Here are 8 tips that will help you keep visitors on your site longer and direct them to other pages on your site so they can learn more about your sports team!

1. Feature A Team Photo In The Header

When a visitor lands on your page, you have mere seconds to capture their attention. A large team photo in the header along with your team name and a button that sends them to your About page is a great way to capture that attention.

2. Share Your Latest Match Result or a Replay

Your homepage should also feature your latest match results so anyone who lands on your site can see how good your team is. Alternatively, consider posting a link to your last match replay so visitors can easily access it and get immediate action.

3. Focus On Achieving Your Goals

It goes without saying that your website should help you achieve the goals you have planned for your sports team. Your homepage is a great opportunity to funnel your visitors to where they can help you achieve those goals. Use it to link to your sponsorship page or to promote the latest products in your store. Or feature a prominent donation button if you'd like to get more donations for your team.

4. Make Sure Your Website Is Mobile-Friendly

More and more people are using mobile devices to browse the Internet, not to mention the search engine giant rolled out their mobile-first index. This means your website, and thus your homepage, needs to be mobile-friendly.

5. Make Your Site Easy To Navigate

Another way to make your homepage more user-friendly is to make your site easy to navigate. You can do this by reducing the amount of menu items in your primary navigation and linking only to the most important pages on your site.

You can use a secondary menu, a drop-down menu or footer navigation to link to less important pages such as site policies.

6. Give Them An Opportunity To Join Your Email List

Your homepage should include a form that allows visitors to sign up for your email list. You can use an incentive such as exclusive content which includes letting them be the first to get access to match replays, discount codes for new merch in your store or best tickets in the house for an upcoming match.

7. Design With Visual Hierarchy In Mind

Make sure your homepage flows in a logical way which highlights the first thing you want your visitors to do followed by the next logical step.

Include call to action buttons throughout your homepage that match your website goals. The buttons should stand out from the rest of the website so using a contrasting color is highly recommended.

Place your most important call to actions near the top of the page and reserve the bottom of the page for less important call to actions.

8. Make Sure Your Homepage Is Easy To Read

Make sure your homepage is easy to read. The homepage copy should be clear, compelling, and concise so visitors can easily scan it even on smaller screens. Be sure to also use legible fonts, use headings to make a visual distinction between different sections of your website, and set your font size to at least 16px.