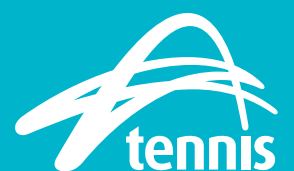




WEBSITE CHECKLIST FOR TENNIS CLUBS



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SIMPLICITY AND EASE OF USE

Is your content short, concise and welcoming?

- ▶ Consumers crave uncluttered, simple designs. Make sure there are clear signposts in place, as simple navigation gets consumers around your site more effectively.

INCLUSIVENESS

Have you considered all aspects of diversity and inclusion when designing your website?

- ▶ It is imperative to include a welcoming message to show your willingness to cater for all demographics. All aspects of inclusion must be considered, such as including closed captions on promotional videos, translatable messaging and venue information in regards to accessibility and facilities available.

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 lots of photos, but make sure the few that you do use are of a high standard and reflect the essence of your club, such as images of the facilities and staff.

KEEP IT FRESH

Is your content up to date, engaging and on a system that can be updated quickly and easily if required?

- ▶ You must be able to update and refresh your content regularly. Old information and broken links won't build trust or credibility with your visitors.

MOBILE FRIENDLY

Is your website mobile responsive and does it look good on all devices?

- ▶ 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.

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 will also be interested in visiting your club's social pages. Include social icons that link to your club's social media profiles, such as Facebook and Instagram.



ABOUT US

Does your website clearly list your range of programs and services to the community?

- ▶ Examples of programs that your club may list include, but are not limited to; Junior Programs, Adult Beginner Coaching, Social Comps, Social Events, Wheelchair Coaching & Competitions, All Abilities Clinics.
- ▶ Examples of services that your club may offer include, but are not limited to; Racquet Hire, Ball Hire, Court Accessibility, Suitability for Wheelchairs & Hire, Modified Programs, Change Rooms (and whether they are suitably accessible for all), Food & Beverage Availability, Accessible Parking Availability & Location, Public Transport Options.

CONTACT US

Does your website have clickable phone numbers, clear navigation, contact forms and contact details on every page?

- ▶ Having various methods of contact options and updated contact details will help a potential customer reach out and connect in the way that suits them best.

TESTIMONIALS

Does your website build trust through testimonials, member story videos and review badges?

- ▶ Being able to create meaningful advocates will go a long way to ensuring there is a positive vibe and welcoming culture around your club. Interviewing happy players and encouraging them to post positive reviews on your club will lead to stronger community engagement.