

Content Formatting



Sean Rose, Marketing Director

Today's Agenda:

- Intuitive Navigation
- Formatting Best Practices
- Content Best Practices
- Awesome Calls-To-Action
- Social Media?
- Website Evaluations :)



Intuitive Navigation

Standard Placement

- Horizontal vs. Vertical
- Order Matters



Descriptive Titles

- Describe what will be found in each section
- Avoid vague labels (i.e. “Services”)
- Increased relevance with search engines



Limit Drop Down Menus

- Before moving the mouse, visitors have already made a decision about which menu item to click

Limit Menu Options

- Distill to 6-7 primary options
- Removing one label will increase the importance of the remaining options



Formatting Best Practices

Evenly Balanced Content

- Above/Below “The Fold”
- Break large paragraphs into shorter lines and lists



Clear Call-to-Action

- What do you want visitors to do next?
- “Register Here”



The screenshot displays the website for Alexandria Soccer Travel, featuring the club's crest and Adidas Premier Club branding. The navigation menu includes Home, Travel Information, Team Pages, Coaching Staff, Tournaments, and About Us. A sidebar on the left lists related links such as Press Release, Registration, and Cancellation and Refund Policy. The main content area highlights the 2016 Alexandria Soccer Kick-Off (ASK) tournament, noting that it is new for 2016 and will be a GotSoccer Tournament. A large, colorful logo for the Spring Kick Off Alexandria 2016 is prominently displayed. Below the logo, the dates and details for the ASK Girls Weekend (March 12 & 13) and ASK Boys Weekend (March 19 & 20) are provided for U9-U12 age groups. The text explains that the 2016 version of the ASK is a popular and age-appropriate "festival" format for U9 and U10 age groups, with U11 and U12 age groups participating in a tournament setting with finals hosted on Sunday afternoon's. It also mentions that the Alexandria Soccer Association is proud to offer the ASK on all turf fields in the city of Alexandria, and that registration is now open for all U9-U12 teams through GotSoccer tournament software. The registration links and deadlines are clearly stated at the bottom.

ALEXANDRIA SOCCER *Travel*

adidas
adidas premier club

Find us on: [f](#) [t](#) [in](#) [re](#) [ig](#)

Home Travel Information Team Pages Coaching Staff Tournaments About Us

Related Links

- Press Release
- Registration
- Cancellation and Refund Policy
- Division Structure
- Official Rules
- Festival Format
- Fields
- Check-In: Documents and Forms
- Emergency Information
- Referee Information
- FAQ

2016 Alexandria Soccer Kick-Off (ASK)
New for 2016: ASK will be a GotSoccer Tournament

Spring KICK OFF ALEXANDRIA 2016

March 12 & 13 - **ASK Girls Weekend** for U9-U12
March 19 & 20 - **ASK Boys Weekend** for U9-U12

The 2016 version of our Alexandria Soccer Kick-Off (ASK) will be our popular and age appropriate "festival" format for the U9 and U10 age groups. Our U11 and U12 age groups will participate in a tournament setting with finals hosted on Sunday afternoon's.

Alexandria Soccer Association is proud to offer the Alexandria Soccer Kick-Off on all turf fields in the city of Alexandria the last two years and again this year with the addition of two new turf fields in the city by spring 2016.

All U9-U12 teams will be registering through GotSoccer tournament software.

Registration is now open:

[Girls Weekend Registration Link \(Deadline: February 14, 2016\)](#)
[Boys Weekend Registration Link \(Deadline: February 21, 2016\)](#)

Clear Call-to-Action

Parkland Area Soccer Club

JOIN US PROGRAMS FIELDS PLAYERS COACHES PARENTS

Clinics / Camps
PASC in Action
PASC in News
Philadelphia Union Partnership
Sponsors
Team Pages
TOPSoccer Program
Volunteers
Have A Great Action Photo?

Field Closures

As of 1:00 pm EST, Sat Nov 7

- at Air Products - All Fields
- at Wehr's Mill (Covered Bridge Park) Footbridge 2

**VIEW ALL
FIELD
LOCATIONS**

Text Message Alerts | Field Directions



PASC U11 Girls Vipers - Hempfield Fall Classic Champions

The PASC Vipers headed to Lancaster this past weekend looking to "strike" at Hempfield Fall Classic Tournament opponents. The team knew the competition was going to be tough and they rose to the challenge!

