Why you need a modern and responsive website for your golf club

Why Golfmanager

The industry's leading golf club management software

1	2	3	4
All-in-one	**100% cloud based**	**Revenue Booster**	**Unrivaled customer support**
Manage all your operations from one plataform allowing your team to be **more productive**. Golfmanager is the best golf club management software.	Work from any device and from everywhere. **No downloads, no updates** required. Your golf business solutions always on.	**Sell any product or service online**. Green fees, carts, food, activities, vouchers, transfers etc. Controle everything with the best golf POS systems of the market.	5 min average **time response**. We are always by your side to help you and advise you on anything you need.

100% cloud based

Control your golf operations from any device, anywhere

What you will find in this ebook?

You will find the importance of having an optimized website, the steps to follow to carry out the project correctly, the elements to make it differential, and the essential benefits

1. Introduction

We have already used this simile on several occasions, but we will never tire of insisting that a modern and optimized website is like a well-kept golf course where details matter.

Without a perfect online presence, we will hardly achieve a complete digitalization process for our golf club.

Unfortunately, it is still common to see golf club websites that are 6 to 8 years old where there has been no follow-up development after the launch. They also have designs and technology that have become obsolete, that are not optimized for mobile devices, that are unsafe and unreliable websites for users, or websites that have never had a basic content optimization to appear at the top of the search results of Google or any other search engine.

We think that **having a visually unattractive website can be compared to having a poorly maintained golf course.**

What would a player who arrives at our golf course for the first time think if, he sees that everything is neglected, that the tees are made of sand, that the greens are unkept, that the roads are dry, and that there are untended bushes and weeds all over the rough...? It would take away the desire to play, don't you think?

Likewise, and to make somewhat of an exaggerated comparison, do you think a player, without information of any kind, would go to a golf course difficult to find? Do you think he would access it by roads impossible to travel? What if he had to walk for 30 minutes to get there? Or without a single sign to guide him? Surely not, right?

Well, that's what a user who is searching the internet for a golf course in his next vacation destination sees and finds (if he finds it, by chance) an outdated website.

Think about this: what do most people do when they are looking for a solution or are interested in making a purchase (not just golf-related)? They turn to the Internet for information, right?

I**t is very common for a website to be the first experience that potential customers have with a company;** in this case, a golf club. This is how they learn about your products or services, how they communicate with the company and how they decide whether to buy your solution, product, or service. This rule applies to a golf club, especially the more commercial courses.

Therefore, a **modern website, with a very pleasant aesthetic, secure, easy to maintain, well-prepared for any type of device and optimized for search engines, is essential to achieve complete digitalization of our golf courses.**

2. Did you know…

0,2" Visitors take **only 0.2 seconds** to form an opinion about a website.

40% **40% of Internet users** leave a website if it takes longer than 3 seconds to load.

70% Nearly **70% of marketers** say personalized content is crucial to a website's success.

50% Nearly **50% of web users** say that if a company's site doesn't work well on a mobile device, they see it as a sign that the company doesn't care enough about its online presence.

60% **60% of shoppers' choices** are made online.

3. Steps to build a modern and optimized website

When we hear the phrase "modern and optimized website" we may think that it goes hand in hand with complicated web development, a team of specialized programmers, custom code, expensive plugins, and so on. However, there are design ideas for modern looking websites - single page, responsive websites, full screen header images - that are quite simple to create.

Thanks to our specialization within the golf industry, at Golfmanager we are able to develop fully modern and optimized websites that perfectly meet the needs of all golf clubs around the world.

And based on this experience, we will talk about the steps that we see as crucial when it comes to launching a **web renovation project:**

01
Planning

Proper planning is necessary before setting out to build a new website. Not all golf clubs have the same needs. There are private clubs and public clubs. Exclusive clubs for members and commercial golf clubs. Tourist clubs whose peak season is during the summer and other city clubs, whose peak season is throughout the year. In short, before launching a new website, it is necessary to ask yourself a few questions:

What is the main objective of the website?
Are we going to sell products online?
Do we want to get leads, or will it just be an informative website?
Who is our target audience?
How do we want to develop our new website, with a content management system (CMS like Wordpress) or custom-made?
How many pages do we want our website to have?
Are we going to have a blog?
Where is it going to be hosted?
Do we already have a domain that ranks in search engines?
Do we offer more services than golf?
Do we have digital marketing strategies to implement after launching our new website?
Do we have a qualified staff?

