

TOP 5

Tips to Optimize Your Website

Mobile-First Design

More than 50% of web traffic in the US is done via a smart-phone. Get with the times. If you're squinting and frustrated with your WWW, so are your site visitors. This tip applies to email marketing too!

Speed is King

Slow is not an option. People will bounce, and Google will penalize you. Start with optimizing the pretty images of your course and clubhouse, and also auditing your web hosting solution.

Easy to Navigate

From top-to-bottom, front-to-back, left-to-right. Your visitors want to book and buy, not hunt and peck. Survey a sample set of site visitors to ensure they're having a good site-surfing experience.

Smart Content & UX

Feature high quality course and venue visuals, no more than 3 clicks to book a tee time, and don't skimp on content that will help you sell lessons, groups and other venue-specific offerings.

Search Engine Friendly

Follow best practices - including keyword research, on-page and meta data copywriting, internal/external linking, and smart CTA buttons. But first, set up and monitor Google Analytics to ensure site health, and for visitor insights.