Our first opponent on Saturday was a talented PA Classics Premier. Both teams played a cautious first half, but the Vipers came out with intensity in the second half, scoring 3 goals to secure the victory. Our second opponent was Lower Merion Epic, a competitive team from PAGS. But that didn't scare the Vipers as they held the run of play in scoring 3 goals against only 1 goal allowed.

Sunday was a new day with an early start and a biting wind chill. The Vipers

1 2 3 4 5 6 7 8 9

UPCOMING EVENTS

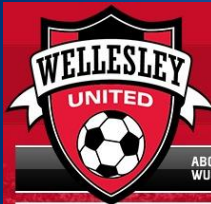
1/5/2016:
Winter Technical Training Starts
for boys & girls under 6

Registration

Contact Us

Subscribe
Newsletter

Donate



WELLESLEY UNITED SOCCER CLUB



ABOUT WUSC CURRENT SEASON ACADEMY PROGRAMS VACATION PROGRAMS FIELDS REFEREE PROGRAM HEALTH AND WELLNESS MEMORIAL DAY TOURNAMENT COACHES CORNER

Fall Kindergarten - First Touch

Wellesley United Soccer Club First Touch Program

WUSC Director of Coaching, Lewis Wright, is pleased to announce the details for Fall 2015 WUSC Academy training programs. The **First Touch** provides opportunities for dedicated and driven players within WUSC to experience high level coaching in a challenging and positive development environment.

Why a First Touch Program?

Player development is our number one priority at WUSC. We understand that no two players will develop at the same rate – the First Touch program creates an environment where players are presented with individual and collective challenges and given the tools required to succeed.

The First Touch program is an incredible introduction to the movement and coordination skills learned through soccer. The First Touch Program is also the next step along the WUSC player pathway and further illustrates our desire to develop our players at every age. A curriculum, designed by our DOC and tailored for this specific age group, will help your child learn the FUNDamental soccer skills in an exciting and creative environment.

First Touch Program Description

Cost: \$140

When: Wednesdays

Dates: 9/9, 9/16, 9/30, 10/7, 10/14, and 10/21. (Make up 10/28)

Where: Elm Bank Soccer Fields

Academy Program

Who: Kindergarten

Times: 2:00-3:00 pm

To register today go to: <https://secure.adminsports.net/wellesley/>

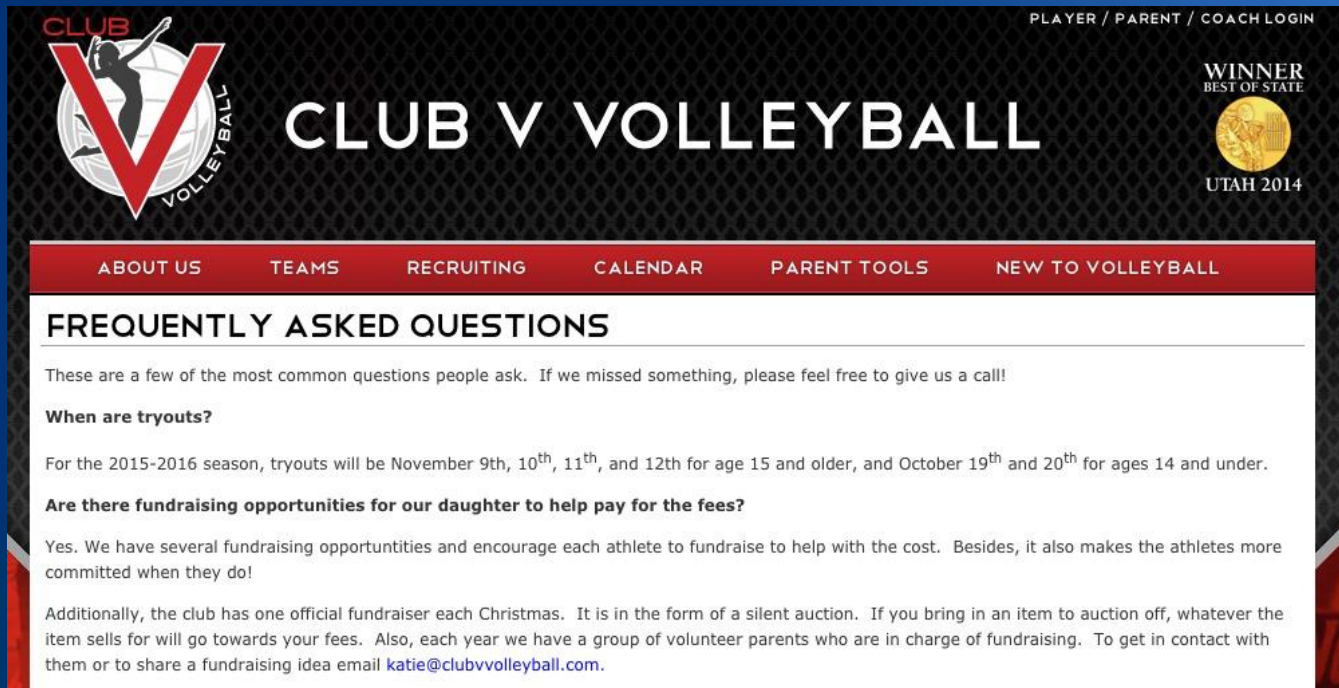
Program questions: Email Roxy Lee-Stewart at: programs@wellesleysoccer.org

