

Designing Your Website Just Got Much Easier

When Lisa Schrag took over as manager at Chabot Canyon Racquet Club in Oakland, CA, a few years ago, she knew the facility's website needed a makeover. But the website, which was originally designed in the late 1990s, had been put on the back burner while other responsibilities took over Schrag's time. A few months ago, however, she realized it was time to catch up with technology.

After speaking with other pros in the northern California area, she heard about TennisConnect, a website builder/editor designed specifically for the tennis industry that allows you to upgrade your existing site or build a new one using friendly content-management tools.

"After doing some research and hearing some great feedback on the software, I knew TennisConnect was just what we needed to revamp our web site," says Schrag. "But I knew I didn't have the time to make the site look and do exactly what I wanted it to."

So Schrag hired an Authorized Service Provider (ASP) through TennisConnect to do the hard work for her. Finding an ASP is easy with TennisConnect's online forums, which provide reputable and high-quality web designers that are familiar with the TennisConnect software.

"We have a diverse selection of ASP's for customers to choose from," says Charlie Ruddy, the TennisConnect Product Manager. "There are part-time freelancers that can do stunning graphics in a few hours, independent business people that do full-site design, and companies like XMG that do software configuration and managed services. We also make sure that there is a balance of not only freelancers but companies as well so customers can choose their price point and degree of structure and formality."

Schrag decided to hire Bunny Van Cise, an independent web designer who has an extensive background in graphic design. The club's revamped website went live in July, and Schrag couldn't be happier with the results.

"Bunny did a wonderful job, and she was so easy to work with," Schrag says. "She was responsive to all my needs and dedicated to making sure everything on the site was high quality. The site would never look this good without her special attention to detail. I have gotten so much positive feedback from the members at the club and the site is now so easy for me to update on my own."

"Tennis websites can be made attractive for reasonable prices," Van Cise says. "My key phrase is image is everything. How others perceive your business is the key to your success. So working with a designer, you have a much better chance of presenting the image and getting the message across that you would like your customers to see."

To check out Chabot Canyon's new website visit www.chabotcanyon.org

If you're interested in hiring an ASP to design your TennisConnect website, visit www.tennisconnect.com and click on the "partners" page.