



PRESEASON WEBSITE TUNE-UP

Whether you're a brand new webmaster or have several years experience, updating your website isn't always on your to-do list, especially in the middle of a hectic playing season.

Before each new season, follow this 12 point checklist bring your website back to it's original glory. Give your athletes, parents, and fans new reasons to re-visit your website this season.

1

Registration, Tryouts, and Schedules

The excitement for the upcoming season starts long before your first game. It's never too early to get your registration forms set up, post tryout information, and include a schedule of events for the preseason. By giving your athletes, and their families, plenty of time to get their information together, you'll help alleviate questions and frustration for everyone leading up to the season kicking off.

2

Save the Date

Make sure to “flip the page” on your online calendar. Parents and players will be looking for important upcoming dates, like tryouts, registration open dates, registration deadlines, and fundraising events. Make sure your event pages and all calendar sections show important current and future events. Bonus: Throughout the season encourage coaches to keep practice dates and times up to date on their team pages.

3

News that Excites

As a new season approaches and your website visitor traffic naturally rises, you have a chance to create a lasting impression with visitors that your website is a destination that continually captures the essence of sport and puts your athletes in front of parents and fans. Don't think of “news” as literally factual stories. Instead, post information that will excite athletes and fans. Keep updates to a few easy-to-read paragraphs accompanied by aspirational photos of players, games, and other memorable moments.

4

Volunteer Opportunities

If you wait until after registration to recruit volunteers, you've waited too long. Because parent “volunteering” is usually a requirement with most organizations, it's best to have volunteer jobs that parents can claim during registration. Bonus: Sport Ngin users can use Dibs volunteer management in conjunction with Online Registration to make it easy for parents to claim volunteer jobs and easily track their volunteer hours.

5

Tournament Competition

Since tournaments are one of your top fundraising sources, make sure you start promoting them as soon as possible. Frankly, your event section should pre-promote next year's tournament at the close of this year's tournament (while it's still fresh in everyone's mind). However, the start of each season should be a reminder to update your tournament information, including registration dates, play dates, locations, and sponsorships opportunities.

6

"We'd Like to Thank Our Sponsors"

As you start tryouts, registration and a new season, turn a surge in website traffic into an opportunity for new and continuing sponsors. Remember to carve out areas on your homepage and throughout your website that highlight (and link to) your sponsors and supporters. Double check that logos are current and that links work.

7

Pizza, Bake Sales & Fundraising

For organizations that subsidize annual costs with fundraisers, update your fundraising pages and include fundraising opportunities in your news and calendar/event feeds. Fundraising is top-of-mind during the registration process so include direct links to specific fundraising pages from your online registration section as well as your homepage.

8

Fan-wear Sales

"We've got spirit, yes we do. We've got spirit, how 'bout you?" Point parents, fans, and athletes toward your logo clothing and other fan-wear. Whether you offer an online sign-up form or a full-blown fan-wear store, place this season's new items front-and-center. Bonus: Promote your fan-wear outside of your website with a "take home" flyer, email marketing, and social media. Design your message to be passed-along (shared) with an athlete's parents, grandparents, and friends.

Homepage Reset

Throughout the active season, we all get busy. Just getting your website updated can be a chore. Often, your homepage becomes a dumping spot for everything. Over time, it can look more like a jumbled mess of words instead of a landing page for all the other great content throughout your website. Once you have updated important sections throughout your website, reset your homepage to show only the latest news stories, upcoming events, and call-to-actions to registration, volunteer opportunities, and fundraising. Each story, event, call-to-action and other highlighted content on your homepage should link deeper into your website. Tempt your visitors just enough so they'll click.

Update Website Design

Your website design should capture the spirit of your organization. Certain design elements should hardly ever change, like your logo, colors, name, and sport(s). However, you should consider keeping your design fresh by incorporating recent elements like last season trophies, honors, or updated player images.

Update Board and Team Contacts

Make it simple for parents, volunteers, and athletes to get in touch with the right people. Besides updating your board member names, titles, and contact info, make sure you add coach and team manager contact details to team pages. If you use forms in place of direct email, make sure each form is updated so it gets delivered to the correct person.

Create New Season & Archive Last Season

Most of your athletes will progress through divisions as they advance in age and skill. Make sure they have access to their past personal and team stats, photos, accomplishments, and memories. When creating next season's divisions and teams, offer access to "archived" seasons. Bonus: When Sport Ngin users set their new season to "current," all past season information automatically archives and is easily accessible through a dropdown selection.