

Dale Hartle Award for Best Club Website 2010

By Dale Hartle DTM, District 72 Webmaster

Thirteen club websites were entered in the 2010 Award:

- Daybreak Toastmasters
- Rangiora Toastmasters
- Upper Hutt Toastmasters
- Ngaio Toastmasters
- Hereford Street Toastmasters
- Twilight talkers
- Milford Toastmasters
- Public Service Toastmasters
- Eden-Epsom
- Dawnspeakers
- Civic
- Turbine Talkers
- Boaters

These club sites were visited at least twice by the District Webmaster and District PRO during March and April 2010.

A number of issues were identified with the websites:

- Non-compliance with Toastmasters International rules for club websites – no logo, animated logo, no Trademark Statement
- Poor formatting and layout, making the site difficult to navigate, and pages difficult to read and understand
- Out of date information – no up to date information or news, past events and meetings still being promoted
- Poorly written content, lack of structure, headings, and with broken or inactive links to external websites or email, insufficient club identifying information
- Poorly optimised photographs – stretched, too dark, not cropped, no captions or explanation
- No indication of when the site was last updated, or webmaster contact information
- Poor or no metadata such as keywords, page titles and descriptions, making the site appear inadequately in a Google search result

So there is still a lot of work to be done to train club webmasters in the basics of building and managing a club website, so that it is compliant, well structured, has well-written up to date content, correctly optimised photographs, links and file downloads, and has sufficient metadata for Google searches. Club websites need to promote and sell the club and answer the six basic questions a prospective member always asks, be attractive and easy to navigate.

The **Winner** of the Dale Hartle Award for the Best Club Website 2010 is:

- **Rangiora Toastmasters Club**

(fresh new design, lots of interactive features such as events calendar, discussion forum, photo gallery, Google location map, FAQs, online enquiry form, latest meeting reports and news)

Highly Commended:

- **Upper Hutt Toastmasters Club**

(used the website training template from the District Webmaster and made it even better)!

Congratulations!