



## Linking to your SportsSignup Account

After you take your registration “live” you will need to let your members know where to register for your Programs. Typically this is done by “linking” your SportsSignup account from your organization’s website. This guide outlines the best practices for linking to your SportsSignup account.

### About Your SportsSignup Link

Your Welcome Page URL looks something like this:

**<http://www.sportssignup.com/Your-Org-Name-Online-Registration.start>**

Administrators can find their Welcome Page URL for an account by logging in and going to: **Setup | Organization Settings | Organization Info.**

This naming scheme is SEO optimized, that is, it contains “keywords” that your members or prospective members might search for. We have adopted this new scheme to make it more likely that your registration site to appear when users search for your site using Google, Yahoo, and other search engines.

By inserting keywords that include your organization name and “online registration,” you can help to drive more traffic to your registration site. For example, someone might search on Google for “XYZ Soccer Registration” instead of going directly to your website (this could be a new member that does not know your official website name). Ideally in this scenario your Welcome Page URL would come up in this search, and they could easily find your registration page to register.

### Linking from Your Website

The Welcome Page URL (shown above) can be used as follows:

1. You can link to it from your organization’s website (most common).
2. You can email it to your members.
3. Both 1 & 2 (link from your website *and* email to your members).

Note that you can link from an anchor text link (typical), or from a graphic element (e.g. a “Registration” button).

#### Using Anchor Text Links:

Include following HTML on your website (Replace items **in bold**: Welcome Page URL and Org Name):

```
<a href="Welcome Page URL" target="_blank">Click here for Org Name Online Registration</a>
```

For example, if your organization name is “XYZ Sports” and your SportsSignup Welcome Page URL is <http://www.sportssignup.com/XYZ-Sports-Online-Registration.start>

Your HTML link code would look like this:

```
<a href="http://www.sportssignup.com/XYZ-Sports-Online-Registration.start" target="_blank">Click here for XYZ Sports Online Registration</a>
```

The resulting link will look like this: [Click here for XYZ Sports Online Registration](#)

For help, e-mail us at [support@sportssignup.com](mailto:support@sportssignup.com)

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## Using Graphic Links:

Let's say you have a "Register Now" button, that is a graphical element (e.g. .gif image). You would include following HTML on your website (Replace items **in bold**: Welcome Page URL, Your Graphic, and Org Name):

```
<a href="Welcome Page URL" target="_blank">  
<img src ="Your Graphic " ALT=" Org Name Online Registration"/>  
</a>
```

For example, if your organization name is "XYZ Sports" and your SportsSignup Welcome Page URL is <http://www.sportssignup.com/XYZ-Sports-Online-Registration.start>, and you have a graphics file named "RegisterButton.gif":

Your HTML link code would look like this:

```
<a href=" http://www.sportssignup.com/XYZ-Sports-Online-Registration.start" target="_blank">  
<img src ="RegisterButton.gif" ALT=" XYZ Sports Online Registration"/>  
</a>
```

The result will be your Register Button graphic appearing, with the text "XYZ Sports Online Registration" appearing when you mouse over it. Be sure to include the ALT text as this is used by search engines to index the link.

## Using Bookmarks

Bookmarking your Welcome Page URL will save you time, and is a good idea since SEO optimized URL's can be lengthy and difficult to remember. Be sure to bookmark your full Welcome Page URL, including the .start suffix.

## Placing Keywords on your Welcome Page

Since your registration welcome page can be indexed by search engines, you can increase the "relevance" of searches including keywords in your custom welcome page text. For example, if XYZ Sports has a Travel Lacrosse Registration session open, it would be helpful to include "XYZ Lacrosse Travel Registration" somewhere in the body of your welcome page text and include it in your session descriptions. Someone searching for "XYZ sports registration" or "XYZ registration" would be more likely to find the registration page in a search. In general, repeating your keywords on the welcome page increases the probability for your site to be found.

## Submit your Site URL to Major Search Engines

Be sure that your organization's website is getting indexed by the major search engines. This is free! Here are links to do this for the big ones:

Google	<a href="http://www.google.com/addurl/">http://www.google.com/addurl/</a>
Yahoo	<a href="http://search.yahoo.com/info/submit.html">http://search.yahoo.com/info/submit.html</a>
MSN	<a href="http://search.msn.com.sg/docs/submit.aspx">http://search.msn.com.sg/docs/submit.aspx</a>

For help, e-mail us at [support@sportssignup.com](mailto:support@sportssignup.com)

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