



# WEBSITE TOOLKIT



# CONTENTS

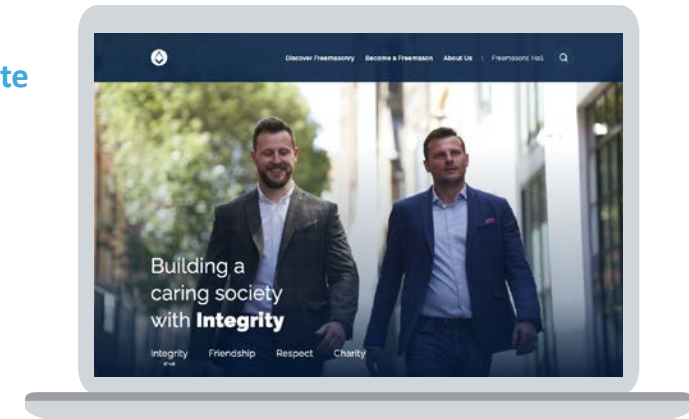
|    |                           |    |                                                            |
|----|---------------------------|----|------------------------------------------------------------|
| 3  | Introduction              | 21 | Videos                                                     |
| 5  | Website purposes          | 22 | Website design consistency                                 |
| 6  | Content management system | 23 | Quality assurance                                          |
| 7  | Develop a strategy        | 24 | Accessibility testing                                      |
| 9  | Audience                  | 25 | Usability testing                                          |
| 10 | Personas                  | 26 | Functionality testing                                      |
| 11 | User research             | 27 | Security testing                                           |
| 12 | Visual sitemap            | 28 | Measuring success                                          |
| 13 | User journey              | 30 | SEO                                                        |
| 14 | Competitor analysis       | 34 | The importance of regular backups                          |
| 16 | Wireframes                | 35 | Web hosting                                                |
| 17 | Content strategy          | 36 | Corporate consistency                                      |
| 18 | Content inventory         | 37 | <i>UGLE Website Guidelines for Provinces and Districts</i> |
| 18 | Create a content hub      | 38 | UGLE Charter Mark                                          |
| 19 | Typography                | 39 | Notes                                                      |
| 19 | Images                    |    |                                                            |
| 20 | Infographics              |    |                                                            |

# INTRODUCTION

We live in a digital world where a website is no longer optional but mandatory for organisations or companies if they want to reach their audiences.

A website can open up several opportunities for the organisation, from brand awareness to engaging the audience and converting new members.

The United Grand Lodge of England (UGLE) launched its new website in September 2021, providing online users, prospective members and visitors to Freemasons' Hall with a cutting-edge platform and enhanced design. The new website endeavours to be cleaner and more modern, recalling the symbolism, traditions and heritage of Freemasonry.



The new geo-mapping functionality allows users to locate the nearest Masonic Centre where they live, work

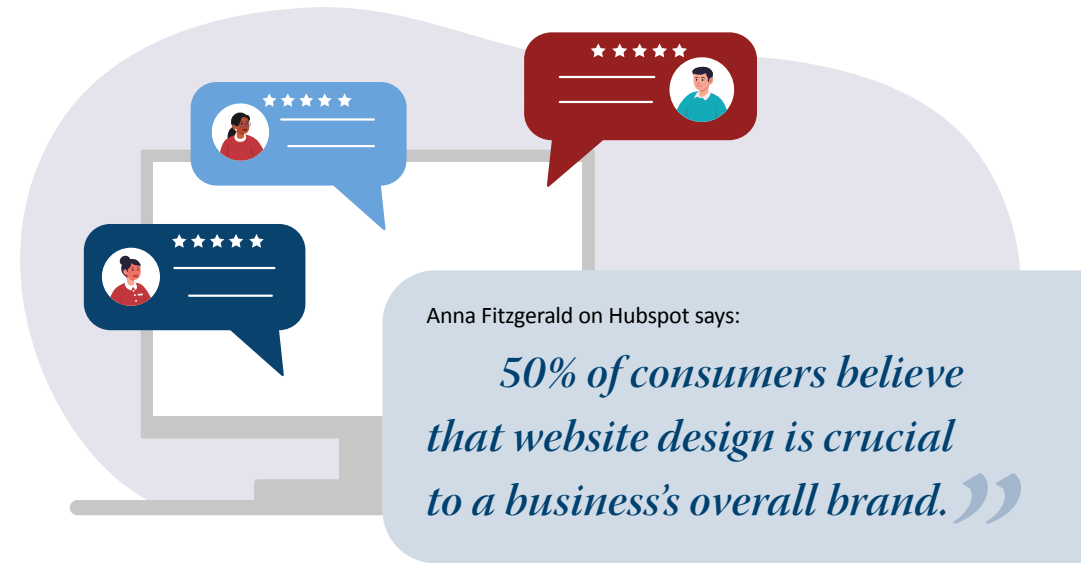
or study via an interactive map that can be explored by entering the location.

Elsewhere on the website, visitors will have the chance to discover exciting facts and the history of both Freemasonry and Freemasons' Hall via an **interactive timeline**. The website also has a dedicated section for the Universities Scheme, offering information and support for applicants who would like to join the organisation through the Scheme Lodges.

The new sections dedicated to the **Shop at Freemasons' Hall** and the new Café and Bar at Freemasons' Hall include engaging and high-resolution images of both stores.



## WEBSITE PURPOSES



A well-designed website can significantly reinforce the organisation's credibility. As an owned media, the website offers a digital space where we can communicate our mission, vision and what we stand for. It is an opportunity to provide visitors with a good impression of our organisation and allow them to get to know all about us.

This statistic demonstrates the importance that visitors give to your website design and the influence this can have on them about your image.

The website can be a crucial asset for your marketing strategies and campaigns. Once you build your website, you need to consider that this needs to reach several targeted audiences with different needs and requirements. You may have

visitors who do not know much about Freemasonry that require a specific type of content. At the same time, prospective members who may be ready to join the organisation need to be provided with tools to facilitate their joining process. Therefore, the website needs to provide the right content in the diverse stages of the marketing funnel.

# CONTENT MANAGEMENT SYSTEM

A content management system (CMS) is an application that allows the web admin to create, manage, edit and publish content across the website through a user-friendly interface. The admin can customise the design and functionality of the website by downloading or purchasing templates and extensions, rather than coding. Multiple admins can log into the backend of the website and contribute to keeping the website up to date.

The new UGLE website has been built with [Drupal](#), a leading CMS in the industry, and offers high flexibility in terms of design and features, as well as a robust and secure platform.

Some of the most popular CMS in the market are:

- Drupal
- WordPress
- Joomla
- Magento
- Wix

## BENEFITS OF USING A CMS:

1. Gives the admin more flexibility to create and manage content, personalise the web design and implement new functionalities without the help of a developer
2. Promotes collaboration of multiple admins who can access and work on the backend of the website simultaneously
3. The latest versions are SEO-friendly, and therefore the admin can easily optimise the web content for search engines
4. Offers the opportunity to download or purchase already coded and secure extensions, adding new functionalities to the website
5. Admin can choose from predesigned templates that easily personalise the website's look.



