DEVELOPMENT WORKSHOP

WEBSITES

WHY AND HOW

OurOwnClub.com
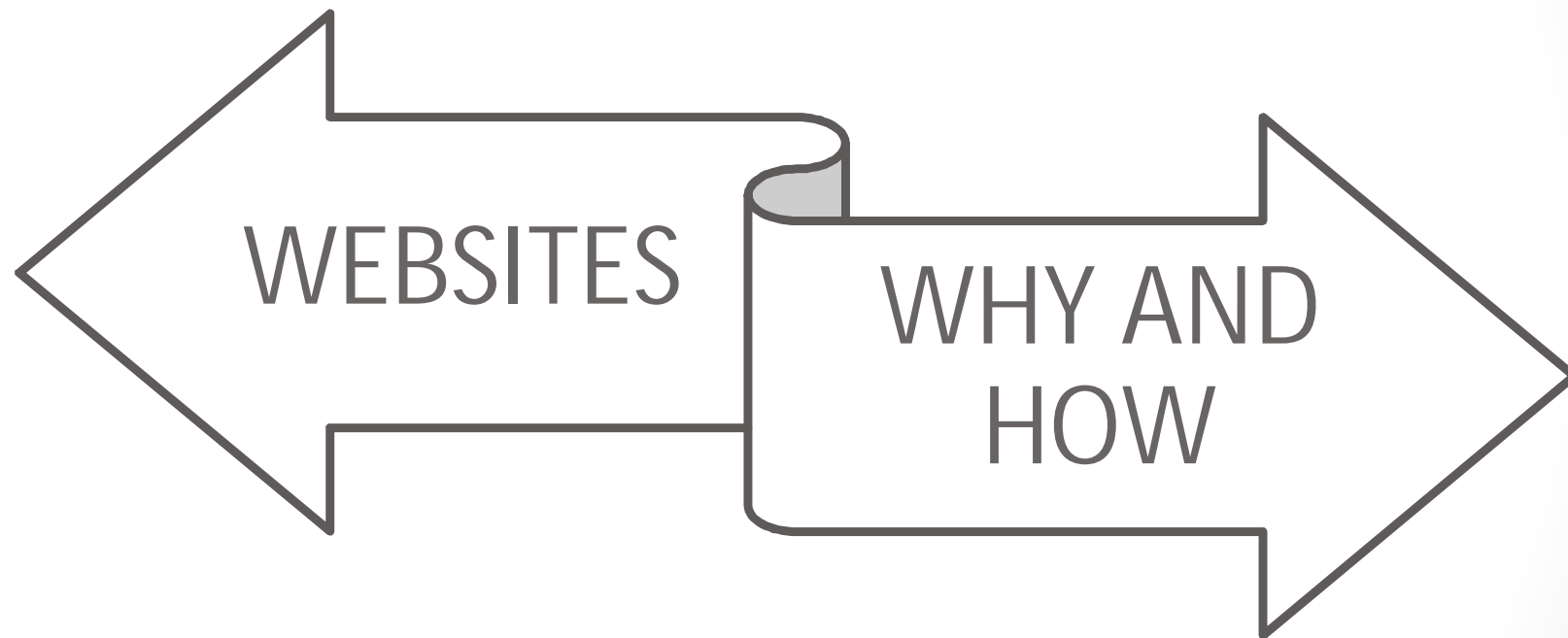
11 September 2010

INTRODUCTION

Elbert Broere

- Ik ben in Bodengraven, Nederland geboren

- Ek het in Pretoria, Suid Afrika skoolgegaan

- I even speak a wee bit of the Queens English

Elbert@ebweb.co.za

Info@OurOwnClub.com

OurOwnClub.com

Professional Experience

- 30 Years at Iscor in the IT department
  - Personnel / Salaries / Financial

- 7 Years at Rentmeester Insurance

  - Agent's Commission System

  - Management Information System

- 3 Years designing and administering websites
  - Districts
    - Bowls Gauteng North (www.bowlsgn.co.za)
    - Bowls Southern Cape (www.bowlssc.co.za)
    - Sables Bowling Association (www.sablesbowls.co.za)