In short, a website involves a preplanning effort, which in the case of golf clubs is necessary and extremely important to achieve the best results.

02
Technology

A new website can be built with a broad range of technologies. From expensive custom developments, made by specialized programmers, to the popular content management systems or CMS. Both methods have their advantages and disadvantages.

A custom-made development will have everything you want for your website. However, it will be a very expensive website and difficult to maintain later.
A content management system, on the other hand, will be a little less customized (although not by much if we look at it from an aesthetic point of view) but it will be much cheaper and easier to maintain.

Based on our experience, we always recommend using a CMS or content management system for a golf club website. The needs of custom developments are usually for much more complex projects where they are able to provide different features.

But using Wordpress (or another CMS) does not mean using a template, those are different concepts. Wordpress can be visually customized as much as we want.

To give you an idea. More than 1.6 billion websites make up the Internet. One website for every 4.5 people in the world. Within this ecosystem that we call Internet there are 30% of sites that are custom developed, but the remaining 70% are created with one or another CMS (Content Management System). In total, more than 900 million websites use one of these content management systems. And of these, 60% currently use WordPress for maintenance. This represents more than 40% of the total number of websites in the world.

For all these reasons, we can safely say that Wordpress is the perfect tool to build the new website for your golf club.
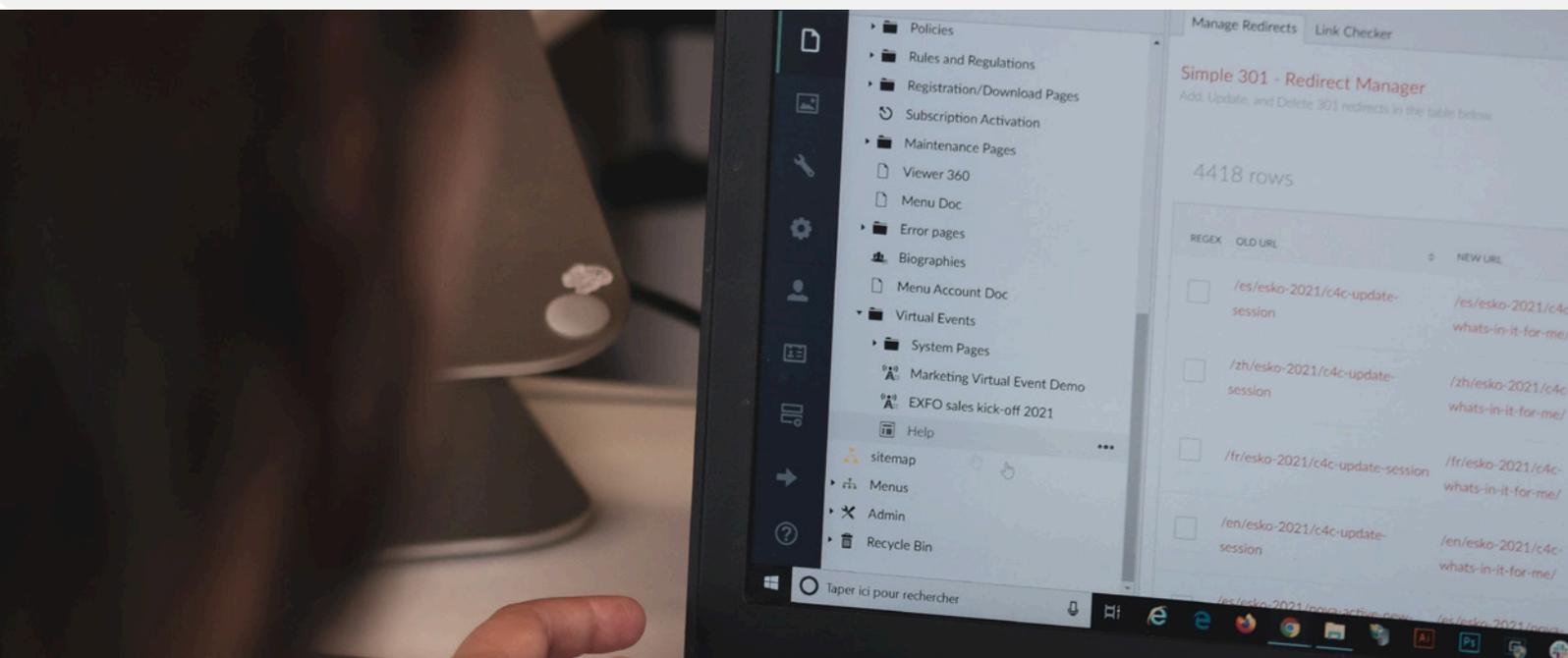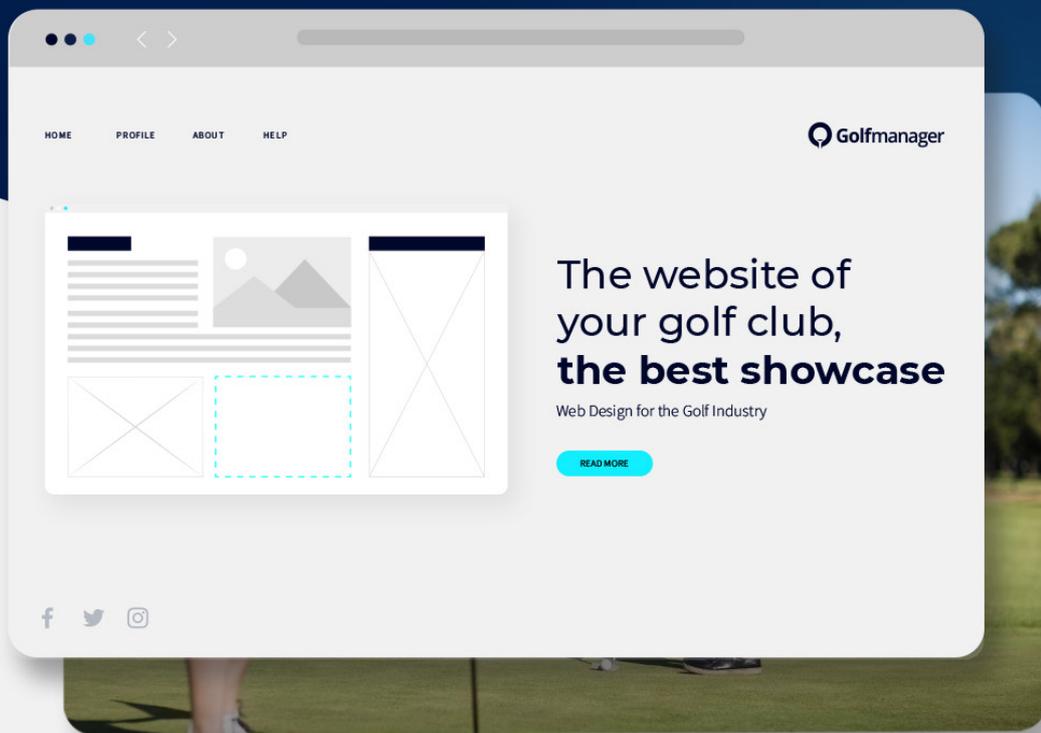
03
A website designed for users

One of the previously mentioned points is the definition of the buyer persona or target audience. There are different types of golfers who may come to a website to search for information about golf courses for different reasons.

Amateurs looking for golf lessons, more experienced players looking for new challenges and new and more complicated courses, summer players looking for a golf vacation, players with purchasing power who are looking for one type of golf course or another, etc.

In short, we have to think about what our users would like to find on our website and offer them the valuable content they are looking for.

When a user first visits a website (in any industry), it should be immediately clear to him what the company does. The time to make an impact on the user is limited (a matter of seconds). Therefore, it is necessary to be clear and concise. We must not allow the user to think too much or search too long.

In the case of golf courses, we have a very clear advantage over other industries because we have very well-kept natural spaces, which offer unique possibilities for pictures and video.