Registration questions: Email Sue DeNatale at: wellesleysoccer@comcast.net



Text Formatting

- Keep text formatting consistent (Font, Text Size)
- Text Color
 - Avoid using blue text (represents links)
 - Avoid using colors for text to emphasize importance. Instead, bold and underline.



Content Best Practices

About Us Section

- Introduce the organization
- Include mission statement
- Can act as the key differentiator between your program and a competing program

The screenshot displays the Mill Valley Soccer Club website. At the top is a navigation bar with links: HOME, RECREATIONAL, DEVELOPMENT, COMPETITIVE, CLINICS & OTHER PROGRAMS, REFEREES, and ABOUT MVSC. A search bar is located on the right. The main header features the club's logo and name. Below the navigation bar, there's a red 'REGISTER HERE' button and a 'RELATED LINKS' section with a list of links such as 'MVSC Facts', 'What does MVSC do with my registration fees?', 'MVSC Board & Contacts', 'Soccerfest', 'Sponsorships & Supporters', 'MVSC By-Laws', 'Concussion Policy', 'Code of Conduct', 'Scholarship Policy', 'Positive Coaching Alliance (PCA)', and 'Fields'. The 'MVSC Mission Statement' section includes a photo of two young players on a field and text describing the club's history and goals. Contact information is provided at the bottom right. The footer contains copyright notices and a 'Powered By' logo for Demosphere.

MILL VALLEY SOCCER CLUB

HOME RECREATIONAL DEVELOPMENT COMPETITIVE CLINICS & OTHER PROGRAMS REFEREES ABOUT MVSC

REGISTER HERE

RELATED LINKS

- >> MVSC Facts
- >> What does MVSC do with my registration fees?
- >> MVSC Board & Contacts
- >> Soccerfest
- >> Sponsorships & Supporters
- >> MVSC By-Laws
- >> Concussion Policy
- >> Code of Conduct
- >> Scholarship Policy
- >> Positive Coaching Alliance (PCA)
- >> Fields

MVSC Mission Statement

Founded in 1978, the Mill Valley Soccer Club, a non-profit, volunteer run organization, promotes and develops the character of young athletes through the sport of soccer. By cultivating the growth of each player, enhancing his or her abilities and encouraging the achievement of individual goals, we strive to foster sportsmanship and the spirit of fellowship among all our members.

MVSC is committed to providing facilities, coaches, and opportunities for its players that will assist them in achieving their goals. Key among these are opportunities for individual skill development, health and fitness, teamwork and fun. We encourage each player to experience the thrill of competition at the level that meets their goals, enjoy the camaraderie of friends, and learn important life lessons through the shared experience of sports.

