



DOES YOUR WEBSITE NEED A LITTLE SPRING CLEANING?



Spring has sprung! Clocks have been set forward and winter is officially over. What's on your radar for Spring Cleaning? Clean the gutters? Strip and wax the floors? Power wash the entrance? Clean the monitors? Have the vent hood steam cleaned? Inventory and clean the rental shoes? Many centers took the opportunity to do deep cleaning while the

center was closed so there's not too many things left on the list. However, one item that is often overlooked is the center website. Yes, putting time on your Spring Cleaning schedule to spruce up, and review the website will be time well spent. After all, your website is an integral part of your business.

- Serves as an anchor for your marketing
- Promotes and sells your services
- Connects with new customers and helps engage and retain existing customers
- Helps smaller centers compete with larger ones
- Builds credibility

Often the center website is the first point of contact for new customers. Make it count. Be sure information is current, accurate and inclusive. A center website offers an endpoint and great call to action that should be included in all marketing messages. By adding your website url to all marketing messages, potential customers can conveniently learn about your products and services. The website should be the home to all the center's important information and a helpful resource. Information should include:

- Center address
- Center phone number
- Contact form or contact email address
- Hours of operation
- Offerings (what can they do)
- Programs
- Prices
- Special promotions
- Upcoming events
- Loyalty Program
- Honor scores/news

It's important to include the information customers are looking for. How do you know? Ask the employees what most incoming phone calls are pertaining to or have a chat with the Events Coordinator to find out what the most frequently asked questions are. Also make sure you are featuring your unique selling proposition (USP), which is a statement that differentiates your center from your competitors.

A center website is a great source to build credibility. Won any awards lately? Been recognized in the local news? Be sure to share your success! If you've got it, flaunt it!

However, on the flip-side there are a number of things that can appear on the site that can quickly diminish your credibility. Therefore, during your Spring Cleaning, make sure to scan the website and avoid the common mistakes that can tarnish your credibility.

- Outdated information
- Old or outdated layout
- Spelling and grammar errors
- Poor quality photos
- Photos with watermarks – make sure you have proper permission to use photos.
- Incorrect information
- Broken links

Now, more than ever before, customers are expecting to be able to conduct all their business online. From banking and shopping to planning their next outing. Is your center website making it possible to conduct business with you? Is the website mobile friendly? Is the center being found when customers are doing a Google search? Are you offering reservations online? Can customers conveniently purchase gift cards? Don't give your customers a reason to go someplace else for their entertainment needs just because the website didn't satisfy their needs. Take time to make sure your website is robust and the first impression customers get is a true representation of the center brand.

[SOS 10 What Message Does Your Website Tell](#)