# DEVELOP A STRATEGY

A strategy always starts with a vision of how you will reach your business goals and the actions to undertake. In the beginning, extensive research is crucial to gather a clear understanding of your market.

Establishing a relationship with all the stakeholders involved, including members, is vital to comprehending the requirements for your website. It is also important

to look at other membership organisations to find out what content they are promoting and if there are any new digital trends or functionalities they have implemented on their website.

By investigating a range of other websites, you will be able to pick and choose which parts you like about them. Hopefully, this will spark some ideas that you can use in your own website development.

When developing a website, it is very tempting to skip straight to the fun part like designing page layouts or deciding what pictures to use. Before any of this can take place however, you need to set out the goals and objectives of your website.

Without an objective, you have no way of knowing what you are working towards and you will not be able to measure the success of your website (covered later in this guide).

## OBJECTIVE:

Before creating your website, you need to set some objectives and define its purpose. Things you may want to achieve with a new website are:

- Enhance the design and increase your credibility
- Improve your search engine optimisation (SEO) and attract higher organic traffic
- Nurture and educate your existing members with up-to-date content
- Create high-quality, engaging and informative content to attract a non-member audience and ultimately generate new prospects
- Increase the amount of people registering their interest in joining the organisation.
- Improve the user experience, usability and accessibility
- Increase the engagement with your website, time spent on site and reduce the bounce rate

Use the SMART goal framework to help you set up specific, measurable, achievable, realistic and timely goals. The SMART method gives you a sense of direction and measures your results.

| SPECIFIC                                                                       | MEASURABLE                                                                                    | ATTAINABLE                                                                       | RELEVANT                                                      | TIME-BOUND                                      |
|--------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|---------------------------------------------------------------|-------------------------------------------------|
| <b>S</b><br>[+]                                                                | <b>M</b><br>[Pie Chart]                                                                       | <b>A</b><br>[Flag]                                                               | <b>R</b><br>[Venn Diagram]                                    | <b>T</b><br>[Clock]                             |
| Set a specific goal                                                            | Make your goals trackable                                                                     | Your goals need to be realistic and achievable                                   | Your goals need to be aligned with your values and vision     | Set up a realistic deadline                     |
| For example, do not say ' <i>I want more visitors</i> ', but set a real number | Establish the criteria to use to monitor your progress while you work towards your final goal | Invest your time and resources in goals that you are willing and able to achieve | Ensure your goals are in line with the organisation's culture | By when will you be able to achieve your goals? |

### **i** NOTE

It is important to make sure your objectives are measurable so you can see tangible results and know what areas you need to improve on.

## AUDIENCE

Developing a website can seem quite overwhelming as you get started, but knowing your website audience is the first step in making the process much easier. Your audience is the people who will regularly access your website.

It is important to ask:

- **WHO** are you targeting with your website?
- **WHAT** do they want from it?
- **WHAT** is your website trying to accomplish?
- **WHO** needs to visit the website for you to accomplish these tasks?
- **WHAT** do core segments care about?
- **WHAT** are the reasons why your audiences are interested in browsing your site?



If you have multiple audiences, such as current members and potential new members, you can repeat the above questions for each specific website audience. You may have visitors who wish to find out more about what Freemasonry is, or

potential candidates who are after information on the joining process. However, it is important to be selective and tailor your site to the audience that will most likely help you meet your website's aims and goals.



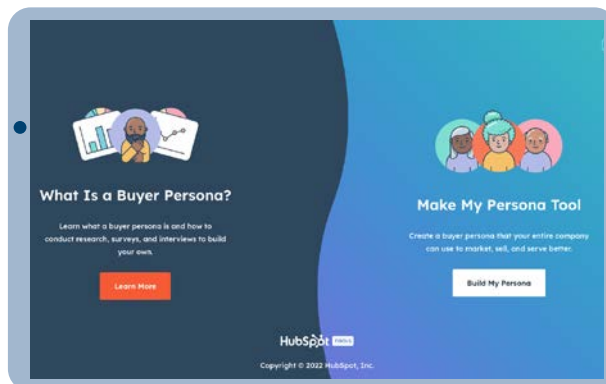
# PERSONAS

To develop a platform with a high impact on the organisation and goals, you need to define your target audience clearly. Your web design and content need to be crafted to meet your audience's expectations, otherwise your key visitors may leave your site straight away if it is not relevant or valuable for their needs.

Creating personas helps you to understand your target audiences' requirements. **The purpose of personas is to make reliable and realistic representations of your key audience segments.** You may use qualitative (such as interviews) and quantitative (for example, surveys) user research to develop your personas. The data available on analytics tools such as **Google Analytics** can also help gather insight into your target segments.

## WHAT INFORMATION SHOULD YOU LOOK AT WHEN BUILDING CUSTOMER PERSONAS?

|  |                                                                                                                   |
|--|-------------------------------------------------------------------------------------------------------------------|
|  | <b>Demographic characteristics</b> (such as age, gender, location, marital status, education, employment, income) |
|  | Hobbies and interests                                                                                             |
|  | What platforms do they use?                                                                                       |
|  | Goals, motivation and needs                                                                                       |
|  | Frustrations                                                                                                      |
|  | Technical requirements                                                                                            |



FEATURE TOOL: [www.hubspot.com/make-my-persona](http://www.hubspot.com/make-my-persona)

# USER RESEARCH

When deciding to develop a website, **it is imperative that you take into account your users and their interaction with your website.** User research is an excellent way to understand your users' behaviours, needs and motivations. With this information, you can influence how your website is developed, highlighting key needs and requirements for your users.

An example of this could be that after researching your users, you find that a large quantity of them are very keen to know about local Freemasonry news. Using this information,

you would ensure your website development included an area for news stories.

There are several different ways to conduct user research. You can **send out a member survey through your newsletters**, or **gather a small group of members and conduct focus groups or interviews.**



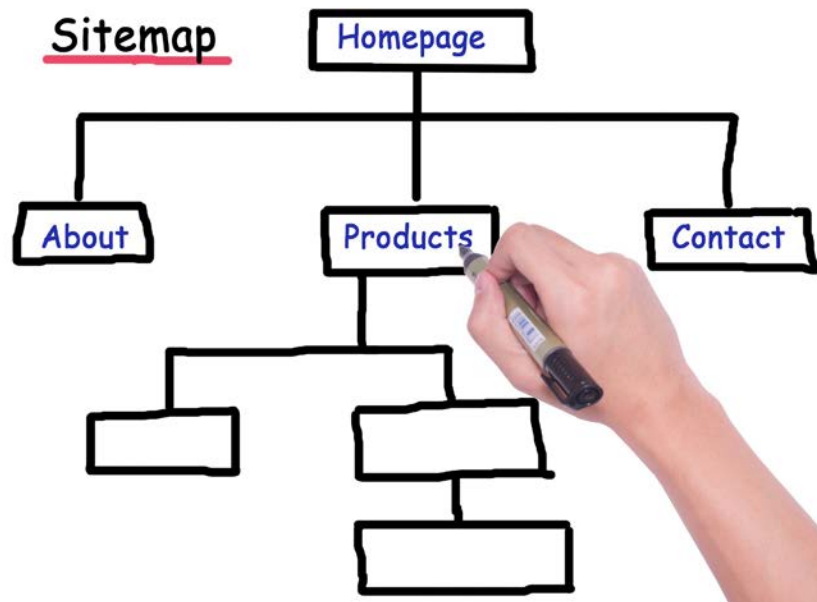
# VISUAL SITEMAP

The sitemap is a 2D image or drawing representing the structure of a website.

