Homepage Must-Haves and Other Website Tips



Presented by Jared Wohlgemuth







- 1. About Your Presenter
- 2. Anatomy of a Home Page
- 3. First Impressions
- 4. Content Priorities
- 5. Can It Be Found?
- 6. Content Management
- 7. Questions



AGENDA





A Bit About Me

- Grew up outside of LA
- Graduated from UC San Diego
- Lived in Boston after college
- Lived in Australia and New Zealand
- Up until age 25, no sailing and no web design experience



Jared Wohlgemuth

San Diego Yacht Club Regatta Admin Webmaster IT Manager



A bit about me

- Worked for mom's web design business
- Returned to San Diego and landed the Regatta Administrator job at San Diego Yacht Club
- Grew the position to Club Webmaster,
 Regatta Administrator, IT Manager
- Work with other sailing organizations on website development



Jared Wohlgemuth

San Diego Yacht Club Regatta Admin Webmaster IT Manager



Sailing Organization I Work With

- ISSA (High School Sailing)
- ICSA (College Sailing)
- PCCSC (Pac Coast College Conf)
- SCYYRA (SoCal Youth Yacht Racing)
- International Etchells Class
- International Sunfish Class
- > J/120 Fleet 4
- > J/105 Fleet 8



Jared Wohlgemuth

San Diego Yacht Club Regatta Admin Webmaster IT Manager



2. Anatomy of a Home Page







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The Mission of the San Diego Yacht Club is to encourage and foster interest in all aspects of yachting



Upcoming Events

Yacht Club News



Friday Night Deck Dining



1 FEB

Safety at Sea Seminar One Day Judge Seminar Brown Star Clinic



Brown Star Clinic



SDYC Knitting Group



SSSS Winter Series V Tuesday Kids Tennis Clinic Prime Rib Dinner Night



2013 Snipe Women's Snipe Nationals

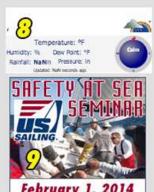


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Sinks and McElvain at the Orange Bowl



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February 1, 2014



Headers

- 1. Feature your club/org logo& name, linked back tohome page
- Your header should be consistent throughout the Site
- 3. Include other small items such as small utility menus, search bars, social media icons, weather widgets, calls-to-action, etc











Sydney



Latest News



Several of Australia's most famous racing yachts will line up in next Sunday's 178th Australia Day Regatta on Sydney Harbour while many prominent offshore racers will contest the traditional Australia...

Upcoming Events

January 28, 2014 17:50

January 29, 2014 14:00

Members Login





About RSYS

Navigation Menus

- Allow visitors to select the content they are looking for without having to guess where to find it
- Types of navigation menus include the Main Menu (should be found on all pages), drop down, utility, sidebar, and footer









香港遊艇會 ROYAL HONG KONG YACHT CLUB

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ROWING

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The Royal Hong Kong Yacht Club (RHKYC) is one of the oldest sports clubs in Hong Kong and is proud of its rich, colourful history, which stretches back over 160 years of social and competitive sailing and rowing. The RHKYC provides sailing and rowing courses for members and non-members at various levels to nurture the development of these two core sports.

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SOCIAL / F&B

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- ▶ Super Bowl XLVIII 3 Feb 2014
- ▶ St. Valentine's Day Dinner 14 Feb 2014
- ▶ Marqués de Cáceres Wine Dinner





current issue February 2014

and information on advertising opportunities





HONG KONG OBSERVATORY
 →

STAY CONNECTED

Search Bar

- Can help users browse the site faster
- Searches can include filters
 to help visitors drill down on the
 information to reduce the found
 choices









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HOME CLASS NEWS RACING BUILDERS RESOURCES MEDIA CONTACT



Search the Yacht Database

Search by keyword, OR filter results using the fields below.

1. KEYWORD SEARCH

Search yachts by keyword... SEARCH

2. FILTER RESULTS - Selecting multiple options in one field, will provide results that match any of those options. You may also select one or more options from MULTIPLE fields. For this type of search, you will receive results that match your option combinations. To remove an option, click the 'x'.

USA X AUS X

Year Built

Name of Yacht

ONTARIO YACHTS ×

Owner's Name

FILTER RESULTS

HOME CLASS **NEWS** RACING RESOURCES CONTACT BUILDERS MEDIA LINKS HISTORY 2014 ETCHELLS WORLDS **PHOTO GALLERIES** RULES RESULTS CLASSIFIEDS YOUTUBE CHANNEL

Photos

- 1. Set the tone and style of site
- 2. Home page slideshow
- 3. Background image
- 4. Recently loaded galleries
- 5. Social media embeds
- 6. Header image
- 7. News post thumbnails
- 8. Competitor list









ABOUT WATERFRONT DINING CLUBHOUSE



THIS WEEK AT CRYC | CLUB CALENDAR | J/24 MIDWINTERS | CORAL REEF CUP | PHOTO GALLERY | JOIN CRYC

CORAL REEF YACHT CLUB 2484 South Bayshore Drive Miami, Florida 33133



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Home About Waterfront Dining Clubhouse

p: (305) 858-1733 f: (305) 854-5911 e: info@CoralReefYachtClub.org



SSSS Winter Series V Tuesday Kids Tennis Clinic Prime Rib Dinner Night



Pasta Night Ladies Night Out

View Monthly Calendar

SDYC Photo Gallery



Recently Loaded Photos





















Sinks and McElvain at the Orange Bowl



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6th Annual Buffalo Beach Bash



The 6th Annual Buffalo Beach Bash is May 25, 2014 from 2:00 - 7:00 PM in the Sail Wash Area. \$15/person or \$50/ family. Have some great family fun at the Club on Memorial Day Weekend!

2014 Buffalo Beach Work Party (May 4-9)



The 2014 Buffalo Beach Work Party is coming up, May 4 - 9, 2014.

Support Buffalo Beach



Identifying each and every SDYC member who values our outstation is extremely important to the success of Buffalo Beach. We need your ideas, feedback, comments, and concerns.

Paris Henken at the Snipe Women's Nationals



Paris Henken and Aine Fretwell completed the Women's Snipe Nationals, their first regatta together, with a fifth place out of 21 boats. Paris learned a lot about the snipe and found it really exciting to be able to sail outside her normal skiff sailing.

What's Special About West Coast Sailing



Check out the US Sailing video from Kate Sheahan on the West Coast Sailing tour, featuring several SDYC events and members.

