

Rev. Ron Miyamura's Notes

Things mentioned at the BCA National Council Meeting Workshop

About the "new" website of the Midwest Buddhist Temple

It was recently revised, and it was done professionally. We contracted two people, one who worked on the background and one who worked on the design itself.

The person who worked on the background actually cost about 2/3 of the cost. This is often overlooked and is the key to the speed and efficiency of the website. This person worked on the connection issues after we decided what we wanted. In particular, we knew we wanted to include the pod-casts of the Dharma Talks, to have a large photo gallery, and to have a robust system, plus, we wanted to make sure we could handle some video within the website.

The other person who worked on the design took in our requests like the pod-casts, photo gallery, calendar, some video, and a large system. It was decided to use a template that was already available (rather than a totally new design) which allows a great deal of customization later. In particular, the tool to update the website is WordPress which is a standard format and easy to use.

One of the fundamental designs was to allow most people to find what they are looking for with less than 2 clicks. The use of drop-downs and links were used to ensure this design feature was met. And, each page had the Temple Logo, and by clicking on the Logo, you always went back to the home page.

The content was written by our members with lots of information "borrowed" from many existing websites. Thank you, among others, BCA, San Francisco, San Fernando Valley, Seattle, Fresno, Sacramento, San Jose, and many others. Fortunately, we have some editors (and word-smiths) who cleaned up and edited the text. Style consistency is probably one of the keys to the "look and feel" of the website.

The value of the website is not really measurable. We believe that many new people come to the Temple because of the website. We are now the first listing when one types in Google Search, "Buddhism in Chicago".

Another example of the reach of the website is that almost 150 people download and listen to the pod-casts each week.