Show the facilities; describe the golf course holes; provide valuable information and content related to the game of golf itself; tips and tricks from professionals when playing on our course; additional services to golf, such as other sports, restaurants, recreational facilities, hotels, etc. As we like to say: The sky is the limit!

The user (player) who lands on our website must know immediately what he is going to find in our golf course. An outdated, not very visual, and not very intuitive website will give our club a bad image. On the other hand, a well-designed website, with a modern and detailed look, will make the user visualize himself on our course, putting his best swings into practice.
Ultimately, our website must be able to convince the user that our course is what they need to satisfy their desire or urge to play their next round of golf.

04

Suppliers and costs

Clearly, developing a new website involves costs that we must see as an investment and not as an expense. Investment, because thanks to the new website, the golf club will attract new players and possibly new sponsors to increase revenue and improve your bottom line.

But a modern and optimized website does not necessarily mean that it is an expensive website. Here, specialization and experience are a key factor.

At Golfmanager, we are based on market knowledge. We are golfers. We know what golfers want. We know what they need, and we also know the needs of golf club managers inside and out.

This allows us to offer highly specialized and efficient web developments, clearly based on our previous experience, with the sole objective of leading our clients towards a complete digitalization of their golf clubs.
In addition to the web development itself, we must consider other types of costs, such as hosting and domain necessary for our new website to be fully optimized.

Then, whether we are going to need external maintenance, if we are going to implement digital marketing strategies, maybe a blog, do we need the website in more than one language? These are questions that we must ask ourselves and that will determine the cost of the project.

Requirements

Web development
Domain
Hosting
Specialist developer

After

Are we going to need external maintenance?
Are we going to implement strategies of digital marketing?
Maybe a blog?
Do we need the web in more than one language?

These are questions that we must ask ourselves and that will determine the cost of the project.

05

Budget

Once these development costs are known, it will be necessary to set a budget according to the needs of our golf club. It is important to emphasize in the importance of having quality providers with broad experience who know how to transfer these needs to the new website.

Do not focus solely and exclusively on the price. Clearly, the economic factor will be something to consider when making a decision, but it should not be the only factor and perhaps not the most important one either.

If we choose the wrong supplier or the wrong technology, if we fail in the planning process and we do not manage to convey our values and our benefits to the potential player, or if we are not able to offer what the player is looking for in our website before coming to our club, then our new website will be an expense and not an investment.

This is a fundamental part if we do not want that to happen.

06
Manintenance
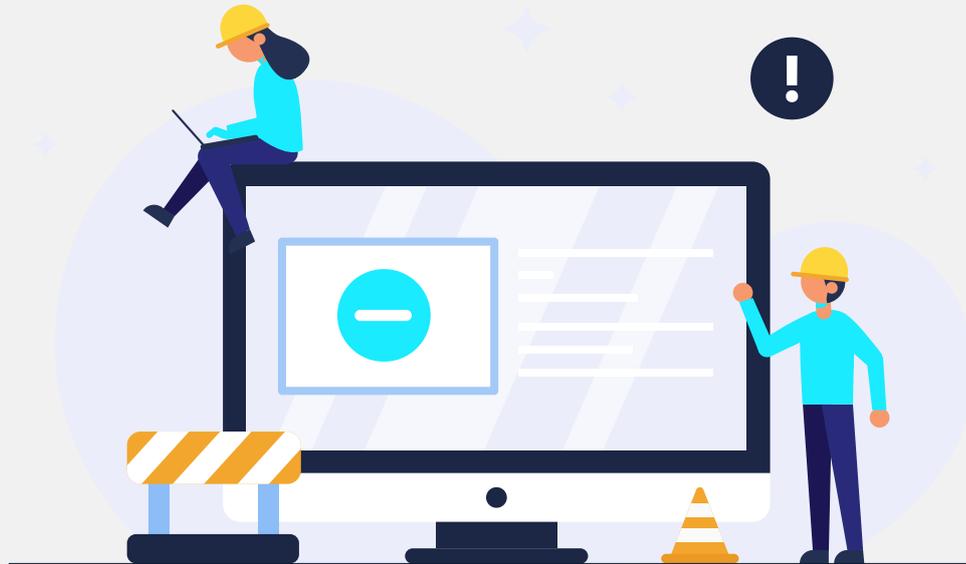
The effort of setting up a new website doesn't end with its launch. Now we have a really nice, modern, and optimized website for all devices and to appear in the top Google search results. But... What do we do with our new website? Do we abandon it again and leave it lying around for another 10 years?