November Big Bay to Coronado Ride



November 24th was a beautiful sunny San Diego fall morning when members from our













Etchells

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Registration for the Great Lakes Championship is now open. It will be May 16-18 at Bayview Yacht Club.... fb.me/6EKzObNLU

¥29Jan 5 13 ☆



2014 International Etchells Great Lakes Championship Bayview Yacht Club - May 16 - 18, 2014

www.yachtscoring.com

<1>





International Etchells Class Association

Online registration is now available for the 2014 Etchells World Championship.

www.etchellsworlds.org

✓ www.etchellsworlds.org





RYA & UK Etchells Class promotion of youth keelboat sailors

With the continuation of a very successful initiative which commenced in 2012, young sailors who aspire to race one design keelboats at the highest level are being given a unique chance to apply to take custody of a number of fully race prepared Etchells, 30ft keelboats, completely free of charge for most of the 2014 racing season.



2014 Etchells Worlds Registration Now Open

Online registration is now open. Click on the article header for more details. Check the Worlds website often for updates and further information.



The OD gets set for the Garmin 2014 Etchells NSW Championship

At a time when many a class would be lucky to have 20 entries for an Australian Championship, the Etchells already have that number for their next event. Yes, the Etchells once again prove that they are THE One Design keelboat. To be sailed out of the charming Gosford Sailing Club on Brisbane Waters, the Garmin 2014 Etchells NSW Championship...



Video

- 1. Embed video from YouTube
- 2. Create YouTube Channel
- 3. Shared via Social Media







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Q

Upload

Jared Wohlgemuth







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sdycsailing

Videos Discussion About Q

Vallarta Race

SDYC to Puerto Vallarta Biennial International Yacht Race



Vallarta Race 2010: Akela Racing Action by sdycsailing 1,663 views



Woody Hunt's Role as the PV Escort Boat Vallarta Race 2010 Recap with Jeff by sdycsailing 457 views



Subscribe

52

Johnson

by sdycsailing 324 views

Recent uploads



SDYC Club Championship Spectator

149 views 1 year ago



SailX Tactics Seminar Trailer

301 views 1 year ago



Glow Stick Night Team Racing

320 views 1 year ago

Related channels on YouTube













worldmrt

Social Media Embeds

- Use a Twitter or Facebook
 feed to auto-add fresh content
- Utilize multiple sources of content
- 3. Get visitors to connect with your social media presence
- 4. Connect with younger demo









Interscholastic Sailing Association

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ABOUT ISSA

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ISSA RESOURCES

COLLEGE SAILING

TEAM REGISTRATION

NATIONAL CHAMPIONSHIPS

- Cressy Singlehanded
- Mallory Fleet Race
- Baker Team Race

INVITATIONALS

- Great Oaks
- Lawrence A White
- PCISA Girls Invite
- Hawaii HS IMU Invite
- Atlantic Coast Champs
- National Invitational

- DATE EVENT

RESULTS

MASSA Results >>

11/9-10 Atlantic Coast Champs - ACC's

DC Sail 2 on 2 11/3

Results Results

MISSA Results >>

12/23 MISSA Spring Schedule 2014

11/22-

ISSA Great Oaks Invitational Regatta

Results

NESSA Results >>

NESSA Annual Meeting (starts at 0900) 11/24

11/9 Joe Magenello Mermorial Fall Invite

NWISA Results >>

Hawaii IMU Invitational 11/30

10/12-

Cascadia Cup

Results

PCISA Results >>

ISSA NEWS

MESSAGE FROM THE PRESIDENT

November 26th, 2013 ISSA President Tim Hogan ISSA recently concluded their Annual Meeting for High School Sailing. This is the 83rd year in existence and our program is in great shape. Interscholastic Sailing Association (ISSA) has added 100 high school sailing teams in the last 5 years. We are now up to 465 schools and have approximately 5,000 sailors participating. This growth is fantastic but we have a number of challenges that arise with this expansion.

2013 Atlantic Coast Championship Regatta

The 2013 Atlantic Coast Championship [ACCs] were hosted by Annapolis Yacht Club and Severn Sailing Association using both of their fleets of 420s. 18 schools representing teams from MASSA, MISSA, NESSA and SAISA competed in the two day event.

2014 Cressy Results

Matthew Long (Dos Pueblos HS, PCISA) had a strong day to win the Laser Fleet and Gary Prieto (Southold HS, MASSA) had all top six finishes on Sunday to take the Radial Fleet.



2013 ANNUAL REPORT

SOCIAL MEDIA







Scroll down for our social media feed or visit our new Social Media page



The gold B fleet

heading to the Leeward mark #RoseBowlregatta pic.twitter.com/UVhNMU

SOCIAL MEDIA

fb.me/TzaB464g

¥ 15 Oct 2013 ♦ 13 🖒





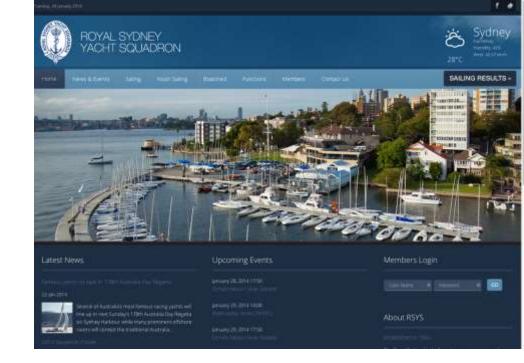
ABOUT ISSA

- Overview
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- Start a Team
- News
- Social Media
- Bylaws
- Trophy Case
- ISSA Annual Reports



Live Weather / Webcam

- Show realtime conditions in your area or at your club
- Provide another reason for members to come down to the club









ROYAL SYDNEY YACHT SQUADRON



News & Events

SAILING RESULTS »



Latest News

22-Jan-2014



Several of Australia's most famous racing yachts will line up in next Sunday's 178th Australia Day Regatta on Sydney Harbour while many prominent offshore

Upcoming Events

January 28, 2014 17:50

January 29, 2014 17:50

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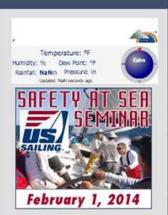


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Welcome to the Detroit Yacht Club.

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Sat-1st Sun-2nd high: 36° F high: 25° F low: 20° F low: 4° F



Ice Pellets Partly Cloudy

clubhouse, located on a private island along the banks of the Belle Isle Park in Detroit, is of Mediterranean design and was completed by George Mason in 1922. Mr. Mason also designed the Gem Theater, Masonic Temple and the Grand Hotel on Mackinac Island. The clubhouse was listed in the National Register of Historic Places in 2011.

