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 teamsnap



Ever been to a bad website? It's an experience you're probably not going to forget any time soon.

When pages aren't responsive, relevant information is difficult to find and design looks plain bad, we're willing to bet you're not returning to that site.

Now check out your club, league or organization's website. Pretend you're a player or parent for a moment. What would you think of this site? If it took 30 or 40 minutes to fill out a simple registration form, would you even bother? Or, worse yet, what if the navigation was so bad you couldn't even find the registration form to begin with?



If you have a bad website, you're making a bad first impression. Players will look for other organizations to join, which means you have less overall talent in your club or league, which costs you wins. In addition, you'll be bombarded with phone calls and emails from confused parents.

The first step to building a functional website is admitting that your old site is a problem. If these five points apply to your site, it might be time for an upgrade.

Reason #1: Your Website Isn't Synced with Your Club or League Management Platform

Let's say you're using an app to manage your club or league. Bravo! We love apps. But what if your club or league management app doesn't update new information to your website automatically? You'll have to enter info like standings, schedules and team messages twice for both your management app and your website. Which means you're wasting time. And when you're wasting time, it's probably costing you wins.

Here's a solution: Use the same company for both club and league management and your website. Things like divisions, teams, schedules, game and practice locations can all be updated on the management app, then communicated straight to your website. Finding a company that offers this functionality will save you time and keep your club or league humming.



What separates design from art is that design is meant to be...functional.

— CAMERON MOLL

Reason #2: Your Website Looks U-G-L-Y

Your website is your club or league's primary representation on the internet, so you want it to attract new players. Problem is, if your website is unattractive, it could instead be driving people away.

But hey, we understand. Making a website is tough, let alone making one that actually looks good. And since you're probably a volunteer, you don't have the time to spruce up the site.

The good news is, many companies offer website builders complete with templates. That means you already have the groundwork for a beautiful site at your fingertips. These pre made templates allow you to save time on details like screen navigation, sidebar options, design layout and more. They're already pre made and ready to go. Just choose one and launch your site. Trust us. It'll be way faster and look way better than building a site from the ground up.



Practice safe design: Use a concept.

—PETRULA VRONTIKIS

Reason #3: It Takes Forever to Make a Simple Change

Here's a scenario: You'd like to add a new picture to your homepage. Seems simple enough. That change should probably take a few minutes, tops. So when you log in to the back end of your site, you're shocked to find strings of code. And lots of it. Clearly, this project will take way longer than you thought.

Look for a product that runs on codeless web design software, such as WordPress. WordPress's drag and drop interface lets you choose page elements you want (text, forms, etc.) and place them anywhere you'd like on the page. Plus, backend changes like tournament location updates and registration fields are automatically communicated on the front end.

Trust us. If you use a solution that offers WordPress instead of just code, you probably already have a volunteer who knows how to use it.



Websites should look good from the inside and out.

— PAUL COOKSON

Reason #4: Your Website Is a Mess on Mobile

Kids these days—they're always on their phones. In fact, the majority of today's web traffic is on phones. That means having a mobile-optimized website is more important than ever before. If players find your website via their phones but can't navigate it, you're losing a ton of prospective players.

Look for companies whose websites are mobile optimized right out of the box. The best ones ensure that once you launch your site, you don't need to do any further work to make sure it looks great on phones.



If you think math is hard, try web design.

—TRISH PARR

Reason #5: Your Website Costs an Arm and a Leg

Websites can be expensive. You can be charged a monthly fee just for hosting, plus a one-time or yearly additional fee to buy a domain name. Though that might not sound too bad, it really adds up for a lot of clubs and leagues, especially considering all the other expenses that can come into play.

Try getting your website from the same provider as your club or league management platform. By doing so, you can often get a bulk discount. In addition, as we mentioned earlier, if your club and league management platform syncs with your website, you can update details like division standings and scores in no time.



Design is not just what it looks like and feels like. Design is how it works.

—STEVE JOBS

Is your website costing you wins?

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