

# 1. WEBSITE

# CLUB MARKETING TOOLKIT



## Introduction

A dynamic, impactful and engaging website is a central element of a club's marketing plan. With the majority of consumers using digital communication to access their information, it is vitally important that your club has a good website to give you a strong presence on the Internet.

A good website will generally require an initial sum of investment – both time and money – but it can prove a very cost effective investment in the long term. With arguably fewer members visiting your clubhouse as regularly as days gone by, your website can act as your club noticeboard.

## Key Questions...

- Who is going to design and build your website? A member with web expertise, a local company or golf website specialist. Many companies in the marketplace can offer a good website building service, often very cost effective.
- Who is going to manage the content? Club Manager or selected committee member? The back end admin functions of modern day websites are becoming much easier to use, but do require training.
- Set aside a budget – consider the importance of a good website in your priority list and plan to invest time and money accordingly. You should also budget for web hosting (can be purchased monthly/annually with costs generally low) and maintenance so fixes can be made quickly.

## Key Considerations

Studies have shown that on average people only read 28% of the text on a website. The content on your pages should be broken up and easily skimmed. Small sections of text with subheadings, bullet points, and photos will drastically improve what information visitors to the website will actually take in.

- Is the website user friendly? It is easy to navigate through? Keep the website consistent and simple throughout with regards to Text, Fonts and Colours. Don't overload content - don't bombard the user with too many options.
- We would encourage you to have a Membership Section featuring a guide to joining, membership categories, payment options and contact details.
- Keep content relevant and precise, concentrating on the club's key selling points
- Content should be regularly updated, current and interesting (make sure content is also varied to appeal to multiple audiences)
- Make sure your club website portrays your club's image... fun/ friendly/ welcoming! Your website is a portal for dynamic and engaging content keeping members/ visitors informed when they're not in the clubhouse...

## Imagery

High quality imagery is an investment that will benefit your club greatly, giving your club credibility and making your website more attractive helping sell your club. A good quality image will showcase your club more than a lengthy paragraph will!

- Use quality images as your page headers
- Use an image of a busy clubhouse rather than an empty one
- Show the course at its best with blue skies & sunshine
- Family friendly club? Show images with juniors on the course or families in the clubhouse

## Promoting Relevant Features

Does your website clearly promote the facilities at your club?

E.g. Conference or event hire, the club's social calendar, competition dates/ fixture list, online tee time booking system, live twitter feed or recent news articles, links to local clubs or associations (work in a reciprocal partnership), sponsors... Ensure that your club looks like a fun/ welcoming place to be.

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## Important Areas to consider

- Make sure your website is mobile/ tablet responsive (50% of traffic is not from a PC/Desktop now)
- Have a weather widget on your website with a daily update of your course status/ condition)
- Use Google Maps on 'How To Find us' section
- SEO (Search Engine Optimisation – techniques used to increase the amount of visitors to a website by obtaining a high-ranking placement in search engine results)
- Work with local partners and governing bodies (share links and build website traffic)
- Embed any YouTube/ Video content in the website

## Recommended Menus

- About Us
- The Course
- Visitors (Green Fees, Local Accommodation)
- Join the Club (Membership categories, prices, benefits, application form, contact info)
- Members Area (competitions, fixtures, results, social events)
- Pro Shop/ Coaching
- Gallery (showcase your course, clubhouse, events)
- Social Media (integrate Facebook, Twitter, YouTube)
- Meet the Staff (put faces to names – Club Staff and Committee)
- Online tee booking system (members & visitors)
- Club Opens
- Juniors
- Contact Information & How to find us

## Data Capture and Contact Information

A key function of your website is for people to get in contact, either by contact form or calling/ emailing someone at the club. Your website should provide highly visible contact information on every page as well as having a contact form for users to complete. Contact forms should be short and to the point, so if a user would like to contact you it should be simple to do so. Contact forms can also be a form of data capture, ensuring that there is a tickbox for other relevant information to be sent to the user. Your website should have a newsletter sign up box, or competitions to enter and win.

## Links to Social Media Channels

If your club uses social media, you can link these through your website. At the top of bottom of your website, have a social media icon with a link through to those pages, this will increase traffic to your social media platforms and potentially build your following.

Having a Twitter feed integrated into your home page can negate the need to have a regularly update your news feed. Give your audience short, sharp nuggets of information regularly.

## SGU SIGNPOSTING

Please find below relevant links from The Scottish Golf Union –

- [Marketing Demand Led Seminars](#)
- [Management Development Programme \(MDP\)](#)

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## Examples of good club websites:

### Learn from other clubs:

There are some great practice examples of clubs across Scotland who have good websites. Here are a few we recommend:

- Use of Imagery at Craigielaw Golf Club: [www.craigielawgolfclub.com](http://www.craigielawgolfclub.com)
- Recommended Menus at Royal Dornoch Golf Club: [www.royaldornoch.com](http://www.royaldornoch.com)
- Integrated Twitter Feed at Peebles Golf Club: [www.peeblesgolfclub.com](http://www.peeblesgolfclub.com)



#### GET IN TOUCH

Peebles Golf Club  
Kirkland Street  
Peebles  
D19E 8JU  
Scotland

01721 722191 (clubhouse)  
01721 722191 (shop)

[secretary@peeblesgolfclub.com](mailto:secretary@peeblesgolfclub.com)

#### 'The Best in the Borders'

Experience our superb hospitality, stunning scenery and family-friendly clubhouse in our hidden gem of a golf course set in the beautiful Scottish Borders. Whether you are visiting for a day or joining as a member for life, Peebles is simply a great place to enjoy your golf.

#### TEE BOOKINGS

#PEEBES

VISITORS

#### HOW TO GET SCORES



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