

Handy hints #2: Websites

Who?

- Existing participants
- People looking for information via search engines
- Those who have attended an event, picked up a flyer or seen an advert and want to know more

Why?

- Provide existing participants up to date with news and information
- Provide information for potential participants and encourage them to make the leap and come along to their first session

Designing your website

- Keep it simple, smart and relevant to your target audience. What do they want to know?
- Keep text concise, use short paragraphs and pages with lots of blank space – it's different to writing for print. Make sure that your key info – where people need to go and when – is obvious and that you don't use jargon that those new to the sport won't understand.
- Use pictures that encourage your target audience to have a go – similar ages, backgrounds and most of all looking like they are enjoying it. Use pictures where you own the copyright and have the consent of the subject or ask British Orienteering for some suitable pictures.
- Get friends and family to review it and give you some impartial feedback.

Getting newcomers to visit your website

Once your website is published, you need to drive people to it – they are unlikely to stumble across it.

- Add your website address to all your marketing materials: leaflets, posters, e-newsletters
- Get links to your site from other popular sites: Facebook, YouTube, club/event listings, British Orienteering, other clubs. You could offer to link back to them in return.
- Updating content and having content with keywords relevant to your audience also helps to get your site shown in search engine results. Existing participants will only keep coming back if there is new content to view.

Reviewing your website

How do you tell if it's working? Google analytics www.google.com/analytics can tell you all you need to know about who is visiting your site. Create a Google account, tell Google which site you'd like to monitor, add the tracking code that they give you to your website, then view the graphs that they provide to tell you who is visiting the site. Complete technophobe? Then go the lo-tech way and simply ask your participants!