

ClubsOnline Quick Reference Guide – Club Website

Top 5 Checklist	Remember
<ul style="list-style-type: none"><input type="checkbox"/> Website is online and tested<input type="checkbox"/> Website is targeted at the correct audience<input type="checkbox"/> Users can find the info they want within 2-3 clicks<input type="checkbox"/> Website info is clear, concise and not cluttered<input type="checkbox"/> The person responsible for the club website is: _____	<ul style="list-style-type: none">• Assign site maintenance to a <i>role</i> at the club• More information means more maintenance• More information means it's harder to find what is needed• Website information is publicly available• People don't read sites, they scan• Test your site (e.g. in other web browsers, check links)
Do's	Don'ts
<ul style="list-style-type: none">• Do update your site regularly• Do plan your site properly• Do moderate information contributed by users• Involve others in building your website• Do prominently place important information	<ul style="list-style-type: none">• Don't go overboard with the scope of your website• Don't use clashing or straining colours• Don't store website details and passwords in insecure locations
Free Tools	Terminology
<ul style="list-style-type: none">• Website hosting• ClubsOnline• Browsers• Firefox• Google Chrome	<ul style="list-style-type: none">• Browser: Software used to access the Internet• Web Address: The location of a website typed as www.websitename.com.au• Website: The content that dictates what users see and do when they go to your web address
<h2>More Online Resources & Training</h2> <p>http://www.hubspot.com/Portals/53/docs/small-business-social-media-ebook-hubspot.pdf</p>	