



# Website Building Best Practices

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June 2026

# Purpose of a District Website



Connect members and trusted servants



Help groups, GSRs, and trusted servants stay informed



Share meeting, event, and service information



Provide resources for newcomers and professional



# A.A. and the Internet

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- The internet is a valuable tool for 12 step work
- It should inform rather promote
- Reflect the principles of anonymity
- Avoid endorsements or affiliations
- Use first names only when appropriate
- Remember that online content has a global audience

# Know Your Audience

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- Newcomers seeking help
- A.A. Members
- Group Service Representatives (GSRs)
- District Committees
- Professionals Seeking information about A.A.

# Question to choose the best hosting platform

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- How easy is it to update?
  - Edit a page
  - Post flyers
  - Add an event
  - Update contact information

# Question to choose the best hosting platform

How much maintenance is required?

| Platform      | Ease of Use | Maintenance | Best For                                       |
|---------------|-------------|-------------|------------------------------------------------|
| WordPress.org | Moderate    | Higher      | Districts wanting maximum flexibility          |
| WordPress.com | Easy        | Low         | Districts wanting simplicity                   |
| Wix           | Very Easy   | Very Low    | Small districts with minimal technical support |
| Squarespace   | Easy        | Very Low    | Clean, professional-looking sites              |

# Hosting Features to Look For

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- Mobile-friendly design
- Secure HTTPS hosting
- Multiple administrator accounts
- Automatic backups
- Simple page editing
- File upload for flyers
- Calendar or event functionality

# Features You Probably Don't Need

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- Member login systems
- Discussion Forums
- Online payment processing
- Complex custom programming
- Excessive animations or graphics

# Essential Website Content

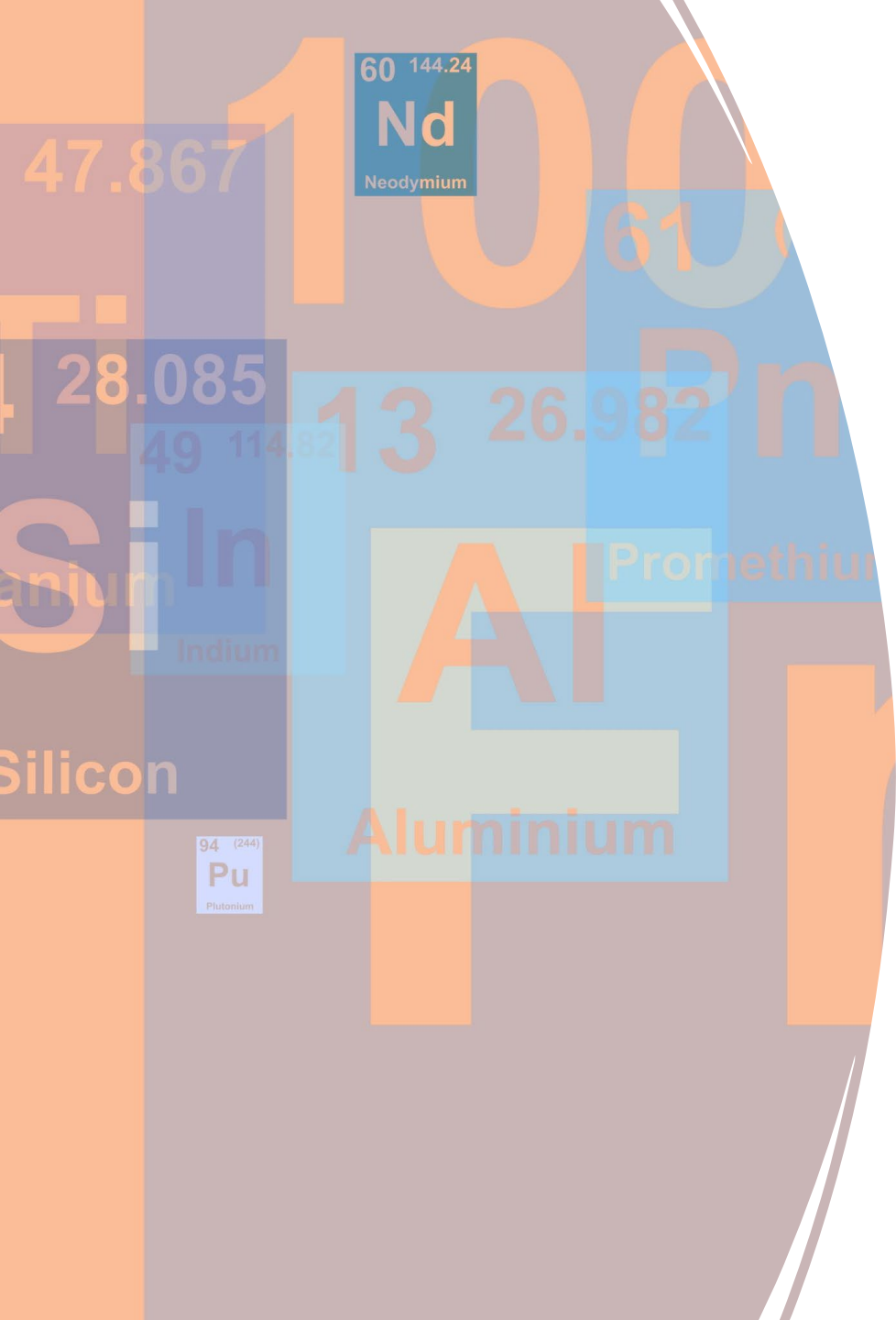
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- Links to Meetings
- District Calendar and Events
- Committee Contacts
- Volunteer and Service Opportunities
- Minutes (password protected)

# Simple Navigation

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- Keep menus short and intuitive
- Include service information
- Use clear labels and logical organization
- Ensure mobile-friendly access



# Accessibility

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- Use readable fonts and strong color contracts
- Add alt text to images
- Design for users of all abilities

# Sample Website Structure



Home



Find a  
meeting



About the  
District



Committees



Events



Resources



Contact Us

# Recommended Features



Printable event flyers



Service committee pages



Frequently asked questions



Links to area and General Service  
resources



# Common Mistakes to Avoid

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- Outdated event information
- Broken links
- Publishing identifiable member photos
- Overly complex navigation
- Lack of ownership and maintenance



# Website Governance

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- Assign content owners
- Establish a content approval process
- Establish publishing standards
- Document update responsibilities
- Maintain continuity during service rotations

# Recommended Policies

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- The domain name is owned by the district, not an individual
- The hosting account belongs to the district
- At least two trusted servants have administrator access
- Passwords are stored securely and passed on during rotation
- A written transition checklist exists
- Remove outdated events promptly
- Verify contact information regularly



When  
Comparing  
Platforms,  
Ask:



“If our current web servant rotated out tomorrow, could someone new learn to maintain this site in a weekend?”