Your website is often the first point of contact for anyone who wants to know more about your golf club. But how easy is it for beginners to find out more on getting started, or what is available for someone wanting to play golf at your club for the first time?

Many clubs focus their website on members and visitors, but it is important you consider the needs of potential 'Get into Golfers' if your club is committed to introducing new people to the game.

Here are a few simple steps to improving your website to make it more relevant for beginners:

Step 1: Ask Non-Golfers

Get a non-golfer or new golfers to visit your website and invite them to feedback suggested changes that would have helped them find the information they were looking for. Don't be afraid to get their honest opinion!

Step 2: Research Other Clubs

Research what other clubs do to promote Get into Golf on their website. Look for best practice examples and follow the approach of those clubs who have done it well, including position, page structure, imagery and content.

Step 3: Create a New Page

Set up a Beginners page within your website, which is easy to find from your home page or prominently promoted on your home page. Ideally, this should be one of your sub-menus on the main navigation bar. Build the page up with relevant information, including any package prices, group coaching dates, the type of activity on offer, duration of the course/sessions and a clear call to action to find out more.

Step 4: Introduce your Club

Introduce your club in a friendly and welcoming way. Make that first impression count by explaining to potential new golfers why you are beginner friendly, how you are welcoming and what you are offering. Include all the benefits of taking up golf, such as health and fitness messages and the social aspects.

Step 5: Testimonials

If you're already doing Get into Golf, ask some of your existing participants if they would endorse your beginners' course, either through a written statement or a video interview. Encourage them to tell people why they liked it, what are the best aspects, how friendly the club is and how any negative perceptions they may have had have been busted!

"I never thought I'd like golf but after being introduced by a friend to my local club's Get into Golf programme, I became hooked quickly and have really got the bug. The coaching was great fun, there was no dress code and there were a lot of like-minded people there. I've since joined as an intermediary member and have met a great bunch of new friends. I'd thoroughly recommend getting into golf!"

Step 6: Video & Photography

Don't get bogged down in written words. If your PGA pro or one of your Volunteer Coaches is comfortable speaking on camera, why not film an interview with them to explain what Get into Golf is all about. It doesn't need to be long – 60 to 90 seconds should suffice to get your key messages across. Once your courses are up and running, make sure you do some filming or take photography of your activities, which can then be added to the relevant pages of your website.

Step 7: Share on Social Media

Once your new website page is up and running, make sure you share the link on your social media channels and encourage your members to do likewise.