

LDCMS GOLF WEB SITE SOFTWARE

HAVING AN UPDATEABLE WEB SITE, CAN REALLY ENHANCE THE IMAGE OF YOUR CLUB

Many clubs are coming to terms with the fact that the Internet is now playing an even greater roll than ever in the way clubs promote themselves. This is not only of relevance to the way the club attracts visitors, such as latest green fee information and society rates, but also, has additional implications that a properly built and run web site can provide invaluable information to its members in the form of an up-to-date electronic notice board.

It is a fact that many golf clubs already have a web site, however, some clubs do not have one at all. Of those who do have web sites, most of these have been built some time ago, typically by a member of the club, using old fashioned and difficult to update web software, that he, and he alone is responsible for, and gets updated when the member has the time. The result of this is that the web site does very little for large periods of time and acts as a static 'brochure' type as a result thereby not reflecting any latest information that the club would like the outside world to know about.

Many clubs have run shy of continually updating their website because of cost implications particularly if the original member has left the club, and the club therefore they have to sometimes engage outside web agencies to perform the updating task, which in turn could cost the club money. A lack of updating leads to several problems in that the club are not seen to be up to date by outsiders as well as the membership and perhaps, more seriously, are missing

out on providing essential information that members may wish to regularly know about, such as the publishing of forthcoming events, latest news, course news, competition results, handicaps, etc, etc.

If the task of bringing the responsibility to update the web site was brought in-house, ie by utilising the general manager/secretary or other full time members of the staff, it is the probable opinion that these personnel would not have the time or interest to learn the web site technology concerned in the first place, and when they do, would have very little time to ensure that it is kept up to date because they would have to use conventional, time consuming and cumbersome internet software.

There is now a software system available, which has taken away all of the technical know how formerly required to build and operate a site. It is not only very easy to learn and use, but also provides the facility to display every aspect that a club would require in a web site. The software is developed and marketed by a Surrey based company called Webcreative UK Ltd. The system is shipped pre-built, and following a brief training programme, the user(s) can construct a professional looking web site within hours, which can be enhanced and updated at any time. The system is menu driven and easily navigated, and uses database technology to flow information into pre-defined templates. Even computer novices will be able to use the system within a short time scale. Unlike many other web


sites, that have limitations on the amount of web pages available, there is NO LIMIT to the amount of pages that can be built because of the database technology.

There is a full working demo available to see on the internet, which displays the public view of the system. There is also an account login facility to access the private side of the system, which has been created to show members private information. To view the public side, go to <http://www.ldcmsgolf.co.uk>. Webcreative UK would be happy to allow potential customers to see the larger amount of information displayed within the private side. If you would like to see this or request a demonstration,



please call them on 020 8669 9880.

Webcreative UK has demonstrated the system to many clubs already, which has been a big success. WOODCOTE PARK GOLF CLUB, ENGLISH CHAMPION CLUB of 2002 - 2003 in Coulsdon, Surrey are one of the first users.



LDCMS Golf

Easy to use Golf Club Web Site Software

Featuring:

- Built in functionality, with the ability to modify the system for individual club's look and feel
- Easy to use, menu driven system
- Content can be created, updated and edited easily, in a 'What You See Is What You Get' environment
- No Limit to the amount of web pages
- Publishing control, ie material will only be published as and when it is ready
- Automatic generation of navigation links
- Mailing list manager, to inform all members about latest information contained on the web site
- User control, set up of different member categories, such as full members, restricted members, ladies, juniors etc.
- Full e-commerce facility, to allow the club or club professional to sell goods or golf equipment on line
- Rotating banner Advertisement system, to create advertising revenue for the club
- Full Diary and event scheduling system, to keep members and staff fully informed about all activities happening at the club, such as society dates, forthcoming competitions and functions, course closures etc, etc.

**Don't miss out on bringing your Golf Club into the 21st Century.
Book your private demonstration now!**

www.webcreativeuk.com

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