Key goals for your web site

Why web sites matter

- A shop window for your club
- A shop window for the game of bridge
- Used by search engines and more to provide information about your club and about bridge

Making an impression

- It is like meeting a person: impressions are formed not just on what is said but also on appearance, manner, character
- The ideal web site reflects the character of your club. Friendly? Welcoming? Up to date? Is it active at all?

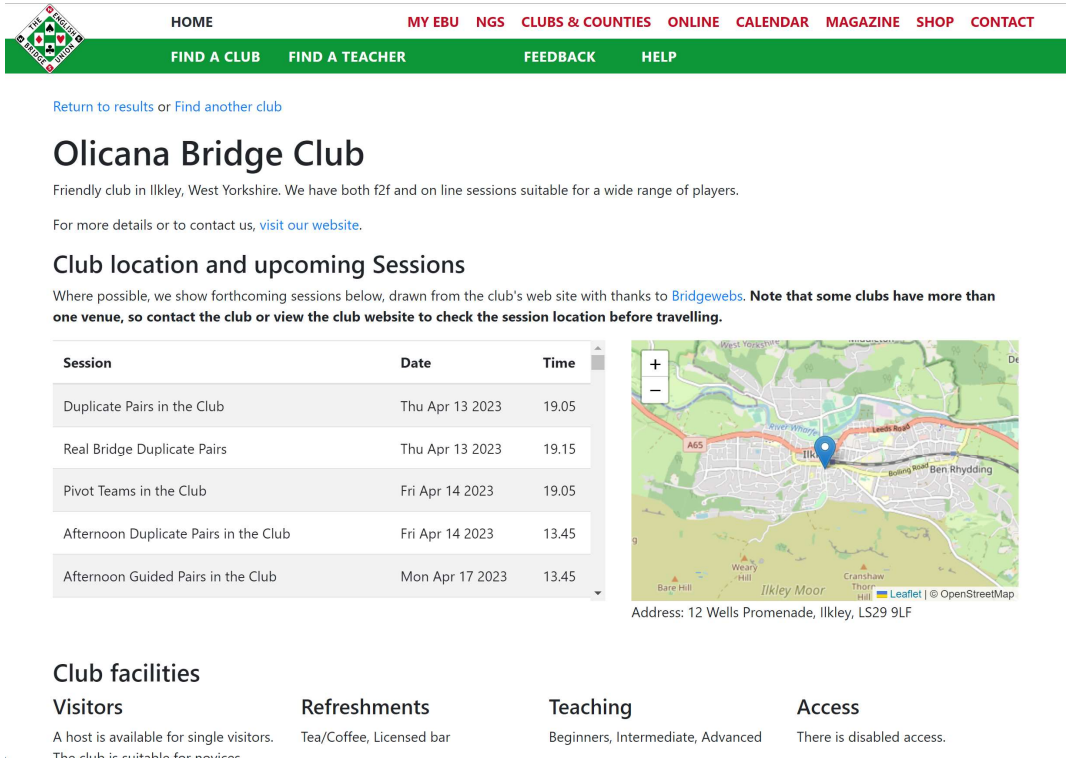
Search engine optimization

- Nothing to worry about but …
- Write the things that you want search engines to find
- Fresh and up to date content helps too

Learn bridge now!

- The game of bridge urgently needs new players and younger players
- The EBU would love to see every web site guide enquirers towards learning the game
- Ideally this is for your own classes, or classes run nearby
- If a club wants to start teaching – we want to help them!
- The EBU now provides a fallback for clubs unable to offer teaching on their own
- This means your site can link either to your own classes, or to the EBU fallback

We have club and teacher directories …



HOME | MY EBU | NGS | CLUBS & COUNTIES | ONLINE | CALENDAR | MAGAZINE | SHOP | CONTACT

FIND A CLUB | FIND A TEACHER | FEEDBACK | HELP

Return to results or Find another club

Olicana Bridge Club

Friendly club in Ilkley, West Yorkshire. We have both f2f and on line sessions suitable for a wide range of players.