The Historic Detroit Yacht Club, founded in 1868, is one of the oldest and most prestigious private clubs in North America. The current DYC

The Detroit Yacht Club has been the center of Detroit society since opening its doors and continues a proud tradition and a strong commitment to excellence and quality service to members. Our member rolls reflect a cross section of the finest community and corporate leadership within the major industries of our region.

DYC members and their guests enjoy a first class dining experience, along with an outstanding variety of social events, recreational, athletic, health and fitness services.

Our boating members enjoy harbor facilities and service that have been voted the Best in Detroit and rival the finest harbors anywhere on the Great Lakes.

With almost one hundred thousand square feet of historic grandeur, the Detroit Yacht Club can accommodate every member need from the smallest business meeting, private celebration and special occasion to large weddings, conference provisions and large seminars.

Navigate your Lifestyle at the Detroit Yacht Club...it's where you belong.

Upcoming Events

Information on Regattas found here.

Learn more about (and sign up for) Junior Sailing here



Find us on Facebook



Upcoming Events

- Bring your current events front and center
- 2. Provide site visitors with most current info in reliable, easy to find place on your site
- 3. Make it easy for visitors to register or learn about major events
- 4. Show diversity of events
- Use icons to designate types of events









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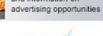
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February 2014 and information on







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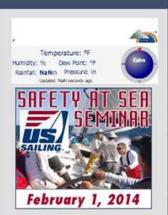


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Latest Media



Junior Invite 100+ Juniors sailing in La Playa



Harold Adams + Shadden Series Weekend of competitive racing



Winter Sailing Sailing all over Southern California

La Playa Weather



Temperature: °F Humidty: % Dew Point: °F Rainfali: Na Nin Pressure: in Usaant: Na Nin second ago



Upcoming Events



CISA CLINIC APPLICATIONS DUE

February 1, 2014

PCISA SOCAL #4 Alamitos Bay YC February 1, 2014

C_F

SCYYRA PERRY SERIES 3/4 US Sailing Center, Long Beach February 1-2, 2014

SDYC/SWYC WINTER SERIES 1/2 San Diego YC February 2, 2014

SDAYC SINGLEHANDED LUFF-IN 1/4

Southwestern YC February 8, 2014

San Diego YC February 7-9, 2014 SODA YOUTH MATCH RACE 1/3

SNIPE WHO QUALIFIER

SODA YOUTH MATCH RACE 1/3 Balboa YC February 8-9, 2014

SCYYRA ULLMAN/FROST SERIES 4/4 Senta Barbara VC

News

Team SDYC at the Orange Bowl Regatta



It was a quick turnaround for SDYC Juniors following Christmas day as our top competitors headed to Miami, FL for the annual Orange Bowl Regatta! This event is a traditional pilgrimage for junior sailors across the country and features over 700 sailors racing a variety of classes! SDYC had sailors competing in the C420, Laser Full, Laser Radial, 29er and Optimist fleets. The regatta saw a variety of conditions with the constant passing of storm fronts throughout the four days of completion. The final day (Dec. 30th) was canceled due to a lack of breeze, so results were intact after Dec.

Special Events / Announcements

- Provide easy access for extended period of time to your major events months in advance
- Visitors looking for that event may use your club page as their first attempt to find the event
- Show importance of event to members and visitors by big web presence
- 4. Highlight important announcements with home page bold message





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Calendar | Results

Photo Gallery

Race Committee

Fleets

Jr Sailing

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Upcoming Racing Events

SDYC Race News



SAFETY AT SEA SEMINAR Feb 1, 2014 Feb 1, 2014



ONE DAY JUDGE SEMINAR Feb 1, 2014



BROWN STAR CLINIC Feb 1 - Feb 2, 2014



US SAILING LEADERSHIP FORUM





SNIPE WESTERN HEMI QUALIFIER Feb 7 - Feb 9, 2014



SSSS SATURDAY RACE

Feb 8, 2014



RACING RULES SEMINAR Feb 13, 2014



ADVANCED JUDGE SEMINAR Feb 15 - Feb 16, 2014



SCYA MIDWINTERS Feb 15 - Feb 16, 2014



FEB ONE DESIGN WEEKEND Feb 22 - Feb 23, 2014



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LIVE MARINA VIDEO FEED

About Us Anglers Juniors Club and Fleet Racing Food & Beverage Contact News

MEMBER SERVICES



Modified Clubhouse Hours

January 20th through January 27th Due to the hard wood floor refinishing, certain areas of the Clubhouse will be closed off. Click here for complete schedule











Recent News

- 1. Share news about your org to the public or with your members
- 2. Share news about your members with other members or the public
- 3. Assign categories to new posts to allow post to show up in multiple locations on site
- 4. Quick links to results for regattas
- 5. Use thumbnail images to increase interest in news feed





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2014 International Etchells Great Lakes Championship Bayview Yacht Club - May 16 - 18, 2014

www.yachtscoring.com

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→ Share



International Etchells Class Association

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www.etchellsworlds.org

■ 22 Jan

/E www.etchellsworlds.org





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INTERNATIONAL SUNFISH CLASS ASSOCIATION CLASSIC - COMPETITIVE - FUN

JOIN THE CLASS!

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GET SMARTER/FASTER



RACING SCHEDULE

Frostbiting Series

Sea Cliff Yacht Club (NY/USA) Jan 19

Frostbite Regatta Racing Series

Mission Bay Sunfish Fleet No. 632 (CA) Jan 19-29

Hot Toddy Winter Series

MOB Yacht Club (New Bern NC)

Jan 25

Copa Yacht Club Ancón

Jan 25-26

Frostbiting Series

Sea Cliff Yacht Club (NY/USA)

Jan 26

Hot Toddy Winter Series MOB Yacht Club (New Bern NC)

SUNFISH NEWS

Sunfish World Championships 2014 Preliminary Notice of Race

Posted January 12, 2014

Sunfish World Championships 2014 NOR and Youth World Championships 2014 NOR

17 Year old Marc DeLoach wins Southeast Regional

Posted November 13, 2013

17 Year Old Marc DeLoach wins Southeast Regional in a 1974 Sunfish

Intl. Masters/Midwinters set for Pensacola YC

Posted November 02, 2013

The Pensacola Yacht Club in the Florida Panhandle will host both the Sunfish International Masters and Sunfish Midwinter Championships (with a day of team racing in



