



Website Quarterly Update Process

Applies To: All Franchise Clubs

Departments: Marketing, Franchise Support, Agency (Kode0 / UAC Web Team)

Purpose: To ensure all UAC franchise websites remain accurate, updated, brand-consistent, and optimized for conversions. This SOP outlines how quarterly website updates are planned, approved, and deployed, including rules for urgent change requests.

Scope

This SOP applies to all club-specific website pages and shared global UAC pages, including:

- Pricing & membership updates
- Program offerings
- Timetables & coaching profiles
- Updated images or facility photos
- Sales landing pages
- Recovery & basketball academy sections

Responsibilities

Franchisee / Centre Manager

- Reviews quarterly update proposal
- Confirms accuracy of pricing, program listings, staff profiles
- Submits update needs 2 weeks before the scheduled cycle

UAC HQ Marketing

- Coordinates with agency (Kode0)
- Prepares quarterly update summary
- Ensures updates align with brand standards

Marketing Agency (Kode0 or Web Team)

- Executes quarterly updates
- Implements urgent change requests (billable)
- Ensures website quality and functionality

Update Schedule

Quarterly Update Cycle

Updates occur four times per year, typically:

- Q1 – January
- Q2 – April
- Q3 – July
- Q4 – October

Changes are batched to maintain efficiency and cost control.

Advance Notice Requirement

Two-Week Notification Rule

UAC HQ will send franchisees:

- Quarterly Update Notification
- Update Requirements Form

Franchisees have 14 days to submit:

- Pricing changes
- Updated images
- New staff profiles
- New offerings or removals
- Opening hours updates
- Facility changes

If a franchisee does not submit updates within the timeframe, existing information will roll over unchanged.

Types of Quarterly Updates

1. Pricing Updates

- Adjusted membership pricing
- Casual visit prices
- Program/academy pricing
- Recovery services pricing

All pricing must match GymMaster and in-club displays.

2. Updated Images

Franchisees may provide:

- New facility photos
- Staff headshots
- Program images
- Class/academy photography

All images must be:

- High resolution
- On-brand
- Approved by HQ before upload

3. Program & Offering Reformatting

Includes:

- Adding or removing programs
- Updating class descriptions
- Adjusting ADP or academy schedules
- Adding new services (ice bath, sauna, S&C, camps)

HQ will ensure consistency across the network.

4. Staff & Coaching Profiles

Quarterly updates include:

- New staff introductions
- Removing resigned staff
- Updated qualifications
- Coach availability

Immediate or Out-of-Cycle Requests (Billable)

If a franchisee requests changes outside the quarterly cycle, the following applies:

- Minor quick edits (text-only): Agency rate applies
- Major updates (pages, images, redesign): Hourly agency rate applies
- Emergency compliance updates: No charge

Franchisees must email:

✉ support@uacfranchise.com.au

Subject Line: Urgent Website Update Request – [Club Name]

HQ will confirm:

- Timeline
- Estimated cost
- Approval required before execution

Quality Assurance Checklist (Before Publishing)

HQ & Agency must verify:

- All links functional
- Mobile optimization
- Pricing matches national rates
- Images are clear and professional
- Spelling/grammar checked
- Branding complies with UAC style guide
- No outdated promotions remain live

Post-Update Review

Franchisees receive a completion report including:

- *Summary of updates*
- *Page links to verify*
- *Next update cycle date*

Franchisees must review changes within 48 hours.

Non-Compliance

Franchisees failing to update critical information (e.g., pricing inaccuracies, outdated promotions) may trigger:

⚠ *Performance warning*

⚠ *Audit note*

⚠ *Mandatory HQ review cycle*

Accurate online information is essential for compliance and member trust.