

York Dispatch

Main Street York revolutionizes Web site

Revamped pages detail life, work and play in city



Monday, February 21, 2005 - Title of site: Revolutionary York Pennsylvania, the Official Web Site of Main Street York Inc.

Web address: www.mainstreetyork.org

Creator: Scott D. Butcher, NuTec Design Associates Inc. director of Business Development and member of Main Street York's board of directors.

Purpose of site: Main Street York's Web site was created to provide a one-stop information destination on the various retail, dining, entertainment, working and living opportunities in downtown York. The site's main pages include a listing of downtown York retail business establishment contact information, yearly special events, PDFs of the monthly newsletter the Revolutionary York Gazette, and a monthly e-newsletter, Revolutions of Downtown York. Information on how to purchase a home or start a business in downtown York are also easily accessible with the click of a mouse from the site's homepage. In addition, the site provides surfers with information on Main Street York Inc. -- a 501(c)3 nonprofit organization whose mission is to organize, promote and aid in the design and restructuring of the downtown business district of York.

Audience for site: Anyone interested in learning more about Revolutionary York.

History of site: The site in its present state was created by Main Street York board of directors member Scott D. Butcher of NuTec Design in August 2004. Main Street York's Web site previously was located at www.downtownyork.org The current site creates a more user-friendly atmosphere for a wide variety of people interested in learning more about how to live, work and play in downtown York.

Helpful suggestions for others wanting to create a Web site: Content is more important than creativity. Know your audience, and design the site with them in mind. This usually means designing for the lowest common denominator. While Flash and plug-ins may look great on your computer, if your target audience doesn't have them installed on their computers, your site will not be easily accessible to them.

Mastering the Web is published in The York Dispatch on Mondays. It introduces local webmasters and their sites. Webmasters who would like to be considered for this feature may e-mail mbarber@yorkdispatch.com .