

DIGITAL READY CHECKLIST



Can a new archer find you, understand what you offer and take the next step?

Use this checklist with a beginner mindset. Your digital presence should help someone move through the participant journey: **See - Search - Evaluate - Try - Join - Belong**

How to use this checklist

- ☐ Check each item you can confidently say is true today
- ☐ Anything unchecked is an opportunity to remove digital friction
- ☐ At the end, choose 3 priorities to work on in the next 30 days

CLUB NAME

DATE

30 Second Test

If someone found your club tonight, could they answer these six questions in the first 30 seconds of visiting your website?

- ☐ Where are you located?
- ☐ How much will it cost?
- ☐ Do I need to bring my own equipment?
- ☐ Are there programs / lessons for beginners?
- ☐ What are the days / times I can come?
- ☐ What is the registration process?

If you do not currently have a website, your USA Archery Club Membership provides you with a FREE Website through the Sport80 platform. Email clubs@usarchery.org for more information.

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Search Visibility

A new inquirer may not know your club name. They are more likely to search for an experience such as “archery near me” or “beginner archery classes”

- ☐ Our club appears when I search Google for archery in our city or area
- ☐ Our Google business information is accurate, including location, hours, website & contact information.
- ☐ Our USA Archery / Sport80 club profile is current with the correct address, website, programs, email and phone number.
- ☐ Our website page titles and descriptions use words prospective archers would actually search for
- ☐ Any acronyms such as JOAD or OAS are explained
- ☐ Our website is easy to navigate on a mobile device
- ☐ Our Facebook and/or Instagram account is active and updated regularly
- ☐ Links between our website, social accounts and registration pages work
- ☐ Our club name, location, contact information and basic program information are consistent across platforms.

Beginner Clarity

Your website should answer the questions in a beginner’s head before they have to email you.

- ☐ The location and directions are easy to find
- ☐ We clearly state who the program is for, including ages, experience and ability levels
- ☐ We clearly state whether someone can start with no prior archery experience
- ☐ Pricing is easy to find and understand
- ☐ We explain whether equipment is provided or whether participants need their own bow
- ☐ Dates, times, schedules and current availability are easy to find
- ☐ We explain what a first visit, class or practice will be like
- ☐ The registration / contact process is simple and the link or form works.

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Reduce Digital Friction

Missing information creates assumptions. Make the practical details visible enough that interest can become action.

- ☐ We do not make a visitor contact us to learn basic price, schedule, location or equipment information
- ☐ Our site uses clear headings and scannable sections instead of large blocks of text
- ☐ We include a beginner FAQ, "What to Expect" section, or short introductory video
- ☐ Our most important beginner information can be reached in one or two clicks from the homepage

Club Identity

Your digital presence should communicate why your club exists and the type of experience someone can expect.

- ☐ We can complete: "Our club exists to _____."
- ☐ We can complete: "We are best for archers who _____."
- ☐ We can explain why members come back
- ☐ We have three words that describe the experience we want to create
- ☐ Our website and social content consistently prove those words through real examples.
- ☐ Our digital presence reflects every important reason our club exists - community, recreation, introducing beginners, athlete development or other priorities.

Visual Proof + Social Media

Website = clarity. Social Media = proof. Show real people, real energy and a current picture of the club experience.

- ☐ Our imagery reflects the audiences we want to attract: beginners, youth/families, competitive archers, adults/community
- ☐ Coaches and instructors are visible, approachable and interacting with archers
- ☐ We show people learning, interacting and having fun
- ☐ We show community, friendships and moments beyond competition

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Visual Proof + Social Media (Continued)

- ☐ We post current club activity regularly enough that a visitor can tell the club is active
- ☐ Our social posts direct interested people to useful website, registration or contact pages
- ☐ We show the range, facility and shooting environment so a first-time visitor knows what the space looks like.
- ☐ If we want beginners, we visibly show beginners using club equipment and receiving instruction.
- ☐ When our programming serves multiple audiences, our content shows that overlap
- ☐ We highlight member stories and experiences – not only scores, medals and results
- ☐ We celebrate milestones beyond podium finishes, such as a first shot, first event, achievement award or personal improvement.
- ☐ We show pathways: what someone can do after their first class and how they can continue in the sport.
- ☐ We make upcoming beginner opportunities visible through posts, pinned content, or highlights
- ☐ We respond to comments and messages in a timely, welcoming way

Translate the Sport

A new participant should not need to understand archery terminology before they can decide whether your club is right for them.

- ☐ We explain what JOAD is and who it is for before using the acronym by itself
- ☐ We explain the bow types or disciplines a participant may encounter and the basic differences between them.
- ☐ We explain how scoring works at the level a beginner needs to understand
- ☐ We clearly state which types of archery our club currently offers – such as indoor, outdoor/target, 3D and/or Field
- ☐ We link educational content to a clear next step so learning about archery can lead directly to trying it.

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Choose 3 Things

A realistic 30-day roadmap is more useful than trying to fix everything at once. Choose the three changes that will make it easiest for a new archer to find you, understand you and take the next step.

Ideas From the Session

- Update Google Information
- Build or Refresh Website
- Post once a week
- Update Profile in Sport80
- Create a beginner FAQ
- Take new pictures at practice

01 Priority _____

What will we work on? _____

Who is responsible? _____

Target Deadline? _____

02 Priority _____

What will we work on? _____

Who is responsible? _____

Target Deadline? _____

03 Priority _____

What will we work on? _____

Who is responsible? _____

Target Deadline? _____