



15 WAYS TO LIVEN UP YOUR SPORTS WEBSITE

SPORT:NGIN

www.sportngin.com



Add photos and slideshows to create visual interest

Adding images to your site might seem like a no-brainer but many people don't realize just how dynamic a few photos can be. Photos add color, personality and an emotional connection to your site. And if you add them into a slideshow element, your content changes automatically.



Post news and content regularly

Fresh content is always the goal for organizations and is often easier said than done. Being mindful that even small happenings in your organization can be newsworthy will open up your variety of content more than you think. Start modest with a twice-a-week news update and increase as you can.



Write a recap after every game

Game summaries are an awesome way for people to connect with your organization. They don't have to be long and can remain largely fact based, but having such summaries helps people get caught up in a way that's more personable than simply reading a box score. On the Sport Ngin platform a tool called AutoPress actually does a lot of this work for you.



Use graphics to display statistics

Sports = Statistics; so why not utilize that information and create widgets of various stat categories on your site? You can include widgets for league or team leaders all the way down to specific widgets based on single categories like assists.



Layout matters

The layout of your website is not something to leave to chance. Your site's architecture and navigation can make it an easy and enjoyable experience for visitors or just the opposite. Sport Ngin helps take the guesswork out of it with drag-and-drop layout creation and logical navigation. You don't need to be a web designer for your site to look great!



Get the conversation started on social media

Social media is more crucial than ever before. If your organization is not using Facebook, Twitter or Instagram there is no time like the present to begin. Don't overwhelm yourself, just start with just one service at first. Soon you'll notice you have more supplemental content for your site. Post social feeds to your homepage, invite your site visitors to follow and see how the conversation grows!



Make sure to list upcoming events and activities

Having a calendar full of events on your site easily conveys how active your organization is. Games, practices and bake sales all warrant space on the calendar and make it easy for your members to see what's coming up. Minimize the need to mail or email out new schedules and just keep your site's calendar up-to-date. Keep your members coming back to see the latest happenings.



Don't go over the top

Keeping your site clean and clutter-free makes for a welcoming experience and fosters repeat visitors. Avoid too much of a good thing. Keep photos in a slideshow and not stacked. Make your text easy to read and concise. There are a lot of things you can add to a website but learning restraint is a great rule.



Make your website a hub

Fans, parents and players are looking for your website to be the one stop shop for everything they need. Routing them to other sites for schedules, stats, rosters, registrations and volunteer opportunities diminishes the reason to have a web presence. Build your site as a hub and you'll keep the visitors coming back.



Spread out site responsibilities

A great way to add some fresh creative input to your website is to allocate the work. Having an intuitive web platform that allows you to give editing permissions to just specific pages frees you up to spend more time doing the things you love and allows for coaches and managers to take ownership of their teams in a new and creative way.



Make your site pay for itself

Websites can be a powerful tool to raise funds for your organization. Offering ad space on your website to local businesses is a great way to raise funds and stay connected with your community.



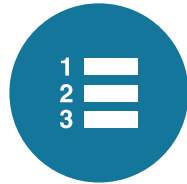
Encourage participation among your members

Allowing your fans, parents and players to comment on the content of your site can be a great way to foster community and increase dialogue. Allowing them to post photos and videos from their smartphone at a game can take that participation to the next level!



Sell branded apparel to your players and fans

Building your organization's brand by having apparel available to your fans, families and players is now easier than you think. And you can raise funds while doing it through Sport Ngin's fully integrated apparel store option.



Get feedback from your members

Your organization's website can be a great way to gauge and gather feedback from your members, parents and players. Having digital dialogue via email, comments or even hosting a survey are all great ways to do this.



User your site to tell your organization's story

Aside from using your site to post important information like schedules, rosters and practice times, your website can be a great place to tell the story of your sports organization. Using an 'about' page and even some archival imagery helps convey the passion from which your org was first conceived. Help others catch your vision and passion by telling people about it!

LEARN MORE ABOUT US

Find out more about how Sport Ngin can work for your sports organization by visiting us at sportngin.com



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