Contact: information@mvsc.org
Address: P.O. Box 138, Mill Valley, CA 94942
Tax ID: 94-2529355

ALL SEASON SOCCER
869 GRANT AVENUE, NOVATO
415 408 5550
866 4th STREET, SAN RAFAEL
415 845 8877
www.AllSeasonSoccer.com

Ashraf Orthodontics
children & adults

MARIN AUTO WORKS

NORTH BAY FC WAVE

Grilly's

© 2015 Mill Valley Soccer Club. All rights reserved.
© 2015 Demosphere International, Inc. All rights reserved.

Powered By **demosphere**

Mission Statement



Player Seasonal Soccer League United

[ABOUT US](#)[RULES & INFORMATION](#)[SCHEDULES](#)[REGISTRATION](#)

Vision, Mission and Values Statement

Vision Statement

Our vision is to have a program where we could work in partnership with soccer organizations to form and develop young boys and girls into leaders of the future.

Mission Statement

Work in building long term and life changing relationships with clubs and other soccer organizations to provide a quality soccer program at competitive level, as well as develop boys and girls with good discipline, good values, integrity and respect toward others.

Values

TEAMWORK: Working as a group to achieve a common goal across the organization, from league directors to our participating clubs or other soccer organizations.

RESPECT & DIVERSITY: Respect ourselves, each other and everybody that belongs to our organization while encouraging and embracing our diversity.

...develop boys and girls with good discipline, good values, integrity and respect toward others.

[ABOUT US](#) • [REGISTRATION](#) • [SCHEDULE](#) • [SPONSORS](#) • [SUPPORT RVC TITANS](#)

About Us

MISSION STATEMENT

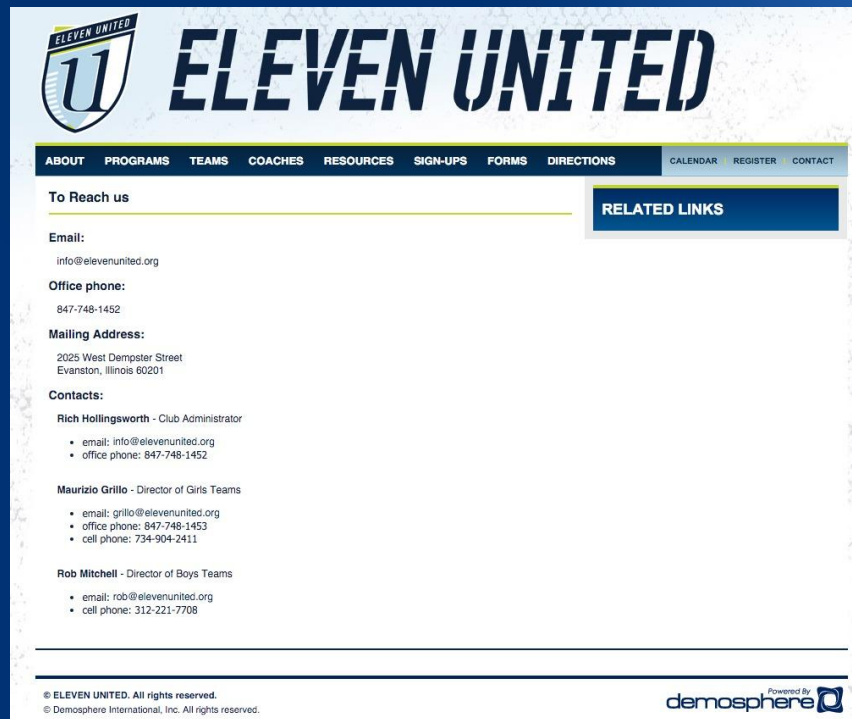
The mission of the Rockville Centre Youth Football League has 5 components:

- To teach the fundamental and proper techniques of the game of football, towards a goal of developing proficiency and greater understanding of the game, while stressing the principles of success – hard-work, pride, self-confidence and teamwork.
- To develop the habits necessary to create successful student-athletes—those who aspire to be great in their academic pursuits.
- To operate a first-class program, an emblem of civic pride, by developing athletes who respect each other, their coaches and their opponents by competing to the best of their ability.
- To give our athletes the tools that will enhance their appreciation of winning and being successful as well as deal with the reality of defeat, without adult ambition for personal glory.
- To build relationships, enjoy playing and coaching the sport, and have a little fun.

