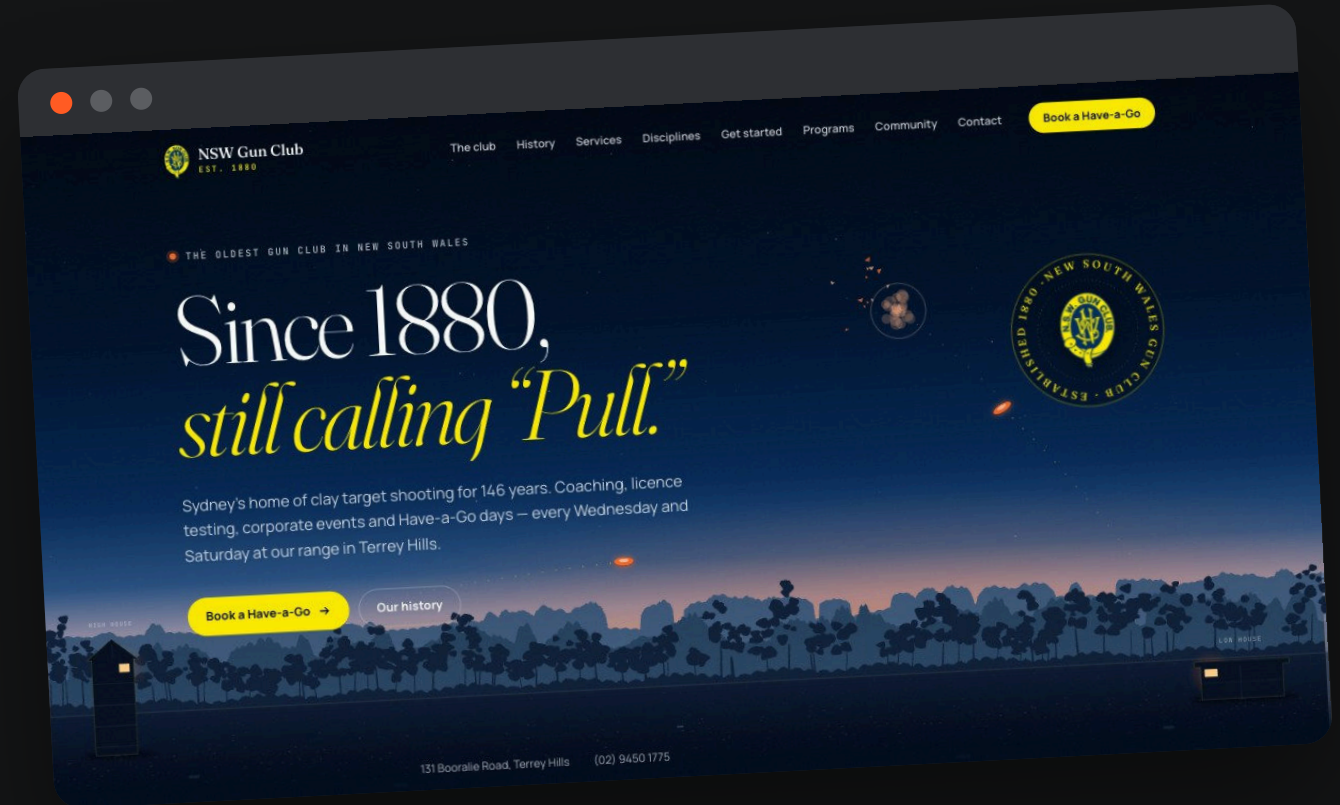


CASE STUDY • WEBSITE REBUILD

NSW Gun Club

NSW's oldest gun club, est. 1880, now has a website built around newcomers. Here's what changed, section by section.



146 years of history, built for new shooters.

1880

The year the club was founded.
Its story now leads the
homepage.

4

Ways in: Have-a-Go, coaching,
licence testing and corporate
days.

