

ONSO Digital Bootcamp: Session 4

Designing Websites & Landing Pages

July 22, 2020

Welcome!

- While we wait for people to file in, we have some poll questions for you to fill out!
- Let's get a sense of who is the room 😊



5 Pillars



Speakers



Mac Smith

InterMountain Area Director

I have been on staff for 20 years and I love seeing staff & students engage with God's mission on campus.



Mark Breneman

Director of Digital Services

I have been on staff for 10 years and in the web world for 25+ years. I have been involved with the launch of about 700 websites.



William Cheung

Digital Media Specialist

I'm just over 1 year into staff and I love to see the intersection of God's mission and technology!

Agenda

- Vision & Need
- Website vs Landing Page (What's the difference?)
- Building a Website
- Landing Page Generator
- Q&A and Let's Build



Cru in Salt Lake City

Know Jesus. Grow in Community. Live with Purpose.



COVID-19 Update

[Build](#)[Pages](#)[Theme](#)[Store](#)[Settings](#)[Help](#)

BASIC



Title



Text



Image



Gallery



Slideshow



Map



Contact Form



Embed Code



Button

STRUCTURE

Corozal

[HOME](#)[SHOP](#)[ABOUT](#)[BLOG](#)

Fresh Flavors

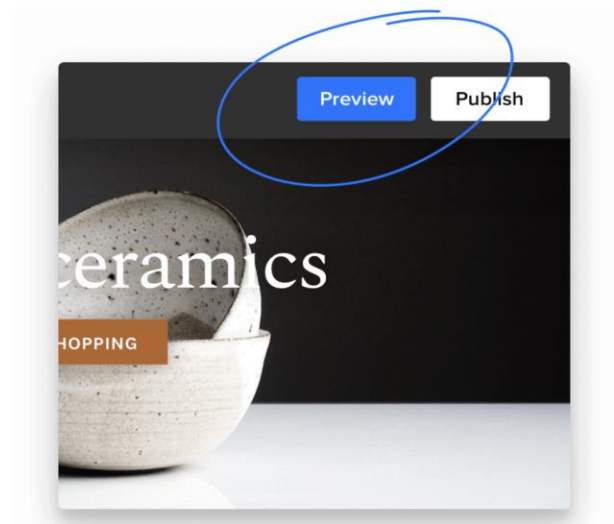
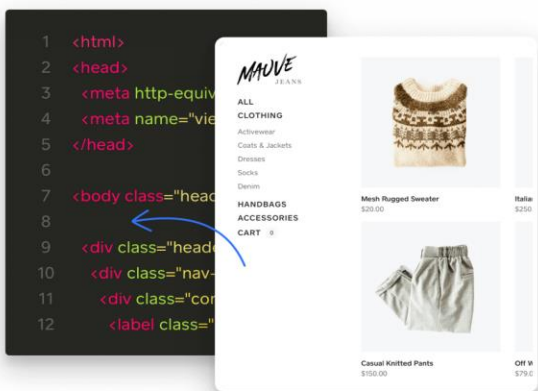
START SHOPPING

Featured Flavors



Give your clients exactly what they want

With control of the code for every website you build, you're free to create the perfect website for your clients' success. Enhance the HTML, add Javascript, customize the CSS, and more.



Pay only when you publish

Revise and preview websites for as long as you need and make sure your clients are happy. You pay only when your websites go live.

Get a broad range of features for creating and managing your websites



Design

Build custom themes and templates that can be used in the future.



Ecommerce

Give clients the latest ecommerce features, including real-time shipping, product reviews, and payments by Square, Stripe, or PayPal.



Mobile

Build mobile-ready websites with responsive themes on any device that can be edited on the go.



Admin

Allow anyone on your team to easily access and manage all your client accounts.



Custom Client Portal

Give clients access to manage their websites while maintaining your branding using a built-in custom client portal and website dashboard.



Client Permissions

Set a full range of permissions for your clients to edit their websites directly.