  - OurOwnClub.com
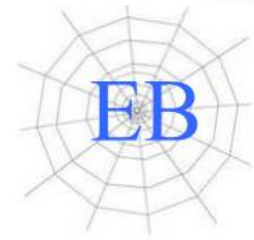
Bowling experience

- Started playing Bowls in 1982

- Duties performed:

➢ 1 Year Club Secretary
➢ 1 Year District Secretary
➢ 2 Years District Competition Secretary
➢ Record keeper at Bowls SA Tournaments:

- 4 Times BSA Masters
- 4 times SA Nationals
- Once Inter- Districts

OurOwnClub.com

The Challenge

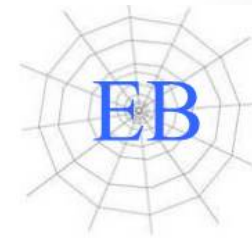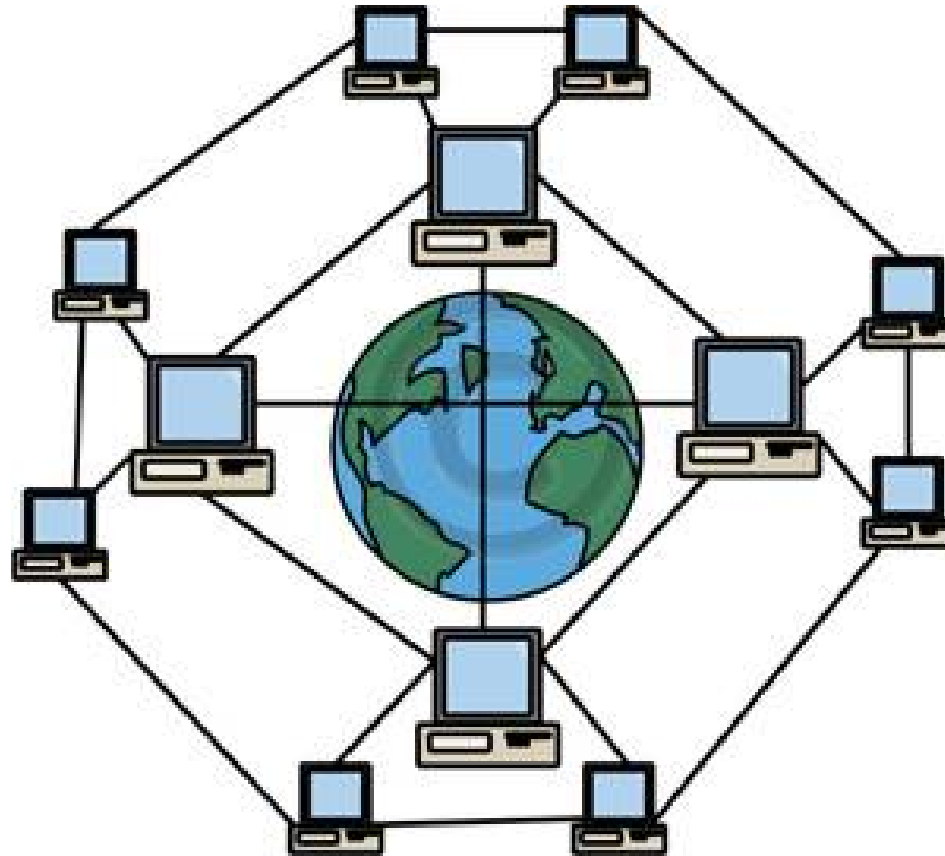# Why Websites

- Communication – within your own organization

- Communication – with other clubs and districts

- Communication – with the outside world

- Draw young people with technology

- It's the medium of the future

- Visibility - Reach non-bowlers

OurOwnClub.com

World Wide Web

Search engines

What is a search engine?

