

# A Web Site For Your Club?



## Presenters:

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**Maybe ...  
well, PRÖBABLY!**

# Where can I put a web site?

## Some alternatives:

1. Free web site host (Geocities, Angelfire, Homestead)
2. Web space (free) on your own ISP
3. ~~Paid web hosting~~

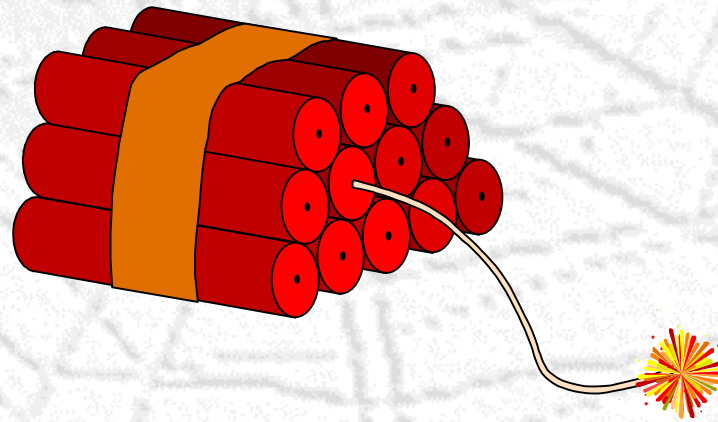
# What can a web site do?

Attract new members?	Maybe a few
Get urgent information out?	<b>Unreliable!!</b> E-mail is better, but phone is still best.
Provide a place to check dates, times, locations, and assignments?	Excellent (if kept up-to-date)
Provide limited want ads?	Excellent (if kept up-to-date)
Build identity, community?	Good potential, but can require lots of time.

# The basic club site =

- Name of your club
- Location of your club
- Who to contact for more information (DC?)
- Club calendar
- What makes your club special?
- Link to the USPC web site  
<http://www.ponyclub.org>
- Pony Club Web Ring  
<http://www.geocities.com/hcpc/webring.html>

# Watch out!!



# Buck 'n' Bolt PC says:

- [Z-Best Tack Shop](#) is where all our members shop. Ask for Susie!
- [R-Barn](#) is the best riding stable in town. *Certified Pony Club instruction is their specialty. Every rider an "A"*
- Vote for our DC for Mayor!!!
- Horse shows stink!
- Western riding is for sissies!!

# Buck 'n' Bolt PC Directory



**Aarons, Amanda -- D2**

**Age:** 10                      **Height:** 4'7"

**Address:** 123 4<sup>th</sup> Street, Apt 1-B,  
Ourtown, CT 77799

**Phone:** (870)555-1212 (my very  
own phone!!)

**Email:** sitting.duck@trouble.com

**Parents:** Kathy Smith  
(870) 555-1213 (works  
evenings)

**Pony:** Dapples 13.1hh –  
Welch gelding

**Hobbies:** Boyz, chatting  
animals

# ~~Elaborate features~~

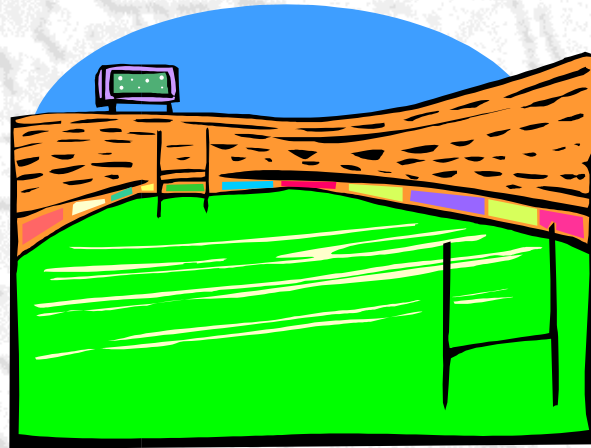
Watch out: they're resource-intensive!! (you're the resource!!)



