

Frequently Asked Questions

Do I need a website?

The internet has fast become a vast resource of information and at times the first source many use to find information. The internet is revolutionising entire markets allowing businesses big or small the same opportunities to market their products and services in effective and efficient ways. It is recommended that all businesses in today's day and age have a presence online.

What does the website upgrade give me?

The website upgrade will give your business a personalised URL and a fully serviced single page website linked to the Tennis Australia network featuring your:

- Business name
- Business logo
- Profile photo
- Contact details
- Venues
- Qualifications
- Programs offered

Why do I need to log on to My Tennis and update my profile?

Once your details are accurate in our My Tennis database we can correctly represent them on your website.

If my details change how can I change them on my website?

Simply update your details on [My Tennis](#) by logging in with your My Tennis ID and password. This will be reflected on your website within one week.

How long does it take to build?

Please allow one week after you have sent in your order form and completed website requirements as per registration form.

What will my website look like?

Please [click here](#) to view sample site.

Can I purchase the upgrade and add additional pages or pictures?

The 2011-2012 upgrade is a single page and no additional pages or pictures can be added.

What should my URL be?

Your URL will be an extension of tennis.com.au ie: www.tennis.com.au/rising-star-tennis-academy. Your URL should be a short, easy to spell, memorable and a good representation of your business.

Tennis Australia Coach Membership – Website Upgrade



How can I use Google to benefit my business and further promote my website?

Google ranks websites based on the amount of traffic a site receives. The more traffic (visits) your site receives the more Google will notice it and rank you higher in particular search results.

To help improve traffic to your site there are additional measures you can take:

Google Places:

Add your business or club location to Google places. This is a free service and can help your business appear in search results when people search for your services in a particular location.

To add your 'Place' visit www.google.com.au/places

You will need a Google account to add your place. If you do not have an account you can sign up for a free Google account.

Google ad words:

Depending on your budget you can create ads that will appear on the 1st page of specified search results. These are ads that appear on the right hand side of google results.

The screenshot shows a Google search for "Tennis" with approximately 702,000,000 results. The organic search results include:

- Wimbledon**: www.wimbledon.org. Finals: Novak Djokovic (2) def Rafael Nadal (1) 6-4 6-1 1-6 6-3. Finals: Petra Kvitova (8) def Maria Sharapova (5) 6-3 6-4. Semifinals: Rafael Nadal (1) def Andy Murray (4) 5-7 6-2 6-2 6-4.
- Home - Australian Open Tennis Championships 2011 - The Grand Slam ...**: www.australianopen.com.au - Cached. The official site of the 2011 Australian Open is designed, built and hosted by IBM. Follow the championship tennis tournament, view live scores and learn ...
- Tennis Australia - Australia's Favourite**: www.tennis.com.au/ - Cached. Latest News: Another Aussie young gun steps up (published 04 Jul 2011). The home of Australian Tennis. Learn how to play and get into tennis. Tournaments - Players - Coaches - Victoria. 623 Collins St, Melbourne (03) 9914 4000. niteguide.com.au (2) - check-in.com.au (1).
- The Racquet Club, Kooyong Lawn Tennis Club**: www.kooyonglfc.asn.au/. Members Public Contact. Not sure what to do or need help? Click Here. 489 Glenferrie Road, Kooyong (03) 9822 3333. menulog.com.au (1) - australianexplorer.com (1) - yourrestaurants.com.au (1).

On the right side of the search results, there is a map of Melbourne, Australia, with several red location pins. Below the map, there are several sponsored ads:

- Tennis Coaching DVD**: www.virtualtenniscoach.com/DVD. Lleyton Hewitt's Coach Peter Smith. World Class Tuition. DVD / Download. 4 reviews Place page.
- Expert Tennis Drills**: www.coachtennis.net/. Animated practices and Video drills. Sign up to free Coaching Newsletter. 3 reviews Place page.
- Tennis Coaches**: www.thetennisshop.com.au/coaches. 2 reviews Place page.

Another way to gain traffic is to have referral sites. These are other websites that link back to yours.

These are practices that you can put into place to help improve your ranking in Google search results. Remember to always refer people to your site on outgoing communications.

If you have any additional questions please contact the Coach Membership team on:

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