

## **RBGC Website Design Document**

The River Bend Gun Club website can be a valuable tool for communicating information about your events, help interested shooters find you, as well as providing participants with scores, photos, and news. Most of your participants have access to the web and appreciate the timely posting of match results.

We make it very easy to establish a web page for your activity or event. All you have to do is provide the information, photos, or artwork needed and the webmaster will do the rest.

### **Basic Web Site Rules:**

- All pages will use the standard background template and logo
- Pages should be kept short and not exceed standard screen length by more than one screen length – long pages will be broken into additional topic specific pages
- Photos or other artwork make a page visually interesting (the web is a visual media) and should be included on the page. Care should be exercised in photos of juniors or others who may not want their photo displayed to a world wide audience – it's always best to ask first
- Text, photos, and artwork cannot be copyrighted and must be sent in original format, do not use “save as web page” option found in many popular text editor and spreadsheet products.
- All pages are “permanent” pages. Flyers, bulletins, newsletter articles, etc... are considered “temporary” items and will not be used as a web page
- Links to non-RBGC web pages are discouraged – webmaster will review and approve on an individual basis
- Webmaster reserves the right to modify web pages as needed to be consistent with others pages on the site
- Individuals are not allowed to update pages directly; all changes/updates are executed by the webmaster
- Webmaster reserves the right to reject text, photos, artwork, flyers, or newsletters on the basis the content is inappropriate or would not promote the good character of the club.

### **Shooting Venues pages:**

Shooting Venue pages provide information on specific activities/events at River Bend. There is no set requirement for frequency other than it is a recurring event. For a one-time event, contact the webmaster on the best way to promote your event.

### **Venue Main Page:**

Provide general information both about the venue and the activities here at River Bend. Keep in mind that this page is your “sales pitch”; you have on average about four seconds to grab their attention. If you fail to grab their interest in that time they will typically leave the page.

Your primary audience when writing the description is those who are not familiar with your venue or activity. Write your page as if explaining the activity/event to a friend or neighbor unfamiliar with what you do.

Your other audience is those knowledgeable with this activity and are looking for specific information (i.e. start time or scores from the last event). This audience is typically not put-off by the base level of information on the venue's main page—when someone has a high level of interest in an activity they enjoy reading the

background information (especially if they are in one of the photos) and use it as a reminder on dates, times, or rules specific to this event. They will also understand its value in bringing in new participants and will refer interested individuals to the website for more information.

Your main page should answer these questions:

- What is it?
  - describe the sport in general
  - Include the origins and any history you are aware of to build readers interest.
  
- Who can participate?
  - Allowed firearms
  - Type of shooting accessories or accoutrements needed
  - Is it friendly to inexperienced shooters
  - Are there age requirements
  - Is club membership required
  
- Where and when is the match held?
  - Fees
  - Start / end times
  - Range(s) used
  - Available facilities
  
- What else do they need they bring?

**Remember**, the primary use of a web page is to provide information. Pages should be written to inform the reader on the activity, invite them to participate, and provide the critical information for them to successfully participate.

### **Photos for the Web:**

Avoid photos that do not show enough detail. Photos of participants or items (such as targets) in the distance typically are not very interesting and make poor images for the web. Photos that show appropriate detail attract the interest of the reader.

### **Topic Specific Pages:**

Topic specific pages are used primarily when the volume of information or level of detail prevents inclusion on the venue's main page. Examples include:

- Detail equipment requirements
- Explanation of procedures or how to perform certain tasks, such as scoring.

### **Specialty Pages:**

#### Slide Shows:

- Slides should be limited to 25 photos
- Slide show photos larger than approximately 480x360 pixels should be resized before sending – any questions, contact the webmaster
- Slide show photos should use the following naming standard: “img01.jpg – img25.jpg” – all lower case
  - \*note the format is “01”, not “1”, leading space should be used
- Photos are not kept after newer ones are received

### Scores Pages:

- One years worth of scores are displayed unless fewer versions are requested
- Old scores are not kept
- Scores can be submitted in many formats, least desirable is when the Word or Excel option to “Save as web page” is used – these files are excessively large and difficult to update or modify to include navigation. Scores sent in original Word or Excel format (any text editor or spreadsheet will do) are most desirable and will be converted by the webmaster into a “PDF” file or a more efficient HTML page. Typically HTML pages load very quickly in your browser and do not require any special software. Adobe “PDF” files are fine but require the viewer to have Acrobat Reader (free software) and typically take longer to load in your browser than HTML.

### Newsletters:

- Only one version of a Sporting Venue newsletter will be available online
- PDF format is typical

### **Contact Email Addresses:**

You may use a personal email or have a contact email “*name@rbgc.org*” created for you. The “*name@rbgc.org*” email can be a forward to your personal email or an actual email account you can access via an email client such as outlook or view through internet mail. There is no charge for this service.

All email addresses are coded on the website using a “Javascript” string command to logically break up the email address then reassemble when the actual email is sent. This prevents web crawlers from obtaining the email address thus reducing the potential for you receiving spam emails.

### **Web Page Submissions:**

All new submissions, changes, or updates should be sent to [webmaster@rbgc.org](mailto:webmaster@rbgc.org)

### New Web Pages

When requesting a new web page, include text (as identified above) and lots of photos and/ or artwork. The webmaster will create a page (or multiple pages) for you, and then provide a draft for your approval.

If you have the ability to create a web page using web authoring tools, (NOT using Word or Excel “Save as web page” option) you may submit your design. However, the webmaster is responsible for ensuring it is consistent with the other pages and will work with you on making required changes. In all cases, all changes, additions, or updates to the production web server will be executed by the webmaster.

Turn-around time will depend on the completeness of the text and if sufficient photos/artwork is provided.

### Updates or changes to existing pages:

Submit directly to the webmaster - usually completed in less than 24 hours.

### Posting of scores, slides, or newsletters:

Submit directly to the webmaster - usually completed in less than 24 hours.