).
2. Copy and paste the code into the desired page. Once the page is opened, the link will appear. By clicking on the link, the information appears.

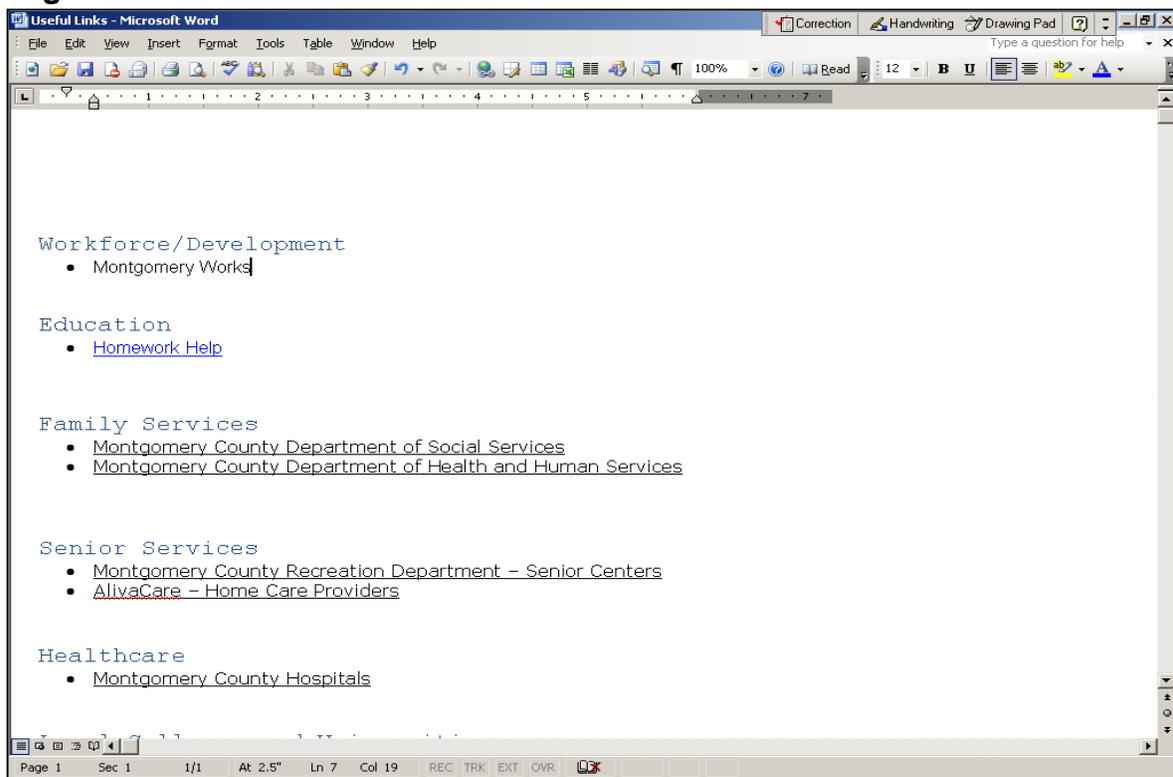
Note: User-defined pages work just like pictures. Copy the HTML code that links to your new page into the desired editing box.

Step 10. Creating Hyperlinks

You can create hyperlinks with the Neighborhood Networks Web site Creation Tool. Hyperlinks are great for referencing resource information found on a different Web site. In this case, hyperlinks can be created in the Useful Links page as a resource for center users who are seeking information about services provided by other community entities. You can create hyperlinks in a Word document and transfer the HTML code to the Web site Creation Tool.