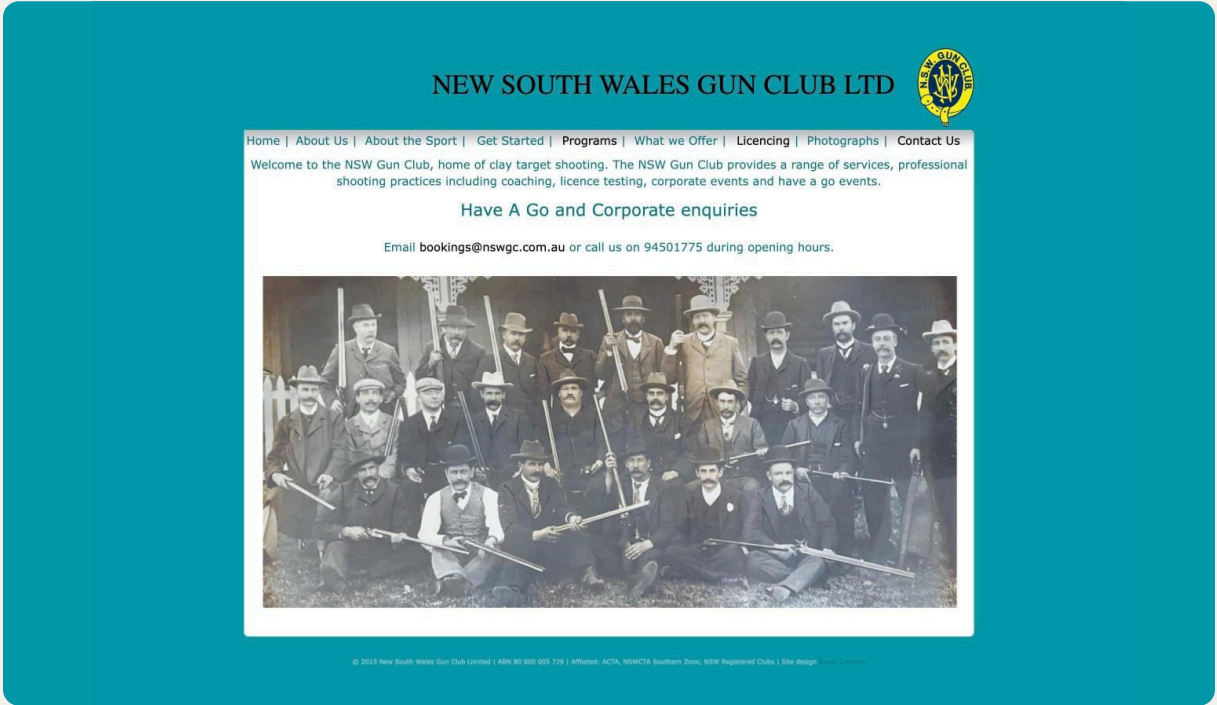
1

Page with everything a newcomer
needs, designed for the phone
first.

The job: a site that turns a curious search into a **Have-a-Go booking**.

The front door

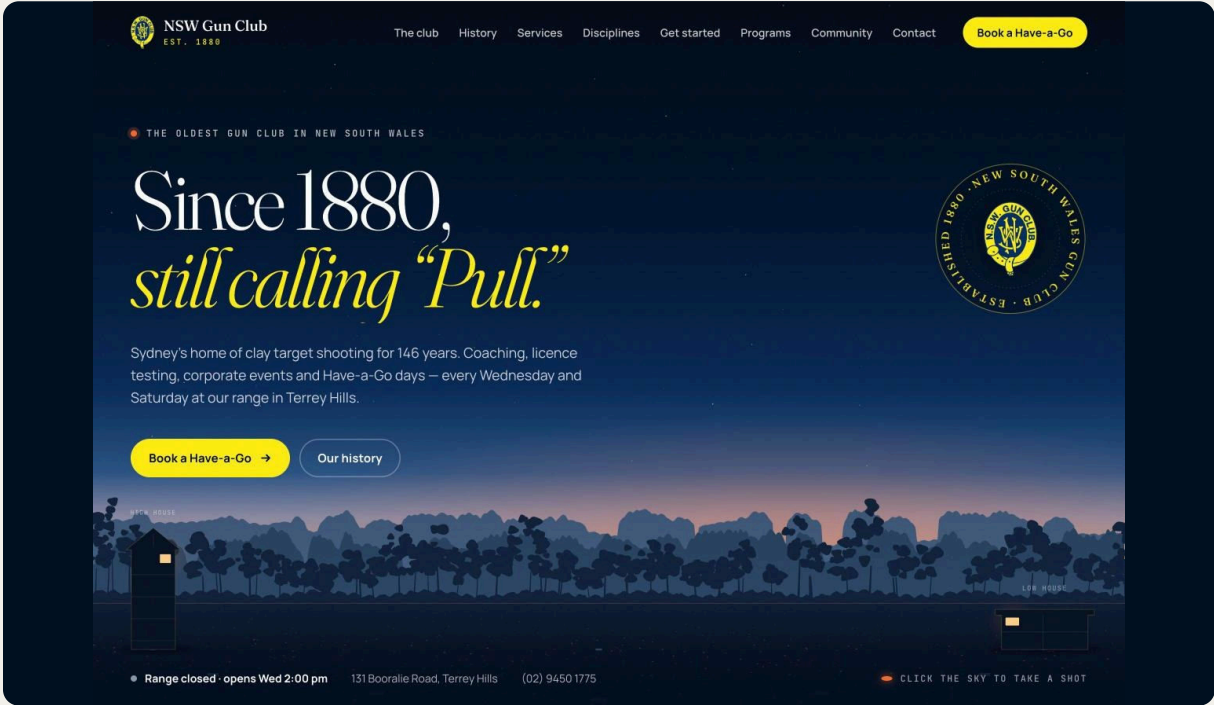
BEFORE



A welcome paragraph, an archive photo and an email address for bookings.

A heritage headline and a booking button, right where visitors land.

AFTER



Heritage headline, live range status and a Book a Have-a-Go button.

