

### ✓ 1. Survey Your Fans

Use Typeform, SurveyMonkey or PollDaddy to create a simple survey and ask your fans what type of content would they like to see on your website more often.

### ✓ 2. Update Your Content

Update your About page as well as your Team Players page, individual player bios, and any other page on your website that lists events from the past year.

### ✓ 3. Refresh Your Design

Consider changing themes on your website if your design hasn't been updated in awhile or if your website isn't responsive or loads slowly. If you recently redesigned a website consider adding more visuals and making your website easy to navigate.

### ✓ 4. Check Your Website's Performance

Check your website's appearance on mobile phones using Google's Mobile Friendly Test. Check how fast your website loads using Pingdom Speed Test. Optimize your images by properly naming them and adding ALT descriptions. Check the links on your website and remove any broken and outdated links using a plugin like Broken Link Checker.

### ✓ 5. Backup Your Website

Update your website's files and database and consider installing a backup plugin to perform backups on a regular basis. Keep your theme and plugins up to date.

### ✓ 6. Create an Editorial Calendar

Map out important dates for your team and for the upcoming season then plan your content accordingly – be sure to include your social media updates into the editorial calendar as well.

### ✓ 7. Start an Email List

Create an account with MailChimp and use their plugin to add email signup forms to your website so you can start growing your email list and connecting with your fans.