



-FOR IMMEDIATE RELEASE-

## **SAILINGSMARTER.COM - A SMARTER SAILING COMMUNITY**

*Five minutes to a professional, high visibility, easy to maintain group website!*

Maintaining a sailing website can be a daunting task. Professional websites can be costly, can experience low traffic, and updating content is often left to the hired or volunteer web-master. SailingSmarter.com offers a solution sailors need. With minimal computer knowledge and zero dollars, anyone can create an interactive, professional quality, high visibility, and importantly, easy to maintain group website.

**Professional website at NO COST.** SailingSmarter.com is a free resource for all sailors. Registration is free and painless, and all members have the ability to create a personal sailing profile and sailing blog as well as interactive and functional group websites.

**High visibility.** If a tree falls in the woods and no-one is there to hear it, does it make a noise? The same is true for your groups sailing website. If you make a site, but nobody knows about it or can find it, how will your news be heard? SailingSmarter.com has solved this dilemma by creating one place for all sailing groups to unite. Using SailingSmarter.com's directory of groups or search feature, your group will be easily found and your news will be heard by both fellow and aspiring sailors alike.

**Easy to maintain.** One of the problems with many sailing group websites is the dependence on a sole web-master to update content. A countless number of such sites go years without an update, despite the fact that groups are likely on the water every week during the sailing season. Worry not, SailingSmarter.com has fixed this problem by eliminating the need for a web master and sole contributor of information! Now, any member of your group can contribute content, whether it is a story, regatta results, pictures, meeting minutes, or events. Best of all, submission is simple! No web programming experience is needed. If someone can click a mouse button, they can help spread your groups news.

For more information and to experience many more site features, visit [SailingSmarter.com](http://SailingSmarter.com) or email [admin@sailingsmarter.com](mailto:admin@sailingsmarter.com). To view a demo group page in action, visit the Central New York Lightning District page at <http://sailingsmarter.com/cnylightnings>.

### ***Follow these easy steps to get your new group website up and running!***

- **Register** @ <http://sailingsmarter.com/user/register> – 1 minute and an email address is all it takes! Once registered and logged in, continue with the following steps...
- **Form your group** by clicking on the “Create a Group” link in the “Create Something” menu
  - You’ll need to enter the group’s full name, a brief description, and a full description.
  - Optionally, you can upload a picture which will appear at the top of your new page.
  - Select your membership options – We recommend leaving the default options checked, though you are able to change them if you feel comfortable. Click “Submit”!
- **You’re done!** Your new group website includes a report section, a photo gallery, an events section, and a group forum. Now invite your fellow sailors to join your group and to start showing off your group’s sailing experiences!
- For more detailed instructions on this process and many others, including posting content to your group page and requesting a new URL for your group, visit our FAQ section. Enjoy!