

Free Web site development tools and resources

Google tools

For all tools, go to www.google.com – click “More” – click “Even more.” Or, check out the nonprofit portal at www.google.com/nonprofits.

- Alerts: track any word or phrase, such as your organization’s or CEO’s name
- Analytics: analyze visitor behavior (www.google.com/analytics)
- Blogger: create a Web page, blog or news module
- Calendar: post events to your site immediately
- Checkout: raise and process money online
- Custom Search: build a search engine into your page
- Page Creator: build a Web page from scratch (in “Labs”)
- Picasa: post and share photos
- Reader: an RSS feed reader to help keep track of blogs and news
- YouTube: post videos and link to favorites

Accessibility tools

- Web Accessibility Initiative: includes guidelines and techniques to making sites accessible (www.w3.org/wai)
- WAVE: evaluate your site’s accessibility (wave.webaim.org)
- Access Keys: awards and evaluation for accessibility (www.accesskeys.org)

Other tools

- Feedburner: create an RSS feed (www.feedburner.com)
- List of 1,500+ Web 2.0 tools, including places you can review your favorite area attractions, publish and sell a book, track your family tree or research which stocks your colleagues are investing in (www.go2web20.net)
- Does Your Web Site Suck? Checklist (www.webpagesthatsuck.com/does-my-web-site-suck)

Three blogs you should be reading

- Beth Kanter: <http://beth.typepad.com>. How nonprofits are, can and should use Web 2.0.
- ChrisBrogan.com. The future of social media and what new things are being done.
- Shel Holtz: <http://blog.holtz.com>. How to move public relations to the Internet, using Web 2.0 and more.

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Web 2.0 definitions

Many of these definitions were supplemented and clarified by their respective entries in Wikipedia.

Blog: Shortened from “Web log.” Web site where entries are written in chronological order, like an online diary.

Facebook: A social networking site that began on college campuses and opened to the public in 2007.

LinkedIn: A business-oriented networking site used to build professional relationships.

MySpace: A social networking site that focuses on building friends, posting media clips and blogging.

Picasa: A photo sharing Web site, similar to **Flickr**. Users upload and share photos.

Podcast: A term derived from “iPod” and “broadcast.” A collection of digital audio files distributed on a syndicated basis, for playback on personal media players or computers.

RSS feed: Known colloquially as “Really Simple Syndication.” A way to publish frequently updated content. Subscribers check an RSS feed from a mobile phone or an RSS reader to instantly see new content.

Social bookmarking: Term used for the array of Web sites designed to organize the Web by allowing users to “tag” (mark with keywords), bookmark or comment on Web content. Examples: digg, del.icio.us, Reddit.

Social networking: Term used for the vast collection of Web sites and technologies designed to foster community and connection via digital technology. Includes online chat, discussion groups and interactive Web sites. Examples: Facebook, MySpace, LinkedIn, Second Life, Twitter.

Twitter: Using a mobile device, users instantly update others about their current status, activities or thoughts.

Vodcast: A term derived from “video” and “broadcast.” A collection of digital video files distributed on a syndicated basis, for playback on personal media players or computers.

Wiki: A collaborative Web site where multiple users can create and edit pages.

YouTube: Video sharing Web site where users can upload, view, comment on and share video clips.