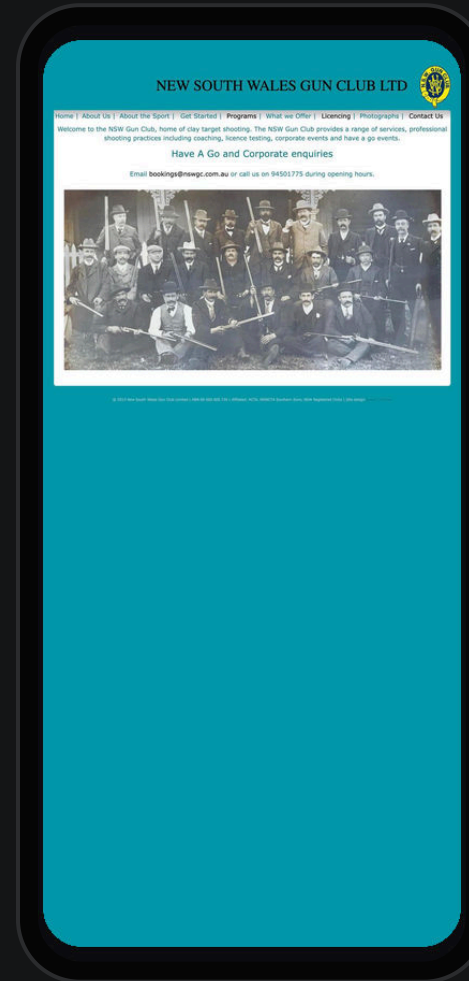
03 • ON A PHONE

Built for the phone in their pocket

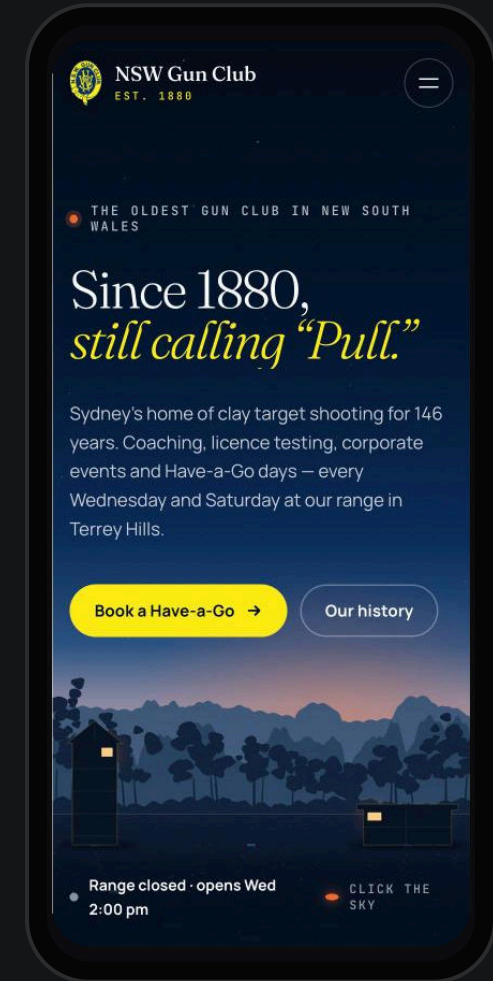
Most newcomers find a club on their phone. The new site is designed for it first, with booking, directions and tap to call close at hand.

The homepage on a phone, before and after.

