

How to Create a Free Website for your Sports Club without Knowledge of HTML

A White Paper from Brook Sport and Leisure

BROOK SPORT AND LEISURE

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Authored by: Norman Brook

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Introduction

Modern sports clubs need to be able to communicate effectively with their members and supporters. Websites have become important communication tools for sports clubs. They have however been costly to build and maintain, except where a club is fortunate to have a member or supporter with IT skills in particular competence in HTML.

The recent introduction of online website building and publishing services allows individuals without any HTML knowledge to build and publish a website for free. These websites are easy to build and publish and include multi-media content. These new online services provides the opportunity for every sports club to now publish a quality website even if the club has a limited budgets and a lack of members with IT skills.

Build and Publish a Website for Free

Modern, progressive sports clubs are using email and websites to communicate with their member and supporters. These are fast and cost effective tools for getting your message across. Many sports clubs have limited budgets and have therefore not developed their websites to their full potential. There are exceptions of course where clubs have significant incomes or the luxury of members with HTML knowledge.

The introduction of free web building and hosting services online means that anyone can now build and publish a website regardless of their programming or design skills. Websites that contain multi-media, so in addition to text your website can contain photographs, video, graphics, widgets, blogs, forms, online shops, and more.

These powerful online tools are user friendly and enable you to publish a website in minutes. So if your club does not have a website, or if your existing website needs an overhaul, now is the time to take advantage of the growing number of these online services.

In this white paper, we will point you to some of the best online website build and publish services. These services are free, provide ready to use templates, and allow you to edit your content through a visual interface.

You simply log on to a provider's website, register, choose a name for your website and start building. Once you are happy with your site you publish it online with a click of a button.

The service provider stores your site allowing you to get it the way you want it to look before it goes live.

These new services have flash – widget support allowing you to easily embed multi media objects in your website such as videos, forms or widgets. You can also add HTML code if you desire.

When you decide to go live with your website the service provides a web address or URL. If your club already has an established domain name, you can easily set this to point at your newly designed website.

These website build and publish services also assist with search engine optimisation allowing people to find your site through search engines such as Google. They also provide RSS feeds that allow users of your site to be automatically updated when you add new content.

Our Choice



We recently used www.synthasite.com to build two websites and are very happy with the results. This online website builder requires you to register, select a design and then start building your website. Once registered, you can create more than one website if you wish. Simply create pages and drag content boxes from a side panel to add text, photographs, widgets, video, etc. You can also build a blog into your site.

Synthasite.com is just one of a number of companies providing a free online website creation service. You can check out some of the others, before deciding which one to use to build a new free website for your sports club.

Alternative Resources



<http://members.freewebs.com/>



www.roxer.com



www.jimdo.com



www.tumblr.com



www.viviti.com



www.weebly.com



www.webon.com



www.wix.com

Promoting Thought Leadership in Sport

Brook Sport and Leisure Consultants are committed to promoting “thought leadership” in the sports sector through the publication of open resource white papers. Please feel free to publish the content of this white paper or to forward it to others who might benefit from the information it contains.

Brook Sport and Leisure Consultants

Brook Sport and Leisure are international sports consultants operating in the United Kingdom and South Africa. We consult across a range of international, national and local issues in sport and leisure.

Please visit our website for further information – www.brooksportandleisure.com

Contact Details

Tel: + 44 (0) 871 284 2047 (UK)

Tel: +27 (0) 21 790 3502 (SA)

Mob: +44 (0) 773 952 6555 (UK)

Mob: +27 (0) 82 295 8208 (SA)

Skype: norman.brook

Email: norman@brooksportandleisure.com