

# Mark W. Persons

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**Thanks for nominating me for Engineer of the Year in 2018. That started a chain reaction of being honored with the SBE Lifetime Achievement Award last year.**

**Relax, I am not here to sell anything today. This is an instructional learning experience.**

**At the summer picnic in 2019, I volunteered to take over the SBE 17 website.**

**Recently I learned that SBE 17 was going to lose FREE web hosting at the Suburban Cable Commission because they planned on moving to a cloud-based website that isn't conducive to hosting others. That spurred me into writing a new self-hosted site that costs \$144/year.**

**How many have written for the web? Facebook, Twitter, and Instagram don't count!**

**The SBE Chapter 17 website is <http://sbe17.org/>  
URL = Universal Resource Locator, a source address for those seeking information.  
A website is an organization's chance to tell it's story in a positive light.**

**The Domain Name Registry was Register.com for \$49/year. I transferred it to Pairedomains.com \$13/year when we paid for five years.**

**Chapter secretary Joe Conlon has all the username and passwords in case I die or something.**

**Let's look at SBE17.org as it was until recently.**

**This is Microsoft Expression Web, a WYSIWYG editor. It cost \$200 but is free now because it is no longer supported. That is what I used the first year and a half.**

**Most people think of a website as a graphic layout.  
It is HTML (Hyper Text Markup Language), a set of instructions telling browsers how to display information.**

What I like about web writing is that it is something I can do from my office desk without going out to transmitters, especially in the winter at night.

Bill Dahlstrom started the site and made a banner. I added photographs to make it longer.

Mission statement.

Let's make a change. Add "in person or on Zoom" meetings.

FTP (File Transfer Protocol)

Moving from basic HTML 1 to HTML 5 is like going from a tube transmitter to a solid-state transmitter.

new SBE 17 site

I've found that web visitors want to see photos along with the written content. In that vein, I combine a photography hobby with web mastering when writing and updating the site.

There are no strangers here, only engineers you haven't met.

A professional web writer might charge over \$1000 to create the chapter website plus money every time there is a change. I do it as a volunteer effort for this chapter. Someone here could easily continue it after I am gone.

We now have an SSL (Secure Socket Layer), a secure website that looks good on desktops, smartphones, and tablets. Content is re-arranged according to the screen it is seen on. There is also a lock in the URL bar on browsers.

Menus stay at the top on a desktop and turn into a hamburger menu automatically on smartphones.

The banner image at the top full width now.

A web writer needs to think like the person seeing it. What do they want? A good mix of photos and information is best, in my opinion.

Mission statement with a call to action asking visitors to join our group.

You can contribute. I'd like more skyline photos of downtown Minneapolis or St. Paul from maybe five floors up on a building or at a transmitter site etc.

I have to be careful about local news as it shouldn't reveal any personal information unless it is public like Joe Joncas with a Caring Bridge.

**Job Openings and Education**

**QR Code and Disclaimer**

**2019 stories**

**There is no software on my computer. I've already logged into Weebly from another browser.**

**See the writing tools on the left.**

**Let's add Taylor Barker's photo to upcoming meeting info.**

**Look at smartphone view. Publish and see in another browser.**

**SEO Search Engine Optimization**

**I did a Google search for SBE Chapters last night. SBE 17 was 6<sup>th</sup> on the list.**

**Let's make a story for today's presentation.**

**In creating a site for our lake association, I started with a pencil drawing to organize the page before writing it.**

**Websites are never done. Frequent updates are necessary to keep them fresh. The SBE17.org site gets at least two modifications a month showing the next meeting then what happened at the last meeting.**

**No, I don't hire out, but I will offer free instruction. I even wrote a how-to paper and an article about it that might appear in the March 2021 SBE Signal. You too can be a webmaster. (that's my call to action)**

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