# Sample of <u>content</u> organization and navigation for a Rail Trail Organization to consider

- Information below was gathered by an extensive review of <u>**content**</u> presented in 47 websites promoting NH Rail Trails. The sole purpose of the lines presented below is to help the reviewer see what <u>**content**</u> could be placed in their website. How this list is organized might be of help also.
- Typical website navigational structure involves a hierarchical navigation so your site's content should be organized in an intuitive manner easily understood.
- It is best to keep the first tier navigation items as few as possible (they are in **red** below). Subsequent navigation tiers will be increasingly more specific.
- Most websites have their own unique organizational/navigational idiosyncrasies in addition to these baseline options presented below. Please consider what is presented here as a good starting point since other Rail Trail groups have considered these entries of value.

| | June 19, 2020 |
|---|---|
| For more information on website content (<u>BUT **NOT**</u> web site development) contact NHRTC Board Member - Tom Christensen  tchristensenti@aol.com cell 603 391-4453 | **Items in this column are examples of what might be on the page** |
| • **Home** (summary of important/latest info of other parts on your website & with powerful visual content) | |
| o   Site Search Feature | Might want to have on each page |
| o   Disclaimer | |
| o   Monthly Promotion and/or Special Announcement | |
| • **About** | |
| o   About the Trail/Project/Initiative | |
| •   General Trail Information | |
| •   Trail Description | |
| ▪   Length of Trail | |
| •   Trail Location | |
| ▪   Trail Access Points | Wheelchair access |
| ▪   Directions to Trail Heads | Could just use a link to Google Maps |
| •   Trail Map | Use your own OR link to a Google Map |
| •   Trail Photos/Drone Videos | |
| •   Trail Users (Yes or No) | Bike, E Bike, MT Bike, Horseback, Walk/Hike, Electric/Motorized Mobility Devises, Cross Country Ski, ATV, OHRV, Snowmobile |
| •   Trail Surface | Paved (Asphalt), Grass, Dirt (Packed), Gravel (Crushed), Sand, Ballast, Stone Dust, Crushed Stone, Woodchips |
| •   Trail Rules | Tips for Riding |
| •   Trail Difficulty Information | Easy, Moderate, Flat, Slight Hill |
| •   Trail Conditions | |
| •   Trail Amenities Information | |
| o   Parking Information | At Trail Head and along the way |
| o   Trip Planning pertinent information | Restrooms, Bike Racks, Benches, Bike Fix stations, Kiosks, Weather info |
| o   Attractions/Landmarks/Scenery | |
| •   Information about Services near the Trail | This page could have ADs |

| | |
|---|---|
|       o   Food | |
|       o   Retail/Fuel | |
|       o   Lodging | |
|   o  About the Trail Management Organization | |
|       •  Mission/Slogan | Include 501C reference |
|       •  Meetings/Events | |
|       •  Leadership | |
|       •  History of Organization | |
|          o   Awards | |
|          o   Archives | |
|       •  Board Meeting Minutes/Annual Report | |
|       •  Trail history and development | |
|          o   How and by whom the trail was built | |
|          o   Photos of construction | |
|          o   Permits | |
|          o   Engineering Information/Construction Information | |
| •  **Resources** | |
|   o  Links to Local Information near Trail | Various sites to support a trail ride |
|   o  Links to General Rail Trail Information | |
|   o  Links to State & Federal Government Regulations/Data/Information supporting Rail Trails | |
| •  **Contact** | |
|   o  E-mail Address/Contact Form/Feedback/Chat feature | |
|       •  Social Media Accounts | |
|          o   Facebook | |
|          o   Instagram | |
|       •  Phone Number | |
| •  **News** (Digital Newsletter/Blog) | |
|   o  Press Coverage | |
|   o  Sign up for Newsletter | Often Mail Chimp, Constant Contact, or other e-newsletter service |
| •  **Frequently Asked Questions** | |
|   o  Join/Get Involved/Become a Member | |
|       •  Membership Form | |
|       •  Signup to Volunteer for Special Trail Events (i.e. clean-up day) | |
|       •  Sign Petition | |
| •  **Donate/Become a Sponsor** | |
|       •  Sponsor/Adopt-a-Trail/Contribution Listing by Amount/Buy Ad Space | |
|       •  Donate (via Check, Credit Card, PayPal, Stripe, Go Fund Me, Employer Match) | |
| •  **Member's Section**  (What to have is "up for debate" – more research forthcoming) | Password protected or not??? |