A group of students are sitting in a lounge area with a stone wall and orange armchairs. They are looking at papers and talking. A red bowl and some snacks are on a round table in the center. A student in the foreground is wearing a t-shirt with a circular logo that says "OLD STANCE NEW WORLD ADAPTS" and "SUSTAINABLE LIVING".

I'M NEW HERE

WATCH VIDEO

www.cruslc.com ▼

Cru in Salt Lake City

Cru in Salt Lake City, an inter-denominational **Christian group** on **college** campuses in **Utah**.

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www.intervarsityutah.org ▼

InterVarsity Utah - InterVarsity Christian Fellowship: A college ...

InterVarsity is a student led **Christian group** on almost every **college** campus and university in **Utah**. InterVarsity is a great place to make lifelong friends, grow in ...

[Find A Chapter](#) · [Events](#) · [About](#) · [I'm New Here](#).

www.deseret.com › [faith](#) › [religious-clubs-utah-college-...](#) ▼

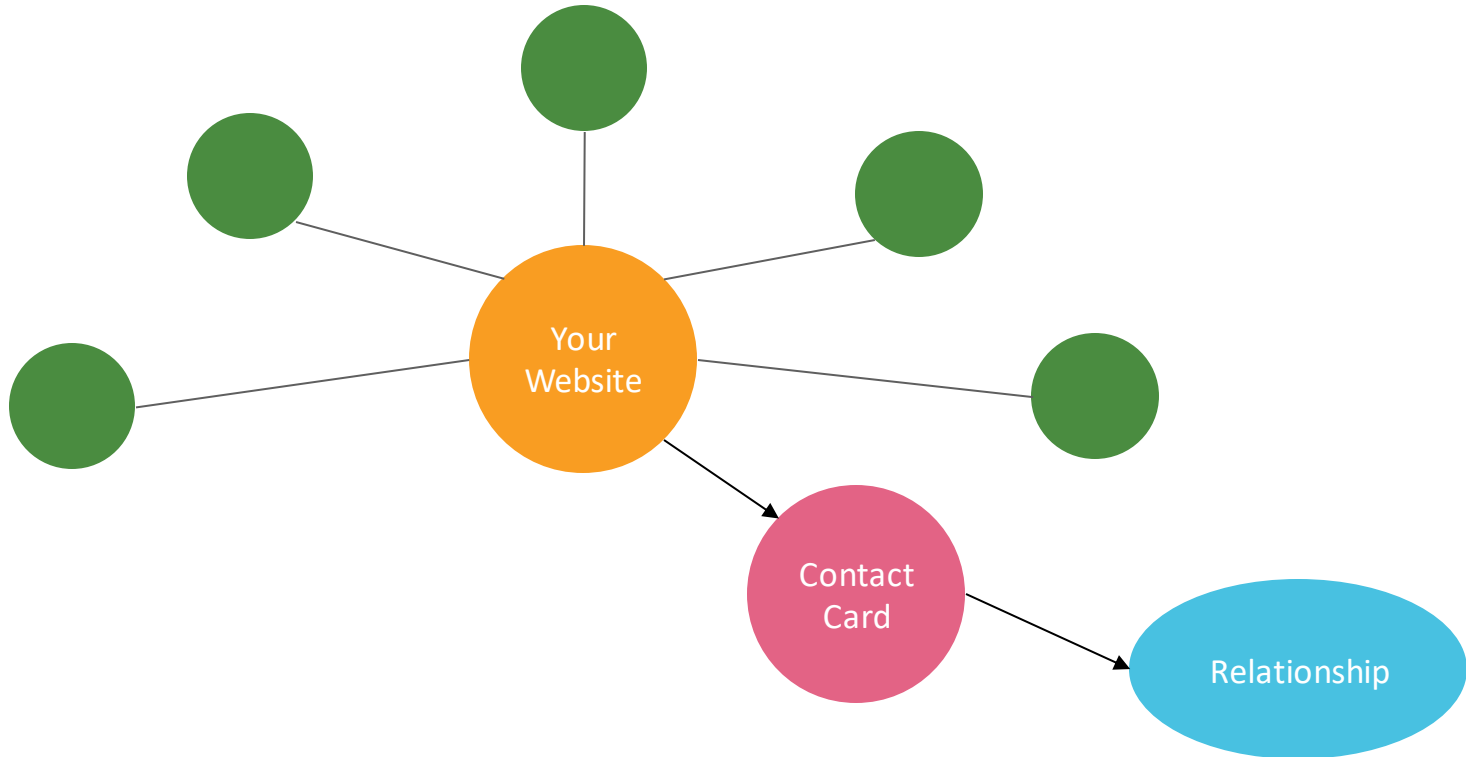
The value of religious clubs on Utah's college campuses ...

