

Attraction Website Design

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RunningMyRaces.com Special Offer for Race/Event Website Design

Webmaster Ray Puts You Online (Options 1 & 2)

As a runner (16 marathons as of 2009), I enjoy promoting running and fitness. As a full time web designer, I'm familiar with construction of effective sites and the SEO (Search Engine Optimization) techniques necessary to help visitors find you when searching for events (or whatever your website focuses on). See below for more personal info.

Attract More Participants

Get more participants when runners in and out of the area can find your event when searching the internet. A website can be the least expensive form of marketing and advertising. All other marketing efforts can direct people to your own domain (www.MyRace.com) for further details.

Basic Event Website Package: \$300 (one-time design fee) plus \$98/year web hosting

For race directors and organizers on a low budget, you can be online within days. The annual hosting fee includes domain registration if you don't already have one.

- **Home** – home page introduction, brief history & info on charity beneficiary/
- **Race Info** – you can add/edit/delete information at anytime with username/password. Registration times, locations, prices, updated news, list of sponsors, volunteer info, etc.
- **Location/Directions/Course Map**
- **Contact Form** – Allow visitors to email questions, volunteer, sponsor, etc.
- **Photos** – provide up to 10 past race photos to generate interest, include link to your photo gallery website for larger quantities of photos
- **Results** – provide PDF or Word document for each year's results to be uploaded and/or furnish link to online results. (posted each year at no additional charge)

Since SEO is one of my specialties, all sites include optimized pages (titles, descriptions, alt tags) and submittal to the major search engines and directories (Google, Yahoo, MSN, DMOZ, etc.)

Samples of optional pages: Add Gallery (\$40), Add updatable Sponsor page (\$50), add online registration using PayPal (\$60), add Volunteer Info page (\$30). Sample layout: www.R3Gel.com

Get Free Website Edits

Each person you refer that pays me for similar web design work earns you one hour of free site maintenance (which could pay for a new page or several changes).

Compare my prices to other website providers. Some will design at no cost/low cost if you pay monthly fees. Let me know if you find a better deal! None will offer the custom work and personal service I provide.

Best of luck with your event!

Ray Christensen, Webmaster

RunningMyRaces.com Race Website Options

Review these packages and let me know what looks best for your situation. We can then make further modifications. Typically, the determining factors will be your number of participants and the amount of online integration feasible with the sponsoring or affiliated organization. For example:

- a running club or charity which runs the race may already provide part of their website, but you need online registration
- you may contract a race/event coordinator to provide timing services and registration, but not a website with your own domain name (ie. MyRace.com or MyFundraiser.org)
- the event may be closely associated with an organization, but you'd prefer to have a distinct website for any number of reasons (separate marketing, handled by a different person/group, event may change sponsorship/fundraising recipient from year to year, etc).

Option 1. Complete Package (unique domain, hosting / email, online registration)

Starting at \$300 plus \$98/year hosting + processing (3% per participant plus 3.4% credit card fees) Your own domain name, email account(s), search engine optimized website as described in our "Special Offer" announcement. Links to online registration are included. You control the registration area and may add additional pages of information and photos yourself at any time. Your website will be submitted to major search engines and all of your marketing efforts can lead to it to provide participants with complete details.

Option 2. Basic Event Website Package (unique domain, hosting / email)

Starting at \$300 plus \$98/year hosting. Online registration is not included. Your site basically provides information and allows download of the entry form you provide.

Option 3. Limited Package (hosting, online registration)

3% per each registered participant plus 3.4% per each participant paying by credit card. No unique domain name. You can configure several pages and edit anytime. This is least expensive way to offer online payment and provide information at the same place. You control the registration area and may add additional pages of information and photos yourself at any time. I can provide assistance at a very affordable hourly rate.

Option 4. Online Registration only

3% per each registered participant plus 3.4% per each participant paying by credit card. Best if you already have a website which contains race information, photos, updates. You place a link to online registration software that you can configure with various options (such as multiple distances, different price categories, etc.)

Email or call me (M-F 8am-5pm Eastern Time) to determine which of these makes the most sense and I'll provide further assistance to help you get online quickly.

Best of luck with your event!

Ray Christensen, Webmaster

- Sites include: www.RunningMyRaces.com, www.FitnessBuildsHealth.com
- Author of "Run With Me: How to Start, Improve or Join a Running Club" www.StartYourClub.com
- Author of "Boost Your Website's Profitability" www.AttractWeb.com/websitedesign.php
- Marathon PR 3:13, 3 Bostons, VP (and webmaster) of running club www.PCVRC.com
- Former naval officer; former positions in management, operations and sales