A visual sitemap can be a valuable tool to illustrate the site organisation, from top-level navigation to sub-navigation and the relationships between web pages.

The visual sitemap provides a clear insight into what the user journey will be and can help people to understand how easy and intuitive the navigation is. The visual sitemap is an excellent

starting point to craft the navigation, making this more functional, accessible and intuitive. UGLE used [Slickplan](#) for creating the sitemap of its new website.



# USER JOURNEY

REGISTER YOUR  
INTEREST



A user journey is the interaction and experience users have when navigating through your website and getting to their desired goal.

The user journey can detail what steps people visiting your website need to take to complete their specific task and what messages and themes they engage with along the way.

An example of this could be the journey of a user clicking onto the website to register their interest in becoming a new member. We want to know how this user gets from the homepage to the submission and whether it was an easy transition or a 'wild goose chase'.

This journey also allows mapping of their behaviour, which is extremely helpful when seeing which pages are doing well and which need more attention.

The user journey can reveal a lot and it is important to make sure journeys are smooth, or users could get frustrated and leave.

Below are the steps you need to take to map out a user journey:

1. Choose the persona – you will need to do a user journey map for each of your primary personas
2. Identify what task your persona wants to accomplish on the website
3. List all the touchpoints on the website (such as web page, functionality, tasks to reach the final goal)

## i A USER JOURNEY IS IMPORTANT

because it identifies barriers and obstacles visitors may face when coming to your website, increases engagement and accessibility, highlights pain points to improve on, and allows you to set benchmarks of what you want your visitors to accomplish and what they actually achieve.

4. Determine the resources you have and the ones you'll need to guarantee a smooth user journey
5. Take the customer journey yourself
6. Make necessary changes if needed.

# COMPETITOR ANALYSIS

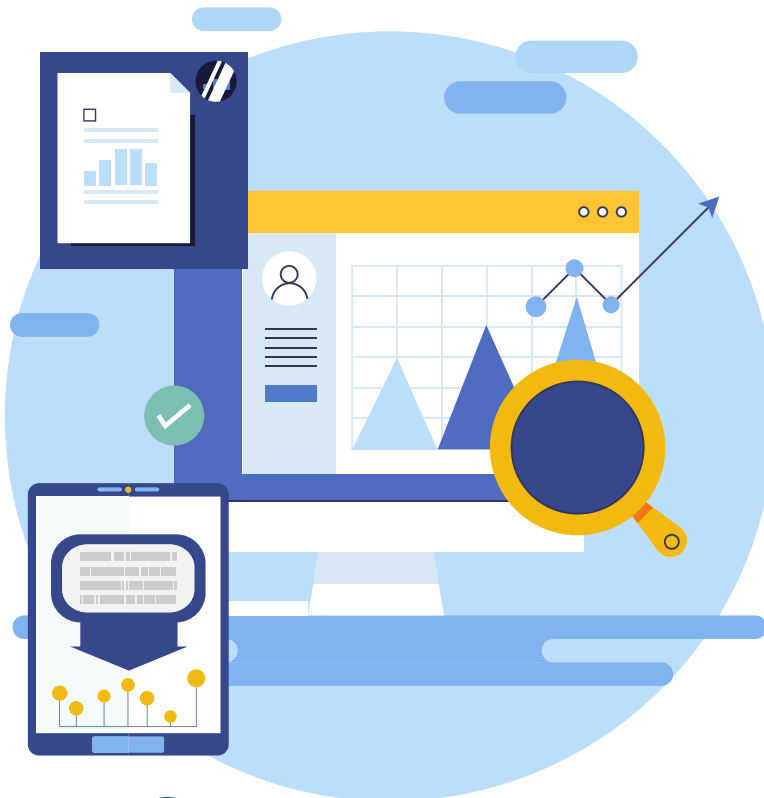
A competitor analysis can help you learn the ins and outs of your competitors through researching their different assets and marketing strategies. With this information, you can compare it to your own resources and identify your strengths and weaknesses relative to your competitors, as well as highlighting where you can outperform them.

Competitor analysis helps you stay on top of trends, to ensure your website exceeds standards and performs well. An analysis of your competitors also allows you to highlight what makes you and your website different, which can assist with future development efforts.

It's straightforward to create a competitor analysis – you can make a simple spreadsheet and fill it in with the names of your competitors, links to their websites, what is good about their websites

and what needs improving. You could also add a section comparing it to your own website, to help make goals and benchmarks.

When it comes to analysing your competitors, a handy tool is a SWOT analysis. A SWOT analysis allows you to identify your strengths and weaknesses in a range of things.

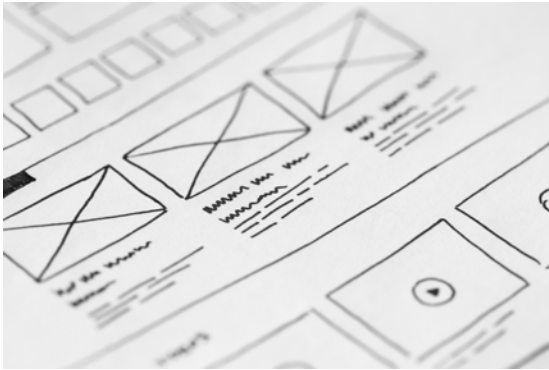


BELOW IS A TEMPLATE OF A SWOT ANALYSIS TO HELP YOU WRITE YOUR OWN:

| <i><b>SWOT analysis</b></i>                         | HELPFUL<br>to achieving<br>the objective                                                                                                                                                                                                                                              | HARMFUL<br>to achieving<br>the objective                                                                                                                                                        |
|-----------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                     | <b>Strengths</b><br>Advantages over the competition                                                                                                                                                                                                                                   | <b>Weaknesses</b><br>Disadvantages over the competition                                                                                                                                         |
| <b>INTERNAL</b><br>Website<br>characteristics       | <p>What are the strengths of your website?</p> <p>What does it do well?</p> <p>What successes have you had with the website? (such as the website is quick to load)</p>                                                                                                               | <p>What does your website lack? (such as lack of prominent calls to action (CTAs), internal linking, lack of information)</p> <p>What do competitors' sites have that your website doesn't?</p> |
| <b>EXTERNAL</b><br>Environmental<br>characteristics | <p><b>Opportunities</b><br/>Advantageous outside elements</p> <p>Attract new members and more visitors</p> <p>Increase engagement with current members</p> <p>(For example, use of high-quality images and videos, including members' case studies, building a news section, etc)</p> | <p><b>Threats</b><br/>Disadvantageous outside elements</p> <p>For example, negative or distorted perceptions of the organisation</p>                                                            |



# WIREFRAMES



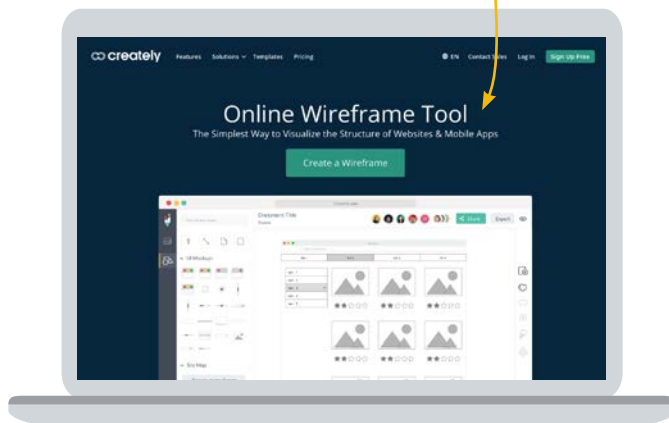
A wireframe is precisely what it says on the tin – it is the bare bones and starting point of your website. Like a videographer with a storyboard, a wireframe is used as a schematic or blueprint for your website.