Jan 15, 2020 - How religious clubs on **Utah college** campuses are making a difference for ... A **group** of Muslim men, including students who belong to the USUSA ... Impact Campus Ministries is a “Jesus-centered **Christian** community” for ...

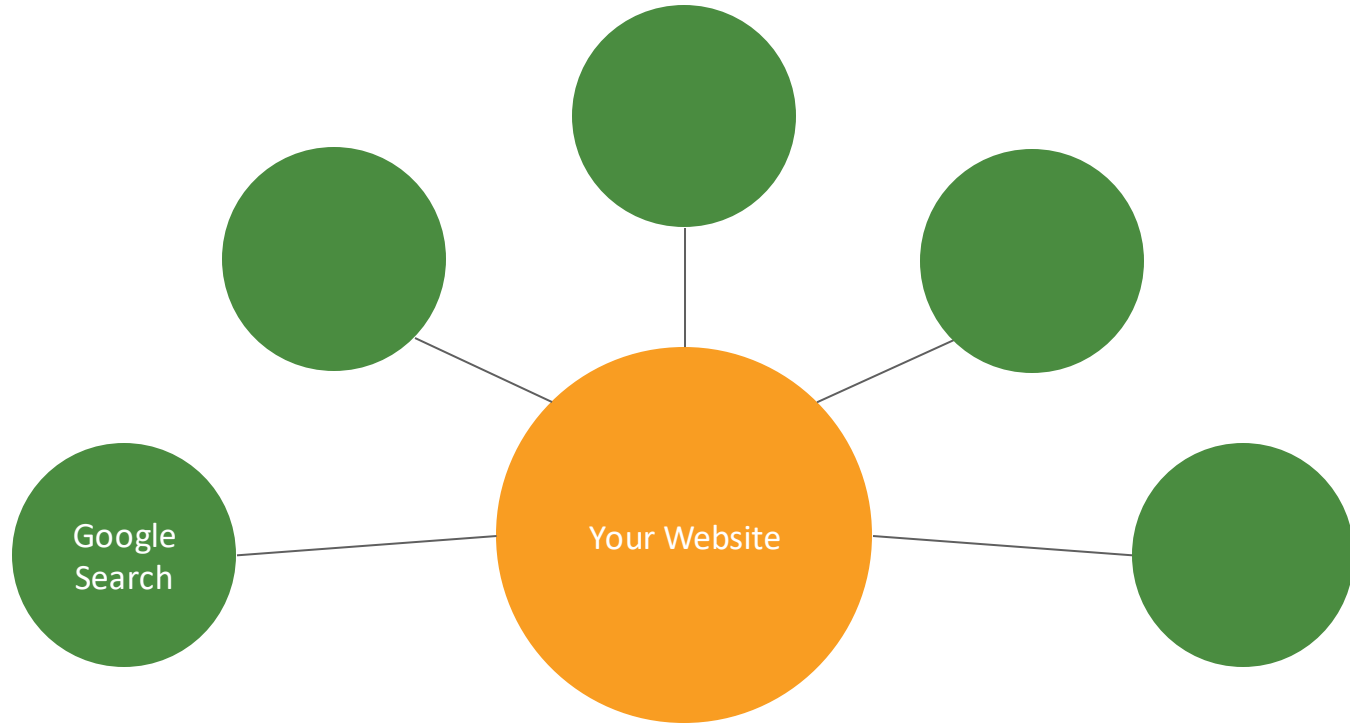
Vision and Need

- **Online Ministry** has never been more important.
- **Discoverability** - Students, Parents, Faculty all need a way to find and connect with your ministry.
- **Credibility** – A contextualized website or landing page will help students identify and will build trust.
- This is why today we are offering 2 solutions: **Websites & Landing Pages**

How to find you?