Google
Yahoo
Ask.com

A compass to guide new users to our website using

Key words (examples)

Sport

Outdoors

Fun

Sun
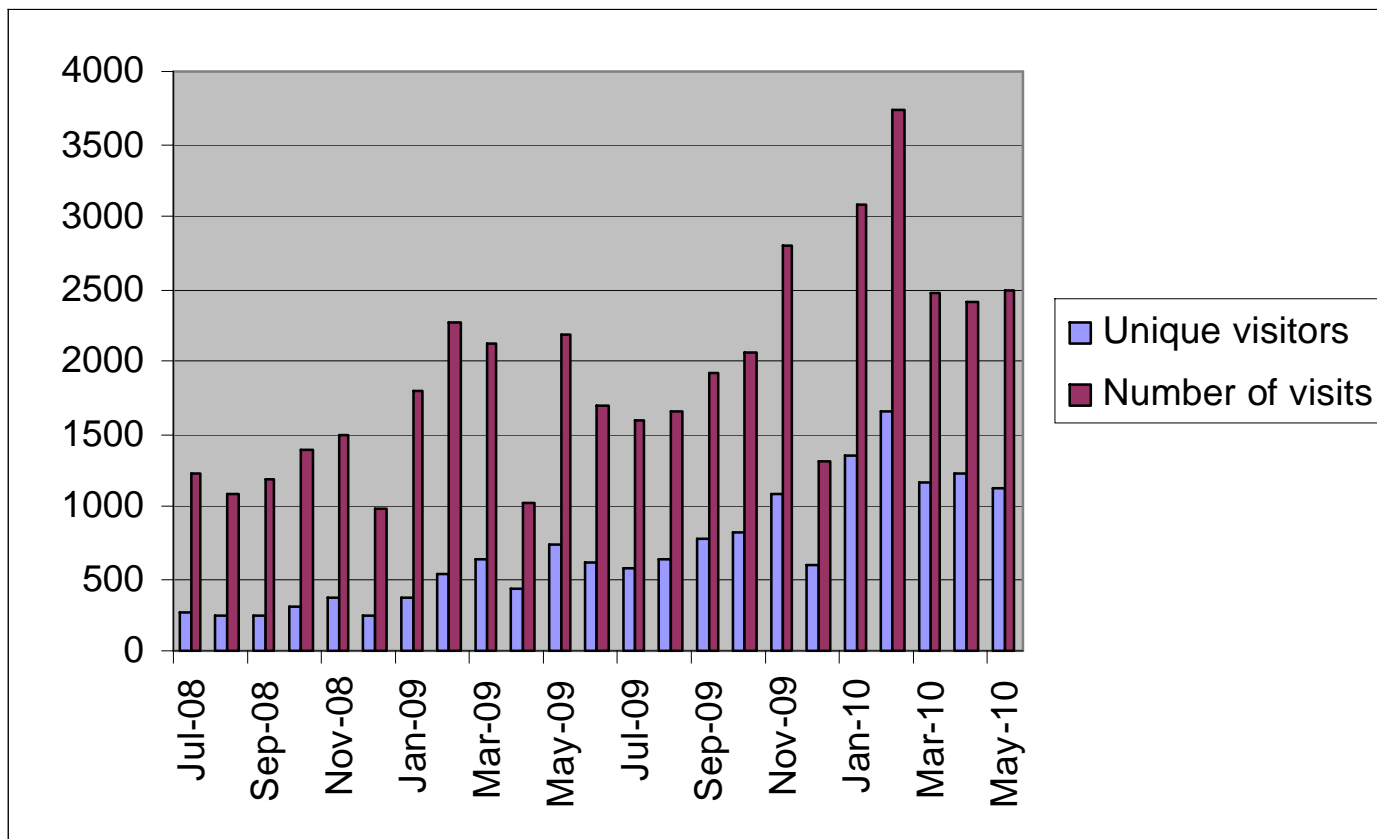
Club location

Competitive

both sexes

Example

"A competitive sport in Pretoria that both myself and my wife can enjoy"

Imagine what questions will be asked.