BEFORE

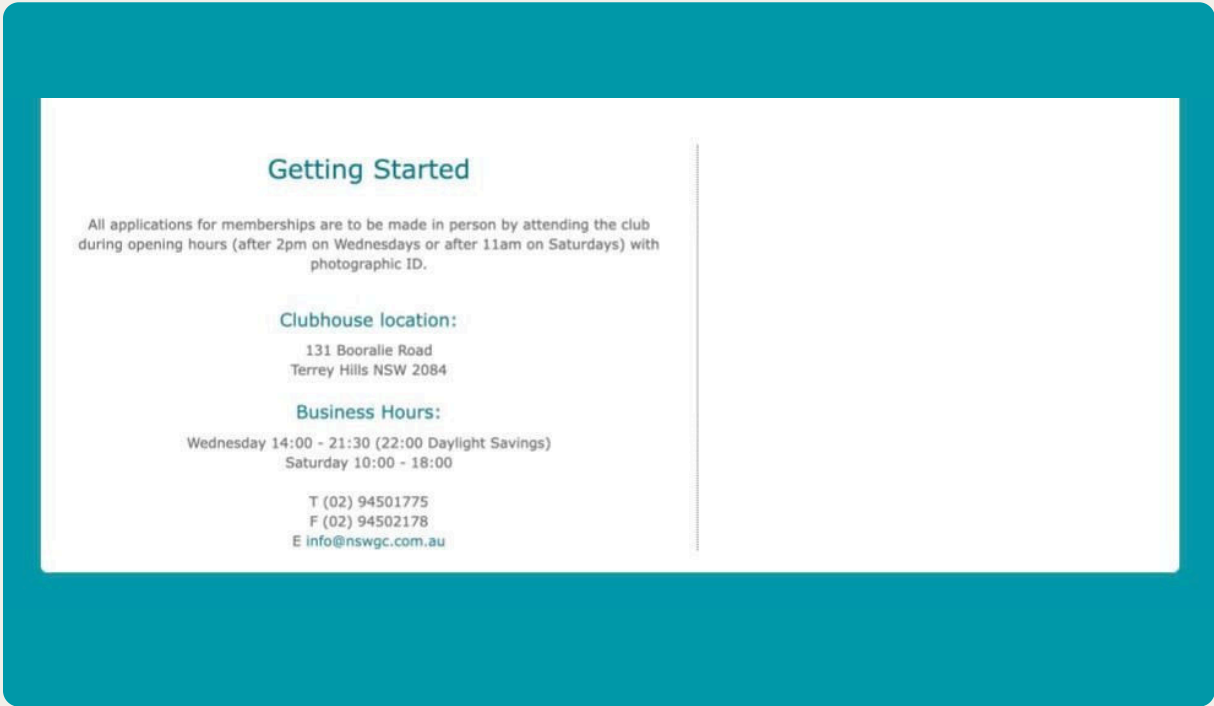


AFTER



A path for first-timers

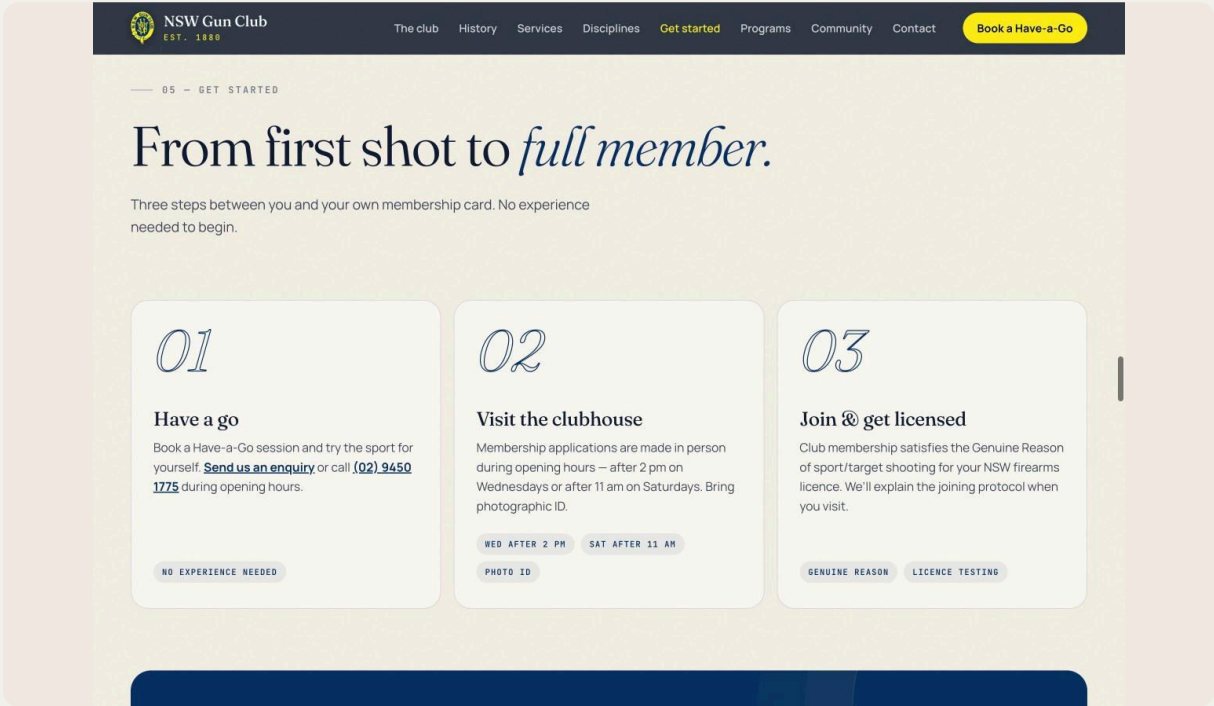
BEFORE



Getting Started: joining rules, the clubhouse address and hours.

Three clear steps, from a first visit to full membership.