# Miscommunication

- Assuming communication happens “because it’s on the web site”
- Publishing misinformation
- Overlooking legalities – like copyrights
- Forgetting the web is global

**What if I built a web site**



**and NOBODY came ....**

# Reality:

There are **millions** of web sites on the Internet  
(nobody really knows how many), so...

**How will you get people**  
*(even your own PC families)*  
**to visit yours?**

# #1: Word of Mouth

The **MOST important!!** Here's where you'll get your first visitors, most interested visitors, and most frequent repeat visitors.

- Write out the URL (site address) and give it to your PCers. Make sure they check it out!!
- Add your URL to your club newsletter and club stationery.
- Add it to the automatic signature of your own e-mail messages.
- TELL people: **“Check our web site!!!”**

# #2: Links to your site

**Get clickable links from other sites to yours:**

1. **Send your URL to National Office, Regional webmaster, Pony Club Web Ring and ask them to link to you.**
2. **Submit your URL to equine directory services, like HayNet.**
3. **Ask your PCers to link from their own web sites.**
4. **Ask community organizations to link to you.**
5. **If using a service like GeoCities, list in your “neighborhood”.**

# #3: Submit to Search Engines

## What are search engines?

*Where you type in a few words and get back a list of sites that match your query.*

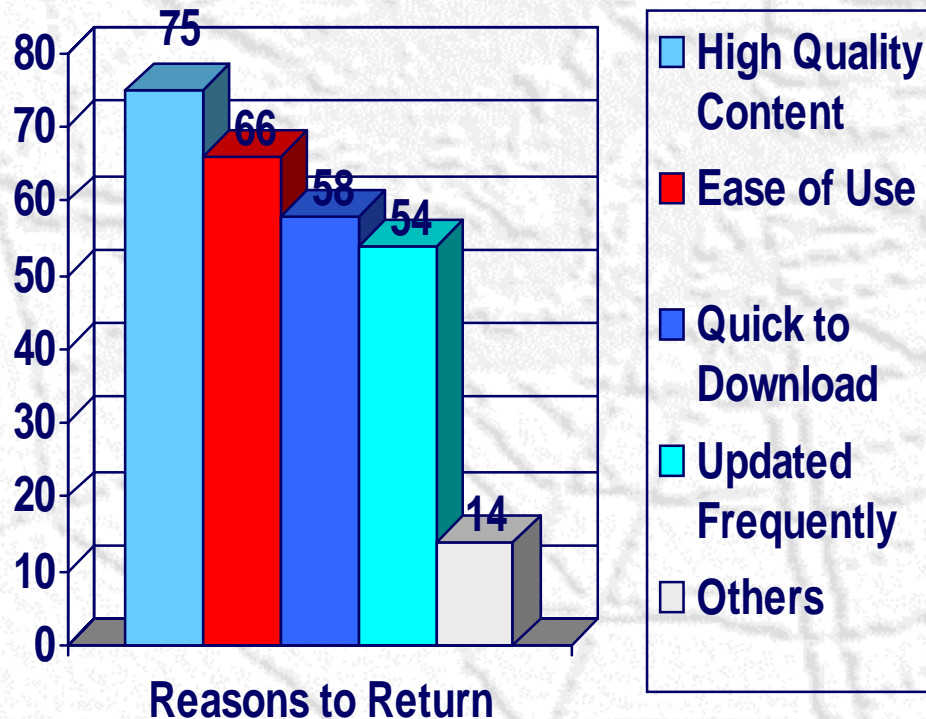
## Why does your site need to be listed?

*So people can find you.*

## How do you get listed?

*Submit your URL on their “submit” page. Eventually – could take six months! – most of them will list you.*

# Now, how to get people to come back!!



***“Build it and they will come?”  
Maybe...***

A 1999 poll by Forester Research, Inc. asked 8600 online households why they tended to **RETURN** to a web site.

# Remember:

Even if you have a web site, you're **STILL** going to need:

1. **A telephone tree (*for truly urgent info*)**
2. **A club e-mail list (*for less time-critical information*)**
3. ***Probably a newsletter***