How to find you? (Search)



Google Search

bing.com/search?q=college%20christian%20group%20utah&qs=n&form=QBRE&sp=-1&pq=co



college christian group utah



ALL IMAGES VIDEOS MAPS NEWS SHOPPING

25,500,000 Results Any time ▾

[Cru in Salt Lake City, an inter-denominational Christian ...](#)

www.cruslc.com ▾

Cru is a **Christian student group** on **college campuses** in Salt Lake City and around the world. We exist to encourage students toward God's intended meaning and purpose for them - having a personal relationship with Himself.

[Alumni](#) · [Fall Retreat](#) · [Volunteer](#) · [Get Connected](#) · [Give](#) · [About](#)

[InterVarsity Christian Fellowship: A college ministry in Utah!](#)

<https://www.intervarsityutah.org/index.html> ▾

InterVarsity is a student led **Christian group** on almost every **college campus** and **university** in **Utah**.
InterVarsity is a great place to make lifelong friends, grow in ...

[2020 Best Christian Colleges in Utah - Niche](#)

<https://www.niche.com/colleges/search/best-christian-colleges/s/utah> ▾

2020 Best **Christian Colleges** in **Utah** About this List The 2020 Best Christian Colleges ranking is based on key statistics and student reviews using data from the U.S. Department of Education. The top-ranked Christian colleges are leading academic institutions that offer students an education and **college** experience rooted in **Christian traditions** ...

Location: Virginia Beach, VA



college christian group utah



All Maps News Images Videos More Settings Tools

About 26,000,000 results (0.79 seconds)

www.cruslc.com ▾

[Cru in Salt Lake City](#)

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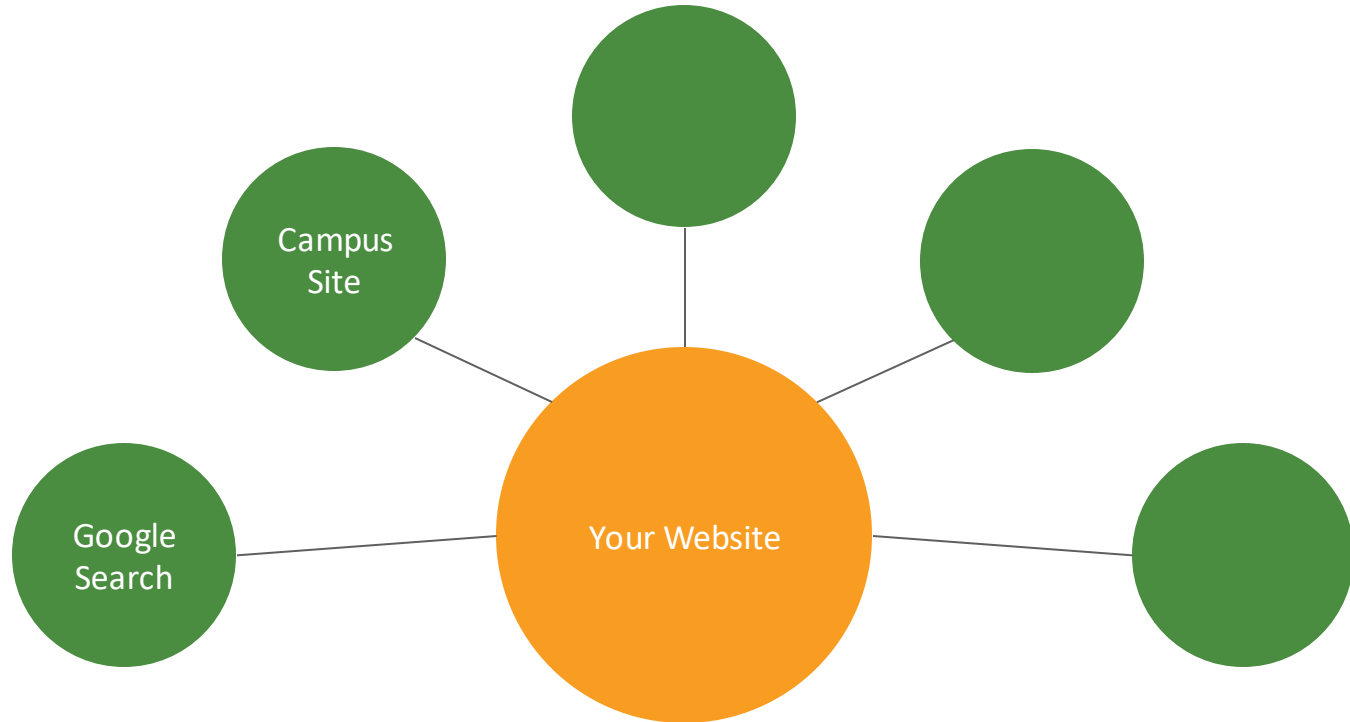
[Find A Campus](#) · [Events](#) · [About](#) · [I'm New Here](#).