Sponsor Logos/Links

- Incorporate title sponsor into header of all pages
- Embed sponsor logos into template for all page
- 3. Feature prominently on home
- 4. Include in site footer
- 5. Dedicated Sponsors page
- Randomly loaded logo on each page load
- 7. Include in news post footer template







SCYYRA

Southern California Youth Yacht Racing Association

About SCYYRA

Racing Team

Calendar & Results

Training & Education

Home Contact Us Mailing List Classifieds

Meeting Minutes





Dick Sweet

CF, Shadden

₩ Ullman/Frost

A Perry

29er Hamlin















SCYYRA Racing Team Supported by patagonia

2014 RACING TEAM

Congrats to the selected sailors of the SCYYRA Racing Team

The Southern California Youth Yacht Racing Association (SCYYRA) was formed in October 1977, under Southern California

Date	Event	NOR
2/1	CISA Clinic Applications Due	
2/1	PCISA SoCal #4	NOR
2/1-2/2	Perry Series 3/4	NOR
2/8	SDAYC Singlehanded Luff-In #1	NOR
2/8-2/9	Carrie Opti Series 4/7 & Opti Midwinters West	NOR

Recent Events		
Date	Event	Results
1/25-26	Snipe Las Vegas Regatta	Results
1/19	Midwinter Tune-Up Regatta	
1/19-20	SCYA Harold Adams Team Race Classic	Results
1/18	SCYYRA Meeting (Postponed)	
1/18	Shadden Series 3/4	Results
1/11-12	North Series 3/4 & Jr. Invitational	Results
ALL RESL	JLTS >>	

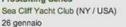
Language Options

- 1. Allow visitors to translate site if it will have an international audience
- 2. Google Translate toggle field
- 3. Full replica of site in other language(s)
- Replica of certain pages in other language(s)









Frostbite Regatta Racing Series Mission Bay Sunfish Fleet No. 632 (CA)

Copa Yacht Club Ancon

25-26 gennaio

19-29 Gennaio

Hot Toddy Winter Series

MOB Yacht Club (New Bern NC) 1 febbraio

Copa Poseidón

01-02 febbraio

Frostbiting Series

Sea Cliff Yacht Club (NY / USA)

2 febbraio

Programma completo >>

FACEBOOK



Follow Sunfish



26 Gennaio 2014.

Molto rumore per una corda: http://MYCSunfish.blogspot.com

{Mangimi: nome} 25 gennaio 2014



Elenco Registrazione :: 2014 Internazionale **Sunfish Midwinters**

23 gennaio 2014.

Esattamente due mesi fino alla settimana internazionale Midwinters / Masters, NOR ei siti di registrazione sono ora vivono. Vedere

Capovolgimento nel Barrington Fiume 38 gradi (Guarda il Video impressionante di Scott Greenbaum)

Pubblicato il 23 Gennaio 2014

Il Barrington (RI) della flotta Frostbite è stato passando intorno una telecamera montata boom di questa stagione. Guardate cosa è successo guando fu il turno di Scott Greenbaum!

Intl. Master / Midwinters NOR pubblicazione

Pubblicato il 22 Gennaio 2014

Il Pensacola Yacht Club in Florida Panhandle ospiterà sia i Sunfish Maestri Internazionali e Sunfish Midwinter campionati (con una giornata di racing team in mezzo) la settimana di marzo 23-29, 2014

Sunfish Campionati del Mondo 2014 Bando preliminare di Gara

Posted 12 gennaio 2014

Sunfish Campionati del Mondo 2014 NOR e Giovanili Campionati del Mondo 2014 NOR

17 anni Marc DeLoach vince Southeast Regional

Pubblicato 13 Novembre 2013

17 Year Old Marc DeLoach vince Southeast regionale in un 1974 Sunfish

Curioso di Mondi locali per 2014-15?

Pubblicato il 19 ott 2013

Dai un'occhiata a queste presentazioni Powerpoint presentate da Campo Sea Gull (NC) e Perù per le loro offerte di successo per ospitare i (rispettivamente) Campionati del Mondo 2014 e 2015

Hank Saurage vince Gulf Coast Regional # 2

Pubblicato 16 ottobre, 2013

Hank Saurage vince Gulf Coast Regional # 2

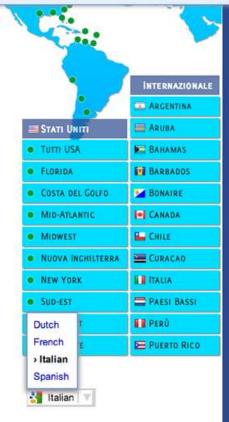
Perù Alexander Zimmermann è un 2x campione del mondo!

Pubblicato il 11 ottobre 2013

Ha vinto le prime due gare, avanza un po în gara 5 ° e ultimo poi aspettato tre giorni ammollati e ventose essere dichiarato un campione back-toback.

Mondi Lewes Foto e Video

Pubblicato il 11 ottobre 2013



Per inviare il contenuto di questo sito, si prega di inviare le informazioni al Webmaster Class .



Call-to-Action

- Use a color or graphic to stand out from the rest of your home page to pull visitor interest
- 2. Have a specific call-to-action that you want them to do
- 3. Make it easy to follow through with the action























Booth #West 19 | Century Link Field | January 24-February 1, 2014

Advancing the Sport of Corinthian Sailing for 69 Years



Wolters, Whittemore, and Terremoto Take Top Prizes!

In a crowded Clubhouse on Friday, January 17, 2014, the winners of the Club's awards for 2013 performances were announced in a moving ceremony by Commodore Brian Watkins, Junior Staff Commodore Bruce Van Deventer and other Club leaders. As they noted, being nominated for an Award is the great honor, and with such outstanding nominees, [MORE]



Upcoming Events

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January 24-February 1: The Seattle Boat
Show runs 24 January through February 1.
Represent your Club at the Boat Show! Many
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CYC Winter Speaker Series

Friday nights - Jan 31, Feb 7, Mar 14: Please



From the Helm CYC on Lake Washington

As you probably know, for most of the CYC's 67-year history has taken place on the beautiful waters of Lake Washington. And you likely also know that there are serious problems with the Leschi marinas owned by the Seattle Parks Department and at which most of our lake sailors moor their boats. The situation is [MORE]











The Grosse Pointe Yacht Club 788 Lake Shore Road Grosse Pointe Shores, Mi 48236 Ph 313.884.2500 Fx 313.884.7956









Joining the Club

- 1. Can a prospective member easily find info on joining the club?
- 2. Display prominently if you are actively seeking new membership
- Make the prospect feel welcome and excited about the info presented
- 4. Provide a call-to-action on how you want them to proceed











INTERESTED IN Membership Information?