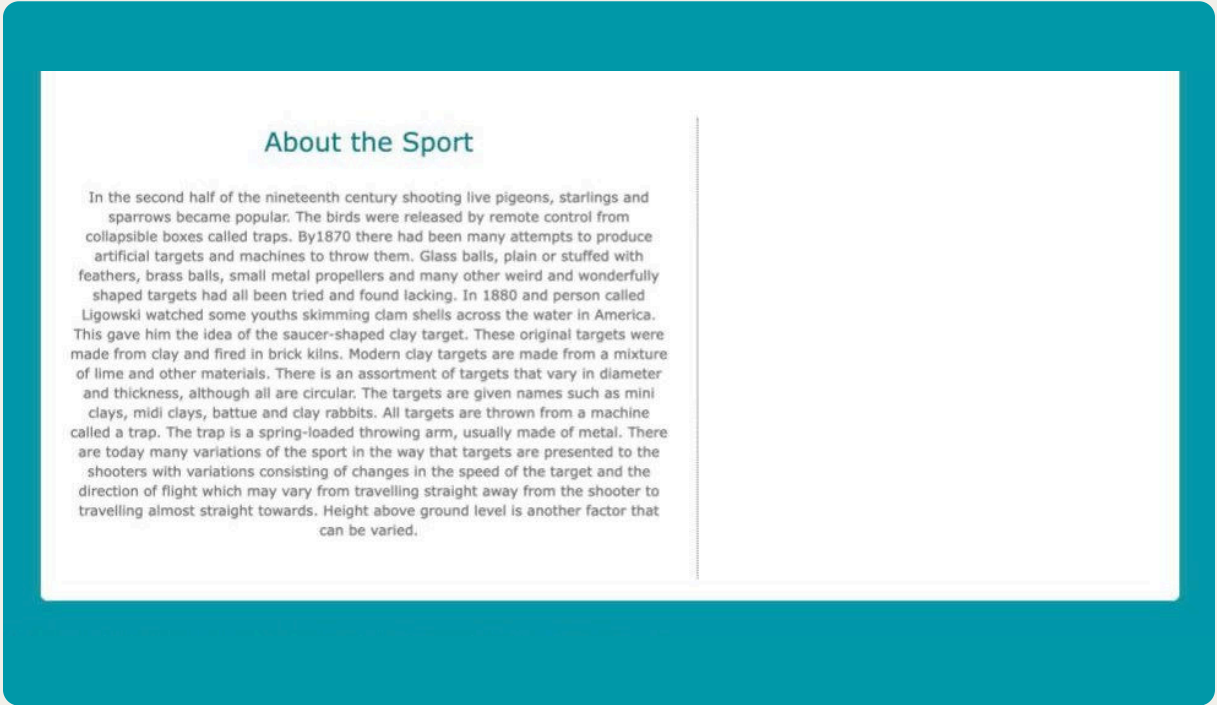
AFTER



Have a go, visit the clubhouse, join and get licensed. Each step says what to do next.

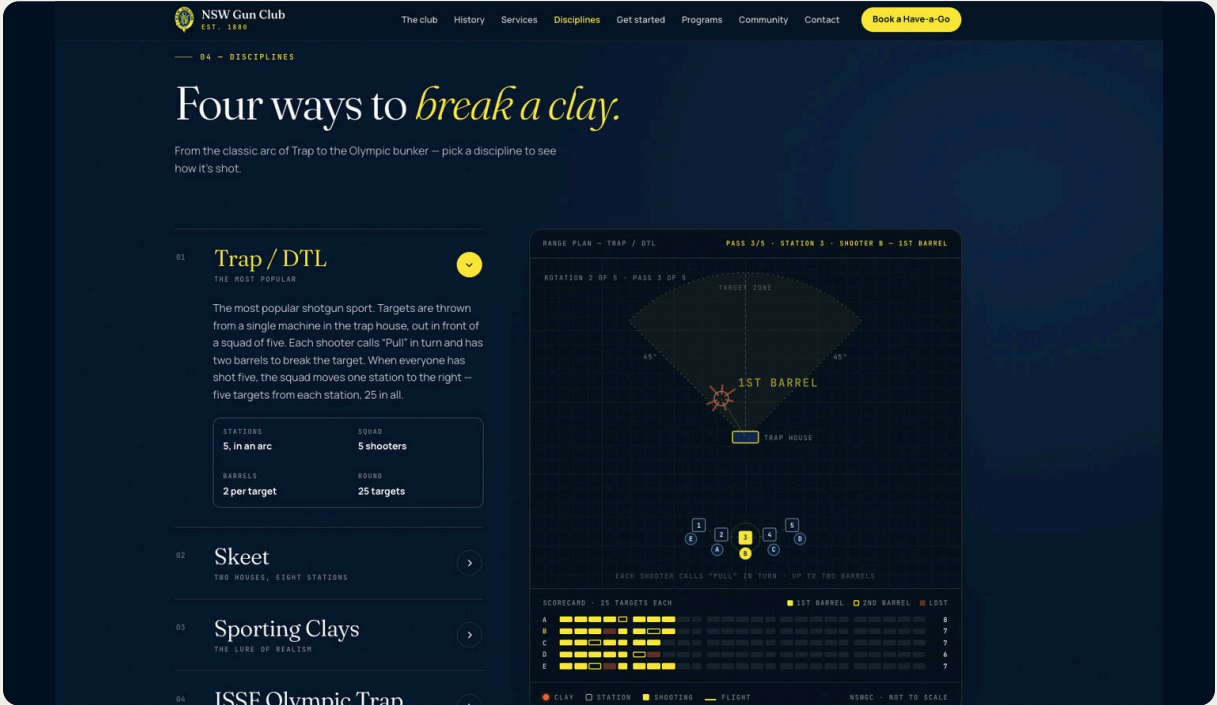
Disciplines you can see

BEFORE



About the Sport: the history of clay target shooting.

