

INTO CYBERSPACE

Club Website

By Sam Hollis

Here at Holmfirth CC, we realise that while a good old fashioned attitude towards cricket is important, we also need to bring the club into the 21st Century. This means improving and developing the website. Over the 2009 season, we aim to make significant changes to the site, including fixtures, previews, feature articles, a history section and information about the town of Holmfirth.



The ever-growing medium of the internet provides vital information to those involved in the club. A quick glance at the website should introduce the club in a friendly and approachable manner, inviting the reader to find out more about the club. However, not only visiting supporters and players should find the website useful – it should provide those involved at the club regular updates about events, results and news. Most importantly, Holmfirth CC deserve a site which they can be proud of and enjoy – with the long-term vision of players and staff providing material for others to see.

Crucially, a club website could provide a vital source of income which secures the long-term future of Holmfirth CC. A successful and popular website is an attractive place for sponsors to advertise their company, bringing in income which will not only benefit the site itself, but the club as a whole. Furthermore, if regularly updated, the local community will be attracted to the club so as to see how successful their local side are in the Premier League. Building a local fan base is also important to the future of the club as this provides income through spectators and memberships.

A quick glance around our competitors' websites shows the potential that the Holmfirth CC website could achieve. As the cricket club continues to expand in the future, its website will provide the perfect platform to promote Holmfirth CC, providing the site continues to be maintained by enthusiastic personnel. Given the professional nature of how the club is run today (and has been for many years), www.holmfirthcricketclub.org.uk will remain a focal point of the club's growth in years to come.