...to build relationships, enjoy playing and coaching the sport, and have a little fun.

Contact Us Section

- Written on the page vs. web form
- Who can I contact with specific questions?
- Include Name, Title, Email and/or Phone Number
- List a physical address for your club if possible



The screenshot shows the contact page for ELEVEN UNITED. At the top is the club's logo, which features a shield with a large 'U' and the words 'ELEVEN UNITED' above it. To the right of the logo is the text 'ELEVEN UNITED' in a large, bold, italicized font. Below the logo and text is a navigation bar with links: ABOUT, PROGRAMS, TEAMS, COACHES, RESOURCES, SIGN-UPS, FORMS, DIRECTIONS, CALENDAR, REGISTER, and CONTACT. The main content area is titled 'To Reach us' and contains the following information:

Email:
info@elevenunited.org

Office phone:
847-748-1452

Mailing Address:
2025 West Dempster Street
Evanston, Illinois 60201

Contacts:

Rich Hollingsworth - Club Administrator

- email: info@elevenunited.org
- office phone: 847-748-1452

Maurizio Grillo - Director of Girls Teams

- email: grillo@elevenunited.org
- office phone: 847-748-1453
- cell phone: 734-904-2411

Rob Mitchell - Director of Boys Teams

- email: rob@elevenunited.org
- cell phone: 312-221-7708

At the bottom of the page, there is a footer with the text: © ELEVEN UNITED. All rights reserved. © Demosphere International, Inc. All rights reserved. On the right side of the footer is the Demosphere logo, which includes the text 'Powered by' and 'demosphere' with a stylized 'Q' icon.

Frequent Updates

- Keep calendars and dates frequently updated
- Add dates in advance when possible (“Registration Opens”) to keep calendar in use

Events To Add

- Game Dates
- Practice Schedule
- Board Meetings
- Special Club Events
- Registration Open/Close

The screenshot shows the South Shore Recreation website. The header includes the logo and navigation links: ABOUT US, REGISTRATION, and CONTACT US. The main content area features a large blue ball with the text "GATOR SKIN'S Super 90" and a prominent "REGISTER NOW FOR GAGA" button. Below this, it specifies the event details: "Thursday 4:00-6:00 PM EST @ Seaford American Legion Seaford, DE" and "Registration opens 12/10/2015". A link "Please Click Here to Register" is provided. To the right, there's an "ANNOUNCEMENTS" section with "Open Programs Winter - GAGA" and details about the "Winter program", including session times and location. Below that, "Fees and Prices" and "Discounts siblings..." are listed. At the bottom right, there's an "UPCOMING EVENTS" section with a calendar for December 2015.

South Shore Recreation

ABOUT US | REGISTRATION | CONTACT US

OPEN REGISTRATIONS

REGISTER NOW FOR GAGA
Thursday 4:00-6:00 PM EST @ Seaford American Legion
Seaford, DE
Registration opens 12/10/2015
[Please Click Here to Register](#)

FOR AERIAL FOOTBALL | **Register Now for GAGA** | **Nerf Sideline Soccer**

ANNOUNCEMENTS

Open Programs
Winter - GAGA

Winter program

- GAGA 7 - sessions 4-6pm - starts Thursday Dec. 10 2015 @ Seaford American Legion
- 1132 Penatquit Ave, Seaford NY 11783

Fees and Prices
Registration Fee: \$130.

Discounts siblings...

[+] Continue..

