



# New Zealand Naturist Federation

## Guideline for Website Award

Each year at the AGM the NZNF awards the club which has the best website, but what is the best website? This guideline explains to you what the judge(s) watch on scoring the websites. Each year the Internet Coordinator tries to find judges from different viewpoints. Eg:

- Experienced naturist;
- New to naturism or interested in naturism;
- Tourist.

These judges will score on the content of the website and an average of their score will be taken. There will also be a technical judge who looks more to none content parts of the website and will not judge the content parts, except when no other judges can be found.

In general the judging will find place in the first two weeks of December.

In the appendixes are the articles which our Internet Coordinator wrote for the *gonatural* magazine to help you improve your website.

If you cannot find the information you are looking for or you have any questions, contact the Internet Coordinator: [webmaster@nznf.co.nz](mailto:webmaster@nznf.co.nz)

### SCORING:

#### *General impression (10 points, average of the judges)*

When you open the website, what is the first impression of the website?

Is it attractive, does it invite you to stay on the website and start reading?

Are the pages only as long as they need to be.

Is the website design clear, uncluttered, easy to navigate and information is easy to find.

Do they answer the questions visitors may have?

All links should work.

#### *Modern basic design (5 points, average of the judges)*

Easy to read with pictures which attract you to read the text.

Appropriate colors, no strange background colors or pictures.

#### *Mobile device ready (5 points)*

More and more people use tablets and smart phones to read your website, and access links to social media, so responsiveness is important for a website these days (see also appendix A).

Webpages should be easy to read on mobile devices such as tablets and smart phones, responsive websites are a big plus. Responsive websites are websites which adjust themselves to the mobile device without you have to zoom in and out.

- Not able to read at all, 0points
- Hard to read on a mobile device, 1 points
- Readable but need to zoom in and out a lot, 2 points
- Readable but not completely responsive, 3 or 4 points
- Full responsive website, 5 points



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### *Photos are about our product (5 points, average of the judges)*

People are very visual and correctly chosen photos can attract people to stay on your website and read the text.

- No photos or pictures, 0 points
- No photos but pictures. 1 point
- Photos and/or pictures, but not supportive to the text, 2 points
- Photos and/or pictures, but not fully about our product, 3 points
- Photos and/or pictures, but on a separate page, 3 points
- Photos and/or pictures, which fully support the text and our product, 5 points

### *Search Engine Optimization (SEO) techniques are used (5 points)*

With your social audience in mind, who do you want to attract to your website. Are the text, photos and pictures used with this in mind?

Is the right wording used, so your website shows high in the search engines like Google.

Wording is used in that way so that it attracts local and global visitors for maximum reach and impact.

- The more techniques used, the more points.

### *How fast do the webpages load (3 points)*

Internet speed in New Zealand varies very much, even the visitors with the slowest internet connection should not wait long for a page to load.

### *Social media*

Social media becomes more and more a part of daily living.

- Per social media link active and current, 2 points
- Per social media link active and not current (not update this calendar year), 1 point
- Per social media link but if the social media page doesn't exist we deduct a point from the total score



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## APPENDIX A – Getting result from your webpage.

*Gonatural Magazine, June 2014*

*By Hans van Asperdt, Internet Co-ordinator NZNF*

The winter months are upon us and time to get our promotion of the club ready for the new season. As Donna already wrote in previous articles, in this day and age the website is an important aspect of your club’s promotion. In this article I will give you some tips how to improve your website.

### Your audience

An important factor in building your website is for who you build your website (your audience). Is it for yourself, the club members, potential members or visitors? For most club’s it will be all of them, but don’t get lost in your own preferences. In everything you do on your website you have to keep this in mind, does your audience understand what you are saying and is it attractive for them.

### Your pages must load fast

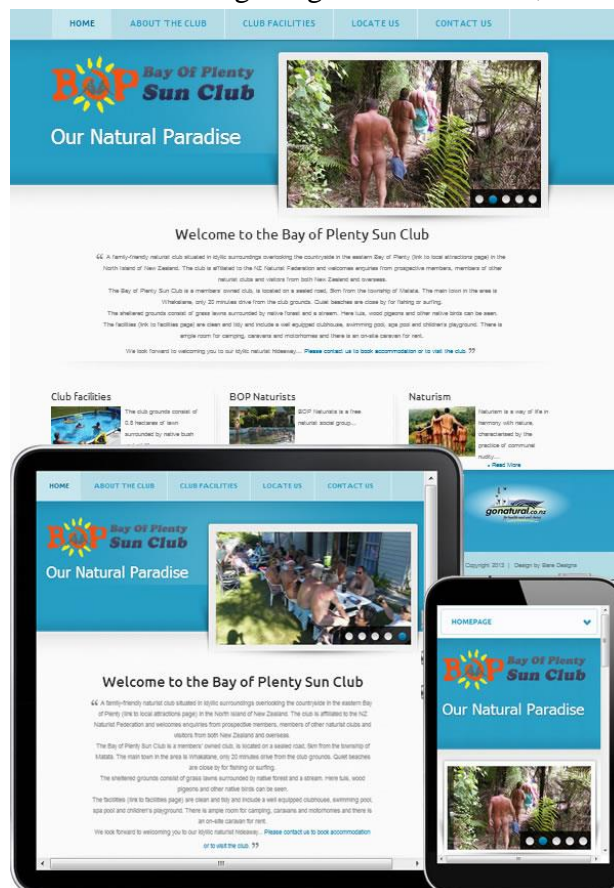
If you do nothing else to improve your web pages, you should make them load as fast as possible. You will read about how internet connections are getting faster and faster, but no matter how fast the average connection is for your readers, there is always more data, more content, more images, more everything for them to download. And let’s not forget the areas in New Zealand where fast internet is / will not be available.