www.facebook.com > ... > Religious Organization


[Christians on Campus at the University of Utah - Home ...](#)

See more of **Christians on Campus** at the **University of Utah** on Facebook. Log In. Forgot account? or. Create New Account. Not Now. **Community** See All.


How to find you? (Campus Site)



Campus Site

 **Campus Connect**
THE UNIVERSITY OF UTAH



HOMEEVENTSORGANIZATIONSNEWSFORMS

 InterVarsity Christian Fellowship

InterVarsity creates **intentional** and **diverse** community on campus where students of **any** background (Christian or not) can **engage curiously** with the Bible and **grow in relationship** with others. We do this through **small groups** in each dorm community, gathering together in **worship**, hosting fun social **events** and **camps** throughout the year with college students from all over Utah.

Contact Information

E: kelly.robbins@intervarsity.org

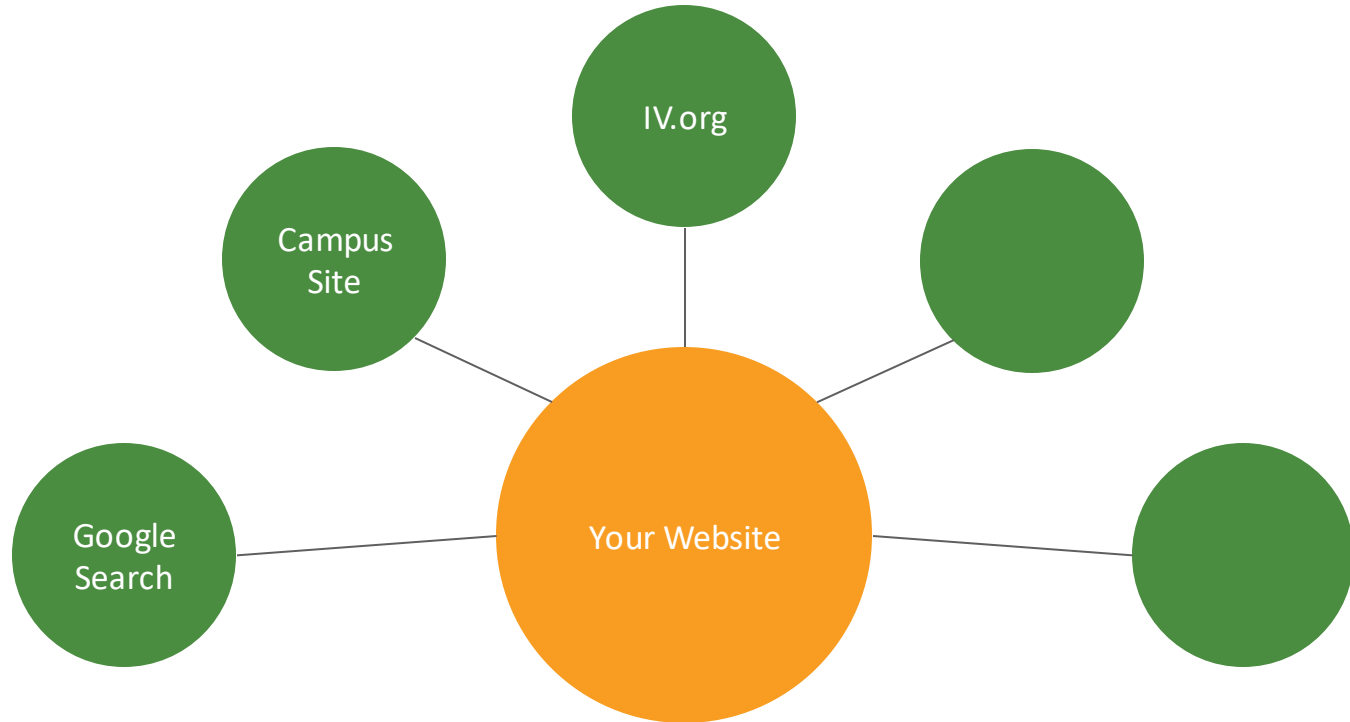
 

Additional Information

Classification
Registered Student Organization

How to Get Involved
If you would like to get involved with InterVarsity at the U, fill out our contact card at:
<https://www.intervarsityutah.org/universityofutah.html> or follow our Instagram and DM us!

How to find you? (Search)



Google Search

Tell google that you exist

For Weebly Sites:

<https://www.weebly.com/seo/search-console>

For Landing Pages:

It is automatic

InterVarsity.org



Login [DONATE](#)

Home About Us Our Ministry Bible Study [Get Involved](#) Blog Store Ministering Online



Find a Chapter

As campuses have closed due to COVID-19, many InterVarsity communities are meeting online.

Search below to find a community for your school, click "Contact," and send a message to your school's InterVarsity staff minister to find out how to join them online.

Search:

School Name

State

Near Me

School Name

Search



Search:

School Name

State

Near Me

utah

Search

Filter

- ☐ Undergrad
- ☐ Graduate
- ☐ Faculty
- ☒ All

6 Results at utah

SOUTHERN UTAH UNIVERSITY
General @ Southern Utah University

Staff: Trevor H.

Ministry Focus

- Undergrad
- International Student Ministry

Website

Contact

Alumni Form

Share

UNIVERSITY OF UTAH
Grad @ University of Utah

Staff: Scott F.

