

# SIR on the World Wide Web

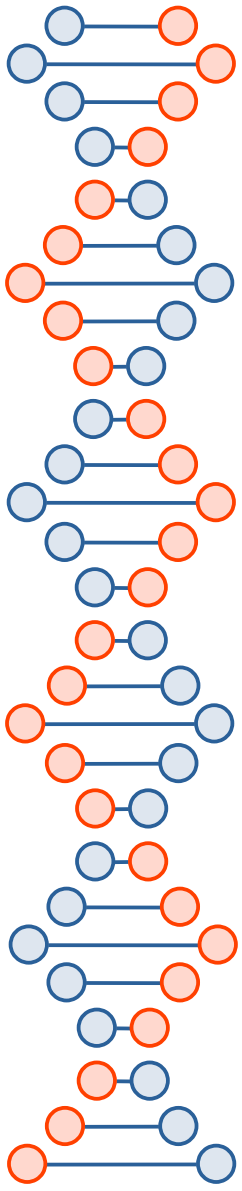


SIR Leadership Summit II

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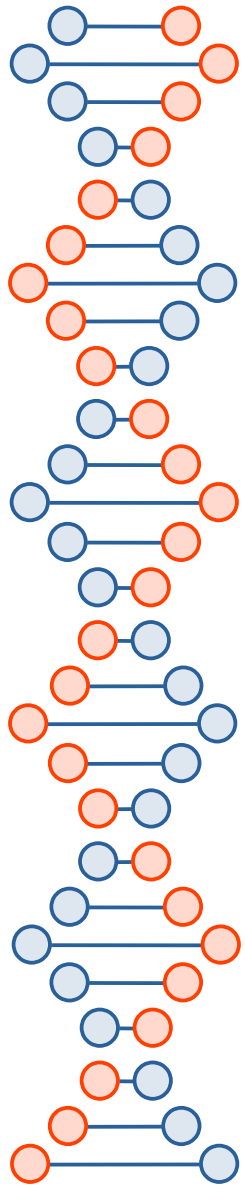
11/17/2021



# Agenda

- SIR Websites
- What's New
- Passwords
- Finding What you Want





# SIR on the Web

- [wearesir.com](http://wearesir.com) – Marketing
- [sirinc.org](http://sirinc.org) – For SIR leaders and members
- [sirinc2.org](http://sirinc2.org) – Websites for SIR branches and activities
- [sirinc3.org](http://sirinc3.org) – Database
- [sirbowling.org](http://sirbowling.org) - Bowling
- [sirgolf.org](http://sirgolf.org) - Golf
- SIR Facebook page - announcements
- SIR Facebook group - discussion



# New on [sirinc2.org](http://sirinc2.org)

- All SIR branches now have a website
  - 86 on sirinc2.org, 14 elsewhere
- Quick start kit for building branch websites via Wordpress
- Branches are upgrading to WordPress
- WordPress webmaster user group





## New on [wearesir.com](http://wearesir.com)

- Converted all web pages from Squarespace to WordPress on [sirinc2.org](http://sirinc2.org)
- Added content to help men find SIR via Google
- Added links to and from [sirinc.org](http://sirinc.org)





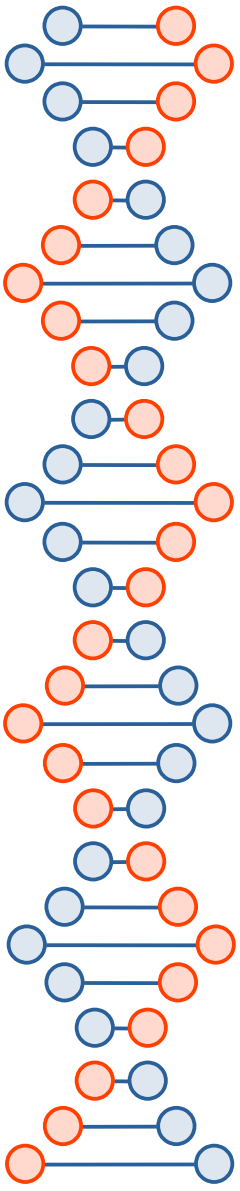
# New on [sirinc.org](http://sirinc.org)

- Updated style per SIR Brand Style Guide
- SIR branded marketing materials
- Logos and banners for branch websites
- Interactive map of branch locations
- Annual meeting videos
- 25 speakers available to branches



# SIR Website Usage

Site	Visits in Past 12 Months	Pages Found Via Google Search in Past 4 months
Wearesir.com	9,000	16
Sirinc.org	105,000	1,900
Sirinc2.org	512,000	5,600



# Sirinc.org Password

For rosters and branch statistics...