### Your pages should only be as long as they need to be

Writing for the web is different from writing for print. People skim online, especially when they first get to a page. You want the contents of your page to give them what they want quickly, but provide enough detail for those who want expansion on the basics.

### Mobile devices, tablets, laptops and desktops

The growth of smart phones and tablets has been enormous in New Zealand, almost every household has one or a few of them, not to forget the number





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of tourists who want to visit your club and travel around with smart phones and tablets for their information.

A website designed for a desktop doesn't always fit on a smaller laptop screen or let it be a tablet or smart phone. Visitors to your website lose interest if they have to scroll or zoom constantly to read the information on your website. But there is a solution without having to build two, three or four different sites, it is called **Responsive websites**.

Basically these are websites which auto adjust to the screen size / device you are reading them on. There are several free or low cost responsive website templates on the internet which get you going, in most of them you can even determine which information on your website can be read on a desktop, tablet or smart phone.

As far as I am aware only the Bay of Plenty sun club is experimenting with a responsive website.

### **Be found on the internet.**

In general you have a website because you want people to find you. There are three main ways people get to your website:

1. They know your url and type in the url.
2. They click on a link of another webpage.
3. They find you through a search engine, like Google, Bin, Yahoo, etc.

*Option 1* is by far the easiest, on each publication you mention your clubs url.

With *option 2* you are reliant on the other with the other website to put a link on their website for your website. Most do this for free, while others you have to pay.

*Option 3* is by far the most difficult of the three, there are people out there who make it their job to help you with this process, but there some easy steps you can follow yourself.

- a. Write down a list of words which your club wants to be associated with.
- b. Write down a list of words your club doesn't want to be associated with. It sounds strange but this is even more important than the first list.
- c. Avoid negatives, negative words like "no", scares potential new members and visitors away, but also search engine. (Also avoid these words on sign around the club).

Search engine works with a point system the more points, the higher you get in the organic list (not paid list). For every word which is searched on and is on your clubs website you get a number of points, when they are all on the same page you get even more points, when they behind each other you get even more points, when they are in the exact order you get the highest points.

For instance when somebody search on: "the best naturist club in New Zealand", when we have on one of our website pages "in our opinion we are the best naturist club in New Zealand", as we have all the words on our webpage and also in the right order the change that we are very high in the result is very big.

This exact way of searching is the reason you have to make a non-associated list and avoid negative words. Besides negative words give a negative impression on possible new members and visitors they are not picked up by search engines in that way. For instance "we are not a swingers club" somebody who search on "swingers club" will find you (we may assume that swingers is on your avoid list).



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Note; “Sun Club” is a very British term and when you want to be found by tourist too you need to use “Naturist Club” and “Nudist Club” on your website too.

Easy to read information about improving your site for search engines, can be found on: [www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf](http://www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf)

### **You should use appropriate colours**

Colour is critical on web pages, but colours have meanings to people, and using the wrong colour can have the wrong connotation if you're not careful. Web pages are, by their very nature, international. Even if you intend your page for a specific country or locality it will be seen by other people. And so you should be aware of what the colour choices you use on your web page are saying to people around the world. When you create your web colour scheme keep in mind colour symbolism.

### **You should think local and write global**

As mentioned above, websites are global and most clubs welcome international tourist to their grounds. You should make sure that things like currencies, measurements, dates, and times are clear so that all your readers will know exactly what you mean.

### **Content Management System**

With a CMS you can manage your website without having any knowledge about website coding. If you can operate a word processor with inserting pictures you can use a Content Management system. Just choose a template which you like and past your text and pictures over the templates one. Clubs and affiliates on the *gonatural* server can choose from a number of CMS programs, each with their own functions and templates. One of the bigger CMS programs is Joomla, look on <http://demo.joomla.org/> for a demo or contact me on [webmaster@gonatural.co.nz](mailto:webmaster@gonatural.co.nz) for more information.