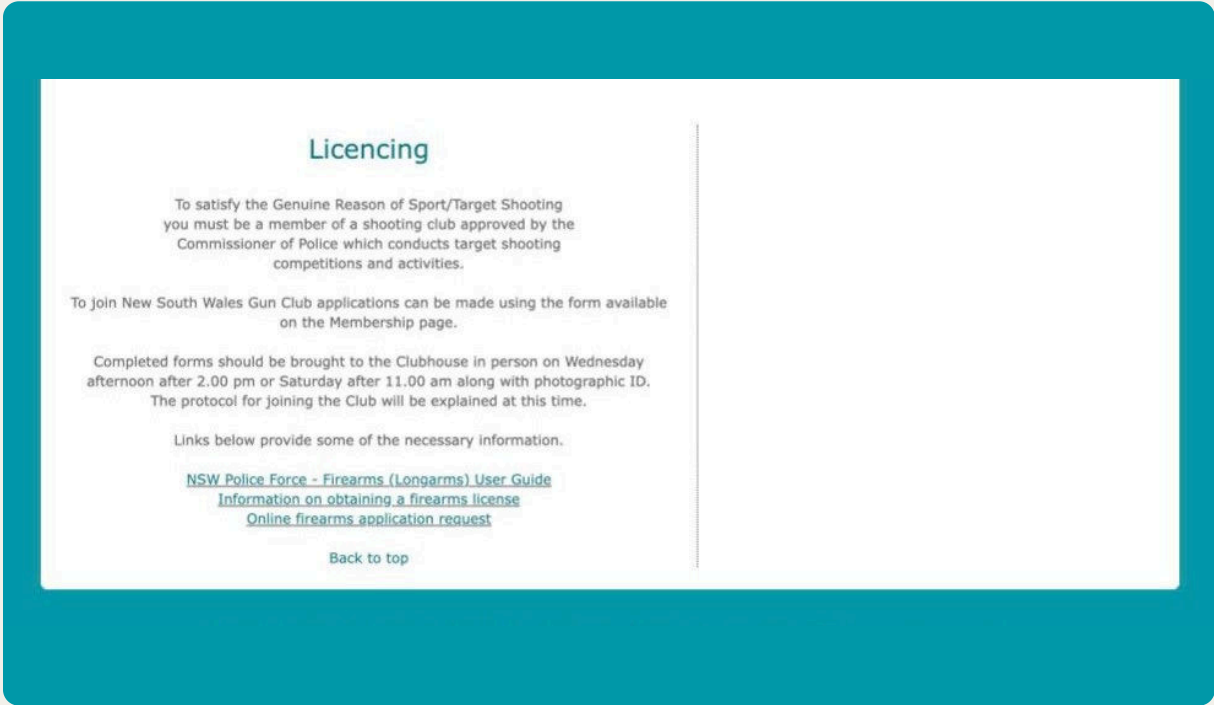
AFTER



Each discipline shows its layout, squad rotation and a live scorecard.

Licensing, made plain

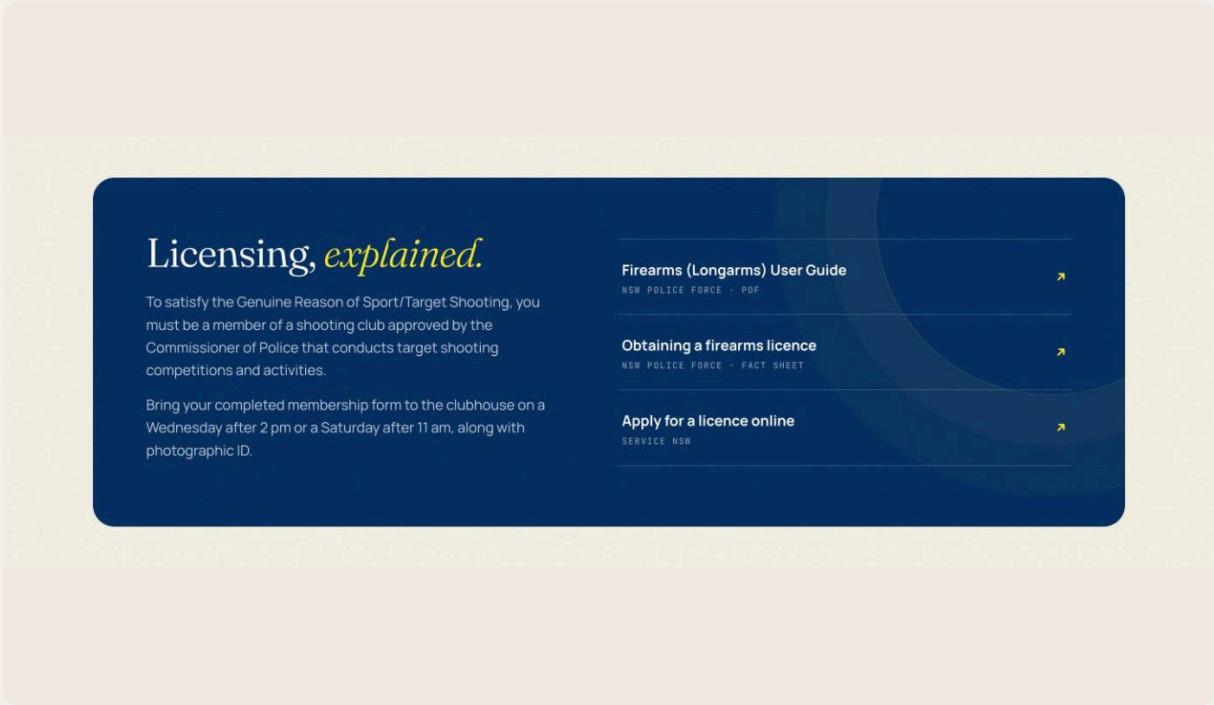
BEFORE



Licencing: its own page, with links to the official sites.

