

Starting a Metal Detecting Association Website?

Today the internet is probably the most important tool that can be used to start a metal detecting association. More and more people are developing their capabilities to use email and various internet search tools to pursue their hobbies. This new found internet interest and capability are the attributes that need to be capitalized on in creating a metal detecting club association website.

Below are some Internet networking tools that can be leveraged into developing a website. More comments will be made on these social networking tools as the article progresses.

- 1) Create a Association Webpage
- 2) Put notification of a “New” Association on Metal Detecting Forums (there are many)

The first action is to establish a association name (avoid using the words Treasure Hunting in the name, since it may involve a negative public image about the association), once the name is identified take the first letter of each word in the name to create the internet domain name. Do a domain name search to determine if the domain name is available to be acquired for the group. The Go Daddy web site is a good place to go for a domain name search.

The next step is to establish the association’s existence on the web and can be accomplished in a couple of ways. The first approach may be to create a website. After a brief time the various search engines will make the association’s website available for all to find and see on the web. A short and concise homepage on your website with the association’s name, location, (state, city, meeting place if there is one) and contact information (email and phone number) can rapidly bring members into the association. On the website there must also be an explanation as to what the association will be all about: mission statement, by laws, newsletters, membership, club listings, How To Section and other information.

There are many website hosting companies that offer low cost hosting services. To start a website the cost should be less than \$5.00 per month and the hosting company will have all the tools required to accomplish the task. (I can do this for the association – have the FrontPage program for website. Website and Domain for 1 year - \$75 - Webmaster Free)

Here are a few traditional things that can be used to enhance the membership search results.

- Identify the local hobby businesses and ask to place a pamphlet or flyer in their business concerning the new association. This flyer should have the same information that has been placed on a website. The contact information is extremely important so a potential new member knows who to contact and where to go.
- Occasionally a local newspaper will do public interest articles and place them in the local news section. Contact the newspaper to find out if there is any interest to do such an article concerning a new metal detecting association in the state.