

# SAMPLE WEB SITE PLAN: Basic Informational Site

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The site plan below is intended to serve only as a general guide. It serves as the structural skeleton of a basic, informational website with 6-13 pages. The purpose of a basic site like this is to meet the information needs of your target audience(s). This site does not interact with any databases and it does not allow users to register online for workshops. It can, however, include website and email links and graphics to enhance the visual appeal of the site. Before using this plan, review the Tips for Using a Website for Connection and Community Building in the Team Development Toolkit, to get clear on your website objectives, target audience and budgetary needs.

## HOW TO USE THIS DOCUMENT:

**Numbers** (1., 2., etc.) refer to major areas of the website. Each area name needs to be listed on your key navigation bar on the website (some website list their navigation bar as buttons along the top left side of the design; others list them as buttons along the top, etc.). For instance, using this plan as is, your key navigation bar would be listed as follows:

**HOME | ABOUT | TRAINING | PRACTICE GROUPS | GET INVOLVED | CONTACT**

**Letters** (A., B., C., etc) refer to individual pages or content sections within a major area. These are “sub-sections” of the site. There are many ways to make it clear to users what sub-sections are listed in each major area. For instance, some sites have “drop-down menus” – when you hover over a major area button (such as “ABOUT”), a drop-down menu appears that lists each sub-section in this area. Other websites only list the drop down menu after the user has clicked on the major area button. Look through some of your favorite websites to get clear on your options.

Since the more pages a site has, the more expensive it can be to design, you may consider having all subsections listed on one page, but divide each area of copy with a bold sub-header. If your site will use drop-down menus for subsections, clicking on a drop-down sub-header will instantly bring the user to the corresponding sub-header and copy on that page (this is called an anchor link). If you decide to make each sub-section it's own page, clicking on the drop-down sub-header will open a new page with just that section's copy.

For instance, if you were to use this site plan as is, your ABOUT area would have four sub-sections:

**HOME | ABOUT | TRAINING | PRACTICE GROUPS | GET INVOLVED | CONTACT**

About ORGANIZATION

About NVC

About CNVC

Helpful Links

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## 1. HOME

The homepage (also called the “index page”) is the first page users come to when they log into your URL or domain name. It's important that this page offers a good introduction to who you are / the purpose of the organization. Some organizations include their mission on the homepage. Others use the homepage as a kind of advertisement for NVC to draw people in. Think about the needs of your target audience and be as creative as possible. The important thing is to make it very clear on the homepage who and what you are without using a substantial number of words. Try to avoid using “NVC jargon” in this area, as many users will not be familiar with NVC when they first visit your website.

## 2. ABOUT

Because it's important to describe to users who you are, what NVC is, and who/what CNVC is, you may want to divide this section into 3-4 subsections.

- A. **About NAME YOUR GROUP/ORGANIZATION** - include basic information about the purpose of your organization, the main services you provide, etc.
- B. **About Nonviolent Communication** - it's important that this description is written without NVC jargon. For copy ideas for this section, use "What is NVC Sample Copy" in the Web Development Tools area of the Team Development Toolkit.
- C. **About The Center for Nonviolent Communication** – it's important that this description is written without NVC jargon. For copy ideas for this section, use "About CNVC Sample Copy" in the Web Development Tools area of the Team Development Toolkit. Be sure to include a link to the CNVC website ([www.cnvc.org](http://www.cnvc.org)) so users can explore more about CNVC if they choose.
- D. **Helpful Links** – to assist users in learning more if they choose, include some useful links such as PuddleDancer Press ([www.nonviolentcommunication.com](http://www.nonviolentcommunication.com) where users can find more information and purchase NVC books), link to CNVC (where users can also purchase books/materials), links to other area NVC teams/groups, links to NVC trainer websites in your area, links to other organizations in your area who are using NVC, link to Amazon.com where users can purchase NVC books, links to major NVC project websites, etc. You may also choose to include links to some useful articles that have been published on NVC. For ideas on articles, see the PuddleDancer Press website, and click on "FOR THE PRESS" or "RESOURCES."

## 3. TRAINING

- A. **Local training calendar** – There are many ways to organize a training calendar on a web page. Some more technical websites (see "Moderate Site Plan" and "Complex Site Plan") interact with a database so you can easily add, edit or delete your listings AND organize the listings visually so they all look similar. For a basic site like this, think about how you can easily keep your training calendar as up-to-date as possible with the least amount of technical assistance. For instance, you can design an attractive training calendar in Microsoft Word, create a PDF file out of the document use Adobe Acrobat and link the document to your page. This strategy will allow you to change the Word file as often as you'd like (making it as visually complicated as your graphic design skills allow you), and then upload the new file to the website as it changes. Another option is to simply list training offerings in text only in this section. Whichever method you use, try to make sure each training listing has the same basic information (who, what, when, where), and includes an email link or phone number for participants to register.
- B. **Links to other area trainers or organization training calendars** – If other area trainers, teams or organizations also offer NVC training, consider adding website or email links so users can also explore these training opportunities.

## 4. PRACTICE GROUPS

If your group wishes to list information about open practice groups in the area OR wishes to help individuals facilitate a practice group on their own, include a section on your website devoted to practice groups. Be sure to include descriptions of the various types of practice groups, information about why practice groups can be helpful learning environments, and even a testimonial quote or two from people who have participated in a practice group to further their NVC learning. For copy ideas, see Tips of Starting a Practice Group, in the Team Development Toolkit.

- A. **What is a practice group?** – This sub-section could include information describing a practice group (various types of groups, what makes them good learning environments, etc. Many users will not be familiar with the concept of a practice group. It's important to describe what makes practice groups a valuable factor in furthering their NVC learning (NVC is like learning a whole new language, a practice group offers a supportive, consistent community to make learning easier). It's also important to let users know that there are many kinds of practice group formats, that facilitating

a practice group on their own need not be intimidating, and that books and materials are available to assist them (such as Lucy Leu's *Companion Workbook*). For copy ideas, see "Tips for Starting a Practice Group" in the Team Development Toolkit.

- B. **Area practice group openings** – To help practice group facilitators recruit members, and to help individuals find a practice group that meets their specific learning needs, you may consider adding a list of open practice groups in your area. Keep in mind that, like training opportunities, this list could change frequently. Consider how you can list practice groups so they are as up-to-date as possible while involving the least amount of maintenance or technical support necessary.
- C. **Contact information for area facilitators, practice group mentors, etc.** – If there are individuals in your organization who wish to help people form a practice group, consider listing their names and contact information in this section. Be sure to describe the specific type of support each person provides (and be clear if the person wishes to charge fees or collect donations in exchange for their time).

## 5. GET INVOLVED

- A. **Volunteer** – Provide a list of current volunteer opportunities (remember, this is information that could change frequently) or a general description of the type of volunteer support you need on an ongoing basis. Include a call to action ("to get involved, contact NAME at EMAIL / PHONE NUMBER").
- B. **Make a Donation** - If you are nonprofit organization and can legally accept monetary donations, describe for users (1) why their donation is important to the success of your group; (2) what their donation will be used for; (3) how they can make a donation. Customize our Sample Donation Form from the Team Development Toolkit to fit your organization and add the form to this page in downloadable, PDF format. If you cannot accept a donation, but would like to remind users that they can make a donation to CNVC, consider including this information and the CNVC website link in this sub-section.

## 6. CONTACT

Some users will want to speak to a live person rather than get their information needs met by reading copy on your website. Others will simply have information needs that are not met by the information you've listed. List basic contact information including name (if available, of a key person who serves as the main point of contact for the group), phone number, email address and mailing address.