Let's imagine that we get a new job as manager of a new golf club that is still under construction. After a year of hard work, the grand opening day arrives, and everyone congratulates us on the beauty of our new course and all the features it has to offer. But the next day, we do not have a maintenance team ready, we do not have a software capable of streamlining the daily tasks necessary for the proper operation of a golf club, we do not have staff capable of making the game flow ... We can all see clearly that we will never meet our projected revenue goals as managers, right?

The same goes for a website. Once launched, it is necessary to keep it updated, offer valuable content periodically, do security tests to avoid malicious hacker attacks, provide relevant information to the user, communicate tournaments, news, offers, etc.

In conclusion, a website is something that is alive, something that cannot be abandoned, that needs updating, maintenance, contents, and so on.

If we don't do all this, and much more, it is possible that over time, we will find ourselves in the same position we were just before we started to develop our new website; it will be abandoned again. This will give a bad image to our golf club, and even worse, it will stop helping us achieve the objectives we mention before.

4. What type of content should a good web site have?

A quality website should be clean, well-organized, easy to navigate, clear/concise, modern (in terms of style and design), functional, aligned with our brand and encourage the user to visit our golf course.

Modern design according to your brand

Typography, colors, photography or video style, communication style... Everything must be on par with our golf club's values.

Relevant information at a glance

Hours of operation, course location, contact information, links to social media, fees, tournaments, tournament results, rules of play and etiquette, course maps and information, game scorecards, club history, etc... Users who come to a website want a quick solution to their questions or needs and we must make it easy for them.

Search Engine Optimization (SEO):

Likewise, most of the traffic of any website comes from search engines (Google in 90% of the cases) and appearing on the top search results is essential. On the other hand, appearing on the tenth page is like not existing in the eyes of new users. Therefore, it is necessary to apply SEO techniques to be able to have an optimized website.

Built with a CMS (WordPress):

As we mentioned before, WordPress is the perfect tool to build a golf club website. It works very well with search engines, and it is intuitive and easy to use. Its flexibility and design possibilities are endless. It integrates seamlessly with almost any other tool; it has a community of developers that make it is at the forefront of technology. It has a community of developers constantly upgrading it, and the best thing about it is that it is free of charge.
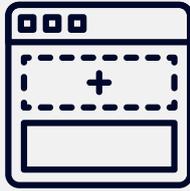
Easy maintenance

A good website must be built in a very clean way, so that someone who knows nothing about coding can be able to access it and modify the basic features. It will always be more efficient to have maintenance done by professionals, but our website should allow us to do basic maintenance on our own.

Security

Nowadays, having security tools is a must. Without an SSL certificate, Google will practically not recognize your website and that will the user think that your company is poorly ran and is unreliable. It is also necessary to have a good, updated website in terms of security, to avoid possible external attacks.

Responsive Capability

Today, half of the world's web traffic is from mobile devices. This means that our new website must be well built and designed for optimal viewing on any device.

5. Benefits of having a modern and optimized website

We are in the 21st century and the digital era has been here to stay for a few years now. It has arrived in everyday life and changed the way we do business. It has reached all sectors and golf is not the exception.

The Internet has become more and more important every day. A must-have tool for modern living, but you already knew that. You wouldn't be reading this if you didn't. After all, you have accessed the Internet to visit our website and find information about websites.

Now that we all agree about the need to have a website, what are the benefits of a modern and optimized website? What are the benefits of having a website that sets you apart from the competition?