UNCOMPROMISING Special Events & Catering

REGATTA News & Results

Located in picturesque Marina del Rey,

the California Yacht Club is among the top private clubs in the nation and for over ninety years, our yachting tradition and history has beckoned those who love the water as well as those that love to socialize and live life to the fullest.

COMPLETE CALENDAR



ANNAPOLIS YACHT CLUB



HISTORY MISSION & VISION

HOW TO JOIN



A candidate for membership must be sponsored by two Regular, Qualified Life, Life, or Intermediate club members who have been members for at least three (3) years. The candidate's personal and boating background will be reviewed as part of the application process. In addition, the candidate must obtain the endorsement of five additional club members.

Membership Inquiries

Tracie Parkinson (443)858-4947 membership@annapolisyc.org



Catering / Event Hosting

- If a focus of the operating business is bringing in banquet events, feature this option
- 2. Allow visitors to see the types of events that can be hosted
- 3. Visual display of social events will sell better than lots of text information









Lakewood Yacht Club Established 1955

Welcome

About LYC .

Join the Club

Weddings & Events

Amenities -

Regattas

Photo Gallery *

Youth Sailing Program



Lakewood Yacht Club is located on 38 beautifully landscaped acres with over 300 covered and open boat slips. Lakewood is more than just a yacht club. It is a haven for members, their families and guests. There is a sense of peace and tranquility that makes Lakewood an incomparable place of refuge combined with social and water activities.

The Bermuda-style clubhouse provides Lakewood's 500 plus members with quiet harbor-view dining facilities and excellent cuisine provided by a professionally trained executive chef. Lakewood has a newly remodeled bar and piano lounge with several large screen televisions and a beautiful ballroom for monthly holiday/event parties as well as popular Sunday brunches. A Game Room provides supervised activities for members' children.

There is something for everyone at Lakewood beginning with a strong agenda of regattas and cruises organized annually by Lakewood's enthusiastic volunteers. An active Ladies Association has a busy monthly agenda, which includes a special summer activity. The Youth Program, known as the Seahorses, is guided year-round by the club's parent volunteers and Lakewood's full-time Sailing Director. Three lighted tennis courts and friendly but competitive monthly tennis socials and weekly matches add to the allure of Lakewood. We invite you to make Lakewood Yacht Club your home away from home, your own personal yachting haven.



Important Links

Catalina 22 National Championships

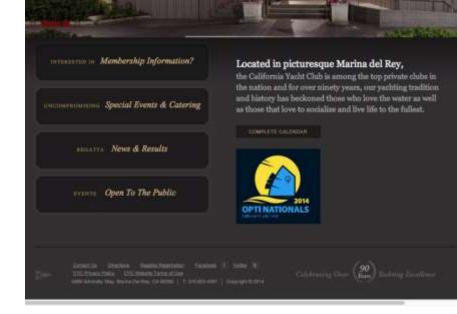
Harvest Moon Regatta

Marina of the Year!

Welcome Video

Contact Info

- Provide a general phone #, email, physical address
- 2. Quick link to full staff contact list
- Feature in header, sidebar, and/or footer











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UNCOMPROMISING Special Events & Catering

REGATTA News & Results

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COMPLETE CALENDAR





INTERESTED IN Membership Information?

UNCOMPROMISING Special Events & Catering

REGATTA News & Results

EVENTS Open To The Public

Located in picturesque Marina del Rey,

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COMPLETE CALENDAR



Mission Statement

Define your organizations goals, intentions and purpose







Home | Contact Us | Statement

About Us

Facilities

Race Info

Juniors

Calendar

Fleets / Groups

Members

Visitor Info

The Mission of the San Diego Yacht Club is to encourage and foster interest in all aspects of yachting



Upcoming Events

Yacht Club News



Friday Night Deck Dining



Safety at Sea Seminar One Day Judge Seminar Brown Star Clinic



Brown Star Clinic



SDYC Knitting Group



SSSS Winter Series V Tuesday Kids Tennis Clinic Prime Rib Dinner Night



2013 Snipe Women's Snipe Nationals



After a year off from active snipe sailing due to pregnancy, I [Stacey Szabo] jumped back in a boat and participated in the 2013 Womens Snipe Nationals in Fort Lauderdale, Fl. I was able to sail with experienced snipe crew Julia Melton.

Sinks and McElvain at the Orange Bowl



On Christmas day, Rebecca McElvain and Scott Sinks traveled to Miami Florida to compete in the





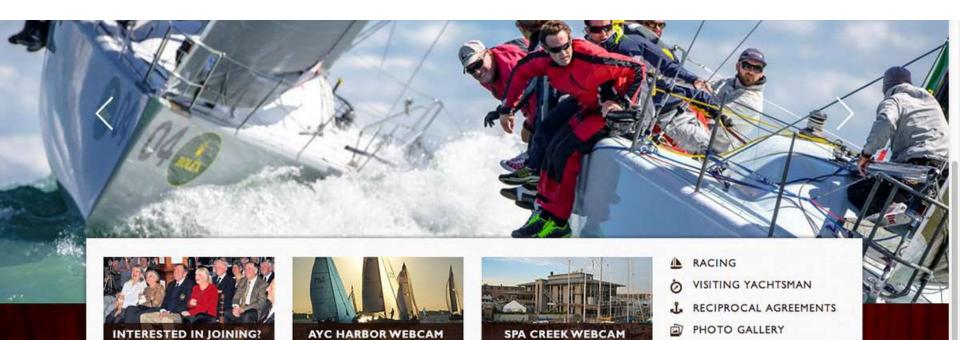
Footer

- An open navigation menu
 so a visitor can view more options
- 2. Basic contact information
- 3. Sponsor / Partner Logos
- 4. Site map link
- 5. Privacy Policy
- 6. Statement of not-for-profit status
- 7. Social media icon links









More than a Club, a Community

ABOUT AYC

History

Mission & Vision How to Join

CRUISING

Upcoming Activities **Cruising Photos**

RACING

Schedule & Documents

Wednesday Night Racing Annapolis to Newport

Results

Racing Contacts

Fleet & Class Resources

Weather Racing Photos

SAILING CENTER

Watercraft Rental

Slip Waiting List

JUNIOR FLEET

Programs

Calendar

Coaches

Results

Become a JAM

Make a Donation Junior Fleet Photos

Docking & Storage

CONTACT

Comment Card

AYC Forum **Glub Officers**

Club Staff

CLUBHOUSE

Events & Catering Ship's Store

Reciprocal Agreements Visiting Yachtsman

MEDIA

Qub News

AYC Webcams Photo Galleries

Videos

Publications

ADDITIONAL LINKS

AYC Foundation

Weather

US Sailing COYC

FOLLOW AYC

AYC Facebook

Junior Sailing Facebook

Junior Sailing Twitter

3. First Impressions





Impression Visitors Will Get

- 1. Social, Active, Fun
- 2. Competitive Racing Focus
- 3. Beautiful Location
- 4. Historic
- 5. Formal
- 6. Family Friendly
- 7. Welcoming
- 8. Members Only



Site Style



















Bringing world class match racing to Lake Michigan.

