

Water Polo WA Club and Association Websites

As part of our wider marketing strategy, WPWAI have instigated the creation of websites for all WA clubs and associations. Centralizing communications through the Water Polo WA Network gives all clubs and associations the ability to operate as one coherent unit. This streamlines internal and external communications between employees, clubs and the public.

The Water Polo WA Network objectives are to:

- Standardize design elements required to ensure greater consistency and brand impact across all sites
- Allow rapid deployment of websites for new clubs
- Unifying all club communications and functionalities including:
 1. News items
 2. Social media posts
 3. Fixtures and Results on Fox Sports Pulse
 4. Events and Calendar – Tidy Club API
 5. Joining a club / Getting Involved – Tidy Club API


Content Migration – The Process

WPWAI's role: WPWAI have recruited volunteers through Volunteering WA, with their help, WPWAI staff have moved all the content from existing club websites to the new sites so they will be ready to go.

Club's role: Club's will be responsible for creating their own content to share with members as always. The following steps and videos will assist clubs in maintaining their websites and using the new functionality to its new potential.

Uploading Content

Adding a News Story:

- After logging in to the back end of your club's website you will start at what is known as the dashboard. Locate the news tab on the tool bar to the left
- Click on news, then click on add new
- Give your news a title, then ensure you have selected the visual option, not text that is located on the top right hand side of screen. This means you can see what the post is going to look like when it has been published, rather than the coded version.
- When you are writing the story you will find it has mostly the same functionality in terms of fonts, bold, italic, colours and page alignments
- You can insert hyperlinks to other websites or different sections of your website by highlighting the text you wish to become a link, then clicking this icon  and inserting the URL for the links destination site. For links to other sections on your own site then select link to existing content drop down and select what you would like form there

- To insert photos to the post then simply select add media which is located on the top left hand side on the page, then it will allow you to upload images from your computer or search through the media library for photos previously uploaded
- Once you have finished the story it is best to set a feature image so that it looks good when the story appears on your home page
- To do this click on set featured image, located at the bottom right hand corner of the page and then either upload an image or select one from the media library
- Finally once it's finished then click on publish, located on the right hand side of the page and then it will appear as the first story on your homepage and in the news section of the website
- Alternatively if you aren't ready for the post to go live yet you can change the post's status to draft, located above the publish button. This will allow the post to be viewed and edited but it won't be visible to the public until you change the status and publish it
- To remove news stories from the website, simply select the news option on the left hand tool bar on the dashboard, which will bring you to a new page which lists all the new stories that have been posted. Move the cursor over to the post you wish to remove and select the trash option which will remove the post
- Here is a video explaining this process too: <https://youtu.be/Jfi2nPKqaX8>

Changing the Homepage

Changing Sponsorship Banners

- From the Dashboard, select the link to the homepage located at the top left hand side of the page
- On this page you will notice the red markers that appear on the page, this is used to indicate what can be edited on the home page and provide links to edit it.
- There are four slots for your club's sponsors and they can all be controlled in one section, these can be changed at red marker number 5. Hover over the marker until a drop down menu appears and then select edit.
- This will take you to an edit page section, now scroll down until you see the home template fields section, one of the banners that can be changed is located here.
- Select add image so that it is your selected sponsor's logo and enter the URL to their website to create a link.
- The other three Sponsor banners can be edited in the adsence row 2 tab, using the same process that was used before.
- To remove or change these banners simply select the minus sign to the right of the selected banner
- To add new banner selected the add new button located on the bottom right hand side of home template fields section.
- Here is a video explaining this process too: <https://youtu.be/HiRp7nxTOac>

The Home Page Menu

- The menu home page is customisable to an extent, we recommend that it remain mostly the same but if you wish to add content there can be no more than 6 or 7 options on your menu
- To add or remove menu tabs, from the Dashboard, select the link to the homepage located at the top left hand side of the page
- Hover the cursor over the menu and select edit
- From This page you can control what pages are linked to the home screen menu. To remove a page, select the tab's drop down option and then select remove
- You will notice some menu items are on the very left hand side of the menu structure section, these are the main menu tabs. The tabs that are slightly to the right and underneath are dropdown tabs that can be accessed through the main menu tabs
- To move a tab from a drop down tab to a main menu tab simply drag it in line with the other main menu tabs, and the same process works for turning a main menu tab to a dropdown tab but it needs to be located underneath another main menu tab
- To create a new menu tab select the pages button located on the left hand side toolbar, which will take you to a list of all the pages on your website, next select add new
- Title the page with what you would like the menu item to be called. For example 'Merchandise', which can be a section that you can sell your club apparel. Once you have added all the content needed for the page, publish it and head back to the menus page
- You should see the page you just created in the box to the left of the menu structure section. Select the new page click add to menu, located on the bottom right hand corner of the box where your new page was located
- The new menu option will be located in the menu structure section so simply click and drag it to its desired location. The order of the menu items on this page will determine the order it will appear on the homepage

Old Websites

The following steps only apply if your club has an old website, not just a Fox Sports Pulse page

- Contact your website host to back up your existing website URL. The back-up is a precautionary measure for archival purposes or any missed migration of articles/data.
- Also re-direct/re-point the domain to the new website URL, the .asn one
- If there are two versions of the website – search engines will disregard the new website as the authority by default. Meaning that the new website will be much harder to discover on search engines if both sites are still operating normally.

You now have two options:

- Eventually the old hosting and domain will come up for renewal, you can choose not to renew
- You can renew the old domain and have dual domains pointing to your new website.

Google Analytics and Banner Advertising/Link Tracking Implementation

All websites

To determine the effectiveness of a banner advertising campaign, a sponsor may want to see how many users visited their site as a result of the ads.

Tracking the number of click-throughs is the best way of tracking the success of banner advertising and out bound links on your website. Using analytics, sponsors and advertisers are able to see the return on investment in online marketing almost immediately.