1. Type in the text to use for the Hyperlink.

Figure 25



2. Highlight the text by holding down the left mouse button and dragging it across the text.

3. Right-click on the highlighted text and select the Hyperlink option from the pop-up menu.

Figure 26

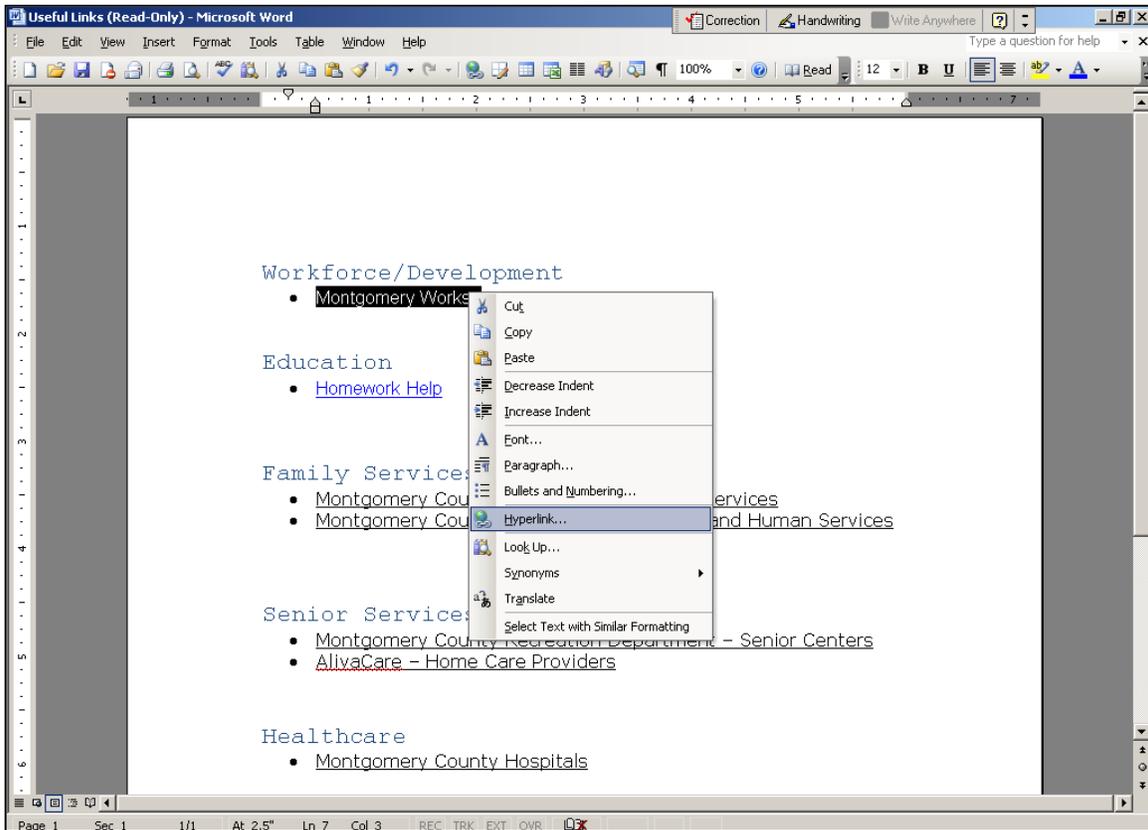
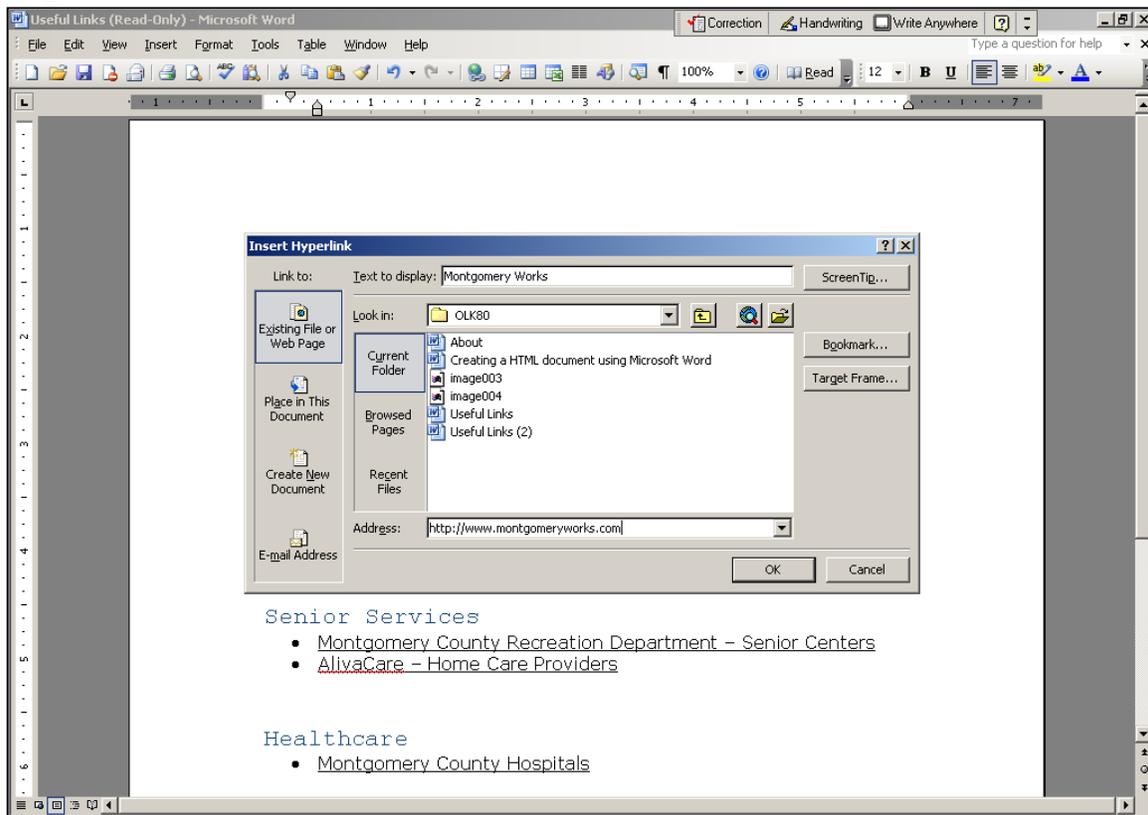


Figure 27



4. Enter the Web site address into the address field.
5. Click OK.

Once all of the Web pages have been created, take a moment to preview each page to ensure that the information is readable, accurate and attractive. Make sure all Web pages have been saved.

