A 7-Step Checklist To Help Build or Redesign Your Website

Sports organizations rely on a website to share their mission, philosophy, registration process, and more. As a sports club, a sharp website can help you retain players as well as attract new players. This checklist goes into the steps and actions you should take to build a shining website for your sports organization.

STEP 1. Figure out your "Why"

Before you even get into designing your website, the very first thing you should do is ask yourself this question: "**Why do I need a website?**" Most people know they need a website in today's digital world, but why do you really need a website? Think about the functionality of having a website and take the time to answer this question and write it down below. You can do this on your own, or work with your board and other community members to nail your why down.

STEP 2. Identify The Top 3 Goals You Want Your Website To Accomplish

Once you identify your *why*, it's time to get into the what. List the top 3 goals that you want your website to accomplish. Identifying clear and measurable goals upfront will help you keep focused when it comes to the following steps in this checklist. Keep these goals short and clear. *For example: Build a recruitment tool to better showcase the program*

GOAL 1

GOAL 2

GOAL 3

Learn about the goals Falmouth Football set for their website to help them build a better program.

[Read case study](#)

STEP 3. Research Other Websites For Inspiration

As a stakeholder in your club's website, your job is to collect good ideas. The more examples you compile, the more you can choose from to be influenced by.

Whether it's other club websites in the area or a completely different industry, list 3-5 inspirational websites. Jot down what you like about them and how you'd like to incorporate aspects of them into your website. (Check out these websites for inspiration)

INSPIRATION WEBSITE 1

INSPIRATION WEBSITE 2

INSPIRATION WEBSITE 3

STEP 4.   Create a Content Outline For Your Website

A content outline helps highlight the pages, sections, and features you want to include on your website. A content outlines is made up of a couple parts:

- **Main navigation** - These are the pages that will be featured in the main navigation of your website so your members can access them easily. Usually the pages included in your main navigation are reflective of the WHY and Goals you identified in steps 1 and 2.
- **Non-linked pages** - Non-linked pages are pages that aren't featured in your main navigation, but can be accessed from other pages on your website, in the footer of your website or shared through an email, text or social media account.

Below is an example of a content outline:

Main navigation	Non-linked pages
Home	Important documents
Programs	Coaches resources
Schedule	Parent resources
Teams	Waivers
About Us	Jobs
Staff and Coach Bios	

CREATE YOUR CONTENT OUTLINE BELOW

STEP 5. Choose a CMS and Template

Now that you've completed steps 1-4, it's time to choose a CMS and design template. At TeamSnap we recommend using the Wordpress Content Management System (CMS) to build your website. While there are other CMS's like Wix and Weebly we believe Wordpress is the best.

LIST YOUR CMS HERE

LIST YOUR DESIGN TEMPLATE HERE (Check out some templates here as a starting point)

STEP 6. Design Your Website

Now that you have chosen your CMS and design template, it's time to roll up your sleeves, blast some music and start designing. Use your content outline from step 4 to start building a skeleton of the pages you'll include on your website. From there, use Wordpress content templates, widgets and plugins to build out the content for each page.

Watch our on-demand webinar to see how you can design a website to promote, organize, and grow your programs.

ON-DEMAND WEBINAR

5 Ways To **Shine** Online with TeamSnap Website Builder

Watch Now ▶

STEP 7. Review, Launch and Watch New Sign Ups Come In

Congrats, you've made it! A few of the final steps include reviewing your website with key stakeholders, setting a target launch date, pushing it live and watching new sign-ups come in!

TARGET LAUNCH DATE

Get The Complete Guide To Build A Shining Website for Your Organization

We understand that designing a website and keeping it up to date with fresh content can be difficult. There can also be a certain level of technical understanding of coding which can feel outside of the typical sports playbook.

With that in mind, we created the Complete Guide to To Building a Shining Website For Your Sports Organization. This guide should help you get building or in many cases redesigning your website.

Get The Guide