HOME

EVENTS

TRAINING & MEMBERSHIP

MEDIA

SPONSORSHIP

CORPORATE SAILING

ABOUTUS

GFAR



Recent News















HOME · OUR CLUB · SAILING · SPORTS · DINING · SOCIAL · MEMBERSHIP



racers and cruisers alike from our Island facilities. Our City Clubhouse at 141 St. George Street provides modern facilities for squash, badminton, aquatics and also features a 4,000 square foot fitness area. Fine dining is available in a formal setting as well an annual antique avera for manufacture and abilidual of all area

Reflects Image of Club/Org

- A clean, organized and informative website will give the impression of a well run organization
- Members confidence in the info can encourage site visits and boost club participation



Site Style





What Fits For You

- 1. Graphical / Photo Centric
- 2. Informative
- 3. Blog Style News
- 4. Minimalist
- 5. Private (Member Only)
- 6. Content Updated Often
- 7. Static Accurate Content

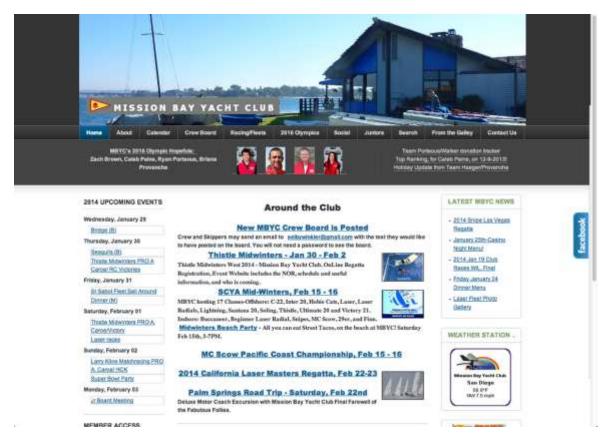


Site Style





4. Content Priorities





What's Important Now

- 1. Feature upcoming event
- 2. Special announcement
- 3. Off-season v High-season
- 4. Member call-to-action
- 5. Booking extra banquet events

Is your site flexible enough to add in a new feature that may just be temporary?



Content Priorities





















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MBYC's 2016 Olympic Hopefuls: Zach Brown, Caleb Paine, Ryan Porteous, Briana Provancha



Team Porteous/Walker donation tracker Top Ranking, for Caleb Paine, on 12-9-2013! Holiday Update from Team Haeger/Provancha

2014 UPCOMING EVENTS

Wednesday, January 29

Bridge (B)

Thursday, January 30

Seagulls (B)

Thistle Midwinters PRO A Caroe/ RC Victories

Friday, January 31

Sr Sabot Fleet Sail Around Dinner (M)

Saturday, February 01

Thistle Midwinters PRO A. Caroe/Victory

Laser races

Sunday, February 02

Larry Kline Matchracing PRO A. Caroe/ HCK

Super Bowl Party

Monday, February 03

Jr Board Meeting

Around the Club

New MBYC Crew Board is Posted

Crew and Skippers may send an email to selbywinkler@gmail.com with the text they would like to have posted on the board. You will not need a password to see the board.

Thistle Midwinters - Jan 30 - Feb 2

Thistle Midwinters West 2014 - Mission Bay Yacht Club. OnLine Regatta Registration, Event Website includes the NOR, schedule and useful information, and who is coming.

SCYA Mid-Winters, Feb 15 - 16

MBYC hosting 17 Classes-Offshore: C-22, Inter 20, Hobie Cats, Laser, Laser Radials, Lightning, Santana 20, Soling, Thistle, Ultimate 20 and Victory 21. Inshore: Buccaneer, Beginner Laser Radial, Snipes, MC Scow, 29er, and Finn.

Midwinters Beach Party - All you can eat Street Tacos, on the beach at MBYC! Saturday Feb 15th, 3-7PM.

MC Scow Pacific Coast Championship, Feb 15 - 16

2014 California Laser Masters Regatta, Feb 22-23

Palm Springs Road Trip - Saturday, Feb 22nd

Deluxe Motor Coach Excursion with Mission Bay Yacht Club Final Farewell of the Fabulous Follies.





WEATHER STATION



Mission Bay Yacht Club San Diego 58.8°F NW 7.0 mph

LATEST MBYC NEWS

- 2014 Snipe Las Vegas Regatta
- January 25th-Casino Night Menul
- 2014 Jan 19 Club Races W/L, Final
- Friday January 24 Dinner Menu
- · Laser Fleet Photo Gallery

5. Can It Be Found?







Think From the User Perspective

- 1. Site visitors will give up quickly
- 2. Provide several methods of finding info on the site
- 3. Quality content will increase visitor confidence
- 4. Review the content structure periodically
- 5. If you get questions on where to find something, it may not be obvious to anyone but you



Can It Be Found?



Different Types of Site Visitors

- 1. Members visiting regularly
- Members looking to engage (reserve boats, pay bill, participate with a committee)
- 3. Visiting yachtsmen
- 4. Guests looking to participate in an event, come to the club
- Guest looking for regatta info, results, photos
- 6. First time site visitors

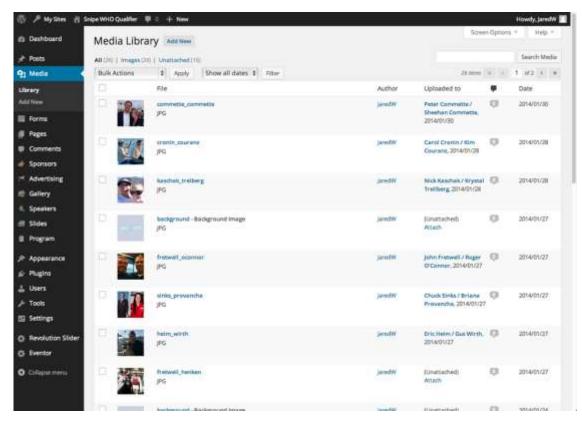


Can It Be Found?





