BUILDING AN EFFECTIVE WEBSITE

Your club website is your online presence in the world. A well-designed website can help you define and position your club brand, attract new members, event entries and more. Updating your site, or even creating a new one, doesn't have to cost a small fortune and is easier than you might think.

BUILDING A WEBSITE

When creating a new website, try to think about the key purpose of your clubs' online presence and consider questions such as:

- Why do we need a website?
- What is its purpose?
- Who are we trying to communicate with?

Answering these questions will help you to build a simple plan that will ensure your website is functional and meets the needs of your audience.

Now is also a good time to think about who in your club will be responsible for the website and how often the site will be updated.

Ask around to see if any club members have built websites before for their business or career. You may already have the expertise needed within your club.

HOSTING YOUR WEBSITE

There are hundreds of websites that allow you to build your own site, but we recommend using Wordpress. The Motorsport UK website and other top sites are hosted on Wordpress due to its high functionality and ease of use.

It is free to create a Wordpress site and there are multiple templates available to build your site around. Wordpress also have a full series of in-depth guides and tutorials for getting started on their platform. Click here to view them and get started.
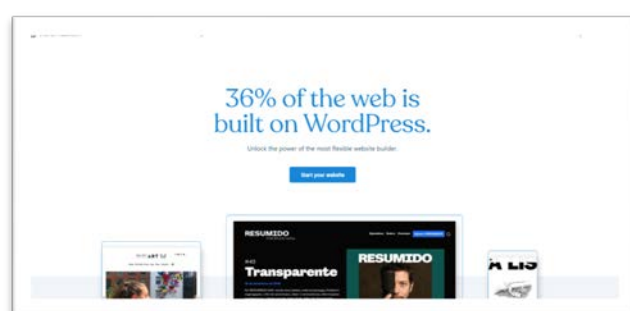
If you struggle to get to grips with Wordpress, try Wix. Wix is another free hosting site that can be easier to use, thanks to its simple drag-and-drop building interface.

CHOOSING YOUR DOMAIN

Your domain will be the web address people use to find your site online. It should be the name of your club, or a shortened version if appropriate, and be kept as simple as possible. Your web address could be printed on club flyers, clothing and more, so make sure to choose something that isn't too long.

Bear in mind that your chosen domain could be taken by another business, so it is always good to agree on a few different options.

You can purchase a domain name from hosting sites, such as Wordpress and Wix, but remember there are multiple providers out there. Sites ending in .com tend to be more expensive than those ending in .org or .co.uk. Have a look at the different options available and think about what will work best for your club and your budget.

If your club already owns a domain name, it can be redirected to your new site with the help of an IT professional. Again, ask around in your club as you will likely have members or know of someone with the IT skills needed.

WEBSITE TOP TIPS

- Your club website should be clear and simple to use. Always ensure that content is easy to read – the average reading age of the UK population is nine, so try to imagine if a nine-year-old could read your content before publishing it

- Include social media links at the top or bottom of every page so that people can find and follow your club on your social media channels

- Always use high resolution images and club logos where possible. This will prevent your images appearing pixelated and grainy

- Ensure your 'Contact Us' page is up to date so that people can contact you with any membership or event queries

- There is no such thing as too much testing! Ask other club members or your club committee for honest feedback on any changes you make to the site. The more club members that view and test any new changes, the better knowledge you will have of how the site displays on different web browsers and devices

- Visit other club's websites and take note of features you think work well and look good

- Check that your website works well on a phone or tablet. Most people access the web through their smartphone and will quickly leave your site if it doesn't work well on mobile
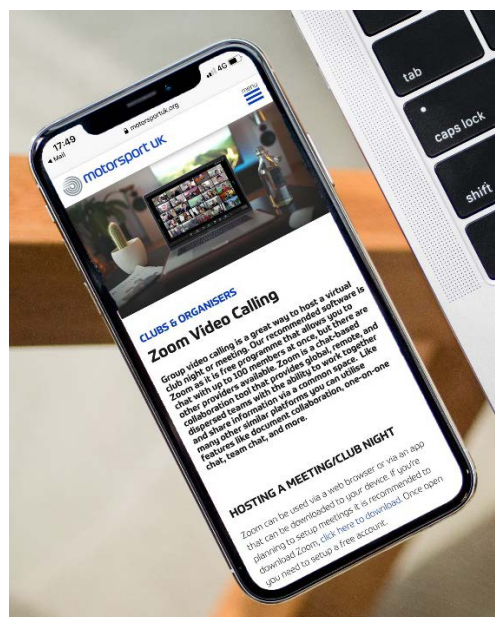
- Think about colour schemes. Lime green might be one of your club colours, but it won't work well as a background or text colour

For more guidance or to suggest a topic for a future club guide, please contact the Motorsport UK Learning and Development team on
club.development@motorsportuk.org