Ministry Focus

- Grad
- None

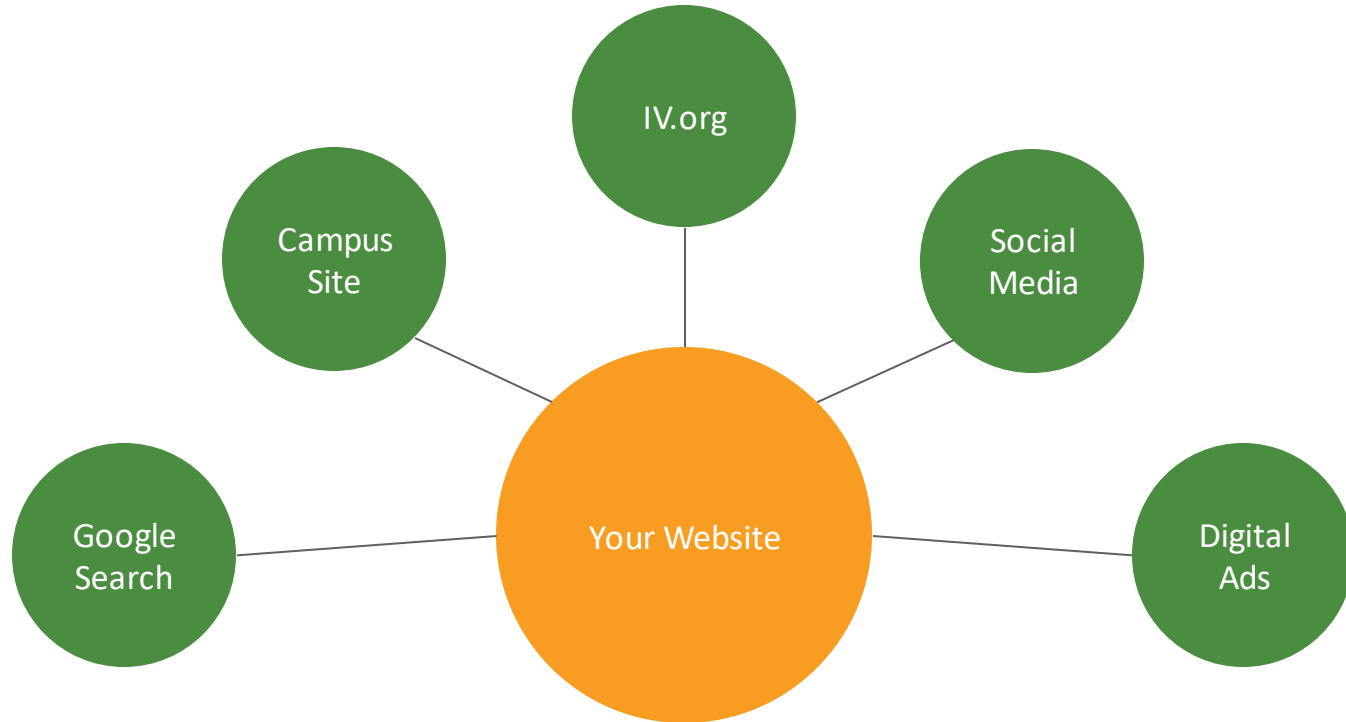
Website

Contact

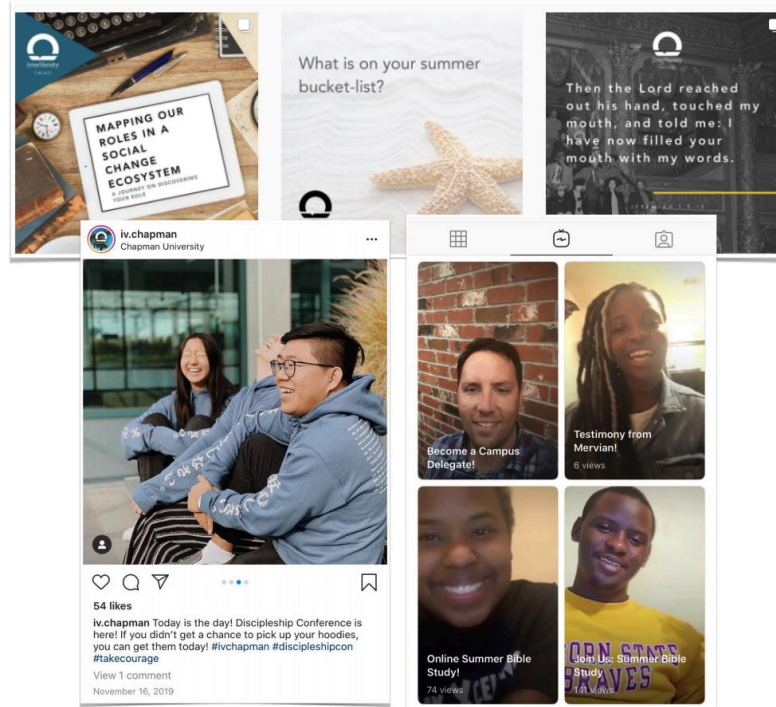
Alumni Form

Share

How to find you? (Search)



Social Media / Digital Ads



Contact Card

Join a community that's here for you

InterVarsity is a community from all parts of campus who ask the big questions together, read the Bible and talk about what it really means, and try to love our friends and other students as much as Jesus does.

Get connected to InterVarsity. Let us know a little about yourself and we can help connect you.

My name is

and I am a at

and my email is

Next



InterVarsity STAFF PORTAL

Search...

