SportsPress

6 ESSENTIAL THINGS TO INCLUDE ON YOUR BASKETBALL WEBSITE

1. About and Contact Pages

Your biggest fans probably know everything about your team but that doesn't mean you should leave out the information about your team. Your website won't attract just your biggest fans so including a brief history of your team is necessary. Similarly, a contact page is essential for any website. Make your contact information readily available so potential players, sponsors or fans can get in touch with you.

2. Team Schedules

In today's busy world, it's all too easy to lose track of information we consider important. Your website should include a calendar of upcoming games so your fans can easily stay up to date and get ready for the big game ahead.

3. Live and Archived Streams

There will be times where your fans simply won't be able to make it to your game. But if you take the time to set up a live stream of your game directly on your website, they will be able to watch it no matter where they are, even after the game took place. Little things like these will go a long way to keeping your fan base happy and showing them that you truly care about them.

4. Team Photos

Aside from a standard player gallery, consider including photos of your team's practice, bus rides, and games themselves. Photos are a great way to show the fun moments behind the scenes and add a personal touch. If you want to go the extra mile, include videos of moments that happen before the game.

5. Sponsors Section

If you're looking for a sponsor for your team, a dedicated section on your website will go a long way towards finding sponsorship.

6. Statistical Information

Fans love statistics. Make it easy for them to find the information they crave by including your team's statistics on your website. This can include league tables, leaderboards, detailed player information, and more.

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