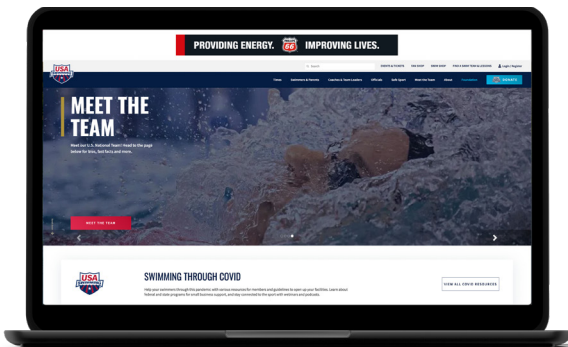# WEBSITE Tips & Tricks

Creating and maintaining a website can be difficult, but it is a necessary tool to help market your program. Learn about effective ways to utilize your website to promote your USA Swimming member club.

HOME PAGE

Your home page should be used to highlight important aspects of your team. The following are suggested items for your home page:

- Promote your team name/logo
- Use scrolling pictures (this is called a "carousel") in your header
- Link your latest social media posts
- List upcoming events
- Include programs your team is a part of (SSRP, Club Recognition Program, Club Excellence, etc.)
- Showcase coach education and certifications
- Recognize your partners

TAB IDEAS

The tabs on your navigation bar are an important part of your website. You want visitors to be able to quickly access areas of interest and learn more about your team. The following are suggested tabs to include:

- About Our Team
  Include information about your team.
  Mission statement, how your team is run (club, board or institutional), meet the coaches section, contact information, programs you offer, images from your programs, social media handles, partners, etc.
- Our Programs
  Include information about club groups, swimming lessons, etc.
  Explain how to sign up, who to contact for questions, as well as pricing and benefits of the program/s.
- Safe Sport
  Discuss what Safe Sport is and what measures are taken by your team to create a positive and safe environment for all members.
  Link your MAAPP and include your forms (dual relationship, lodging, transportation, etc.).
- Diversity, Equity and Inclusion
  Discuss the importance of Diversity, Equity and Inclusion and what it means to your team
- Community
  Showcase how your team gives back to the community through volunteering, donations, etc.
  Include images to provide a visual to viewers.

STYLE TIPS

- Create a color palette for your club and consistently use these colors, as well as selected font/s, throughout your website.
  o The color palette below is used on the USA Swimming website, and you'll see we stuck to those colors where possible. A strong color palette can give cohesion to your site, and you should think about colors that properly identify your team.

WEBSITE DO NOTS

- DO NOT use blurry images on your website. Instead, be sure you are using high quality images. If the image includes text, be sure the text in the image can be read with ease.
- DO NOT use a distracting background which prevents users from clearly understanding the content on your page.