

# THE FIVE THINGS YOU MUST KNOW WHEN REVAMPING YOUR ASSOCIATION'S WEBSITE

## Content

Anyone can rebuild your website, but only you can remake its content. Think about this now. A content inventory can get you started.

Prioritizing content and considering how your AMS and other 3rd party services (CQ Roll Call, Boxwood, HigherLogic, HighWire, etc.) will translate.

## Mobile

## Timeframe

*Not* before your annual conference. *Not* 'in time' for X. Target site completion during the quietest time for your organization when there is high staff availability.

Getting new content into the new site isn't trivial. Sure, you can hire someone to assist but there's no silver bullet.

## Migration

## Support

No CMS can do it all. Realistically, someone on staff with HTML/CSS and graphic design experience will help greatly. If someone tells you there aren't ongoing costs associated with maintaining any site, you're being misled.