A wireframe allows you to explore the layout of your content, explore website functionality and define your users' journey and their needs. A wireframe is used early on in the website development process to create the basic structure of a web page before any visual design or content is added.

A wireframe is very useful in helping you, your programmers and your designers to think about the structure and layout of the website you're building.

Doing this work now may seem like an arduous task, but completing it before any code is written or visual design is finalised will save you lots of time and painful adjustment work later on.

Creately is a tool to help you construct a wireframe for your website.



[creately.com/lp/wireframe-tool-online](https://creately.com/lp/wireframe-tool-online)

# CONTENT STRATEGY

A content strategy is, in essence, a plan of how you will develop and manage content for your website. This blueprint will help you define your marketing aims and help you set goals and priorities. While a content strategy enables you to map out your work, it also ensures that every effort can translate into tangible results.

This content plan can be as simple as making a spreadsheet with different columns, and you could simplify the above questions and use them as headers.

If you follow these guidelines, you will be able to create a strong foundation for approaching any content-based project.

A strong content strategy should also outline the measures you will use to track and evaluate your content's success. An example is how many views the page will have or how many people will watch your video.

A content strategy should outline everything you need to know about your content production objectives. When making a content plan, it is important to map out:

It is important to make sure your content strategy outlines every opportunity you can use to keep up to date with news, events and trends. This will allow you to find new content ideas and help reach as many people as possible.

Content is not just the words you write but also includes pictures, infographics and videos.

What type of content are you creating?  
(Blog post, news article, video?)

What is the style, format and tone of the content?

Why are you creating the content?

Who is your target audience?

What messages and themes do you want to give out?

Where and when will you publish the content?

Who is in charge of creating the content?



# CONTENT INVENTORY

A content inventory collates every piece of digital content you have for your website, allowing you to ascertain what content you have, assess it and evaluate its quality.

An inventory allows you to identify gaps in your content and areas that need updating. You can also do this using a spreadsheet.

# CREATE A CONTENT HUB

A content hub is an online collation that contains content centred on a specific topic. Suppose you want to provide users with information about events hosted within the Province or charity activities – you could have a content hub housing this content.

A content hub includes a diverse range of content in different formats. While your content hub could contain blog posts, it could also have videos, webinars, podcasts, social media content, presentations, infographics, polls and even downloadable content.

By presenting an immersive and interactive experience, your website visitors will get excited by your content and keep coming back for more.

A great starting place for your content hub is to think about the questions your content can answer, look at FAQs and check other membership organisations' websites for any key content you may be missing.

One of the main benefits of a content hub is that your website will get more traffic. This increase is because search engines like Google will find it easier to understand your website's purpose as well as any topical themes. This relates to SEO, which you can find out about later in this guide.

# TYPOGRAPHY

Typography is the style and appearance of any text used on your website. Typography plays an important role in setting your website's tone, theme and messages.

Any text used on your website must be readable, so visitors can easily access and engage with information or messages conveyed on your website.



# IMAGES

The most obvious reason to use images is to make your website look good. Images are an essential part of your

website, making the website look engaging. Use high-quality images and steer clear of generic stock

images. You can access our [UGLE brand centre](#) for a range of images to use on your websites if needed.



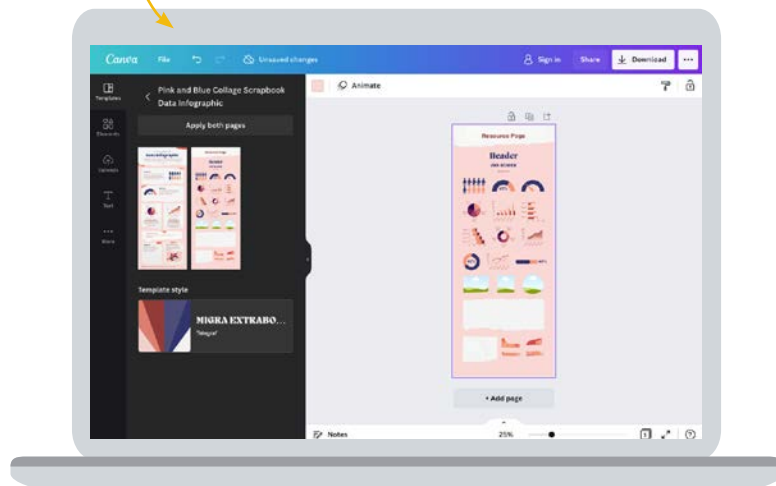
[uglebrandcentre.org.uk](http://uglebrandcentre.org.uk)

# INFOGRAPHICS

## As well as pictures, why not try using infographics?

These are a great way to show facts or data in an easy and engaging way. Infographics are very easy to make, with lots of free programmes available online.

There are a number of websites where you can make free infographics, such as **Canva**.



# VIDEOS

Videos are an excellent way to keep people engaged with your content and keep audiences on your website for longer.

Videos help people get to know you in an interesting way, as well as being fast and convenient.

**HubSpot** SAYS THAT **53%** OF CONSUMERS WANT TO SEE MORE VIDEO CONTENT THIS YEAR.



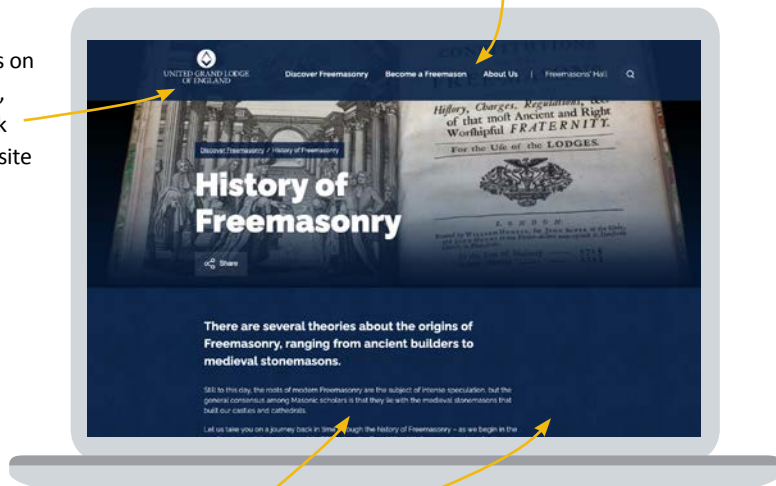
# WEBSITE DESIGN CONSISTENCY

Consistency is a significant factor to consider in web design. It allows your website to look visually appealing and coherent, and improves its functionality across all of your website's elements such as headers, footers, sidebars and navigation bars.