For more details or to contact us, visit our website.

Club location and upcoming Sessions

Where possible, we show forthcoming sessions below, drawn from the club's web site with thanks to Bridgewebs. **Note that some clubs have more than one venue, so contact the club or view the club website to check the session location before travelling.**

Session	Date	Time
Duplicate Pairs in the Club	Thu Apr 13 2023	19.05
Real Bridge Duplicate Pairs	Thu Apr 13 2023	19.15
Pivot Teams in the Club	Fri Apr 14 2023	19.05
Afternoon Duplicate Pairs in the Club	Fri Apr 14 2023	13.45
Afternoon Guided Pairs in the Club	Mon Apr 17 2023	13.45

Address: 12 Wells Promenade, Ilkley, LS29 9LF

Club facilities

Visitors
A host is available for single visitors.

Refreshments
Tea/Coffee, Licensed bar

Teaching
Beginners, Intermediate, Advanced

Access
There is disabled access.

Our new “Find a bridge teacher” form

Find a bridge teacher

The quick and easy way to find a bridge class to suit you: tell us what you need and we will contact you with offers. Your privacy is protected - see how - and you will soon be up and running with bridge!

"One of my best decisions was to join a bridge class and club. Stimulating and fun!" - Cath

How to use this form

- Complete the short questions below
- Our teachers will be in touch with offers of classes
- Choose the class that suits you. No commitment!

My name

Enter your name

My postcode

Enter your postcode

Must be a UK postcode. We'll only share the first half of your postcode with the teachers. This is optional if you've selected "online" above

My Email

Enter your email

Confirm Email (This has to exactly match the email you entered above)

Retype Email

Class type Bridge is taught both in face to face classes and online (no need to travel). What would you prefer?

- ○ Face to Face
- ○ Online
- ○ No Preference

My existing knowledge of bridge is

- ○ None
- ○ A little
- ○ Some but I need a refresher

I can attend a class

- ○ Daytime
- ○ Evening
- ○ Either

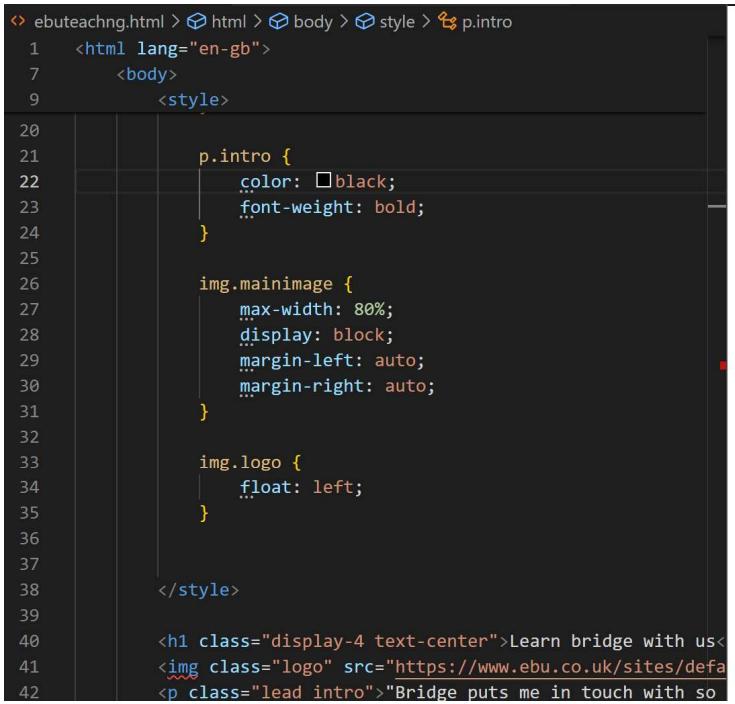
Other information. Use this space to tell us more about how and when you would like to learn bridge, or anything that will be helpful to us in finding the right teacher and class.