UPCOMING EVENTS

December 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

Make Registration Easily Accessible

- Use buttons and menu options



KATY SOCCER ACADEMY 14

HOME ABOUT US PROGRAMS TEAMS **REGISTER** DIRECTIONS

FREE SOCCER CLINIC DECEMBER 12TH

Run by Dutch coach Everick Stoelwinder

WWW.KSA14.ORG

KSA 14 FREE SOCCER CLINIC DECEMBER 12th 2015

RELATED LINKS

- **Register Now**
- HOUSTON DYNAMO/DASH LEAGUE 2015
- STYSA
- FREE SOCCER CLINIC REGISTRATION 12/12/2015
- Affiliates
- KSA 14 Medical Release Form
- KSA 14 Little Kickers
- FOOT SKILLS

1 2 3 4 5 6



LONG ISLAND PREMIER FOOTBALL CLUB

ABOUT US COACHES TEAMS TRYOUTS PROGRAMS **REGISTER** PARENTS PLAYERS FIELDS CONTACT

LONG ISLAND PREMIER FOOTBALL CLUB

Winter Training Schedule

Thursday & Friday

Time	Ages
5pm - 6pm	U5, U6, U7 & U9
6pm - 7pm	U8, U10 & U10/11B
7pm - 8pm	U11, U12 & U14

LIIFC players December 3 to March 11
No training December 24, 25, 31, January 1 & February 25, 26

UPCOMING EVENTS

Mon, Dec 14	Winter Registrations
Tue, Dec 15	Winter Registrations
Wed, Dec 16	Winter Registrations
Thu, Dec 17	Winter Registrations
Fri, Dec 18	Winter Registrations

TOURNAMENTS

ARE YOU A PLAYER INTERESTED IN PLAYING FOR US?

WHY PLAYERS & PARENTS CHOOSE US

HEADLINES

End of Fall 2015 Season

Winter is Coming.

LIIFC Boys '03 looking for players

PHOTO GALLERY

DEVELOPMENT PROGRAM

WINTER SUPPLEMENTAL TRAINING

GOALKEEPER TRAINING

LI Premier FC 3 2 Roslyn



SPONSORS, PARTNERS AND AFFILIATES



REGISTER NOW!

FACEBOOK

YOUTUBE

© Long Island Premier FC. All rights reserved.
© Demosphere International, Inc. All rights reserved.

Powered By demosphere

Images

Alt Tags

Add **keywords** to describe images added to your site.

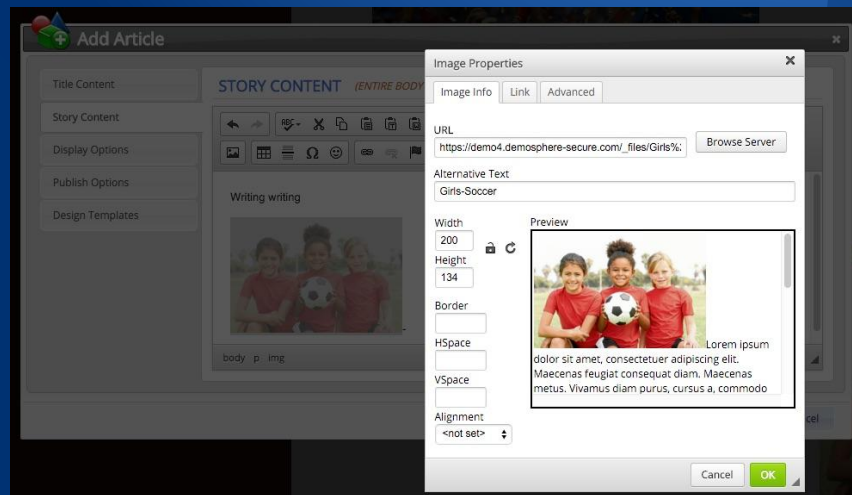
Check Alt Tags

- [view-source:http://www.yourdomain.com](http://www.yourdomain.com)
- Search “alt”
- alt= “ ” means tag isn’t complete
- Click link to see the image

```
"/></p>  
<a href="/usyouth.gif" alt=""  
.gif" alt="" /></a>  
" alt="" /></a>  
0PM.png" style="width
```

Add To Images

- Add Article Content
- Add an Image in the Story Content
- Fill out Alternative Text