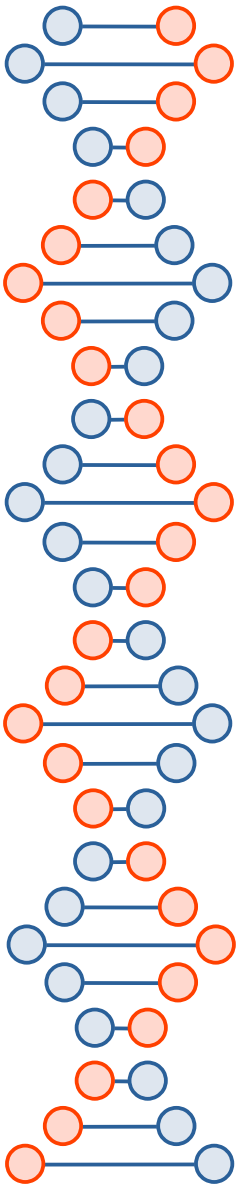
“Contact your Big Sir for the username and password”

Sign in

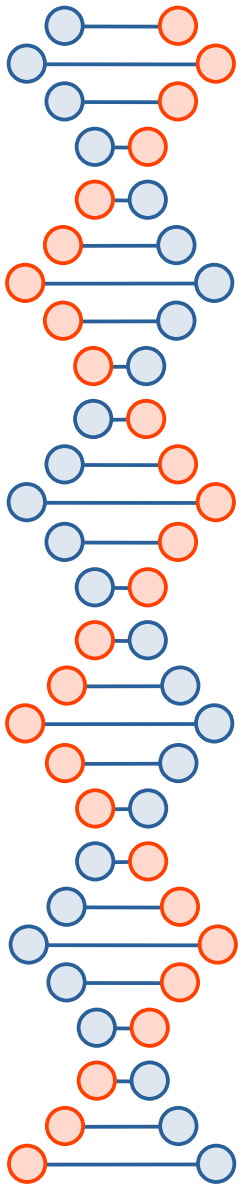
<https://sirinc.org>

Username

Password

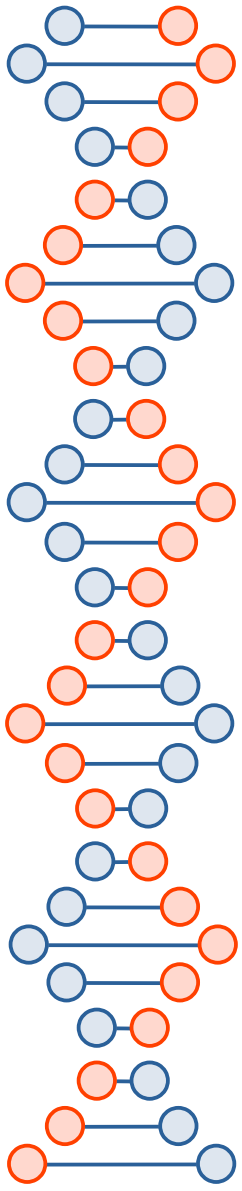






# Questions?





# Find What You Want on [sirinc.org](http://sirinc.org)

- Menu
- Search
- Browse

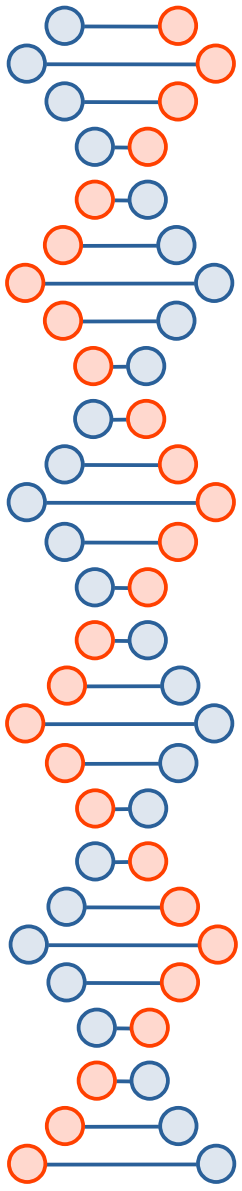




# Find Popular Pages on [sirinc.org](http://sirinc.org)

- Forms
- Branch contacts and locations
- Marketing materials
- State rosters





# Questions?

