

Airedale Solutions Guide Sheet 1

NADFAS to 'The Arts Society' Rebranding



The announcement of a name change, new logo and design changes by NADFAS to 'The Arts Society' (TAS) will have an impact on your existing web site. This guide sheet explains each area in detail and the options you have in moving forward. Some changes are straightforward and you can do them yourselves whilst others are more technical. I've explained the technical details so please read them. But don't worry if it all looks rather complicated, you can ignore them safe in the knowledge that I'll be doing these for you.

Depending on what you plan to do there may be a small charge to cover the expenses I incur such as a domain name and additional server hosting. You can be assured that I'll be keeping this to a minimum.

NADFAS Communications

Unfortunately I and other web site designers are not aware as to what NADFAS are doing in many instances. You may therefore need clarification on some points and request material directly from NADFAS HQ.

So what do you want to do?

Many societies will want to make a complete change to their web site including the domain name, logo and colour scheme. Others will be quite happy to use their existing web site for the conceivable future and just change the name and logo. Hopefully you'll be able to make this decision by the time you have read this document.

When do you want to do it?

I believe that there is no rush to rebrand your web site but I'm sure that many of you will want to change it as soon as possible from May 2017 onwards. Others will be quite happy to wait. If you are in the first category then start planning now. I'm expecting a rush of requests but will be able to handle all of them if I get reasonable notice. If you want to change as soon as possible then you must supply me with your new domain name by the end of April 2017.

Who are you?

I believe that NADFAS have suggested that the society name changes to 'The Arts Society Your Society name', i.e. The Arts Society Leatherhead. This may therefore be an opportune time for your society to change its core name. This has ramifications for the domain name which is explained next.

Your domain name

This is where it gets technical so have a glass of sherry ready whilst you read this section!

A domain name, e.g. <http://ardendfas.org.uk> should be easy to read, easy to remember and easy to type by your members. By the way, the name has no effect on search engine results such as Google, that is the search engine ignores the domain name and instead hunts for other information on the web page. The ending, e.g. .org.uk should signify the type of organisation.

I believe that NADFAS recommends <http://theartssocietypurname.org>

This leads to some potential problems.

1. The length of the domain name should be no longer than 15 characters. No problem for Cheam but you may lose the will to live after typing the following.

<http://theartssocietywindsorandmaidenheadevening.org>

2. The domain name contains a double character (artssociety) which will make it awkward to use
3. I would strongly recommend that you use .org.uk unless NADFAS come up with a relevant reason to use .org.
 - .org domain names are 50% more expensive to register than .org.uk names.
 - It is more difficult to transfer .org names. It takes just a few hours to transfer .org.uk whereas it can take several days to transfer .org
 - .org.uk clearly signifies that you are a 'not for profit' organisation based in the U.K
 - .org signifies that you may be a world wide organisation which your society is not

(Please note that I also manage European NADFAS societies so the above is not appropriate, I will be advising them separately)

To take Leatherhead who currently use ledfas.org.uk as an example.

You could choose:

<http://theartssocietyleatherhead.org.uk>

<http://tasleatherhead.org.uk>

<http://tasle.org.uk>

<http://theartssocietyle.org.uk>

and so on. It's entirely up to you but please make sure that your members can identify and use it easily

Domain Squatting

By the way there have been suggestions that you register a domain name as soon as possible, otherwise it could be taken by someone else. Domain squatting is where a name is commercially valuable (e.g. McDonalds), is taken by someone else and they then put a price on it to be transferred to you. Alternatively they'll keep the name as it attracts users to their site.

Domain squatting will not affect you. NADFAS society sites are not commercially attractive. If anyone was daft enough to purchase your domain name and then try to sell it to you, don't worry, I have plans in place where the rogue will be wasting his money. It's also a case of 'Bad faith registration' and can make the life of squatters very uncomfortable.

But what may happen is that societies in the same town or city choose the same name and hence the same domain name, e.g. The Arts Society Birmingham. If so please contact your fellow society, sort this out amicably and don't ask me to race to register it, I'm often looking after both sites!

Can your society register the domain?