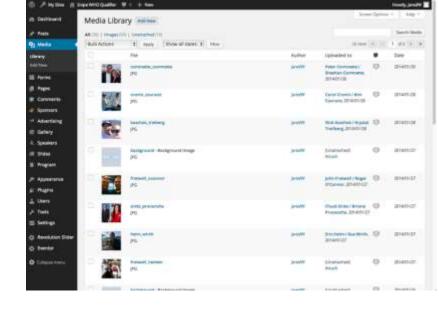
6. Content Management





Things To Consider

- How your site will be managed (individual staff, multiple staff, volunteer, outsourced)
- 2. How will the content will be created and edited?
- 3. Do you have the right software?
- 4. Do you have the time?
- 5. Do you have the support?



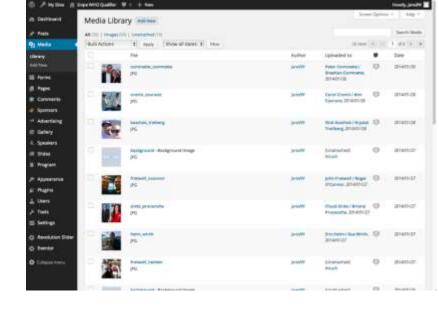
Content Management





Setting Up For Success

- Decide on highest priority
 content (both to the club and
 to the members and visitors)
- Create page templates that can be reused and provide continuity throughout the site
- 3. Have a content editing process
- 4. Keep content accurate & current
- Get multiple content contribution sources

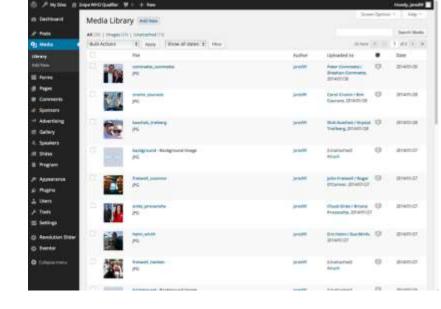


Content Management



Rely on a Content Management System (CMS)

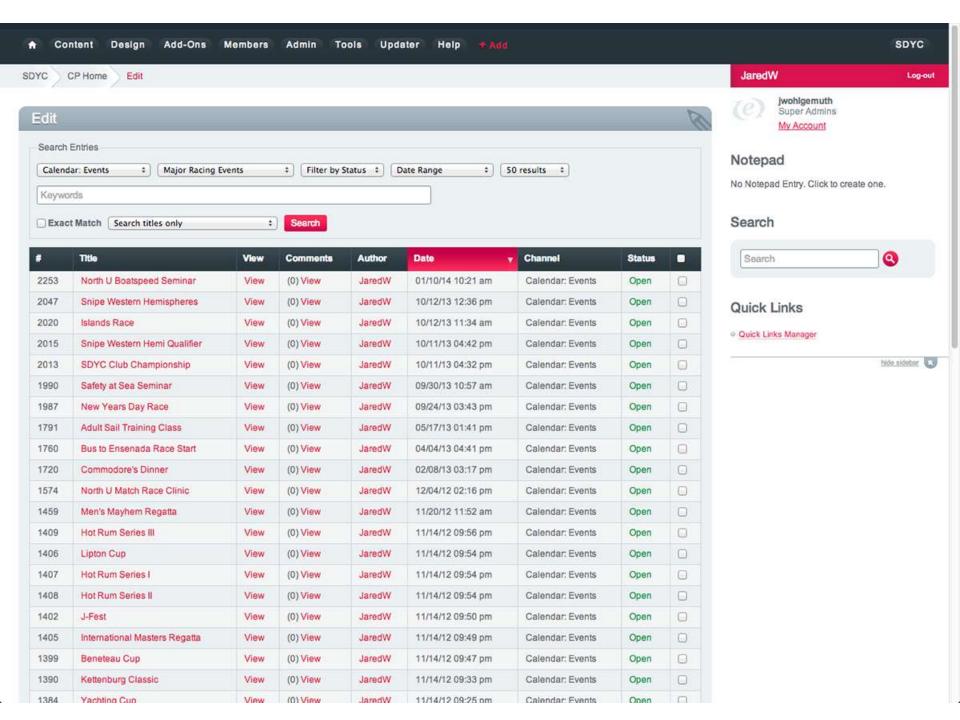
- A CMS can dynamically change the content based on date
- 2. Auto-post and auto-expire
- 3. Allow those with limited web skills to maintain site content
- 4. Can update content one time & have multiple locations update
- The easier it is to add content,the more likely it will be done

