



How to better promote your physical activities and sports events on your website

Toolkit

Introduction

Your website is a very important medium to ensure the visibility of your physical activities and sports events. But you need to make sure that your content is interesting and attractive and that visitors are actually engaging and responding to your calls for action.

Websites are still playing a huge part in communications. Just using emails and social media is not enough, especially taking into consideration the huge power of search engines. Indeed, when people are looking for something they don't go on social media but they 'Google' it. If the information about your sport activities/events is not on your website, you will miss the chance of reaching Disabled people looking for them.

It is also essential to have a powerful webpage you can refer to when promoting your sports events on social media, with the press and at events.

The objective of this **toolkit** is to give you practical and usable tools and ideas to improve your message online, and create powerful webpages promoting your events. It works like a step-by-step guide, which will help you better promote your sports events. It is a toolkit and we encourage you to complete all the parts as indicated.

Analyse your website

Before doing any work on your website it is essential for you to look at the successes and weaknesses of your current website: You need to know which webpages get the most traffic; Are people really engaging and clicking on your calls for action? Google Analytics can give you this information.

Google analytics is a powerful tool that can help you analyse your website. Google Analytics is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources. If you don't have it yet, ask your IT person to install it. Every time someone visits your website, Google Analytics collects useful information such as:

- Number of visitors (new or returning)
- Number of page views per visitor
- Duration of each visit (useful in order to find out if they were interested or not)
- Details about the users' journeys ('users flow') on your website (see below)
- Info about where visitors come from (for example, Twitter or Google Search)
- Keywords used by visitors to find your website/events on search engines

By knowing these statistics, you will be able to:

- Reproduce content that proved to be successful and that effectively gets more bookings
- Change content, if you realise that people are not staying on your webpage and not answering your calls for action
- Know on which webpages you should promote your events in order to reach more visitors



Example of 'users flow' on Google Analytics, where you can see the typical journey of visitors and when they are leaving without interacting with your page (see in red).

Write

a powerful event webpage

Keep in mind that the most powerful way to promote your sport event is by speaking about the positive impact it could have on participants, rather than the event itself. People don't practise sport just to sweat, but because it's challenging, because they want to build up their muscles, or just have fun and meet people. The last two points are probably the most important here: so try to showcase examples of people enjoying their time in a group.

Watch “This Girl Can” video (<https://youtu.be/cmWbnMg5UFs>). This is a very powerful ‘feel good’ video, that highlights the fun and social aspects of sport. At the end of the video, we feel positive and empowered, mostly because we want to have the same fun in a group. You do not need to re-create such an expensive video to promote your sports events, but you should definitely get inspired by the message and try to promote the same values.

On your event webpage, you need to provide visitors with relevant and useful content:

- Give them clear reasons to join your event (and start with this information)
- Illustrate the event with high quality photos of people in action, smiling – why not add a short video of a previous event?
- Add a prominent call for action (e.g. “join the event” or “book now”).
- Showcase testimonies from happy beneficiaries
- Title: Make sure that your visitors know that they are in the right place, by mentioning your event straight away in the title. It's very important, especially when you promote the link on Twitter; there is nothing worse than feeling like you've been redirected onto an irrelevant webpage

→ There are many ways you could write your event webpage. Try to fill in the template proposed on page 5, with the previous tips in mind.

Accessibility: Make sure that your webpage is fully accessible (for example that all pictures have an ‘alt text’ description and videos have subtitles and sound). Keep the content simple and easy to read by avoiding jargon and long sentences.

My event webpage

Please fill in the different boxes:

Write an introductory paragraph about the positive impact your sport event could have on participants.

Select high quality pictures of participants (similar to your target), having fun in one of your sports events. A short video would be very powerful.

Practical information:

- When?
- Where?
- Price?
- Who can participate?

Add a big “Register now” button or information on how to apply.

One or two testimonies from previous participants...

... with high quality pictures of them (or other participants) having fun in your sports activities.

Add relevant information about your organisation or partnership. You need to explain to visitors why they should trust you to organise great sports events which they will benefit from.

You could add a second “Register now” button or information on how to apply.

Increase your traffic

Having a beautiful and powerful call for action is not enough if you don't get any traffic to your website. You need to be pro-active in order to attract visitors. Here are some actions you should consider.

Search Engine Optimisation (SEO)

Google represents 85% of searches in the UK followed by Bing and Yahoo. It is therefore important to ensure that your website and your event webpage are optimised for Google. Remember that SEO isn't just about increasing visitors but about getting targeted visitors to your site. Don't forget to:

- Add a powerful title including the keywords people could be looking for. Put yourself in your audience's position and think about what they are trying to find
- Write quality content using those keywords. You need to write pages that are interesting, engaging and useful
- Add tags as requested on your admin site
- Install a plugin on your website (WordPress) to help you optimise it (like Yoast: <https://yoast.com/>)
- Make sure your website is mobile friendly (e.g. responsive website)

Pay Per Click

One of the most powerful ways to increase your traffic is to use Pay Per Click services such as AdWords. This means that you pay to advertise your webpage every time someone clicks on the link. It is very easy to use: the only information you need to provide to Google AdWords is a small piece of text for the advert. Google may then show your advert at the top of its first page of results, when someone uses relevant keywords in the search bar. Of course, this can be expensive (around 1 dollar per click), but you can cover the cost by applying to Google for a grant.

Did you know that Google offers a grant of \$10,000/month for charities? This could represent around 10,000 extra visits to your website every month, if you use it in the right way! To apply visit: <https://www.google.co.uk/grants/>. Charities like Inclusion London have got this grant to help them promote their activities.

Your own website

Too many organisations forget to promote their event webpage on their own website:

- You need to make sure that your event webpage is easy to find from the homepage, menu and other webpages
- When you know which webpages are the most successful (see page 3), make sure that you are promoting and including a link to your event webpage in them

Social Media

One of the best ways to increase traffic to your website is to use social media (e.g. Twitter, Facebook, Instagram) to promote your content. It's a great way to build a community of interest around your organisation and regularly remind your followers about your activities. You can reach people who may not know about your organisation.

Facebook event: The event pages on Facebook are powerful tools to help you spread the word about your events. Have a look at this interesting example: <https://www.facebook.com/events/917637271717587/>.

Other ways to promote your sport event webpage

- Don't forget existing marketing tools like leaflets, email signatures, posters, pop-up banners
- Events: Always try to promote sport activities and your sports events at all the events you are going to. Give people a good reason to go onto your webpage to find out more about it
- Press: Do not miss any opportunities to mention your events when speaking to the media
- A partnership like Into Sport is a powerful way to promote your sports activities. You agree to share their events and they agree to do the same for you

Get inspired

There are a few organisations that offer great examples you could follow:

- **Activity Alliance:** www.activityalliance.org.uk
- **Disability Sports Coach:** www.disabilitysportscoach.co.uk
- **Tennis Foundation:** www.tennisfoundation.org.uk
- **London Sport:** www.londonsport.org
- **Sport England:** www.sportengland.org
- **Inclusion London:** www.inclusionlondon.org.uk

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