

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's brand, attract new members, event entries and more. Updating your website, or even creating a new one, doesn't cost a 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 club's 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 previously built websites for their business or career. You may already have the expertise needed within your club.

Hosting your website



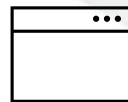
There are hundreds of websites that allow you to build your own site, but we recommend using [Wordpress](#). The Motorsport UK website and other top sites are hosted on Wordpress due to its high functionality and ease of use.

It is free to create a Wordpress site and there are multiple templates available. Wordpress also have a 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. You can find a guide on how to use Wix [here](#).

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 and is easy to remember.



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 who have, or know someone who has, the IT skills needed.

Design, Structure and Content

The way your website looks and how easy it is to navigate can be crucial to its success. A great user experience is more likely to encourage prospective members to join your club. By keeping the

information that is most useful to them at the forefront, with an easy-to-read, modern user-friendly layout is more likely to attract new members.

Make sure your navigation bar is prominent, with simple titles that make it easy for visitors to find the content that they are looking for.

Similarly, make sure that pages, headings and introductions are concise and clear, making use of relevant keywords. This will not only ensure that users reach the right information, it will also be more likely that your site will show higher on search engines.

Top Tip:

Think about the information that newcomers will be looking for on your website and make sure that is easily found on your homepage. What you might want to tell them isn't necessarily what they might want to know.

You also need to make sure you are on top of updating the information on your club's website often. Information that needs to be up-to-date can include: how to get started; what the upcoming events are; recent event results; general news sections; who to get in contact with, etc. This way you can ensure that potential members can reach you with any queries they may have.

Top Tip:

Make sure that your website is compatible and works well for mobile (phones and tablets). Nowadays, many people access the internet via their phones and tablets as it can be quicker and easier when out and about. You can do this on Google Chrome by pressing F12, then clicking 'Toggle Device Toolbar' to show the different views.

Another aspect to think about is the colour scheme of your website. It is nice to keep a theme with the colours, ideally those that are in your logo and brand identity. However, if your colours won't work well for accents or text colours, try going for colours that will, so website users will find your site easy to see, read, and understand. White is

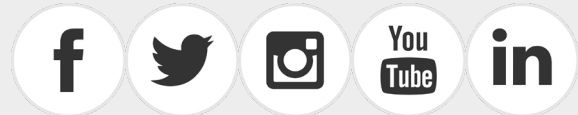
always recommended as the background colour of your website, as it is accessible, bright and clean.

Images can be a great way to make your website more engaging. Not only can images explain what kind of club you are, but they can also give added value and context to your club's personality.

Make sure to always use high resolution images and logos where possible. This will prevent your images appearing pixelated and grainy.

Top Tip:

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.



For more information on social media and how to use this for your club, head to the Club Toolkit > Digital Marketing section.

Extra tips

- Your club website should be clear and simple to use. Always ensure that content and text is easy to read. The average reading age of the UK population is nine, so try to imagine that your audience is nine-years-old.
- There is no such thing as too much testing! Ask other club members or your club committee for honest feedback on any changes to make to the site. Plus, the more club members that view and test your site, the more knowledge and confidence you will have that your site displays correctly on different web browsers and devices.
- Visit other club's websites or popular websites and take note of features you think work well and look good. You can adopt some ideas into your own club's website.

For more information guides visit the Motorsport UK Club Toolkit.

For guidance and suggestions of further guides, email the Motorsport UK Club & Community Development Team at club.development@motorsportuk.org