

USL Super League Club Website Overview

<p>Overview</p>	<p>Primary Contact: Sophia Carbone – <i>Director, Technology & Data – Expansion Club Strategy</i> <sophia.carbone@uslsoccer.com></p> <p>This document will provide all the relevant information to launch a website for your Super League club. Your primary league contact listed above will be scheduling regular check-ins and is available to answer any questions or concerns the club may have. This contact will also onboard and train any employees the club may hire within the onboarding process. More detailed information on how the primary contact will be supporting the club is available below.</p> <p>When building a Super League website presence, there are a few options that clubs have:</p> <ol style="list-style-type: none"> 1. Launch a new, standalone website for your USL Super League club 2. Create a hybrid website for your men’s and women’s teams under one domain (if you have a men’s team competing in the USL) <p>If your club is operating on a universal brand for both the men’s and women’s clubs, operating on one combined site is the recommended approach.</p> <p>If your Super League club is an independent club or is launching a brand that is separate from your men’s branding, operating on two separate websites is the recommended approach.</p> <p>More information on the benefits and drawbacks of each option are outlined below.</p>
<p>Goals</p>	<p>What are we trying to achieve by launching a website presence for your USL Super League club?</p> <ul style="list-style-type: none"> • Deliver a first-class digital experience that strengthens the club’s connection with its community and fans • Streamline revenue generation and digital partnership activation within a fan-focused framework • Build a robust, centralized audience of women’s fans through targeted content strategies and facilitate tailored marketing through audience intelligence initiatives

	<ul style="list-style-type: none"> • Provide education and amplification regarding the values, mission and purpose of the club, as well as the USL Super League and where it fits in the women’s soccer landscape within the United States
<p>Website Template Options</p>	<p>All USL supported websites operate on the SportsEngine platform. SportsEngine, Inc., an NBC Sports Group company, is the leading provider of Sport Relationship Management (SRM) software. SportsEngine has merged with a multi-layered NBC Sports Next resource team, an alliance that will yield a sophisticated template for use across the USL Digital Network beginning in 2022 (USL Professional Template).</p> <p>The USL Professional Template is powered by a marriage of proprietary SportsEngine functionality and a WordPress engine, resulting in a custom template that, in collaboration with digital leaders from across the USL Championship and USL League One, has been modeled to prioritize an optimized experience for users while augmenting clubs’ abilities to seamlessly support partnership activations and revenue maximization through a connected suite of tools.</p> <p>EX: The Miami FC</p> <p><i>*Please note: the template can take up to 4-6 weeks to be built and delivered to the club</i></p>
<p>USL Support</p>	<p>As you gear up to launch your website, the primary contact can assist in creating/building the following upon request:</p> <ul style="list-style-type: none"> • Site map outline • Website template shell • Page content • News articles • Any custom style requests • Data collection elements [newsletters, ticket deposits etc.] <p>The club will be responsible for:</p> <ul style="list-style-type: none"> • Choosing the temporary name and domain • Developing the organization’s core values and mission. <ul style="list-style-type: none"> o Please use our Brand Identity Outline as a guide. • Writing and providing any other club-specific copy • Providing feedback and examples

	<p>The primary USL contact will schedule weekly digital check-in meetings with relevant stakeholders at the club. These check-ins will serve as space where the primary USL contact will provide updates, receive feedback, and share relevant documentation and league best practices.</p> <p>The club is encouraged to look at other organizations both within and outside the sports industry for inspiration on design and aesthetics. The primary USL contact will replicate and build custom solutions to the best of their ability or provide alternatives to match the needs of the club.</p>
<p>Pricing</p>	<p>USL Professional Template</p> <p><u>One-time build cost</u> of \$5,995, and an <u>annual hosting cost</u> of \$1,575</p> <p><i>*Note: all fees are paid directly to the league</i></p>