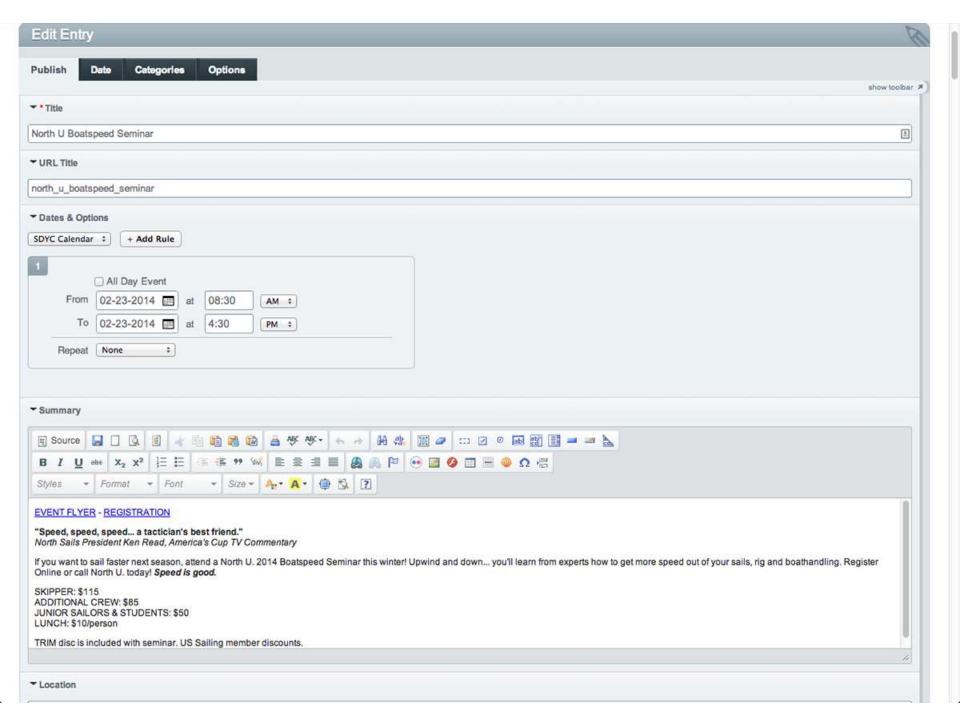


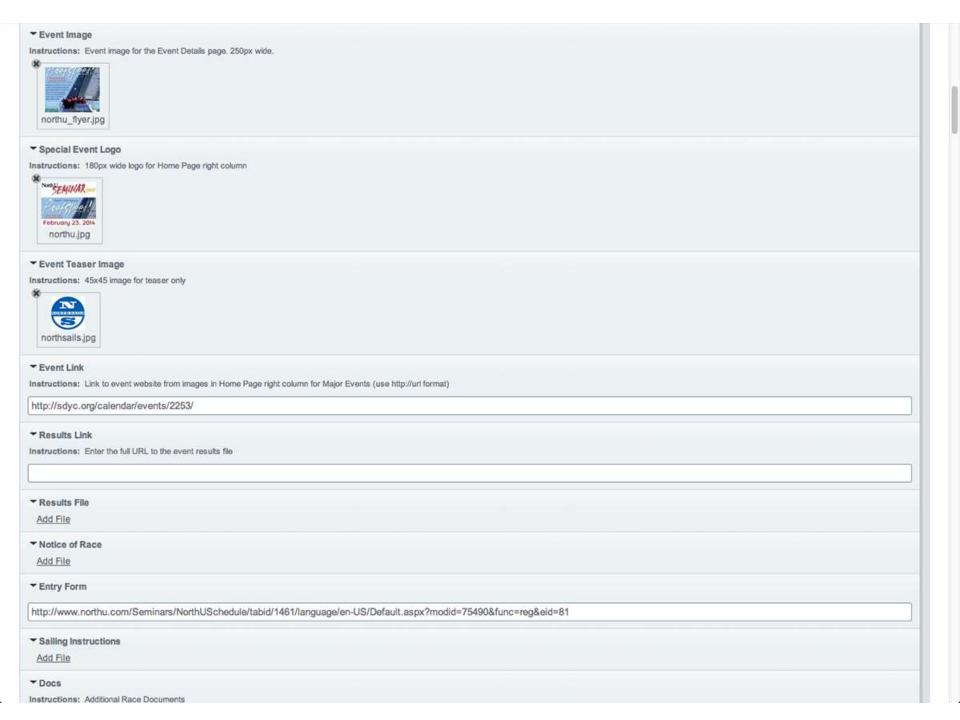
Content Management

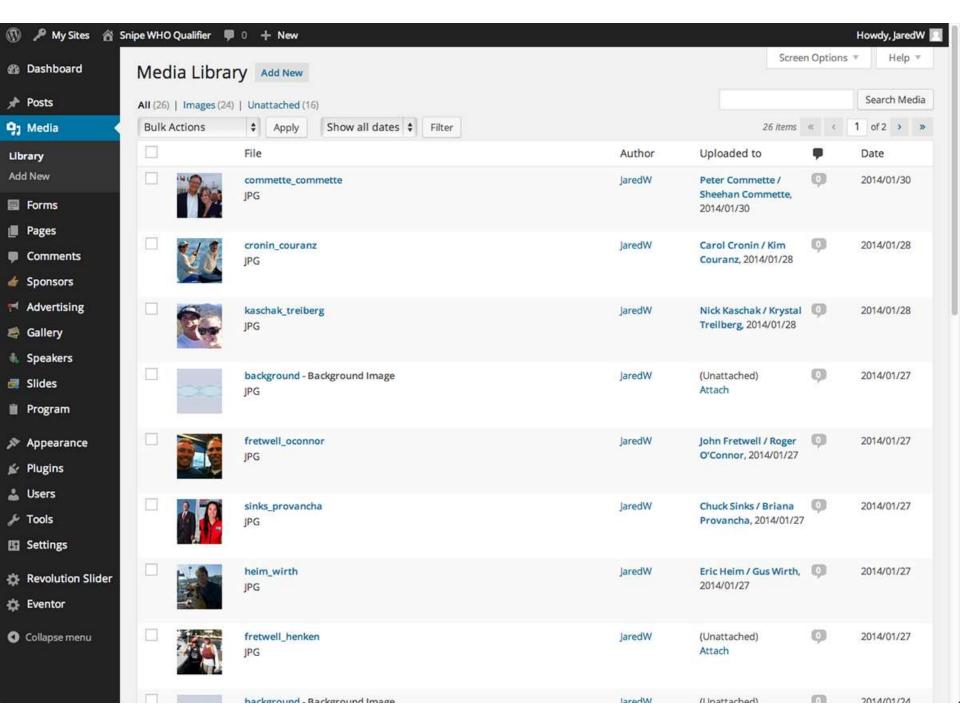




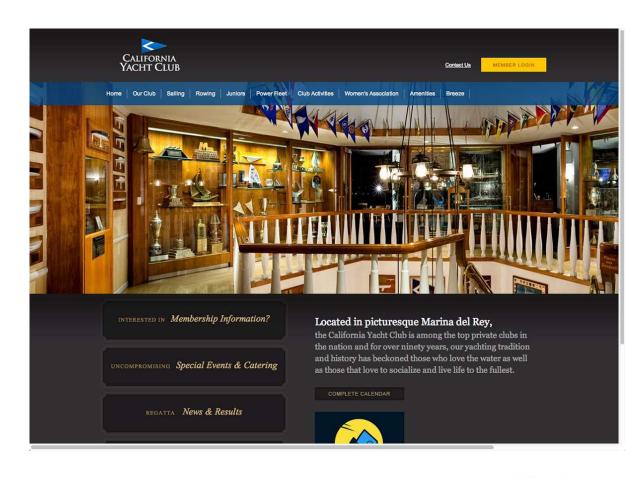








11. Questions?





Your Opinion Matters

Please "check-in" to this session on the Sailing Leadership Forum app and complete the session survey

Or

Complete one of the yellow survey forms in the back of the room and drop in the box

Thank you for attending this session