Note: To test the Hyperlink, you can place the cursor (using the mouse) over the link, and then left click the mouse and hold down the CTRL button (from the keyboard) simultaneously. This action should direct you to the designated external Web site.

Congratulations!

You have created your Neighborhood Networks Web site!

You can now return to **Section 1**, check the box marked **Open to the Public**, and share your center's Web site with others.

Web Design Facts and Tips for the Virtual World Ahead

First Impressions Count

People spend an average of about 45 seconds viewing each interior page and less than 30 seconds on home pages. A visitor forms his or her first impression about a site within the first nine seconds. The Web is entering a new era. Simplicity and style are in. The best sites attract and retain visitors and keep them coming back for more. Visitors are less willing to spend time on useless or unattractive sites.

Psychology of Colors

Web site visitors respond to colors and visual elements on a psychological level. Making sure center sites are appealing and content rich is vital. Web site colors and images must be in harmony with the message. Using the right color choice can impact the impression a site makes on the visitor. Color schemes should enhance the site and its content. Colors can express a center's personality and values. Web site designers should use appropriate color associations. For example, the UPS brown symbolizes reliability, strength, and maturity. Green is the color of money and signifies good health, life, youth, and freshness. John Deere and Starbucks use green as their primary color. Try to limit color schemes to two or three complementary colors; small accents of other colors can be added for highlighting or attention grabbing.

Images That Inspire

Quality photographs working in harmony with text can be very powerful in Web design. The key is balance; everything should be done in moderation. Of course, content is still king on the Web, so Web designers should not get carried away with flash. Site visitors want information fast with few distractions. Avoid forcing visitors to wait for huge files to download. Font preferences have remained consistent. Veranda and Arial fonts remain the popular choice. Headings and other display text can be more varied. Font sizes should not be too large or small. Black text with a white background still works best, but black or dark text with a muted yellow, light gray, or blue background also works fine. Text should be easy on the eye. Leave lots of white space to enhance readability. Try reducing word counts to 150 or less per page. Text should be short and concise, allowing for speedy scanning. The primary image formats used are Graphic Interchange Format (.gif), Portable Network Graphics (.png) and Joint Photographic Experts Group (.jpg). For best results save drawings, graphs and charts as a .gif file; save photographs in the .jpg format.

Tips for Writing User-Friendly Content

- **Use bold headlines and subheads:** Headlines, subheads, and bullets highlight text. Write meaningful headlines. Bulleted lists are more appealing to the reader's eye, draw attention, and make content easier to scan. Underlined text is usually saved for links. Limit the use of ALL CAPS and *italics* as they are harder for the eye to comprehend.
- **Keep it short and scrollable:** Keep pages to one screen and use the inverted pyramid style. Place the most important information at the top of the page. Use short sentences that keep the story flowing.
- **Chunk the content:** Write Web content in chunks. Break the text into segments or paragraphs less than 75 words each. This improves comprehension and content recall. To retain focus, use each chunk to convey only one idea. Active voice works best; eliminate unnecessary sentences and words.

Other Web Design Standards to Consider:

- **Size:** Images should be designed to work within at least the 640x480 monitor resolution.
- **Cropping:** To help focus attention on the subject of the photograph, reduce the overall image size and minimize extra background space.
- **Borders:** Photographs and some graphics, such as maps, should have a one-inch pixel border with the default border color. Graphics such as logos, icons, and graphical text should not have a border.
- **Updating Web content:** Web content should be reviewed at least quarterly to ensure that the information is current and accurate. Always maintain a copy of deleted files in the event information is needed in the future.
- **Animated Graphics:** Animated graphics add significant weight to a page, do not work with all Web browsers, and can be distracting to site visitors.

Frequently Asked Questions

Q: How do I name my Web page?

A: A name is generated for your center by the Web Creation Tool, but you can edit the designated name. Please remove all spaces from your designated name link. For example, the Elizabeth Cauty Neighborhood Networks Center should be www.neighborhoodnetworks.elizabethcautyneighborhoodnetworkscenter.org.

Q: If I edit the Web page name, should it include the property name or the center name?

A: The property name can be used if it is requested by the property manager or property owner specifically. To avoid confusion, you should probably use only the center's name.

Q: How many web designs does the Web Tool offer?

