

More on Building A Unit Web Site

Here you will find more important information about how a unit can create their own Web Site.

Site Guidelines	Guidelines to your unit's web site creation and updating
Site Building Tools	Internet resources to tools to help you build a unit web site
Hosting Your Sites	<i>Where to host your web pages</i>
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Site Guidelines

Here are some important issues that your unit committee and chartering organization should consider before establishing your web site.

- **Screen the Internet Service Provider (ISP)** for the type of customers they provide advertising space for. Nothing could be worse than having your unit's site on an ISP that also provides space for any one of many non-Scouting like activities or subjects.
- **Select someone in your unit that will maintain and review all site content.** As a Scouting unit, your site needs to conform to the rules and policies of the Boy Scouts of America.
- **Have your unit's committee create a set of guidelines and policies** on your site's content based on the BSA and NEIC guidelines and policies.
- **Define a complete set of goals for your site.** A set of well defined goals for your site makes creating and maintaining your site easier. Start with the web policies and guidelines of the BSA.
- **All pictures and personal references to leaders and scouts should have subject's approval.** For leaders, all information posted should be approved first by the leader or adult. All youth information and pictures should be approved by their parent(s) first. It is best practice to not post any youth phone numbers, addresses, and last names. Use only first names. Remember, anyone in the world can see your web site.
- **Layout a complete design of your site** before you start coding a single item of your site.
- **If youth members are creating web pages,** make sure that all pages are reviewed by an adult leader before the pages are posted.
- **Follow all copyright laws.** The copying of someone else's work without permission and giving credit is stealing.
- **Never link to someone else's graphics.** Ask if you can copy the graphic into your site. Many ISP's put traffic limits on these web space pages. They may close a site for too much traffic or charge the owner for the increased traffic.

Site Building Tools

Now that you and your unit are going to put your unit on the Internet, you need tools to create the your Internet presence. These tools are located on Internet sites outside of NEIC 's Internet site.

www.Builder.com -- C|Net's web site and webmaster resources.

www.Tucows.com -- Tucows' collection of Internet tools, including HTML Editors.

hotwired.lycos.com/webmonkey -- Lycos' Webmonkey is the web developer's resource.

www.Scouter.com -- Scouter.com's Scouting Clip Art and Graphics related to Scouting.

Clipart.usscouts.org -- US Scouting Service Project's collection of Scouting Graphics.

USScouts.org -- US Scouting Service Project's information on building a web site.

Hosting Your Site

Northeast Illinois Council does not host unit web sites. There are numerous Internet Service Providers (ISP) that provide their customers web site page space. Some ISP's provide free space if

Internet access service is purchased. Others will provide space to non-profit organizations like Cub Scout Packs, Boy Scout Troop, and Venture Crews.

For more information contact our Communications Assistant, Allen Hibnick, at Northeast Illinois Council at: (ahibnick@neic.org) or by phone at (847) 433-1813 Fax:(847) 433-2036.

There are also ISP's that will provide "free space" for non-profit organizations. Most have restrictions like someone in your unit must subscribe to the ISP or you are limited to a very small amount of space.

Links from NEIC

We ask that you also provide a link to the Northeast Illinois Council web site at <http://www.neic.org>. If you would like a link from the Northeast Illinois Council Scouting Unit Links section, send an e-mail to Allen Hibnick (ahibnick@neic.org). The Northeast Illinois Council Webmaster will review your site and include a link to it or provide recommendations to help make it compliant with BSA standards (<http://www.scouting.org/webmasters/standards/index.html>). The Northeast Illinois Council Webmaster also checks your site content from time to time. Your link may be removed if questions about your content are raised. Remember, if your site is about Scouting, it needs to be of a Scout-like nature.

Glossary of Common Web Site Terms

- **Document Views** - Hit to non-HTML pages only like graphics, Acrobat PDF and Word documents files (Access to HTML documents are not counted).
- **Hits or Requests** - "Hit" means a single request from a web browser for a single item from a web server; thus in order for a web browser to display a page that contains 3 graphics, 4 "hits" would occur at the server: 1 for the HTML page, and one for each of the 3 graphics.
- **"Hits"** are often used as a very rough measure of load on a server, e.g. "Our server has been getting 300,000 hits per month." Because each "hit" can represent anything from a request for a tiny document (or even a request for a missing document) all the way to a request that requires some significant extra processing (such as a complex search request), the actual load on a machine from 1 hit is almost impossible to define.
- **Homepage or Home Page** - The web page that your browser is set to use when it starts up. The more common meaning refers to the main web page for a business, organization, person or simply the main page out of a collection of web pages, e.g. "Check out so-and-so's new Home Page." An introductory screen on the World Wide Web, used to welcome visitors. A home page can include special underlined text or graphics you click on to jump to related information on other pages on the Web. Many individuals, businesses, and organizations now have home pages on the World Wide Web.
- **HTML** - (HyperText Markup Language) -- The coding language used to create Hypertext documents for use on the World Wide Web. HTML looks a lot like old-fashioned typesetting code, where you surround a block of text with codes that indicate how it should appear, additionally in HTML you can specify that a block of text, or a word, is linked to another file on the Internet. HTML files are meant to be viewed using a World Wide Web Client (browser) Program, such as *Internet Explorer*, *Netscape* or *Opera*.
- **Hyperlink** - A hyperlink is a connection from one page to another destination such as another page or a different location on the same page. The destination is frequently another Web page, but it can also be a picture, an e-mail address, a file, or a program. A hyperlink can be text or a picture.
- **Page Views** - Also called Page Impressions. Number of requests (Hits) for HTML pages only (*Access to non-HTML documents are not counted*).
- **User Session** - Also called a Visit. A session of activity (*all hits*) for one user of a web site. A unique user is determined by the IP address or cookie. By default, a user session is terminated when a user is inactive for more than 30 minutes.