# HOW TO BUILD AN UPWARD SPORTS PRESENCE ON YOUR WEBSITE

As parents look for more information about your league, would it be easy to find what they need from your website?  Here are some ideas on how to maximize your online presence through a website.

## Church Website

For someone not familiar with your church website, would it be easy to find more information?  It is critical to have information about your sports ministry on your church website.

- Make sure it's three clicks or less to find what they need.
- List your sports ministry as one of the main menu items.
- Include the word sport, sports, Upward Sports, or the name of the sport in the menu item, so it's easy to find.
- If sport is not a stand-alone menu item, layer it in an area that makes sense to someone who doesn't attend your church or isn't familiar with "church lingo."

Once a parent gets to where they are going, keep the page they find simple so that it is easy to scroll from a mobile device.  Make sure to:

- Have a key phrase that prompts them to action, such as "Join thousands who have discovered a great sports experience," or "There's only one chance to pick the right league each season."
- Show key dates for the league, such as when registration opens, evaluation dates, first practice, and first game date.
- Provide a large button with a link to "Register Now" so that they can click and take action.  Use the hyperlink provided during league setup in MyUpward.

- Tell what they can expect at practices both with the sport and the ministry you share.  (be brief)
- Include what they can expect on game days.  (be brief)
- List your contact email and phone number for the league.

## Stand–Alone Website

Many of the same rules apply if you have a stand-alone website.  It's easy to build a simple website through providers that have drag and drop features to insert text and pictures.  For a small fee, you can even create the name of the website without advertisements.  When deciding upon the name, keep it short so that it fits on signs and any advertising.

**Check out the images you can use for your website by visiting marketing/myupward.org.**

An additional resource that may help you think about the message on your website is a book by Donald Miller titled *Building A Storybrand*.

**UPWARD**
*SPORTS*