

SEO Plan Outlines

Client: Local Tennis Leagues Ltd / LTA | Date: 09.10.15 | ref: VC002674LTA | Url: localtennisleagues.com / Sally Kinnes / Nigel Billen

User Journey / UX

- Who
- Why
- What
- Where
- What do I get
- How much?

Home Page: The homepage of the website could be further improved to give a better user experience.

Three factors that are not going to change for a user

- Location
- Ability
- Reason for wanting to play tennis

- The website is in essence a geography website about matches tennis players by location and then ability.
- A list of league locations or a map would be a good idea on home page
- Additionally engagement boxes, 'click here for beginner' etc. (example: <http://www.lta.org.uk/member/>)
- We could also add reasons for wanting to play
 - Meeting new people
 - Health
 - Fun
 - Cost of club membership
 - Lack of opportunity, no one to play with etc.

Setting website apart from the crowd

- Home page logos and associations / LTA / Local counties / authorities
- Images of people / photo gallery



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Join a League page (<http://www.localtennisleagues.com/leicester>)

- We were not sure what to do on this page, we think this could be improved especially as this is a geo landing page (example Bruce Castle tennis league)
- Could the number of players (by level) be listed here?
- Could the section be more rounded ie talk about where I play how often, the best player etc. / Images / photos

Possible missing menu items

- Why join the league?
- What does it cost?
- What do I get?
- Who helps assists (umpires!) runs things etc. (<http://www.localtennisleagues.com/about/gettingstarted> is good could this be developed)

FAQs

All of these points could be made into pages leading on from home page player ability / why join sections.

Story (<http://localtennisleagues.com/about>)

Can this be developed into a section on why what where etc.

- Who
- Structure & Vision / philosophy
- Careers / Policies & Rules
- Sponsors / Press & Media
- Affiliations / Safeguarding & Protection



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Social Media / Facebook / Twitter

- 993 likes (FB)
- Regular posts
- What is the traffic from Facebook to the site
- What is the traffic from twitter?
- Conversion level?
- Images of players? (could this be part of the website / gallery / profile conception)

Geo targeted SEO – “Local tennis leagues in your area”

Latest: <http://www.localtennisleagues.com/dorchester>

Geo Keyword traffic

- Dorchester tennis league #4
- play tennis Dorchester #8th
- Find people to play tennis with in Dorchester #1
- Dorchester tennis #12th
- Dorchester tennis courts #9th
- free tennis Dorchester #5th
- Dorchester tennis club #
- things to do in Dorchester #



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Page content / Dorchester

Need to create a Dorchester hub page. Once I am in a hub page do I need menu links to London?

- Overview
- How It Works
- Courts + Booking
- Your Feedback
- Results

Need to be broken into separate pages and developed, similar to <http://localtennisleagues.com/dorchester/currentsinglesround> or <http://localtennisleagues.com/dorchester/singles/signup>

1. Could we add a list of players to hub page, could we add their level?
2. Profile Pic could these be listed in geo hub page
3. Feedback is empty for Dorchester (looks like there are no players)
4. All leagues start with h1 of "Welcome to the league!" when it could be "Welcome to our Dorchester League."
5. No postcodes
6. **NB** Top menu change (<http://www.localtennisleagues.com/leagues>) remove town / city locations / create county pages (tennis league surrey #6)

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Notes

- **Suggest a location?** Does anyone do this? What is the level of engagement between members and LTL.
- **Shop?** How important is this within SEO plan? Is it not a priority for LTA but for LTL?
- <http://localtennisleagues.com/register> does the calendar for choosing DOB is this correct?
- Year is incorrect it starts at 1925 (Which would make some-one 90)
- Only goes up to 1998 (the above 18 age limit has not been explained)
- Tennis levels “7 - I'M A WINNER WITH WEAPONS” might be taken the wrong way
- LTA rating?
- British Tennis Member?
- Google maps?
- Some of the courts are free, do the others have a price? Is this important; is there any value in telling people how to book?
- League you are interested in * has no value in sign up form last page
- How did you hear about the league? *need to have Google!
- Error page at end of sign up
- Rules and reg could the word “rules” not be so prominent?
- First email send on reg could be more engaging