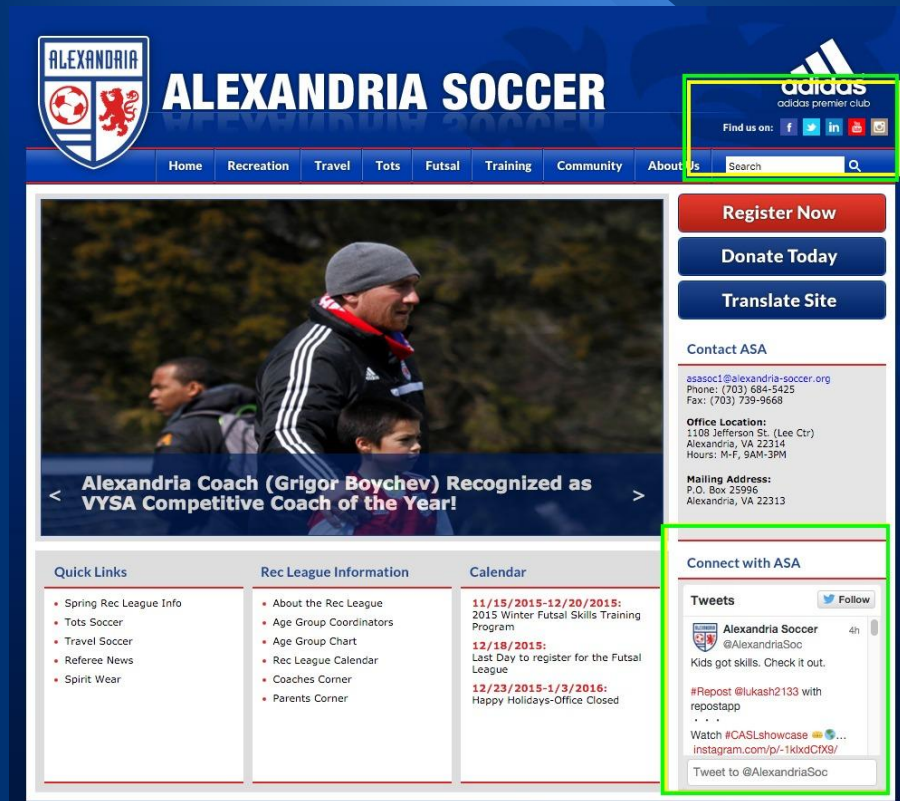
Social Media

Website Integration

- Home Page Icons
 - Properly Linked
- Live Twitter/Facebook Feeds

Other Social Media

- Instagram
- YouTube
- Time Constraints



- One vs. Multiple
- Want to keep visitors on the site
 - Embed Feeds

[ABOUT](#) |
 [FACILITIES](#) |
 [MULTIMEDIA](#) |
 [TEAMS](#) |
 [DEVELOPMENT](#) |
 [COLLEGE CONNECTION](#) |
 [STAFF](#) |
 [SPONSORS](#) |
 [PROGRAMS](#) |
 [NEOFC STORE](#)



NORTHEASTOKLAHOMAF.C



[HOME](#) |
 [SITEMAP](#) |
 [CALENDARS](#) |
 [PRINT](#)

[read more...](#)

NATIONAL "D" LICENSE

UPCOMING EVENTS
HEADLINES

12/1/2015-12/31/2015:
2016 Academy Spring Registration

12/18/2015-12/20/2015:
USSF National "D" Course



Bailey Ranch

ADMINISTRATIVE LINKS

[Contact Us](#)

[Manager Portal](#)

NEOFC TV

1/1 2015 OSC Benefit Small s...





Leading Local Fútbol

Youth (U7-U19)
Academy and Competitive Soccer

NORTHEASTOKFC.COM

FIELD STATUS

RECENT RESULTS

LATEST TWEETS

Tweets





Northeast OK FC @neofcsoccer 28 Feb 14

Owasso soccer fields are closed this weekend



Northeast OK FC @neofcsoccer 14 Oct 13

All Courts and Classroom Buildings

Tweet to @neofcsoccer

Free Content Review

For a limited time, get a free website content review from Demosphere when you join the WebWriter family before 2016!

- Navigation Bars
- Evenly Balanced Content
- Text Formatting
- Individual Pages
- Update Frequency
- Sponsors
- Social Media

More Information On WebWriter!

- Best-In-Class Support
support@demosphere.com
- [Demosphere Blog](#)
 - [Navigation Mistakes](#)
 - [Successful Website Checklist](#)
 - [Spooky Website Problems](#)
 - [Fall Website Prep](#)





Sean Rose

Marketing Director

srose@demosphere.com