



Integrated Website

CAMBRIDGE TENNIS CLUB

Inside

- Introduction
- Current CTC Web Presence
- What's Involved in Integration Redesign?
- Integrated Website At-a-glance
- Feature Comparison
- Cost Comparison
- Summary

Introduction

The CTC executive created an initiative to obtain an estimate for having all components of the CTC website integrated into one platform. This proposal presents an estimate from current service provider GoDaddy to redesign the current CTC website to be more integrated and provide a more professional web presence that retains the current access to content but presents a professional appearance.

Current CTC Web Site

Component	Purpose
Annual Domain Cost	Maintain web presence of domain www.cambridgetennnisclub.org
GoDaddy Web Builder	Build and host domain web pages
Formsite	Manage Membership, Junior Programs, and Online Payments
MailChimp	Create newsletters to membership
SkyCourt	Book courts

Integrated CTC Web Site

Component	Present in Integrated Website?
Annual Domain Cost	Yes
GoDaddy Web Builder	No
Formsite	Yes
MailChimp	No
SkyCourt	Yes
Calendar	Same
Link to Social media	Social Media Embed

What's Involved in Website Integration?

The current website is basic - no design is necessary – pages are created from Web Builder templates. Currently, links to external website components are used, except for the standalone Mailchimp newsletter program.

With Website integration, GoDaddy web professionals would create a professional, attractive website that would integrate and streamline links, buttons, and the newsletter functionality. The redesign would be done over a period of 2 winter months. Support would be available for one year and would be available for new page creation, such as a new page for a tournament or new coach bio.

Formsite would remain to manage memberships and online payments. SkyCourt would remain to allow court booking.

After 2022, an annual fee of \$324 would be charged by GoDaddy for site hosting, domain, security, backup, and support for the redesigned website.

Is It Really Integration?

YES and NO.

- YES: The proposed Website integration creates state-of-the-art web pages and newsletter functionality that appeals to new families/members/sponsors while better engaging existing members.
- NO: Formsite remains to manage memberships and online payments. SkyCourt remains to allow court booking. Existing Formsite and SkyCourt maintenance is required.
- YES: The website looks professional and unified with GUARANTEED results.
- YES: Having GoDaddy as a development partner ensures long-term reliability and sustainability of CTC web presence over the years.
- BONUS: Website pages can always be accessed and updated by club members without requiring 3rd party programmer

Why GoDaddy?

- Enduring relationship with Cambridge Tennis Club (at least 10 years)
- Guaranteed quality
 - Reputation of robust organization that will provide reliability/continuity beyond life of project
- Experts in interactive web design and social media embedding
- Secure logins for different membership tiers if needed, e.g. members in 20 percent off tennis clinic
- All digital services included: Hosting, Encryption, Security, Backups
- Offers choice of post publication design work (12, 6, 3, or 1 month, depending on budget)
- Will not “fade away” at completion of project

Feature Comparison

CURRENT CTC WEBSITE

Annual Domain Cost

GoDaddy Web Builder

Formsite

MailChimp

SkyCourt

INTEGRATED CTC WEBSITE

Annual Domain Cost

Integration Redesign

Formsite

Integrated Newsletter Publisher

SkyCourt

Cost Comparison

CURRENT CTC WEBSITE

Annual Domain Cost	\$27
GoDaddy Web Builder	\$228
Formsite	\$262
MailChimp (Free)	
SkyCourt	\$580

INTEGRATED CTC WEBSITE

Annual Domain Cost	\$27*
Integration Redesign	\$4492/\$3946/ (12/6/3/1 month support) \$3617/\$3408
Formsite	\$262*
Integrated Newsletter	Free**
SkyCourt	\$580*

- * Annual Cost
- ** Only for 12 and 6 mnth Support plan

Conclusion

An integrated website is a step forward in the evolution of the Cambridge Tennis Club. Integration creates a common look and feel for all web components. The website would be professionally designed, providing an improved club credibility that is more attractive to new members and sponsors.

Retention of Formsite and SkyCourt maintains the current efficiency of membership, online payment, and court bookings. No programming team could improve on the performance of these 2 applications. The current maintenance with these applications would remain. To offset this, embedded social media (Facebook, Instagram, and Twitter) is new and quoted as providing improved advertising.

The one-time integration cost would more than pay for itself in a few years. Working with GoDaddy professionals would ensure the cutting edge web presence that the CTC has never had.