

Website Audit

'Looking Pretty': The Customer Experience

When visiting your website what is the experience like for the online golfer? Can they find the information they need quickly and easily? Is it clear how they can book their golf with your club?

Y N

1. Good design and styling
2. Up-to-date content and information
3. New content added regularly
4. Good navigation
5. Easy to read
6. Easy to find all information (3 clicks)
7. No unnecessary distractions (flash, splash pages, music)
8. Easy to book (do business with you)
9. Immediate response to enquires
10. Quick to download (no big files)

'Doing the job': The Marketing Machine

How effectively is your club's website working as an online marketing tool to drive your club's business?

Y N

1. Multiple data collection points
2. Update your site at any time with no expertise
3. Request forms with automated responses
4. Updates itself with new golf content
5. Effective and clear calls to action on every page
6. Media section with downloadable images and information
7. Send emails at any time with no expertise
8. Full colour e-newsletters to keep in touch
9. Creates business with Search engines
10. Does it report site activity

If you would like an impartial review of your website please do not hesitate to contact the team at Golf Unlimited email jane.carter@golfconsulting.co.uk.

If you are thinking of investing in a new website for your golf club please take the time to consider Golf Club Network, endorsed by the Golf Union of Wales and now working with over 150 clubs they are the leading provider of websites and email marketing solutions to golf clubs. All websites also come with an optional fully integrated tee time booking system.

Visit www.golfclubnetwork.co.uk and www.onegolfnetwork.co.uk to find out more.