## EXAMPLES OF WEB DESIGN CONSISTENCY INCLUDE:

Having **menus** in the same places on each page

Make sure your **logo** is on every page, linking back to the website homepage



Using the same **fonts and colours** throughout the website

Ensure every **element** of each page has a clear visual hierarchy.

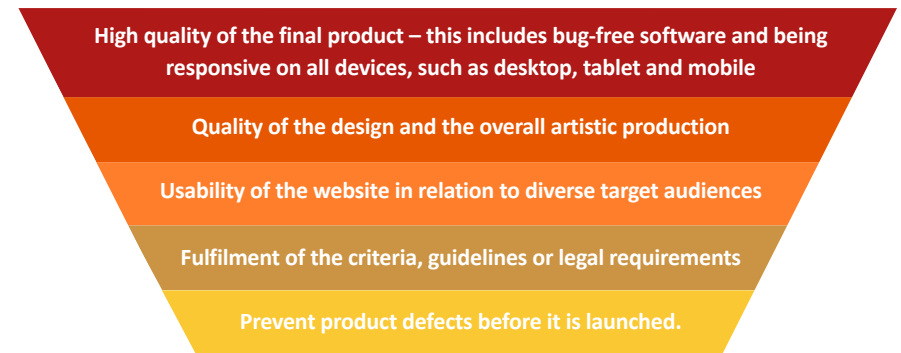
# QUALITY ASSURANCE

Quality assurance is a process to ensure a website meets specified requirements for all users. Quality assurance aims to monitor and improve the website development process to ensure any problems are found and fixed quickly.

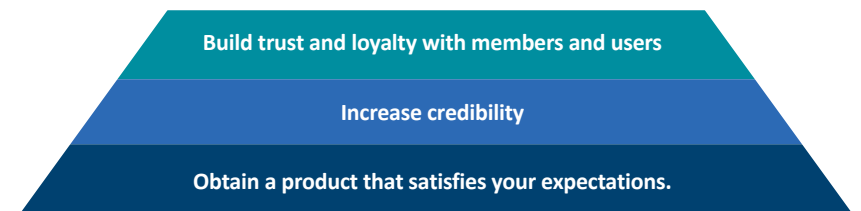
The quality assurance process involves a series of different evaluations such as usability, functionality and accessibility testing.

The quality assurance's objectives are:

## PRIMARY



## SECONDARY



# ACCESSIBILITY TESTING

This is about ensuring an equivalent user experience for all users, regardless of technology or ability. The **UGLE** has worked hard to build its website following the Web Content Accessibility Guidelines 2.1 and to conform it to Double-A.

An in-house solution to conduct usability testing is to gather a small community of members with different technology and abilities, and ask them to test the website.



There's a number of different things you can do to make your website fully accessible to any potential visitors:

- Make sure there are subtitles on videos you have on your website, and you could offer a transcript for any audio resources without subtitles.
- Use descriptive hyperlinks providing information on where clicking the link will take them
- Make sure all images have captions and alternative text so people know what they refer to
- Your website will reach more users if you use more straightforward language – try and steer clear of jargon and overly complex vocabulary, to make it easier for people to understand
- You can increase accessibility by offering visual cues like underlining links or making sure menu options are highlighted when hovered over
- Be aware there needs to be a high contrast between colours and texts – this makes reading much easier, especially for those with visual disabilities like colour-blindness or learning difficulties like dyslexia.

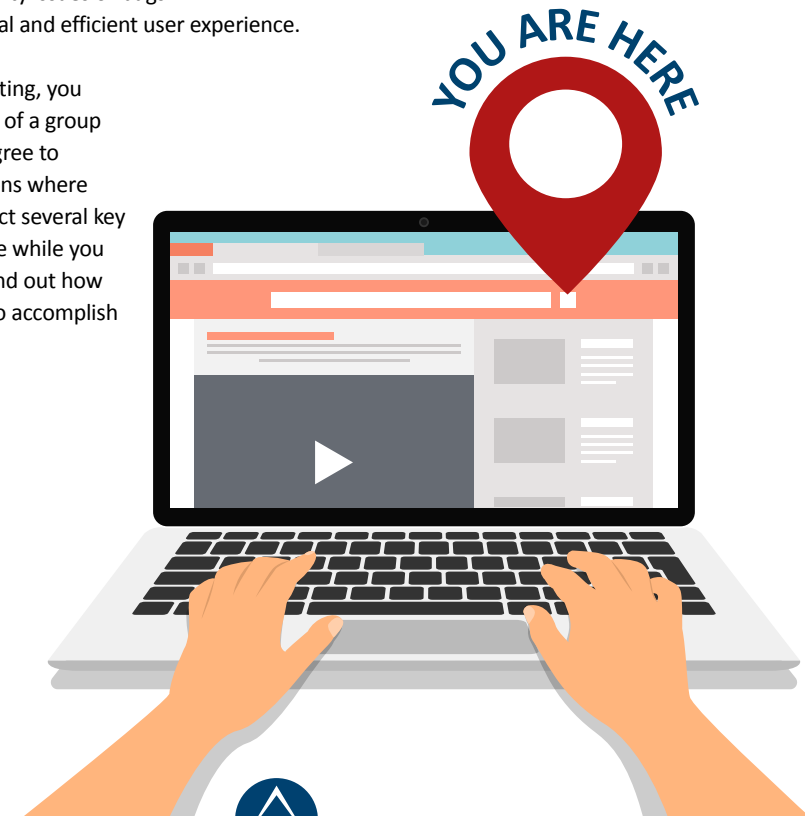
# USABILITY TESTING

Usability testing involves getting real people to interact with the website and observing their behaviour and reactions to it.

The objectives of conducting a usability test before the website has launched are:

- Understand how the site works and ensure users do not get lost or confused
- Make sure that users can complete the main actions they need to
- Identify any usability issues or bugs
- Ensure a functional and efficient user experience.

For the usability testing, you can ask for the help of a group of members who agree to participate in sessions where they need to conduct several key tasks on the website while you observe them, to find out how well they manage to accomplish the assigned tasks.



# FUNCTIONALITY TESTING

Functionality testing is another way of checking that the website you are developing is up to a high standard and performing to its best ability.

This process checks an application, website or system to ensure that it is working correctly and doing exactly what it is meant to do.

During the planning stages of website development, every project creates a document

that highlights what the website is supposed to do. This is usually done from a user's perspective.

One way to conduct functionality testing is to create a spreadsheet with step-by-step instructions on

performing specific tasks on the website (such as submit an enquiry, locate the nearest Lodge meeting place, etc) and share this with a few volunteers. The aim is to determine if the website's functionalities work well and do not present any glitches.



# SECURITY TESTING

In today's technology-infused world, the risk of a breach in security is fairly significant.

The majority of websites have substantial security protocols built into their programming to secure any data or information from intruders.

As with most software programs, it is important to evaluate the efficiency of these security systems, checking they are up to date and running correctly.