Option 1: Launch a new website for your USL Super League club

<p>Benefits/Drawbacks</p>	<p>Benefits</p> <ul style="list-style-type: none"> • Allows for an equitable, standalone presence in relation to men’s team • Showcases a curated and targeted user experience • Enhanced support of segmented partnership opportunities • Supports unique branding <p>Drawbacks</p> <ul style="list-style-type: none"> • For clubs with existing men’s clubs, the user experience is fragmented • Additional cost requirement • Workflows are separated between two environments • Disrupts opportunity for cross-promotion and sales of men's and women's products
<p>Launch Timeline</p>	<p>The league typically allocates 4-6 weeks to support the development and launch of a new club website. Below is a general timeline of events within that period.</p> <p>Week 1:</p> <ul style="list-style-type: none"> • Introduction call • USL will provide access to SharePoint and all relevant introductory documentation • Club to review documentation <p>Week 2:</p>

	<ul style="list-style-type: none"> • USL will share and present website map • Club will confirm club name and domains • Club will create and provide all third-party codes and integrations <ul style="list-style-type: none"> o Ex: MailChimp, Google Analytics, Google Ads, etc. <p>Week 3:</p> <ul style="list-style-type: none"> • Club will provide feedback and research examples • Plan for Newsletter and Ticket Deposit/Interest collection will be solidified • Group will review and discuss the Brand Identity Outline <p>Group will gather list of assets and start asset creation [brand/ad creative, interactive content etc.]</p> <p>Week 4:</p> <ul style="list-style-type: none"> • SportsEngine to share access to drafted website template <ul style="list-style-type: none"> o Training resources shared • USL to create the agreed upon initial set of pages • Club to give feedback and provide page examples <p>Week 5:</p> <ul style="list-style-type: none"> • USL to complete all page builds • Club to review, provide feedback and assist with content build <p>Week 6:</p> <ul style="list-style-type: none"> • Final review and testing • Launch day! <p><i>*Please note this is a standardized baseline and the schedule is subject to change based on club involvement and the depth of the website content.</i></p>
<p>Recommended Pages</p>	<p>In the Week 2 meeting, the primary contact will present a website map to the club. In the meantime, please review the below to start ideating any additional pages the club may wish to be present at launch</p> <p>For launch it is advised that the club make the below pages available <i>at a minimum</i>:</p> <p>About/Club - Introducing the club and outlining the vision for its place in the community as well as the soccer landscape. Please use our Brand Identity Outline to help form these ideas. Under this page in the site structure, the</p>

	<p>primary contact will build an “About the USL” page to educate fans on the league</p> <p>Front Office - Putting a face and name to the individuals bringing USL soccer to the market and helping the franchise grow from day one.</p> <p>Email/Newsletter Sign Up - Data capture is a large benefit that the website offers in the first phase of the club's launch. The goal from day one is to start building an audience of fans and understanding how they interact with your club.</p> <p><i>Note: this signup can be on the homepage and doesn't need its own page</i></p> <p>Tickets - The league recommends the club starts collecting deposits on the day of launch. Not only is this a direct source of revenue, but a ticket deposit flow allows the club to build an audience of fans who are willing to make purchases, attend matches and purchase season tickets, leading to additional communication opportunities.</p> <p>News - A home for all your articles and releases, starting with the introductory press release. One advanced feature of the SportsEngine platform is that through their proprietary technology, we can allow your site to dynamically populate relevant news hosted on the league site to augment your content stream.</p> <p>FAQs – A resource for all questions that fans may have. The league will develop these based off the talking points the league ideates for the club. Club input is encouraged regarding any information that will strengthen its introductory messaging.</p>
<p>JavaScript</p>	<p>JavaScript is a scripting and programming language that allows you to implement complex features on web pages. It can be used in many ways, but clubs primarily use it for tracking performance.</p> <p>At a minimum, the site will have the league’s Google Analytics script installed for launch day. This will allow us to measure performance and traffic to your website, perform relevant benchmarking and reporting and inform strategic guidance based on identified trends.</p> <p>If your club has an existing Google Analytics account/script – please provide it for implementation. If you would like assistance in establishing one, notify the USL team and an account will be created with access provided to the identified stakeholders.</p> <p><i>Any existing third-party scripts such as Google Analytics, Facebook pixels, etc. should be provided to the USL. Please always consult the league before adding any JavaScript or tags to the website.*</i></p>

