First Impressions (Homepage)

□ Can a visitor tell what you offer within 10 seconds?

□ Does your homepage clearly say what you offer (programs, leagues, events)?

□ Is there a clear next step like:

- "New to Tennis? Start Here"
- "View Programs"
- "Register Now"

□ Is your message friendly and welcoming—not overly formal?

📱 Mobile check: Open your homepage on your phone. Is the main message visible without a lot of scrolling?

Navigation & Menu

□ Are your menu items simple and easy to understand?

□ Do you limit your main menu to 5–7 items?

□ Is there a clear place for new or beginner players to click?

□ Are similar items grouped together (Programs, Play Opportunities, Get Started)?

📱 Mobile check: Is the menu easy to tap and read on a phone? Do links stack cleanly?

CTA Website Checklist

Programs & Play Opportunities
☐ Does each program clearly say who it's for (age, level, beginner-friendly)?
☐ Are descriptions short and scannable (not long paragraphs)?
☐ Are dates, locations, and costs easy to find—or clearly noted as seasonal?
☐ Do programs sound welcoming and inclusive?

📱 Mobile check: Are program descriptions easy to read without zooming?

New Player Experience
☐ Do you have a page or section specifically for new players?
☐ Does it explain how to get started in simple steps?
☐ Does it reduce common worries (experience, equipment, commitment)?
☐ Would a first-time visitor feel confident signing up?

📱 Mobile check: Can a new player quickly find this page on their phone?

CTA Website Checklist

Calendar & Updates
☐ Do you list upcoming programs, sessions, or events?
☐ Is the information current (no past dates as highlights)?
☐ Do you avoid phrases like "Check back later" when possible?
☐ Would this page reduce emails asking, "When does it start?"

📱 Mobile check: Are dates easy to scan and not buried in long text?

Tone, Photos & Community Feel
☐ Does the language sound like a real person inviting others to play?
☐ Do photos reflect your actual players and community when possible?
☐ Does the site feel welcoming to beginners, families, and diverse players?

📱 Mobile check: Do images resize properly and load quickly on a phone?

Contact Information
☐ Is your contact email easy to find?
☐ Do visitors know how to reach you with questions?
☐ Do you set expectations (ex: response time)?
☐ Would someone feel comfortable reaching out?

📱 Mobile check: Is the email or contact button easy to tap?

CTA Website Checklist

Easy to Manage (For Volunteers)

☐ Are there pages that rarely need updates?

☐ Do you focus updates on dates, links, and announcements only?

☐ Could someone else step in and understand how to update the site?

☐ Does your site feel manageable—not overwhelming?

📱 Mobile check: When you update content, does it still look good on a phone?

Final Reminder

✔️ **Clear beats clever**

✔️ **Simple beats fancy**

✔️ **Updated beats perfect**

Pick one or two fixes to work on this month—small improvements make a big difference.