The Genuine Reason requirement and the official links, in one panel.

AFTER

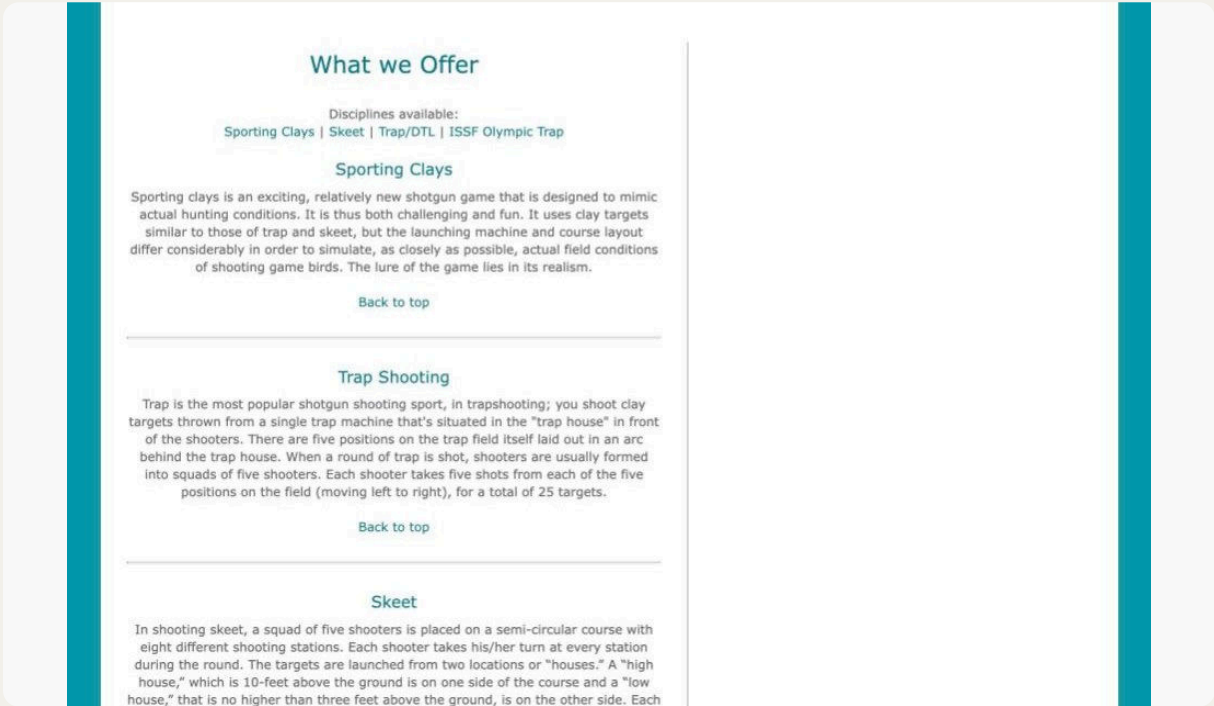


What's required on the left, the NSW Police and Service NSW links on the right.

Every way into the club

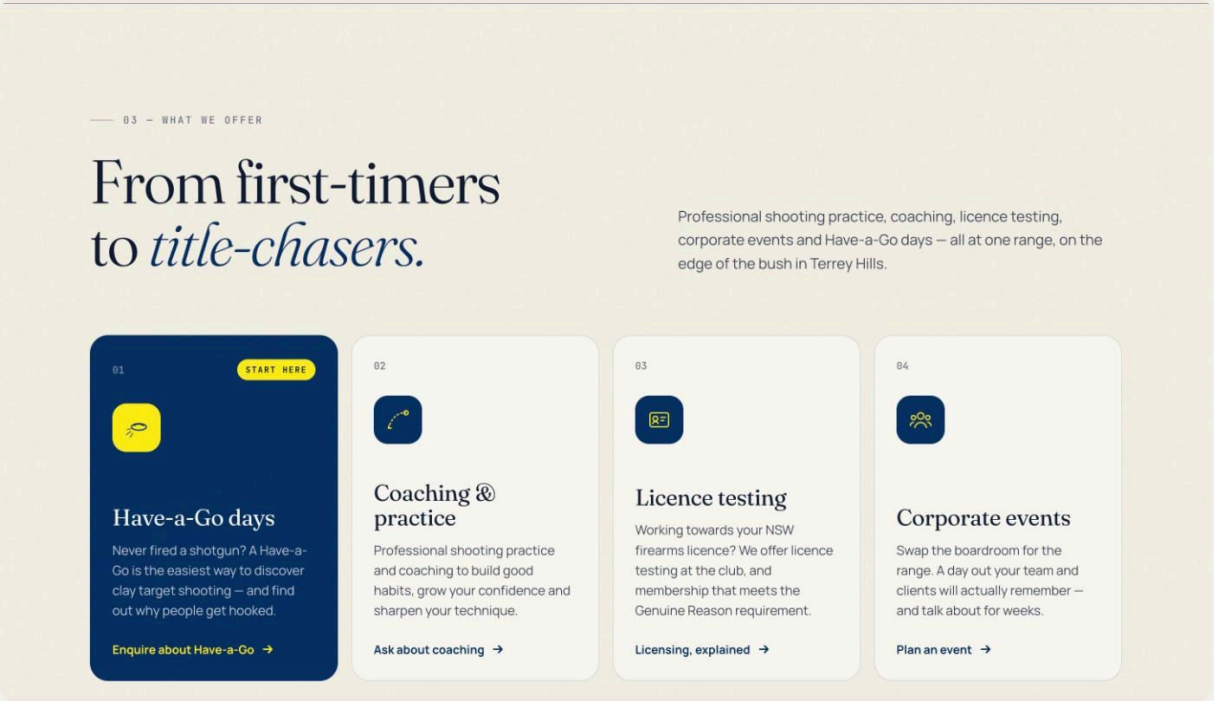
Four ways in, each with its own next step.