	<p>*Additional scripts or tags are not a requirement for launch</p>
<p>Domain Settings</p>	<p>The league’s recommended domain registrar is GoDaddy. The USL will purchase several domains as a proactive measure, but the club is encouraged to secure all relevant domains as early as possible. Please note that any domains acquired by the club should include private registration services to shield ownership information from the general public.</p> <p>The primary USL contact will support the acquisition and management of domains if requested by the club.</p> <p>Once a domain has been chosen by the club and secured, the league will work with SportsEngine to update the site URL. On announcement day, there will be a single, simple change necessitated in the domain settings. This will be the alteration of the A record to point to SportsEngine’s IP address which will be initiated by league staff.</p>

Option 2: Create a hybrid of your men’s and women’s site under a singular domain

<p>Benefits/Drawbacks</p>	<p>Benefits</p> <ul style="list-style-type: none"> • Opportunity for cross-promotion and sales of men's and women's products • SEO boost through content quantity and quality, increases in user interactions and algorithmic determinations of Expertise, Authority and Trustworthiness [E-A-T] • No additional cost requirement • Workflows are combined on one template • For clubs that will launch under a unified men’s and women’s brand, unity is showcased across the platform <p>Drawbacks</p> <ul style="list-style-type: none"> • Universal branding cannot change on a per-page basis • Complicates segmented partnership opportunities • Added effort required to keep shared pages equitable
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	<ul style="list-style-type: none"> • Poses limitations in delivering a tailored fan experience
<p>Launch Timeline</p>	<p>The league typically allocates 2-3 weeks to support the development and launch of a women’s pages on a current USL website. Below is a general timeline of events within that period.</p> <p>Week 1:</p> <ul style="list-style-type: none"> • Introduction call • Group will gather list of assets and start asset creation • USL will provide access to SharePoint and all relevant introductory documentation • Club to review documentation <p>Week 2:</p> <ul style="list-style-type: none"> • USL/Club to build content • Plan for Newsletter and Ticket Deposit/Interest collection will be solidified • Group will review and discuss the Brand Identity Outline • Club to review, provide feedback and assist with final changes <p>Week 3:</p> <ul style="list-style-type: none"> • Final review and testing • Launch day! <p><i>*Please note this is a standardized baseline and the schedule is subject to change based on club involvement and the depth of the website content.</i></p>
<p>Site Structure</p>	<p>In this option, the men’s and women’s club information will be hosted under one centralized domain. Sample navigation structures can be seen below:</p> <p><u>Sample 1:</u></p> <p>Home Club/About Men’s Women’s Shop Community</p> <p><i>Note: In this model, there would be individual pages under the respective men’s and women’s tabs that should include but are not limited to: Schedule, Roster, Tickets, News</i></p>

	<p>Sample 2: Juventus FC example</p> <p>Home Club/About Teams Shop Community</p> <p>Under “Teams”, sub navigation would consist of:</p> <p>Championship Super League</p> <p><i>Note: From here, this model would follow Sample 1 and have Schedule, Roster, Tickets, News, etc. available under both Championship and Super League tabs.</i></p>
<p>Recommended Pages</p>	<p>Please review the below to start ideating any additional pages the club may wish to be present at launch.</p> <p>For launch it is advised that the club make the below pages available for their USL Super League web presence <i>at a minimum</i>:</p> <p>About/Club - Introducing the club and outlining the vision for its place in the community as well as the soccer landscape. Please use the Brand Identity Outline to help form these ideas. Under this page in the site structure, the primary contact will build an “About the USL Super League” page to educate fans on the league.</p> <p>Front Office - Putting a face and name to the individuals bringing USL soccer to the market and helping the franchise grow from day one.</p> <p>Email/Newsletter Sign Up - Data capture is a large benefit that the website offers in the first phase of the club's launch. The goal from day one is to start building an audience of fans and understanding how they interact with your club.</p> <p><i>Note: this signup can be on the homepage and doesn't need its own page</i></p> <p>Tickets - The league recommends the club starts collecting deposits on the day of launch. Not only is this a direct source of revenue, but a ticket deposit flow allows the club to build an audience of fans who are willing to make purchases, attend matches and purchase season tickets, leading to additional communication opportunities.</p> <p>News - A home for all your articles and releases, starting with the introductory press release. One advanced feature of the SportsEngine platform is that through their proprietary technology, we can allow your site to dynamically populate relevant news hosted on the league site to augment your content stream.</p> <p>FAQs – A resource for all questions that fans may have. The league will develop these based off the talking points the league ideates for the club.</p>



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