

# BCHC Webpage Guidelines

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**Purpose:** Your web site should inform member and potential new members, what events you have planned and how to contact the proper person. It should tell non-members what your unit does. It should be clear, clean and easy to navigate. This guideline is geared towards consistency and standards to properly reflect BCHC. Be sensitive with confidentiality, personal addresses & phone numbers.

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## Colors

Use a color scheme people expect and are familiar with; light background, dark text.

Since your links are underlined and blue (or other color), no other text should be underlined or blue.

Your plain text and your link text should both have a pleasing and clear contrast with the background.

Use the same color scheme and the same heading on every page.

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## Layout

The official wording is "Backcountry Horsemen of California", your unit name, then add address and an e-mail contact at the bottom of every page.

Have a navigation bar on every page.

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## Content

Your site must have a home page. It should have a page for:

- **Membership Information**
- **Links** to State Website
- **Activities**
- **Calendar**
- **Unit Newsletter**
- **Contacts:** Officers and committee chairs, with e-mail addresses
- **FAQ:** Questions people have about BCHC.

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## **Pictures**

Pictures liven up a web site. You should get permission from the people in them.

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## **Courtesy**

We should be courteous to our visitors, make your website as friendly as possible and non political. Spell check and accuracy are key.

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All new Unit websites **MUST** be submitted to BCHC webmaster prior to publishing on the internet to verify accuracy. Once approved, unit link will be posted to State Website.

Finally, thanks to everyone in BCHC for all the hard work and dedication to spread our message, fun and of course, riding.

Lisa Deas

BCHC State Webmaster

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