



# Website Checklist

FOR TENNIS CLUBS



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### SIMPLICITY

▶ **Is your site simple and well organised?**

With so much noise online people crave uncluttered, simple design with functional, practical features. Don't overload your site with complex design or special effects.

### EASY TO USE

▶ **Is navigating your site an easy and simple process?**

Navigation gets users around your website. Limit your menu items to 8 or less and make sure there are clear signposts for users to move through your site.

### MOBILE FRIENDLY

▶ **Is your site mobile responsive?**

Over 50% of Google searches are made on a mobile or tablet. A responsive site means your website will display properly on the screen of any device.

Check if your site is responsive here:

[website.grader.com](http://website.grader.com)

### CONTENT

▶ **Is your content clear, concise and compelling?**

People don't read content, they skim. Keep your content short, scannable and well organised. You've got less than 10 seconds to hook your visitors, so grab their attention with simple and easily-digestible messages.

### QUALITY IMAGES

▶ **Are your photos up to date and do they reflect the quality of the club?**

Invest in quality photography. You don't need loads of photos, but make sure the few that you use are of a high standard and reflect the essence of your club.

### SPEED

▶ **Does your site load in 5 seconds or less?**

Users don't want to wait for slow content to download; they want information quickly. Make sure your graphics, videos and images are optimised to keep your website lightweight and loading fast.

Check your site speed here:

[tools.pingdom.com](http://tools.pingdom.com)

### KEEP IT FRESH

▶ **Is your content up to date, relevant and engaging?**

To keep users glued to your site you need to update and refresh your content regularly. Old information, broken links or dated reviews make it look like you don't care and won't build trust or credibility with your visitors.

### LINKS TO SOCIAL

▶ **Have you included links to your social media pages?**

If a user is interested in finding out information about your club, they would likely be interested in visiting your club's social pages too.

Make the navigation to your social media profiles easy by including social icons which link to them on your homepage.