



# WEB-right delivers website promise for Chipping Norton Lido



Chipping Norton's open-air swimming pool was opened in 1970, and has provided a valuable leisure resource to the people of the town for nearly 40 years.

launch of the site. Within just days of going live, the Chipping Norton Lido Auction website was already appearing on page one of Google.

As a registered charity, fund-raising is vitally important to the running of the Lido. One of the biggest events in its calendar is the annual Auction of Promises. Now in its 6th year, the Auctions have raised around £100,000 to help maintain this vital community resource.

## Jeremy Clarkson brings fame to Chippy Lido

Chipping Norton Lido leapt to fame in 2005 when TV programme Top Gear, featured Jeremy Clarkson driving a Rolls Royce into the pool. As a resident of Chipping Norton, Jeremy Clarkson is also a supporter of the Lido. Each year, he has taken on the role of Auctioneer. His involvement and support raises the profile of the event and gives it both national and international appeal.

## WEB-right fills sponsorship gap

Early in May 2009, WEB-right offered to sponsor the Lido's dedicated Auction website when the previous year's sponsors were unable to help. After a meeting with Auction organiser Ken Norman, work started on the site construction using the WEB-right Simplicity platform. In just 48 hours, the site was created complete with copy, and was live on the Internet.

## Top Google ranking in just one week

When a site goes live on the Internet, it has to be found and indexed by the search engines. This can take anything from a few days to several weeks. The Lido Auction website was fortunate to be indexed by Google very quickly. The site's optimisation was supported by posts on both the WEB-right and WORD-right blogs and online PR announcing the

In just the first three weeks, the site had received hundreds of hits. Its optimisation meant it was quickly found by Clarkson fans, and subsequent mentions in the Top Gear forums produced a significant increase in traffic to the site. The site is now attracting visitors from every corner of the globe.

## Dedicated Auction website features

One of the features of the site is the up-to-date list of lots. When a promise is pledged, full details are listed on the website, along with links of the donor's own website. This exposure is a major benefit to anyone making a pledge to support the event and encourages donations. When new lots come in, Ken Norman emails WEB-right with the details, and David McCarthy updates the site.

The Auction of Promise will be held at Chipping Norton on Friday 3rd July. The dedicated website will stay live until early August to broadcast the results and the amount of money raised. The site will then be 'mothballed' until the next Auction of Promise event in 2010.

**"Joy & David moved at a speed Jeremy Clarkson would have been impressed with. The site was live within hours complete with new copy, images and links - all tested and working. Thanks to their blogging and SEO skills the site is being found on Google and receiving a hundred hits a day - and that's just one week following the site's launch!"**

**Ken Norman,**  
Director/Trustee Chipping Norton Lido Ltd.  
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