Home Financials Chapters People Ideas Reports

Back

Contact Cards

50+ items • Sorted by Contact Card Number • Filtered by all contact cards • Updated a few seconds ago

Search this list...

	Con...	Stage	M...	First Name	School	Assigned Staff	Ministry Unit	Focused Ministries
1	<input type="checkbox"/> CC-0000	Assigned	<input type="checkbox"/>	mike	University of Pittsburgh	Joshua D Haupt	Metro Pittsburgh	Latino/a Students/Gre...
2	<input type="checkbox"/> CC-0001	Received	<input type="checkbox"/>	Test	University of Florida		GFM Florida	Black Students
3	<input type="checkbox"/> CC-0002	Assigned	<input checked="" type="checkbox"/>	ONtest	MBA Fellowship for th...	Testo Assign	GFM South Central	Latino/a Students/Nat...
4	<input type="checkbox"/> CC-0003	Assigned	<input type="checkbox"/>	TEST0716P1	University of Wisconsa...	ED0528P ED0528M A...	Gulf and River	Asian-American Stud...
5	<input type="checkbox"/> CC-0006	Received	<input type="checkbox"/>	John	Urbana University		Rivers and Rails	Asian-American Stud...

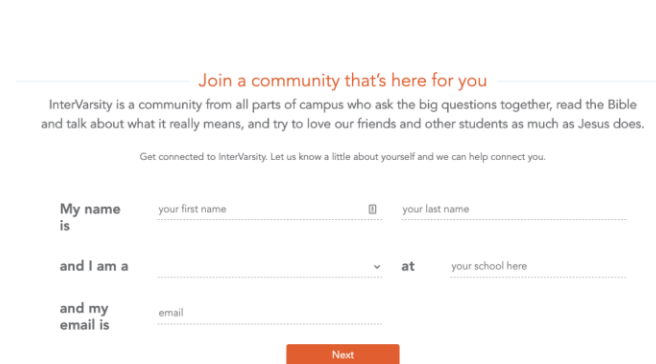
Contact Card

The contact card is **ALMOST** ready.

Signup to receive the embed code.

<https://staff.intervarsity.org/onso-follow-embed-code-signup-and-support>

(Also a place to report issue or request help for embedding the code.)



Join a community that's here for you

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My name is

and I am a **at**

and my email is

[Next](#)

Website vs Landing Page

A **website** is a *series of landing pages* that allow you to tell the larger story about your ministry:

- All in one spot to engage for your Region/Area/Campus Ministry
- Contact Cards, Social Media, Videos/Pics, Register for conferences
- Choose your domain name: www.ocintervarsity.org

A **landing page** is a website with *a single page* and is great to use as a single call to action:

- Fill out this Online Contact Card
- RSVP for our online bible study
- Domain name will be: intervarsity.org/connect/orangecounty



Website vs Landing Page

Website

- Best long-term solution (Region, Area, Established Chapter)
- \$100/year by transfer
- Ready to go branded templates
- Freedom to create/contextualize
- Multiple Contributors (Staff, alumni & students)
- Domain names included

Landing Page

- Quick and easy (<30 minutes!)
- No Learning Curve
- Minimal upkeep
- No Cost
- Just add water
- Expandable in the future

Websites you can start from...

For Regions:

Pacific Region - pacificregion.intervarsity.org

Red River Region - redriver.intervarsity.org

For Chapters:

IV Chapman University - ivchapman.com

GFM Texas A&M - intervarsitygradfacultytamu.com

For Areas:

Utah - intervarsityutah.org

Orange County - ocintervarsity.org

For Focused Ministries:

International InterVarsity - internationals.net

- Each site built in Weebly becomes an additional site we can duplicate from – great way to resource share our creativity!
- All sites are branded, look great on mobile devices and have the new salesforce contact card embedded
- IV verbiage, Backlink to intervarsity.org and SSL (Locks your site) is included as well – this all raises your SEO score

Landing Page Generator

Home of the Landing page generator:

<https://intervarsity.org/landing-page-generator>



Questions?

Let's Build!