BEFORE



What we Offer: the club's disciplines, described in turn.

AFTER



Have-a-Go, coaching, licence testing and corporate days, each with its own enquiry link.

Enquiries, routed

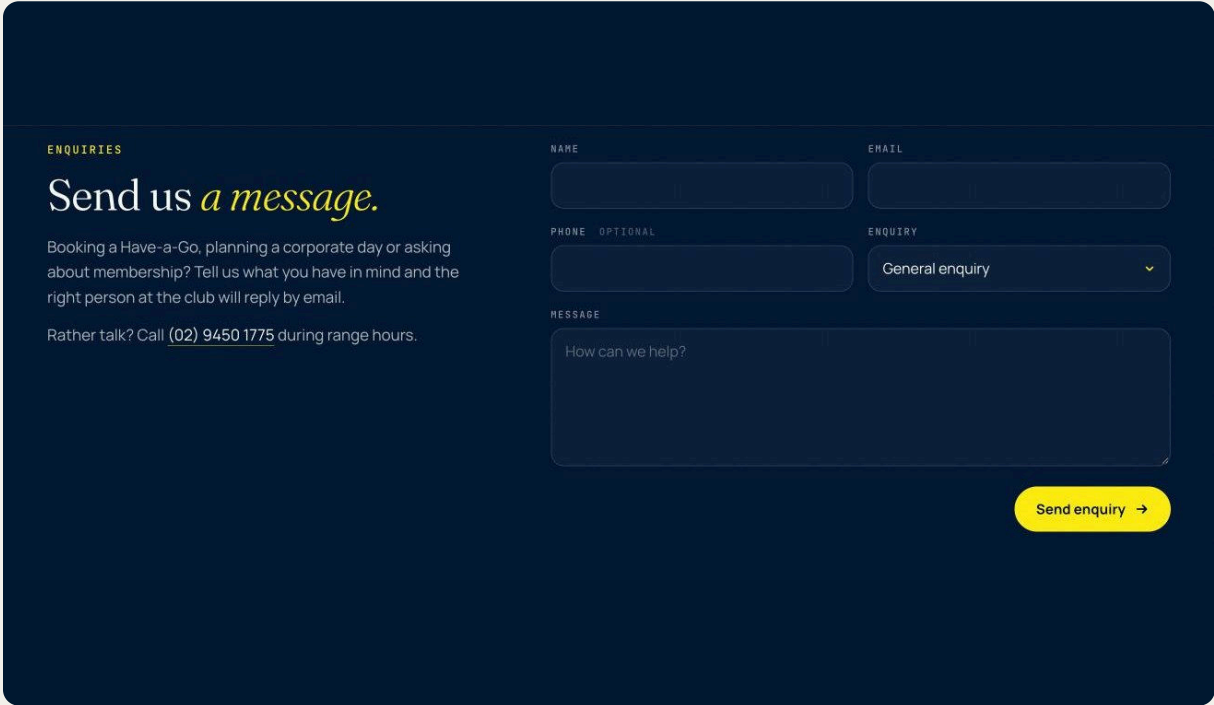
BEFORE



Contact Us: call the club during opening hours.

One form, sorted by enquiry type, so each message reaches the right person.

AFTER



Pick Have-a-Go, corporate, coaching or membership, and it reaches the right person.

Everything a newcomer needs, on one page.

Area	Before	After
Mobile	Desktop layout	Mobile-first, with tap to call
Newcomers	Joining rules on their own page	Three steps: try it, visit, join
Disciplines	A page on the sport's history	Explainers with range plans
Licensing	A page of links	One plain-English panel
Enquiries	Phone and email	One form, routed by type
Old links	Old page addresses	Redirect to the matching new section
Structure	9 separate pages	One page, 8 sections

Your club could be next.

Tell us your club and we'll mock up your homepage with its own new style. No cost, no obligation.

TALK TO

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