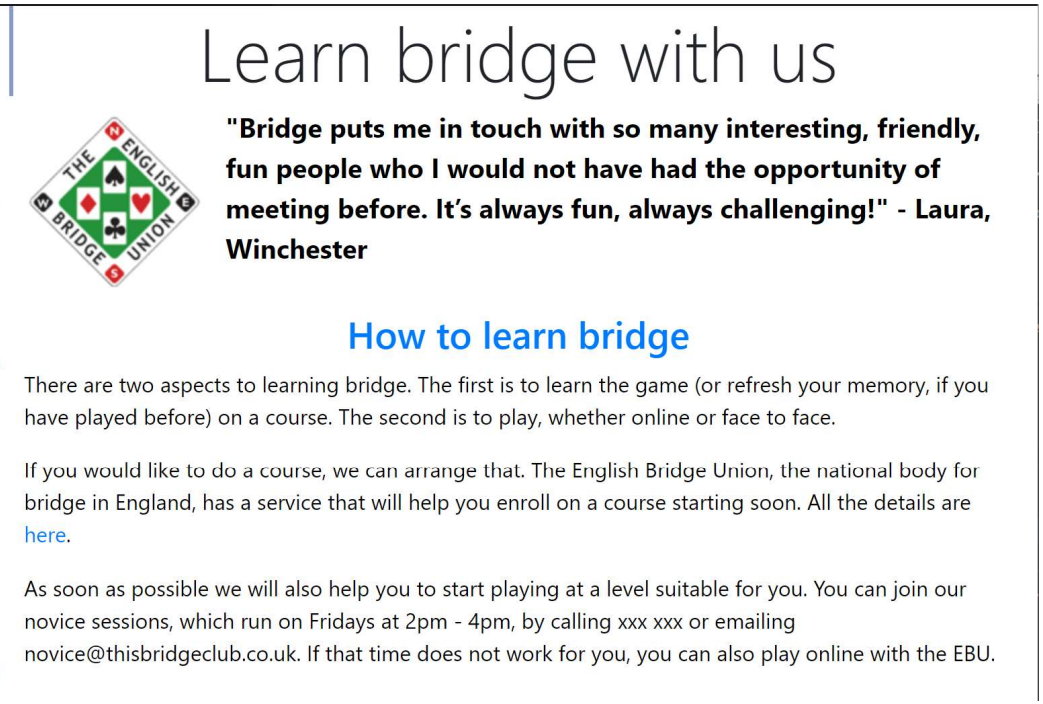
☐ I am under 18 or filling this out on behalf of someone under 18

Submit form

We can provide ready-to-go panels that can be dropped into a BridgeWebs site

- Modify as you want or do your own!





