

New online look for Scottish Women's Football

Scottish Women's Football launches new website

Ahead of the 2024 youth season kicking off, Scottish Women's Football has launched a new website to reflect the growth in interest in the women's game.

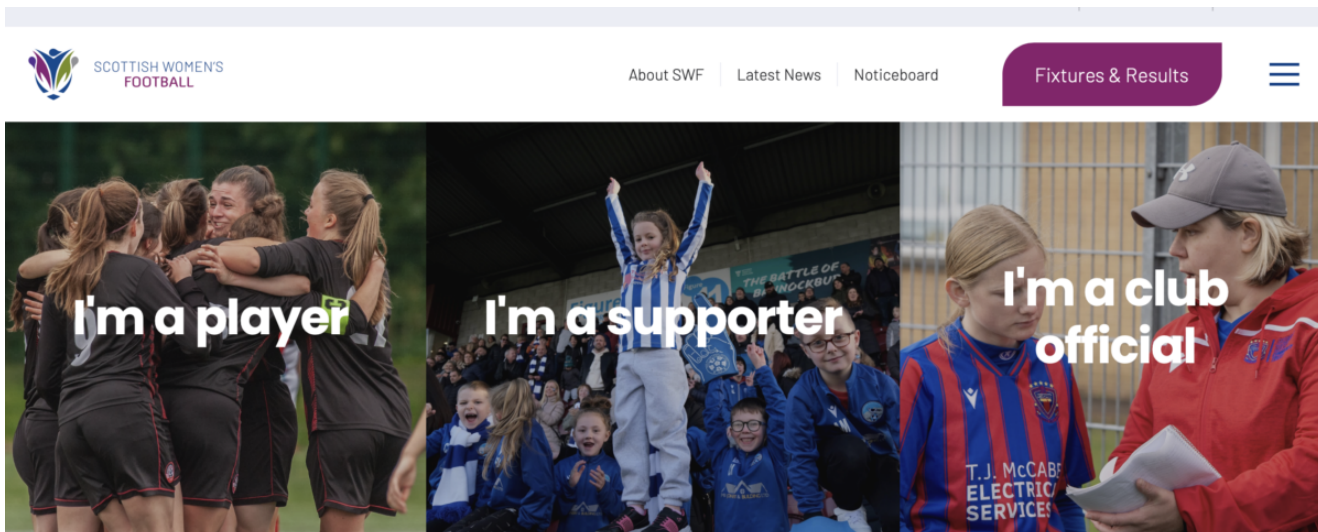
With clear, crisp design and greater use of imagery, the new site, created by long-term digital partner Scoot, includes a custom interface depending on whether the visitor is a supporter, a player or an official in the women's game.

Commenting, SWF CEO Aileen Campbell said: "The interest in the women's game is growing quickly, and that has been reflected in how people use SWF's social media channels and website, with a lot more interest from supporters as attendances rise in the grassroots game.

"Our new website caters for them with a much more comprehensive and easy-to-navigate fixtures and results section, as well as providing players with more visibility and easier access to support for their wellbeing. Officials at our clubs should be able to find things like rules and forms more easily through their own hub.

"As the governing body of the grassroots game, it is vital that SWF future-proof our communications as we provide clubs with the ladders to the elite game to match their own investment and ambition if they want to reach the top of the game. Our new website and club newsletter will help us provide that. Many thanks to Scoot for their hard work over the last few months."

Scottish Women's Football can still be found at the scotwomensfootball.com domain.



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Scottish Women Football's CEO Aileen Campbell at The National Stadium, Hampden Park, {state}, {country}. 23/08/2021 | Colin Poultney/CollargeImages.