Security testing highlights any vulnerabilities in a system, determining how protected your data and resources are from intruders. A security test focuses on finding any possible weaknesses or loopholes that may result in information loss.

Security testing can help identify any threats or weak points in your website's system. This test can also measure your website's potential vulnerabilities and detect every possible risk in your system. The results of a security test can help developers fix any problems through coding.





# MEASURE SUCCESS

**It is incredibly important to measure the success of your website. This will show you how well your website is doing, allowing you to set targets and evaluate your marketing techniques.**

There are many ways to measure the success of your website. Google Analytics is one of the most popular web analytics tools in the industry – it helps by accumulating data and mapping it out into easy-to-interpret information in graphs and tables.

Some of the metrics you want to monitor are:

## ACQUISITION

**1. USERS:** Overall traffic is an excellent place to start determining how effective your website is. Overall traffic tells you how many people have visited your website and allows you to set a benchmark to see the growth of your website. Organic traffic measures the number of people who visit your website through search engines like Google. This traffic allows you to measure how effective your SEO (see next topic) is and highlights how well your website is performing.

**2. SESSIONS:** A session is a group of user interactions within your website that are recorded during a given time period. A session collects every interaction a user

has within your website at one time – for example, if they access three different pages. Tracking sessions enables you to evaluate how good your marketing is by seeing how often users are directed back to your website (for example, twice a month).

**3. CHANNELS:** Channels highlight how people came across your site (such as direct, organic search, referral, social). This enables you to evaluate the performance of your various types of marketing and develop ways to increase the usage of different channels.

**4. DEVICE:** This is what your website viewers are using to access your page (such as mobile, desktop, or tablet). It allows you to highlight areas of improvement, like making your website more mobile-friendly.

## ENGAGEMENT

**1. SESSION DURATION:** An engaging website also means visitors' average time on your site will increase. Visitors aren't going to spend too much time on a website they do not find engaging or worth their time. Linked to this is a metric called 'average page views per visit'; this tells you if visitors are viewing multiple pages on your website. A high result means your website is engaging and has a smooth transition.

## 2. THE NUMBER OF PAGES VISITED

**DURING USER SESSION:** This metric is the average number of pages a person views in one session. For example, that could be reading two blog posts and signing up for a newsletter. If the average page per session is three, it means the average person visits three pages on your website before leaving. This measurement is important as it can show how engaging your website pages are and highlight areas of improvement to keep viewers sticking around.

**3. BOUNCE RATE:** Visitors to your website are only valuable if they stick around to see what you are offering. Bounce rates measure visitors who leave your website after visiting one page. A low bounce rate suggests an informative and engaging website that inspires visitors to view multiple pages.

## i QUICK TIPS

- Track exit reports to find out the last pages people visit before leaving your website. This could indicate a number of things like needing more CTAs or needing to add more links to other pages on your website.
- It is important to do regular reports so that you can monitor how well your website is doing. It will also allow you to see if you're meeting your targets and help set the direction of your website development.
- There are different ways to reduce bounce rates, such as adding prominent CTAs on the web page, using videos to engage your visitors and improving your site speed.



# SEO

SEO stands for search engine optimisation, and is a handy way to help improve the quality and quantity of visitors to your website.

SEO is simply the process of increasing the visibility of your website when people search for anything related to your website on search engines like Google or Bing.

## HOW DOES THE SEARCH ENGINE WORK?

There are several steps involved:

1. **CRAWLING:** Search engine crawlers scan the web to find existing content.
2. **INDEXING:** When crawlers find a web page, they analyse the content (such as copy, images, videos, etc), and they store the information in the search index. The crawlers look at different signals such as the publication date, page title and description, associated keywords, headings and images.
3. **RANKING:** When the user searches for something, the search engine scans through the index pages to give the best result.

Google is the most frequently used search engine worldwide, and the Google ranking algorithm considers more than 200 factors. All

1

### TECHNICAL SEO

This is all about optimising the infrastructure of your website to ensure the search engine crawls, analyses and indexes the website without any snags. For example, you want to make sure that your website is mobile-friendly, the site loads fast and you have a robust security system in place.

2

### ON-PAGE SEO

Optimise the content on the pages and help search engines understand the content's meaning and context.

3

### OFF-PAGE SEO

This is the process of increasing the website's popularity and receiving genuine inbound links from other trustworthy websites.

those factors can be grouped into three pillars:

Delving deeper into on-page SEO, there are several elements you can look at to optimise the web content. The notable quote 'content is king' reveals that the first goal should be to provide users with high-quality content. That means the content needs to be unique, trustworthy, well formatted and should explain

the topic in detail.

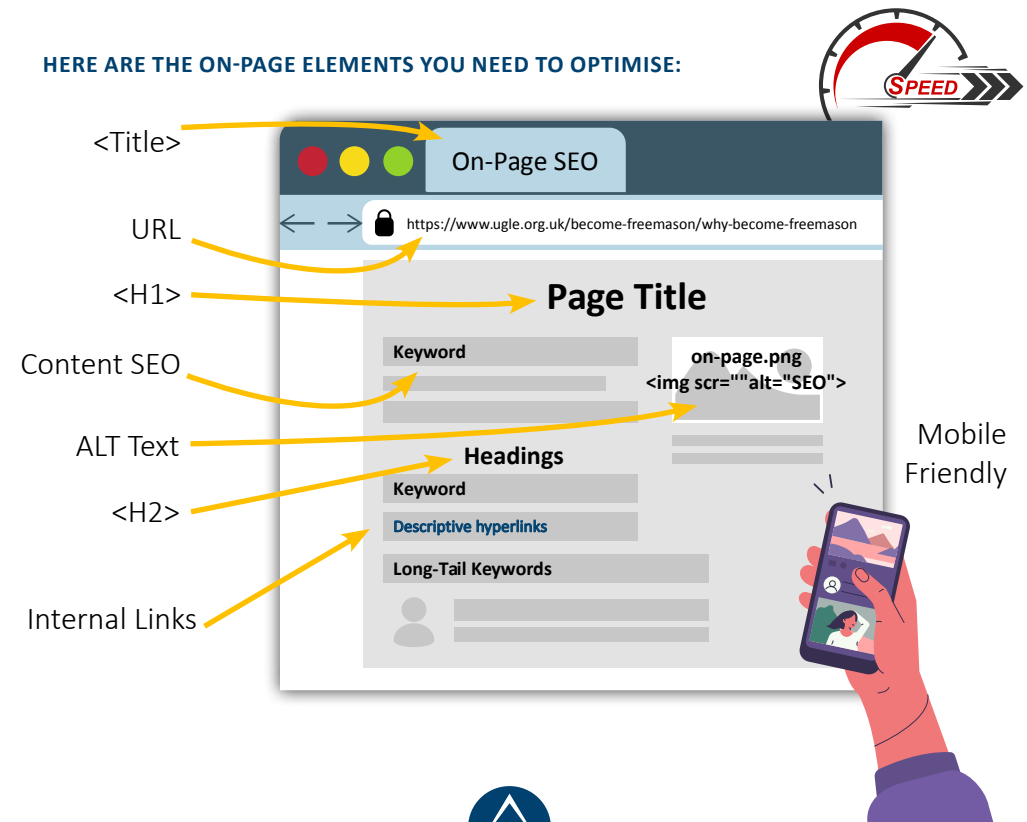
One of the key ways to enhance your on-page strategy is with keywords, which are the words and phrases users enter into search engines. These keywords must litter your website because they are the linchpin between what people are searching for and the content you are providing.

