

Top tips for creating your website

A website can be a great tool for promoting your club, so here's some useful information to help you start thinking about how you should approach creating your own website. We also have a toolkit full of content ideas.



Plan

- * Think about what your audience will be looking for - not just what you want to tell them.
- * Make it easy to use - people are used to having information available at their fingertips, so make sure that your website is simple to navigate and have clear categories.
- * Your homepage is a vital part of your website - it should give an overview of everything you have to offer and be attractive to your users. Update images and text regularly so that users can see it's current and up-to-date.



Structure

- * Keep your text short and snappy - split up your information using headings, sub-headings, fonts and pictures so that users can find what they want to easily.
- * Use images to strengthen your message - not simply to fill a space. Remember to consider copyright and data protection issues.
- * Keep it real - use a suitable tone and style depending on who your audience is.
- * Use keywords - make your headings and introductions concise and use keywords as this will help you reach a higher ranking on search engines.



Manage and review

- * Review and renew - you should aim to keep your website up-to-date and fresh. Consider using Google Analytics or a similar platform to track your users' behaviour and the areas they spend most time on. You can then adapt your content as necessary to make sure you're meeting your users' needs.
- * Stay on pulse - have someone who is responsible for the website, making improvements and responding to feedback.

DISCLAIMER:

Information is for guidance only and does not constitute formal professional advice. As such, no reliance should be placed on the information contained in this toolkit. Where specific issues arise in your organisation advice should be sought from the relevant expert(s) as necessary.