

WEB SITE CONTENT

2006 ECAC-SIDA WORKSHOP in ONEONTA, N.Y.

KEVIN BEATTIE, RENSSELAER
beattk@rpi.edu or 518-276-2187

IMPORTANT POINTS TO REMEMBER:

- Know your audience
 - Assume anyone and everyone is viewing your site, especially:
 - School and department administrators & coaches
 - Student-athletes & potential student-athletes/students
 - Alums & Parents
 - Media
 - Campus community & Area community members
 - Do not assume everyone has the know-how to navigate websites
 - Do not assume everyone knows about athletics
 - Assume potential student-athletes/students and media use it as a resource so provide as much information as possible
- Keep the layout simple
 - Nothing should be more than two clicks away
 - Keep the bells and whistles such as introductory video messages to a minimum (not everyone has the computer and/or patience to support such things)
- Limit pop-ups and other things that may be distracting or annoying
- Let the experts assist you
 - There are people with tremendous knowledge about the web on your campus. Use those folks as a resource.
 - There are many web companies that can simplify your life if you can afford to implement their system. Even if you cannot afford them, use their clients – your colleagues – as resources.
 - Do your homework before hiring someone
 - Ask colleagues who have gone through the process about their experiences (from soup to nuts)
- Take criticism constructively, not personally

WEB SITE SHOULD HAVE:

- **The Must Haves**
 - Roster
 - Schedule & Results
 - Statistics
 - Photographs – as many as possible, especially action
 - Staff Directory
 - Directions to school as well as athletic sites (on/off campus)
- **The Should Haves**
 - Player/Coaches/Staff bios and head shots
 - Links
 - Recruiting Form/Brochure
 - Program/Media Guide
 - Archives
 - Hall of Fame
 - Honors & Awards
- **The Nice to Haves**
 - Community Service initiatives/photos
 - Feature Stories

- Game Notes
 - Records & History
 - Blogs
 - Camp Information
 - Alumni Information (Where are they now?)
- **The Other Options**
 - Polls
 - Players of the Week
 - Newsletters
 - RSS Feed