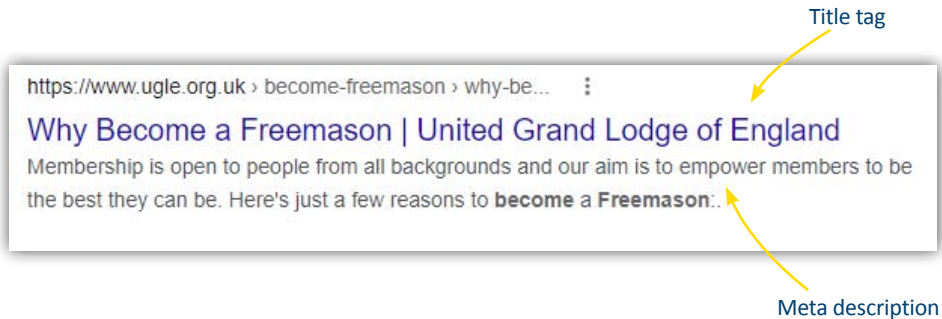
When you start to create your initial list of keywords, you need to identify the target audience and think like your personas with regard to what they might type into search engines. Then you can use a keyword research tool to help you expand your list. Some of the tools are free, such as [Ubersuggest](#) and [Google Keyword Planner](#), while other premium tools include

[SEMrush](#) and [Moz](#).

For example, when we were working on the content for the new UGLE website, we identified a significant volume of searching around the words 'why become a Freemason'. Therefore, we thought this could be an opportunity to meet users' needs.

## HERE ARE THE ON-PAGE ELEMENTS YOU NEED TO OPTIMISE:





- **URL:** The URL should be clear, short (two to three words maximum) and easy to remember.
- **TITLE TAG:** This gives an initial clue about the content and you want to include the primary keyword at the beginning of the title tag. The length should be less than 70 characters.
- **META DESCRIPTION:** This is a short description of web page content and it appears on the search engine results below the title tag. The meta description is not a ranking factor, however, the more engaging it is, the more users are encouraged to click on the search engine result. Moreover, Google bolds terms that match the user's query. The length should be up to 150 characters.

- **HEADING:** Your page title (H1) should include your primary keyword and it is highly recommended to have only one H1 per page. Depending on the length of the content, you can use headings in a hierarchical manner (H2, H3 etc.). You can use secondary keywords in the minor headings.
- **CONTENT SEO:** It is important to mention your main keyword once or twice in the first couple of paragraphs.
- **IMAGES:** Before uploading an image to the website, you should edit the filename and make it informative and descriptive. For example, instead of saving an image you intend to upload to your website as 'Picture 1.png', you should save it as 'why-become-freemason.

png'. Moreover, run your image through a tool to compress the size without compromising the image quality, such as [TinyPNG](#). Larger images will slow down your website, and having a slow page-loading speed will decrease your Google ranking.

Utilise the alternative text (alt text) on all your images to better help visually impaired users navigate your website. At the same time, the image alt text is the most critical factor for ranking your images higher on Google image search as well as in Google web search.

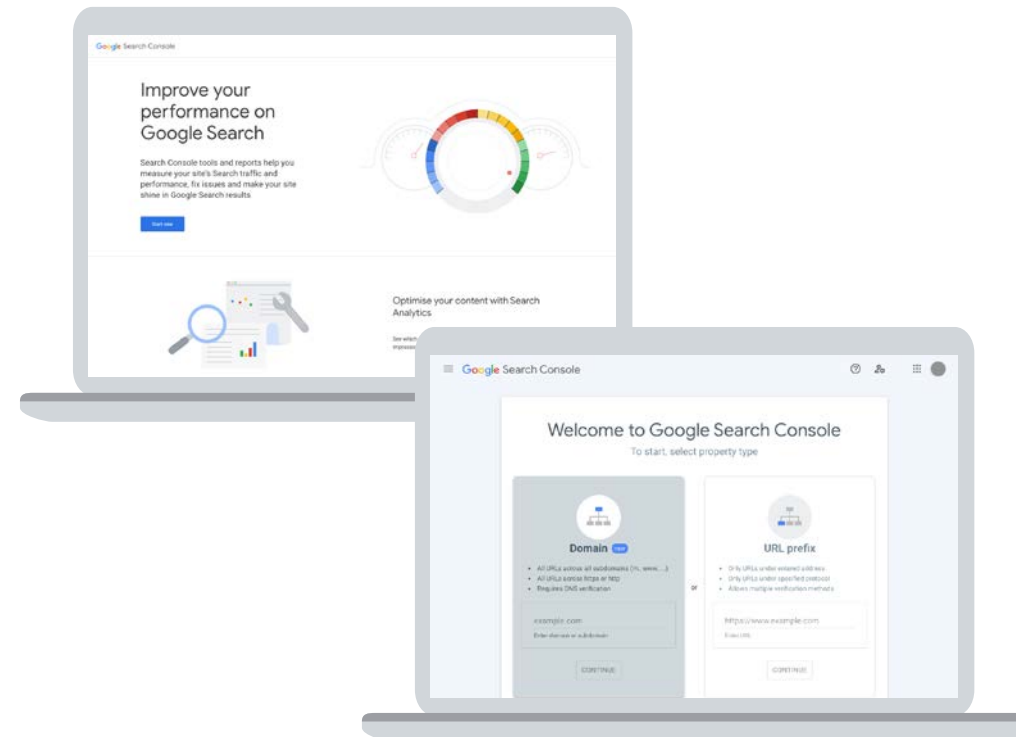
A good alt text is short but descriptive. It accurately describes an image with keywords users might use on a search engine.

- **INCLUDE INTERNAL LINKING:** Internal linking consists of adding links on your content pointing to other pages of your website. This will make the navigation more accessible for users as well as helping search engine crawlers to better understand your site structure.

When you choose the CMS for your website, it is important that it is SEO-friendly and allows you to optimise the above elements from the site backend.

## *! DID YOU KNOW?*

**Google Search Console** is a free platform for everyone with a website, to monitor your web appearance and troubleshoot any technical errors related to crawling, load speed and more.



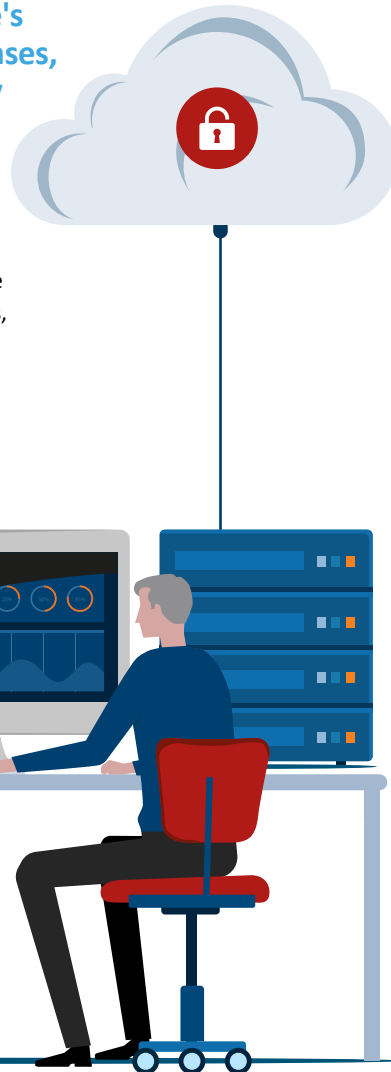
# THE IMPORTANCE OF REGULAR BACKUPS

A website backup is a copy of your website's essential files and folders, including databases, images, website code files, plugins and any other files used by your website.