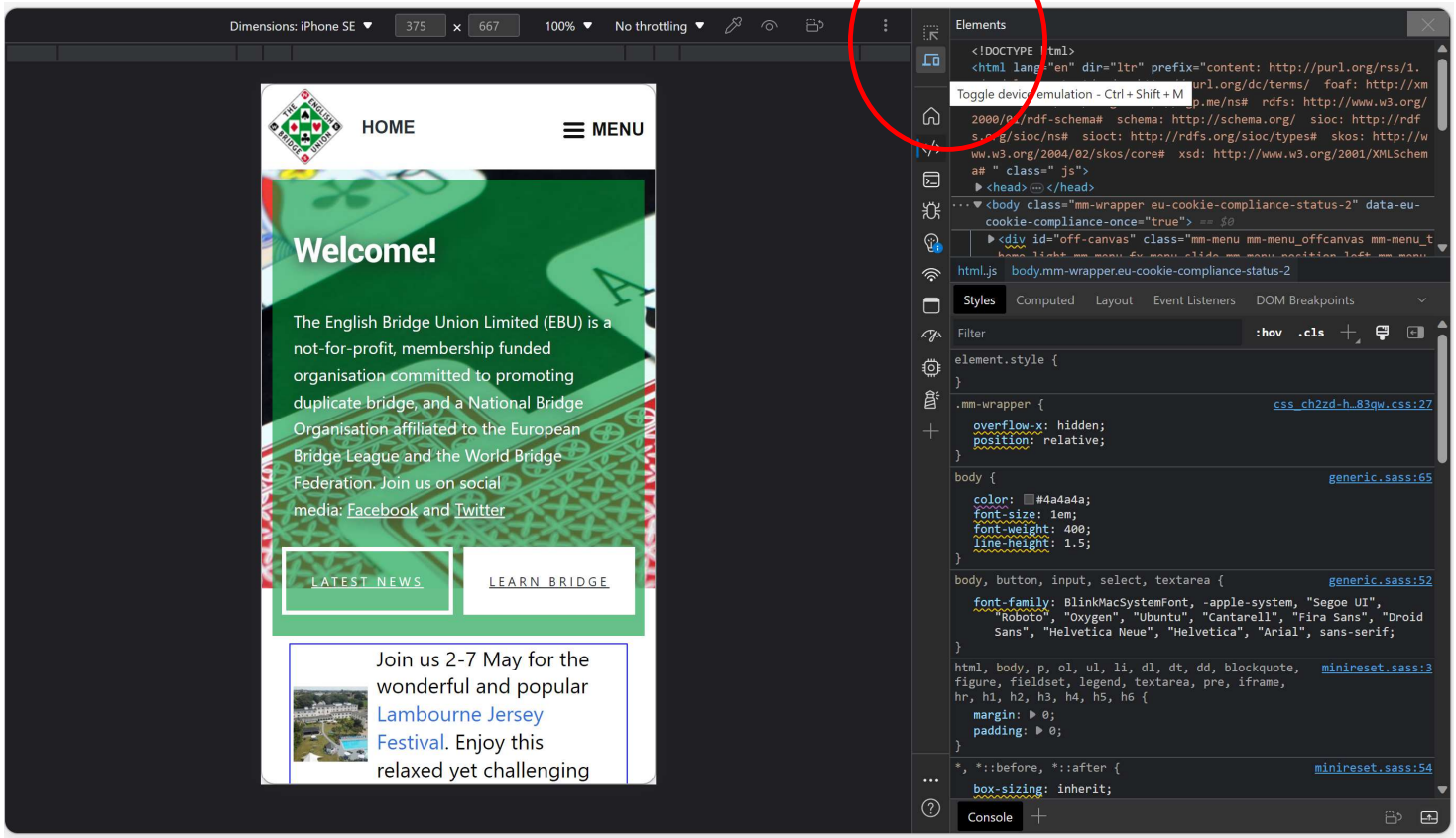
Tips for your web site one: Your key messages

- Identify your key messages
  - Is the bridge club active?
  - What is the schedule of forthcoming events?
  - Where are the results?
  - Where does the club play? What do I need to do in order to attend?
  - How can I learn bridge here?
- Put key messages or links to them “above the fold”

Tips for web sites two: test on mobile

- Every web browser has tools built in for testing web sites
- On Chrome, Edge and Firefox, press F12
- On Apple Safari, use the Develop menu
- You don’t need to understand the technical details! Just try “Device emulation” to see what it looks like on small screens
- It can be a bit of a shock!

Device emulation



Tips for web sites three: be short and punchy!

- Attention spans are short
- Use short sentences and short paragraphs for clarity. Cut out words that do not add meaning
- Pictures are great – especially good pictures! Crop photos to focus on the main subject (Windows Paint is great!).
- Ruthlessly purge anything out of date

Tips for web sites four: Design matters

- Not many of us are fantastic web designers. Do not worry!
- Do not paste content from Word! It rarely works out well.
- Paste into Notepad (Mac: TextEdit set to plain text) to remove formatting
- Avoid very long lines (hard to read) or anything that needs horizontal scrolling
- Take advantage of the “themes” available in your web platform. Probably better than we can do on our own!
- Use common sense. Readable? Looks good?

Summary

- Take the web site seriously. It does make a difference!
- Identify key messages and make them stand out
- Test on smartphones and tablets
- Have a prominent and effective “Learn bridge” offer
- Keep working at it, it is not like printed material as you can change it any time!