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### **APPENDIX B – A website is more than something you must have.**

*Gonatural Magazine, June 2015*

*By Hans van Asperdt, Internet Co-ordinator NZNF*

Since last year's articles I got a lot of questions, mostly about your websites. Which is great, it shows that you are busy with promoting your club, in my opinion the only way forward. Times have changed and the time that people came to the clubs without promotion has been. You still will get the occasional visitor and new members that way, but will that be enough to sustain your club.

The best form of advertising is word of mouth, unfortunately a lot of your members are not willing to talk about their lifestyle and it is something you don't have control over. This leaves advertising you can do something about, signage, rack cards, social media, website and media outlets. I experienced it with the club I belong to that for open days, radio advertising was very effective and often the local radio stations do it for free in their community notice. But also something simple as signage, there is a reason why most shops and commercial outlets have big signs on their outlets, they want the public to know that they are there and why shouldn't we do this as well. As most clubs are not on the main road, signage from the main road to your club can be your advertising too. Most of you know the big signs Katikati Naturist Park has on the main road, I think one of their best advertising. Talk to your local council and in general they are quite willing to put something up.

The glossy rack cards should have replaced your old tri-fold folders. People nowadays want information and they want it quick.

Also social media and your website, should be part of your marketing plan. I think a lot of you are saying "hold on we are not a business". It is true that you are not a business but in my opinion we can only grow naturism including clubs if we approach it more commercially. It doesn't have to be a big commercial plan, but more a vision how you want to grow your club. Who do you want to attract, how would you ideally want to reach them, what are the costs, what is the budget and how can you realistically work within the budget. Maybe with such a plan you can get more budget from a committee and/or AGM.

#### **No more no**

In almost every naturist club in New Zealand you see a lot of signs don't do this don't do that, etc. etc. Although these signs are in general well meant, they are not really welcoming, especially for our visitors and contradict most of the time what you try to do with your marketing. I think the word "NO" should be forbidden in all clubs and often with a little bit of creativity we can change these signs in far more welcoming signs, the word please is often a big help. See here an example from a club and how they changed the wording around to a friendlier wording with the same meaning.



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The same thing counts within our promotion material as rack cards and website. The wording should be friendly, attractive and positive. You want them to visit your club. But most importantly it has to be true, when you say something in your advertising and it doesn't match up what people experience at your club your advertising is worth nothing as people will not come back.

On you website negative wording should be avoided at all times, most of the time website readers are fast readers. Research has shown that people notice negative wording before positive.

As I mentioned last year article search engines as Google, look at the words and the order of words. When I have a sentence which start with no, not, or another negative, the search engines will also find you without the negative and you will be found on what you don't want to found under. This besides that you get good vibes when you read a positive sentence.

**No Children**  
under 10yrs beyond  
gate without  
parent/caregiver  
supervision.

**Parents and  
Caregivers -  
the spa pool area is  
unsupervised.**  
**Please supervise  
your own children.**

### **On picture tells a thousand words**

Before you start with any kind of advertising you should first think what should be in my advertising and what not. Be open and don't hide, but something times it is a story of leaving things the way which you can talk about when asked (remember stay positive). Also with limited space in most advertising, you have to be real careful with your wording. On a website you have more space and the trick is not to become too wordy. Nowadays people on the internet want their information and they want it quick. If they have to read too much or have to click too much to get to their information, they will disengaged and you lose them. They are often visual and replacing all those words through one or few photos which tell the same thing and will make your website but also other advertising far more efficient.

*A little insight how people visit websites:*

- People search for some information and with the right wording they should find your website.
- At that moment you have less than 8 seconds to keep them on your website. Some research say it nowadays less than 6 seconds.
- What does a visitor see first, photos, pictures, colours. Not the text. This is why these are important and if done right you keep them longer than the 6 to 8 seconds.

Now you got them attracted it becomes important to keep them longer.

- For every click you lose about 70-80% of your visitors.
- Put the photos and pictures in the text to support the text and use them to attract people to read the text.
- Keep text short and simple, easy to read.



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- Separate photo pages are nowadays less effective, if you let people click on a photo to see a larger version of the photo, make it a modern popup, so that they stay on the page. Let them scroll to the other photos from that popup.

And don't forget more than 50% of your visitors come from a mobile device, so check if your website is easy to read on a tablet and/or smart phone. Ideally your website is responsive website, if not a must.

This all should not scare you. Start just by thinking what are the selling points of my club and I know every club has several. Use people who are handy with words. Go round the club and take some nice photos, if there are (nude) people in them, make sure you have their permission. I think it is a selling point when you see people having fun, tourist outlets do it and they do it for a reason.

Make sure you can be found: on the internet (the tips are in the *gonatural* magazine of June 2014) but also on the road. A lot of visitors use their smart devices as cell phones to find you, a link to google maps will guide them directly to the gate of your club. If they arrive at the gate, make sure they know they are on the right place (signage). Less than 5% use GPS coordinates, so when you have to choose go for electronic maps.

Use these winter months to look at your marketing plan including your website and if you have any question feel free to contact me (the NZNF internet co-ordinator) or Donna Miller (the NZNF communications officer).