Creating regular backups of your website is extremely important. Anything could occur, such as a security compromise, updates going wrong, malicious attacks or any mistake by the web admins, compromising the website's integrity. A backup is the main warranty that your site can be completely restored after any problems and crashes.

Hosting services typically perform daily automatic backups but these can also be set up manually. The frequency of backups may vary depending on how often you update the website. If a

website undergoes regular changes and updates, it may be more appropriate to make a daily backup. In other cases, backups can be weekly or monthly.



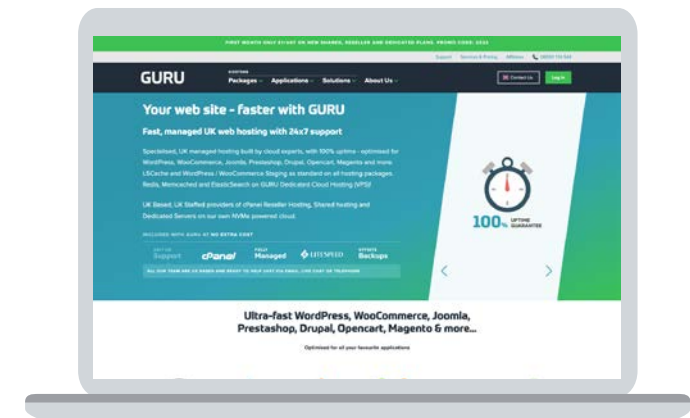
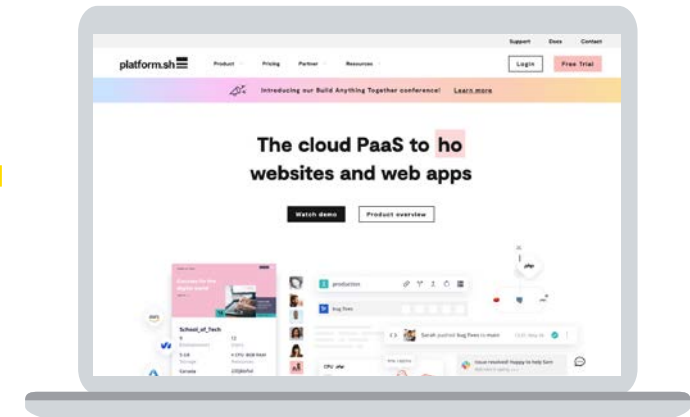
# WEB HOSTING

When choosing web hosting, you should entrust your site to a reliable and robust web hosting company. At UGLE, we use [platform.sh](https://platform.sh), a cloud-based web hosting service. We also use [GURU](https://guru.sh) for microsites.

As you want your website running all the time, **the first thing to check when choosing web hosting is a 99.9% uptime guarantee.**

Website load speed is a ranking factor in SEO. Therefore, you want to ensure that the hosting provider is trustworthy and can provide an optimal loading speed.

A web hosting provider should include good customer service, as you always want the support team to be available on live chat or telephone. If something goes wrong, you need to look for prompt assistance.



# CORPORATE CONSISTENCY

**UGLE policy strongly advises each Province to have a standalone website distinguished from the UGLE one.**

Each Provincial website needs to demonstrate a distinct brand personality and tone to target the local audience more effectively and efficiently. Visitors are most engaged and welcome when the design and content are locally adapted.

However, the key messaging and corporate statements must be consistent across the UGLE and Provincial websites.

Each provincial website is required to include the following:

- The **Mission Statement** (consists of the organisation's purpose, vision and mission)

## Mission Statement

### WHAT WE ARE (PURPOSE)

We are a unique members' organisation that has thrived for over 300 years. Having no political or religious affiliations, we comprise members of all ages, races, religions, cultures and backgrounds. We meet in our individual Lodges throughout the country where we have ceremonial traditions which encourage us both to be more tolerant and respectful and actively to fulfil our civic and charitable responsibilities. We also make time to eat, drink and meet together, and form lifelong friendships.

### WHAT WE AIM FOR (VISION)

To attract those from all backgrounds and ways of life, enabling them to develop into more thoughtful and confident people. To inspire and challenge them to practise the core values we celebrate - Integrity, Friendship, Respect, Charity - in their private and public lives. To cement our reputation as a force for good in our communities and society at large and as a thriving organisation that people aspire to join.

### HOW WE WILL ACHIEVE THIS (MISSION)

Over the next 7 years, we will enhance our reputation as a thriving organisation that people aspire to join and broaden our membership across all age groups.

- Our core values in the following order:  
*Integrity, Friendship, Respect and Service.*
- The frequently asked questions (available on the [Brand Centre](#)).

## FAQ

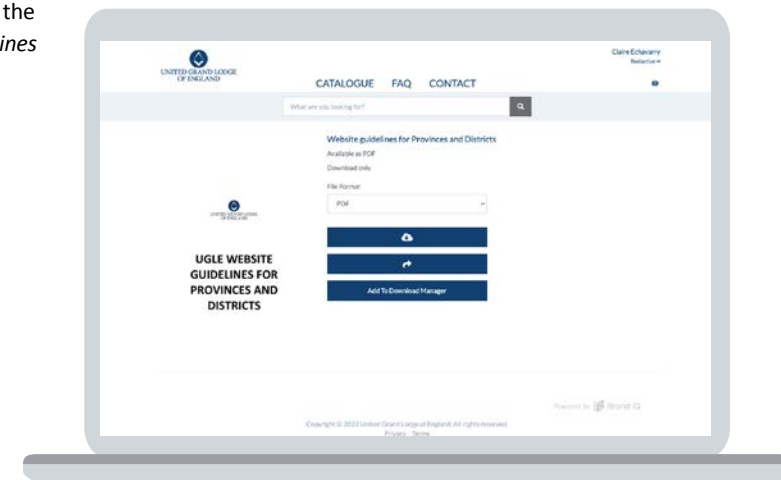
In the [UGLE Website Guidelines](#), the 'content strategy' section mentions a list of pages you might wish to have on the website.

# UGLE WEBSITE GUIDELINES FOR PROVINCES AND DISTRICTS

**Whether you are designing a new website from scratch or updating your current one, and need more information or advice, we recommend looking at the [UGLE Website Guidelines](#).**

This document will give you top tips on topics like data protection, cookies policy and making your website device-friendly.

You can easily access the [UGLE Website Guidelines](#) in the **Brand Centre**.



## NOTES







UNITED GRAND LODGE  
OF ENGLAND

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