OurOwnClub.com

History of BGN's website

What to include

- Contact Info
  - Name and address of District or Club
  - Contact persons with details

- Location (GPS, Map)
- Notice Board

- Competitions (Schedule and Results)
- Diary
  - Year plan of Club, District and National

OurOwnClub.com

What to include (Continued)

- Links (BSA, District, Clubs, Sponsors)
- Photo album
  - Fund raisers, prize giving ceremonies

- Newsletters
- Sponsors' Promotional Information

In short all the stuff your READER wants to read!!

EB

What to exclude

- Lengthy articles
- Newsletters (Break it down, make every article a separate menu item)
- Longwinded history of your district / club
- Big photos and graphical stuff
- In short – don't force-feed.

- If your reader is not interested he/she will not revisit your website.

OurOwnClub.com

What's better not included

- Personal details

- Financial details

- Remember ……..

- The info you publish on your web is available not only to your own members, it's public!!
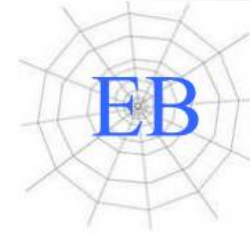
EB
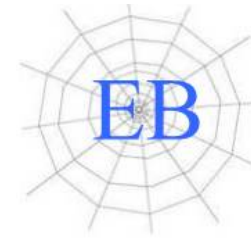
Why old web pages are shown

- Different technologies to create web pages
- Static information – HTML
- Non-Static information – aspx, php
- Caching – your computer stores HTML pages on your local hard drive

OurOwnClub.com

Speed

- Design for worst-case scenarios
- Normal Telkom dial-up line speed is 500 bits per second (bps) at best
- Newsletters are 900 kilo bits (KB), i.e. 900,000 bits.
- Download takes ± 2,000 seconds, = 33 minutes

How to create a website

- Do it yourself, e.g. Microsoft Office FrontPage
- Get one of your clued-up members to do it
  - Turn around times
- Get a professional IT company to do it
  - Turn around times
  - Partnership
  - Cost
- Get me to do it
  - OurOwnClub.com for clubs
  - District web sites

OurOwnClub.com

EB
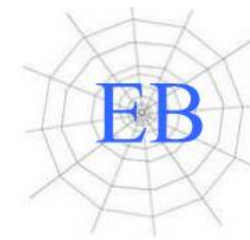
Promote your website

- Show your web address on your letterhead and on your e-mail signatures

- Do not e-mail info that is on your web, get your 'visitors' to visit the web

- A copy of this presentation is available on my website www.ebweb.co.za

EB
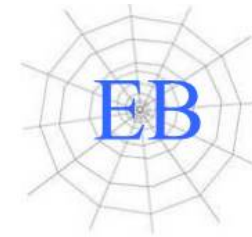
Get involvement

- Does the Executive of your District/Club ever visit the website? And give feedback?
- Make various portfolio's responsible for maintaining different parts of the web, e.g.
  - Secretary for Notice Board
  - Competition Secretary for Competitions
  - Each Standing Committee for their own web area
- Have a regular web audit – go with the times
- Remember – If your web is outdated your 'visitors' will not revisit your website.

OurOwnClub.com

Summary

- Your website is the notice board as well as the Advertisement for your District/Club.
- Keep it interesting
- Keep it up-to-date
- Keep it short
- In short – keep it ALIVE
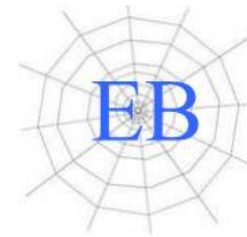
Thank you

- And success with your website(s)

OurOwnClub.com

We are all ……...

Questions