Benefits

Here we list some of these essential benefits:

- It is essential for marketing

- Increases customer trust

- Is accessible 24 hours a day, 7 days a week

- Makes an excellent first impression

- It is cost-effective, and has a positive ROI

- It is accessible from any location and device

- Provides a very professional image

- Attracts a larger target audience

- Establishes a relationship between the golf club and customers

- Provides a hub for resources and information about the course

- Increases the visibility of our golf club

- Puts players first (it shows that you are thinking about their needs)

- It allows you to get important information from customers

- It is an opportunity to outperform the competition through SEO and better or more content
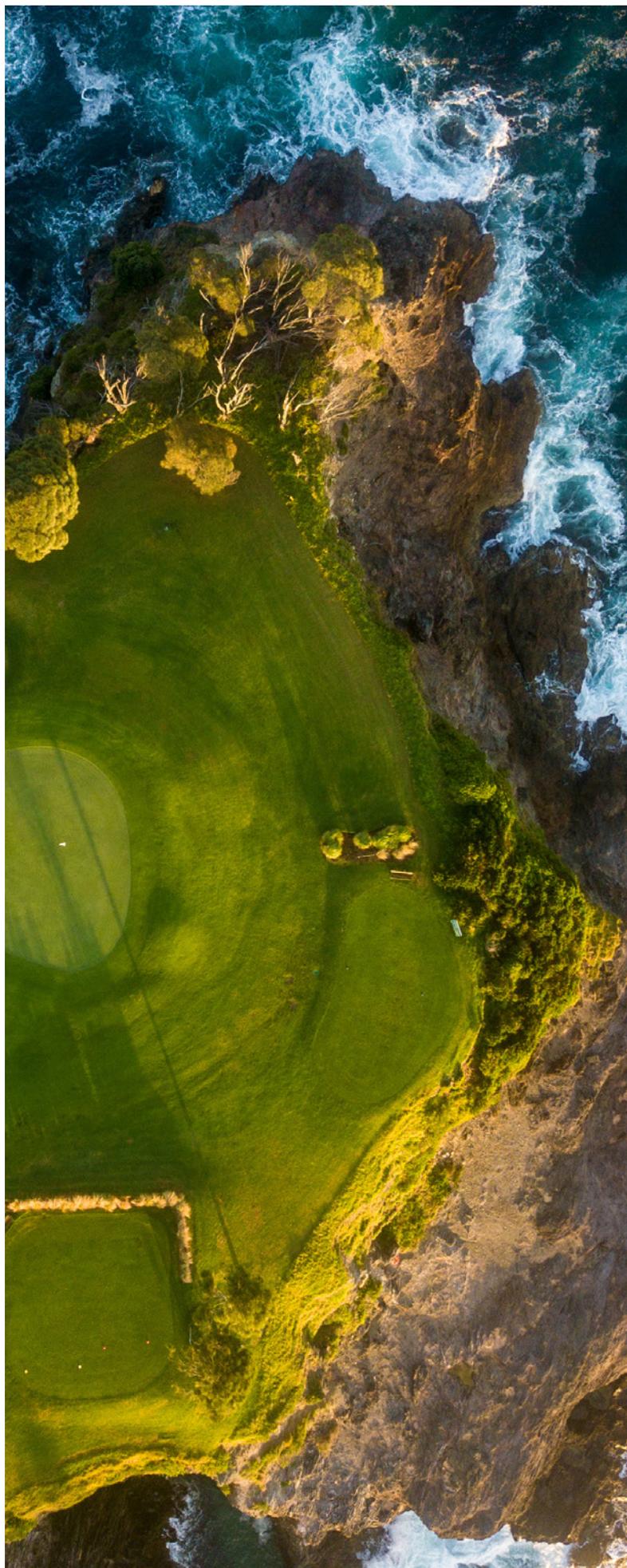
We are sure that by now, you can see the many benefits of having a modern and optimized website now that you are thinking of revamping your golf club's website.

Conclusion

So far, we have seen the importance of having a modern and optimized website, and we have seen the steps to follow to bring the project to a successful result. We have also seen the components that a website needs to stand out from the rest, and the benefits it brings, both for us, golf club managers and for players or customers (current and potential). We have also seen how our new website can be the basis of our digital strategy and we have seen how it is an investment and not an expense.

REMEMBER, (and this is the most important tip of all), building a website is like building a new golf course; there is a lot to consider and understand to achieve success and stay within budget. Quick builds often result in wasted money and a lot of regrets, mistakes or "should haves".

Let's be smart. Let's take the time to build our new website the right way, and let's trust those who know about the subject and offer all our knowledge to benefit our new website and, ultimately, our golf club.crecer tu club de golf.

Golfmanager

golfmanager.com