

Serving Up a Great First Impression Online

Have we met?

Joined USTA Georgia as Marketing Coordinator in June 2025

20+ years experience with marketing and website design

Tennis player since 2014

Married with one daughter who is a senior in high school and will be attending UGA in the fall



A close-up photograph of a tennis player's hands holding a tennis racket. The racket is filled with a large quantity of tennis balls, each featuring a bright orange half and a light green half. The player is wearing a white wristband on their left hand and a blue and white striped shirt. The background is a plain, light-colored wall.

Let's Warm Up

USTA 

Warm up questions...



How many of you currently have a website for your CTA?



If a brand new player landed on your site today, would they be able to get started in under 60 seconds?



When was the last time you personally looked at your website from a phone?

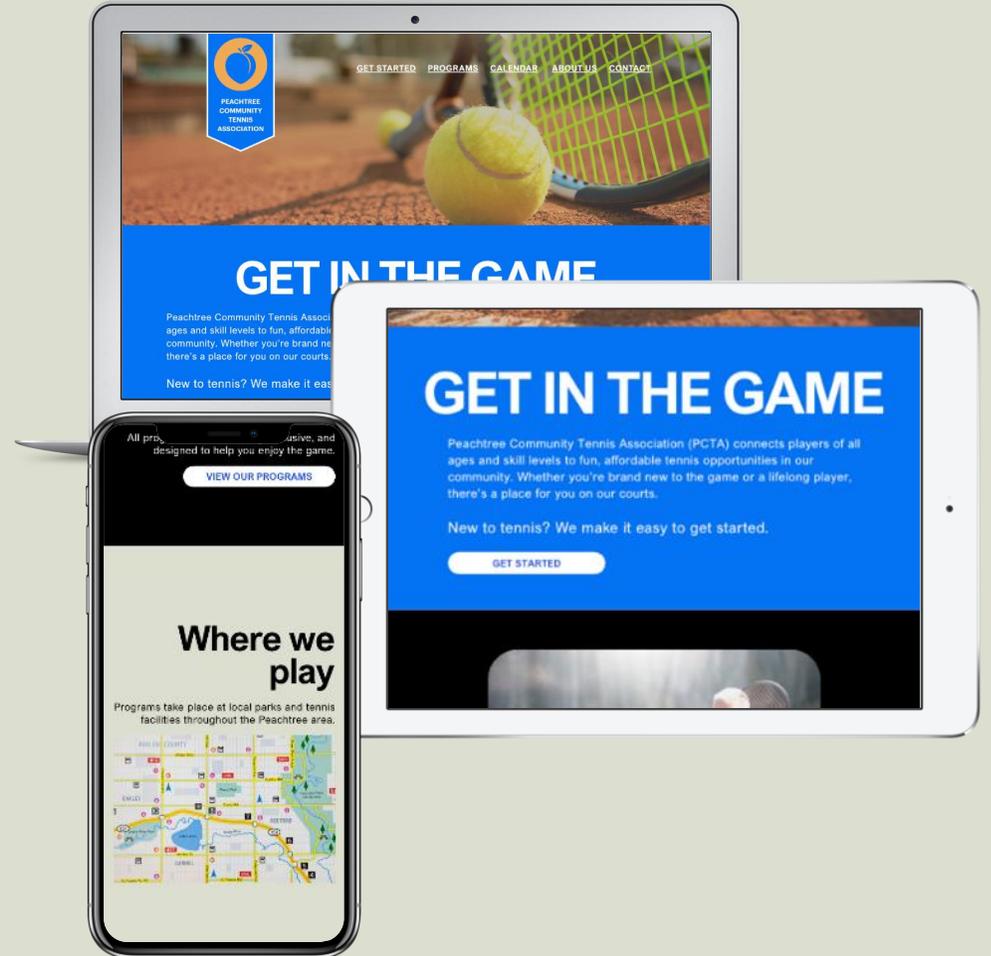
USTA 

Game Plan



Your website is often the first impression of your CTA

- Focus on content and user experience
- This is not about fancy design or being a tech expert
- Every CTA can do this - whether you are working on your own or have some help.
- Don't forget about mobile: Most people visit websites on their phones—about 60%—with the rest using desktops.



