

References

Under Construction: Building Your Township's Website

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General Information about Government Websites

Horrigan, John B. (2004) **How Americans Get in Touch With Government.** *Pew Internet & American Life Project.*
http://www.pewinternet.org/PPF/r/128/report_display.asp

Center for Digital Government: <http://www.centerdigitalgov.com>

MuniNetGuide: <http://www.muninetguide.com>

General Information about Technology and Websites

TechSoup: <http://www.techsoup.org>

CNet: <http://www.cnet.com>

Writing for Websites

Shaw, Patrick (2007) Tips for Creating and Managing Content. *TechSoup.*
<http://www.techsoup.org/learningcenter/webbuilding/page6910.cfm>

N/A (nd) **Writing Online: Best Practices.** *One Northwest.* <http://www.onenw.org/toolkit/writing-online-best-practices/>

Tools

NOTE: LIAA and Jim Muratzki do not endorse nor guarantee suitability of any of the products listed below (well, except ours). They are shown only to illustrate the types of tools available, and to provide a starting point for research. Also, this list is by no means comprehensive.

1. Visual Editors
 - a. Adobe Dreamweaver: <http://www.adobe.com/products/dreamweaver>
 - b. Microsoft Expression Web: <http://www.microsoft.com/expression/products/Overview.aspx?key=web>
2. Blogs
 - a. [Wordpress.com](http://www.wordpress.com)
 - b. [Blogger.com](http://www.blogger.com)
3. Hosted Content Management Systems
 - a. LIAA Community Center: <http://www.liaa.cc>
 - b. Too many others to list
4. Installed CMS
 - a. Joomla: <http://www.joomla.org>
 - b. Drupal: <http://www.drupal.org>
 - c. Also see <http://www.opensourcecms.org>

Broken Link Checking

Xenu LinkSleuth: <http://home.snafu.de/tilman/xenulink.html>

Search Engine Optimization

Google Webmaster Guidelines:

<http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=35769>

N/A (2008) **Whitepaper: Building Site Traffic.** *Textor Webmasters Limited.* <http://www.textor.com/seo.html>

Marketing

Bergey, Leanne (2006) **Promoting Your New (or Redesigned) Web Site.** *TechSoup.*

<http://www.techsoup.org/learningcenter/webbuilding/page5958.cfm>

Creating PDF Files

PDF Creator (for Windows): <http://sourceforge.net/projects/pdfcreator/>

Creating Graphics

Adobe Fireworks: <http://www.adobe.com/products/fireworks>

Adobe Photoshop: <http://www.adobe.com/products/photoshop/photoshop/>

Microsoft Expression Design: <http://www.microsoft.com/expression/products/Overview.aspx?key=design>