A: The Web Creation Tool has three designs available; Design Two is the default.

Q: Once I pick a design and have entered and uploaded my pictures, can I change the style?

A: Yes, after you have entered your content into the editing boxes and uploaded your images to your Web site, you can still change the layout design at any time. You simply click on the design style and save.

Q: Does the HUD Neighborhood Networks Coordinator have to approve the Web site before it is made public?

A: No, approval from the HUD Neighborhood Networks Coordinator is not needed before a Web site is made public. However, you can ask your HUD Neighborhood Networks Coordinator to review the Web site before making it available to the public.

Q: What are my options when creating my Web page? Can I use more than one at a time?

A: You have two options for creating the Web page, the Easy method or the HTML method. The HTML method allows you to be more creative with your Web page. Only one method can be used to create the center Web site.

Q: Can I enter my content in italics?

A: Italics are discouraged, as they can be difficult to read, but may be used when necessary.

Q: When formatting my content, should I use headings and capitalize titles?

A: Yes, topics and headings should be in title case. In title case, the first word and all principal words are capitalized, e.g., Technical Assistance and Training. Other text should be in sentence case. In sentence case, the first word of a

sentence and all proper nouns in the sentence are capitalized, e.g., The Neighborhood Networks corporate headquarters is located in downtown Silver Spring, Maryland.

Q: Should I include the logo for my HUD Neighborhood Networks center?

A: It is a good idea to include the logo for branding and name recognition in the external community. However, appropriate center staff should decide.

Q: Can I display pictures of center staff, residents and center users?

A: Yes, but you should have a letter of consent from the residents before displaying their pictures. If you are using pictures of minors, please obtain a written consent form signed by their parents or guardians.

Q: Should I include pictures of the center's facilities?

A: Yes, it is a good idea to include pictures of the center's facilities and resources. An exterior picture of the center is recommended. You can also include pictures of residents and center staff activities participating in center activities and community events.

Q: What is the best format for saving pictures and other images?

A: Any images or graphics that were created in formats other than .gif or .jpg files (e.g., .tif) should be converted prior to posting on a Web page. When you convert an image or graphic, certain aspects such as color or fonts may be affected. For best results, save pictures, graphics, logos and calendars as .jpgs.

Q: Will the quality of the image remain the same if I edit it?

A: The quality of a .jpg image degrades every time the image is edited and saved. If you need to edit an image, you should always go back to the original source file, edit it and save it as a separate .jpg file.

Q: Can you open and edit your images in the Web page tool?

A: No, you should edit your pictures before uploading an image on your Web page. Also, please make sure you have edited the picture to the correct size. Once you upload and **save** the image, you will not be able to delete it from the library. Please remember that images should be resized as necessary to fit the format of the page.

Q: How can I edit images?

A: You can open and edit your pictures, logos and graphics in Microsoft Office Picture Manager and/or Paint. Both options allow you to resize, crop, and adjust brightness and clarity. Once you have edited your image save it as a .jpg.

Q: Can I resize my images and graphics?

A: Yes, but you should minimize any extra background space in an image by "cropping" the image. This will help focus attention on the subject of the photo and reduce the overall size of the image.

Q: Should I label my pictures?

A: Yes, you should label each image. Every image or graphic **must** have a text box or text label. This text label describes the picture or graphic to people using a text-based browser and/or people with disabilities using a text reader.

Q: Can I remove an image or graphic after I upload and save it on the Web tool?

A: If you upload images or graphics to the Web Site Creation Tool, you will not be able to delete them permanently. However, you can remove them from the edit content box and they will no longer be displayed on your Web page. To save space in the database, please only upload pictures and graphics that have been approved by the appropriate center staff.

Q: Can I upload animated graphics to my Web page?

A: No. The Neighborhood Networks Web Creation Tool does not support graphics. Animated graphics add significant weight to a page, and they do not work with all web browsers. Furthermore, they may present problems for people with disabilities.

Q: Can I upload music or video clips?

A: No. The Neighborhood Networks Web Creation Tool does not support music or video files.

Q: Can I upload documents to be downloaded and or to be printed by center users?

A: No. The Web Site Creation Tool cannot upload documents for downloading and/or to printing. You can save the documents in a hyperlink and add the link to one of the primary pages. Users can open the hyperlink and print the documents as needed.

Q: Can I create hyperlinks for center partnerships and frequently used resources?

A: Yes. You can create links for partnerships and resources on the "Helpful Links" page.

Q: Can I delete hyperlinks?

A: Yes, you can delete hyperlinks from your Web page.

Q: Where can I display contact information?

A: All your center contact information should be displayed in the contact page.

Q: Can I display monthly announcements and an event calendar on my Web site?

A: Yes. The Web site is a useful tool for informing your residents and community of upcoming events. This information can be created in the News/Events page.