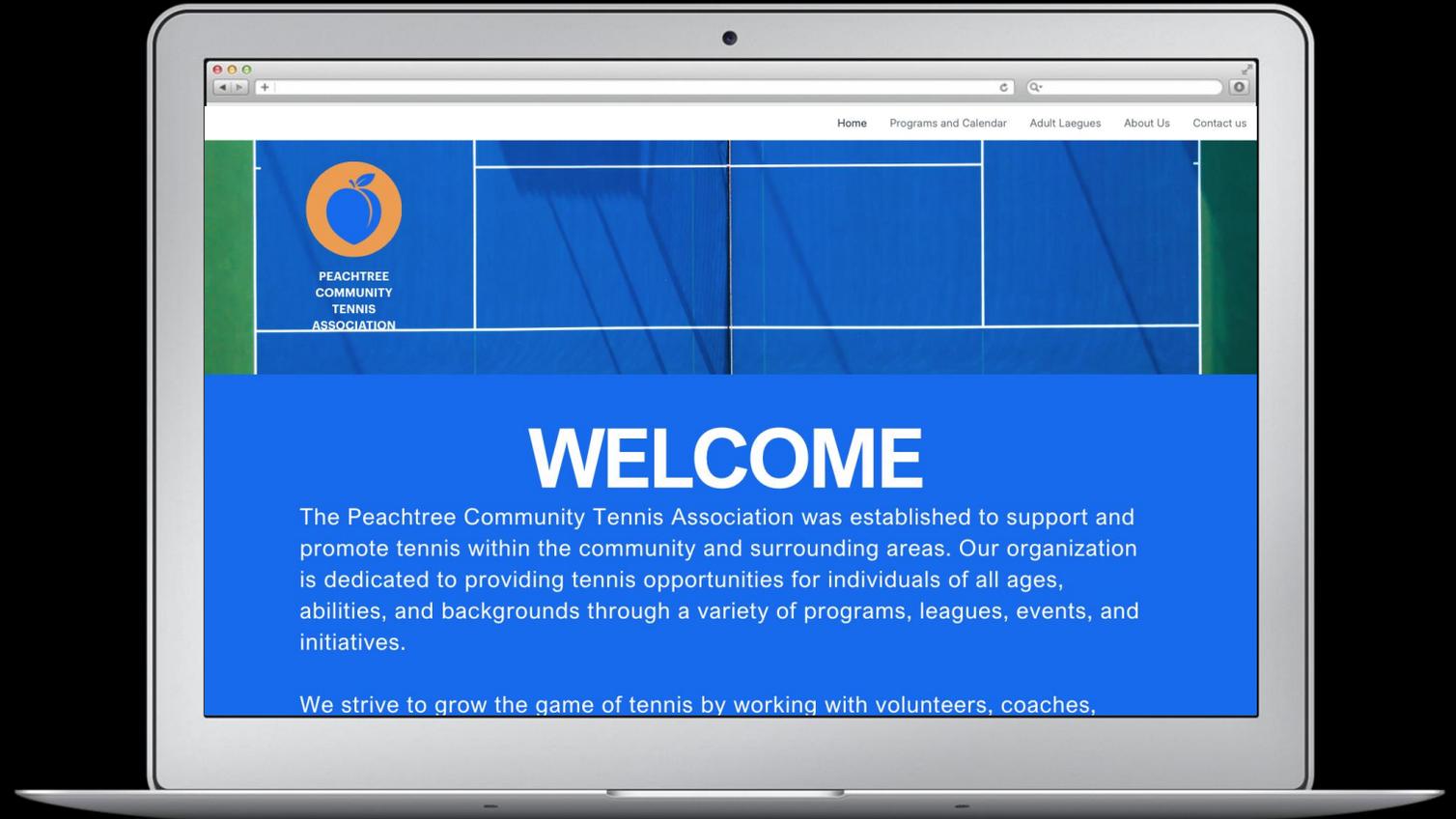


Let's See How It's Done

Let's take a look at an example website

We'll use a fake CTA, Peachtree Community Tennis Association, to show some before and after scenarios.

I'll show you some improvements to content, structure and a little bit of design.



BEFORE

AFTER



Managing your website



Make it easy to manage

A website that's simple and current is better than one that's perfect and outdated.

- Don't overbuild—simple beats fancy
- Use templates or repeatable layouts
- Update only what matters most:
 - Dates
 - Registration links
 - Contact info
- Schedule a quick monthly check-in (10–15 minutes)



Contact us

Have a question? Want to volunteer or partner with us? We'd love to hear from you.

Name

Email address

Leave a message

Your Canva profile name won't be shared. Never submit passwords.



Let's look at some real life examples!

ADULT LEAGUES JUNIOR LEAGUES CHAMPIONSHIP **SCTA** ABOUT US CALENDAR LATEST NEWS

WANT TO PLAY? MAKE YOUR MOVE

TENNIS LINK REGISTER FOR A TEAM

TENNIS LINK CREATE A TEAM

ABOUT US ADULT PROGRAMS JUNIOR PROGRAMS **USTA ATLANTA** NEW TO TENNIS COMMUNITY PICKLEBALL TENNIS LINK

FIND YOURSELF IN THE GAME
GET PLAYING. BE ACTIVE. HAVE FUN WITH FRIENDS.

CALENDAR SIGN UP FOR OUR E-BLAST

TENNISLINK REGISTER FOR A TEAM

TENNISLINK CREATE A TEAM

SATA SAVANNAH AREA TENNIS ASSOCIATION VOLUNTEER DONATE CONTACT

HOME ABOUT LEAGUES OUR OUTREACH USTA RESOURCES TENNISLINK

We are SATA. Tennis for Everyone.

Savannah Area Tennis Association is a nonprofit designed to promote tennis and healthy living in the Savannah, GA, area. As a subset of the United States Tennis Association, SATA has over 1,400 members and organizes leagues, outreach programs and casual tennis events. Whether you want to play competitive tennis, learn for the first time or just play for fun, SATA has something for you.

Learn to play Play casual tennis Join a league

How do I get started?

- Add a call to action to your homepage
- Add a "New to Tennis?" section
- Simplify one program/league page
- Make your contact info easy to find
- Ask someone new to test your site



Questions?

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