I will normally register the domain on your behalf but you can also register it yourselves, there are lots of organisations out there who will do it for you. If you do and presuming you want to use my services in future then we can arrange for the domain to be transferred or pointed at the new site when appropriate (although you remain as the registrant). Same goes if I register the domain but you decide to go elsewhere later on, I simply transfer it to your new supplier.

What needs to happen?

You have several options, so please read the following carefully.

1. The new logo

I believe that NADFAS will be supplying logos with the name of your society within the logo. I need these logos in a .jpg or .png format and with a transparent background. They should also be in the newly announced colour scheme of purple, grey, blue and white.

I can then simply change the NADFAS logo on the banner of each page to the TAS logo. In addition the logo will link to the new TAS HQ web site. You will also be able to add the logo to each page in the Administration section.

2. Name change

You can change references to your name in the Administration area of the web site. I will need to change your name where it appears in the banner and footer of each page.

3. Design changes

NADFAS have announced colour schemes and fonts. You may want your web site to use these colours (purple, grey, pink). I think it's good where a society can project its own image and not have to fit into a standard template, it can get a bit boring if every society web site looks the same. So I'll provide a standard template but you may want something a little different or keep to your existing colour scheme.

TAS fonts are Gotham and NewsPlantinMT. These are non standard fonts (i.e. they are not stored on standard computers). That isn't a problem as I can attach these fonts to your web site and force them to display on each computer. But I have tested these fonts on a demo web site and they don't look good. I believe that NADFAS have suggested Verdana and Times New Roman as alternative fonts. They look better on web sites and suggest that you stick to these.

Web site migration

This is the bit which may appear complex but where I do all of the work. All you need to do is to provide timescales. There may be a small charge to cover the costs I incur.

Domain name transfer

If and when you transfer to a new domain name and new site then you will want your existing users to continue to be able to find your site. E.g. your members may type <http://cheamdfas.org.uk> You will want this domain to automatically point to your new site, <http://theartsocietycheam.org.uk> at least for a couple of months

If so I will endeavour to keep your old domain name at least for a few months but 'point it' to your new site.

Server hosting transfer

I am in the process of arranging hosting so that the new site automatically takes over from the old site, this work is done by the hosting company. There may be a small charge for this transfer by the hosting company and I will complete the details in a short while.

Search results optimisation

Creating a new site also involves ensuring that members and others can find your new site and that you can continue to receive information on how many visitors you get to the site. So I will register the new domain with browsers such as Google and Bing. Apart from other methods, Google, Bing etc also search by the name of the page. You can't see this name, I need to change the title of each web page from, for example 'Epsom DFAS' to 'The Arts Society Epsom'. I also use other methods to ensure that search results place you as high as possible in the results.

Google Analytics

I'll be registering your new domain with Google on your behalf so you continue to get reports on visits to the site etc.

Email addresses.

Don't forget that if you change your domain name then the forwarding email address will also need to change, i.e. info@ledfas.org.uk will change to info@theartsocietyleatherhead.org.uk. I will do this for you. This may also affect other publication where you display this address.

Linking to The Arts Society web site

I believe that NADFAS will be providing an area for each society on their new web site where they can display information pertaining to you. I believe I will be able to make a direct link to that web page but will need to understand how their site works before I commit myself. If NADFAS want to build a link between their new web site and your site they simply need your domain name.

The Arts Society - society web pages

It has been indicated that an area for each society will be available to contain items such as lectures and committee members. Be careful. Firstly you don't want the hassle of keying the same information into each web site. Secondly you may not want TAS to display your element of their web site in Google searches. If they do then your visitors will be presented with competing information from two web sites.

What do I do next?

Hopefully the first thing is that you and other committee members have read this document and agree to what you want to do. You may have some other questions so please feel free to contact me. I may use these and my answers as Frequently Asked Questions (FAQ) in further documents on this matter.

If you are then happy to proceed please send me an email as to what you want to do and when you want it to happen. I'll then provide a plan for the migration.

I'll be updating and distributing the Guide sheet as and when new information filters through. I've also created a demonstration web site where you can see the new design (<http://asdemo.org.uk>) although it doesn't include the TAS logos. I've built in some new 'goodies' which you'll soon be able to take a look at, I think you'll find them rather interesting and useful.

I trust that it all makes sense for the time being and look forward to working with you in the future.

Kevin McCarthy

Airedale Solutions

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Guide Sheet I