

Website Analysis & Development Suggestions For <http://karate-ontario.com>

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Usability Issues

1. Main Page

- a) First impression: KAO organization is not friendly to its members or website visitors. Some important information remains hidden from the members. Visitors should get what they are looking for very quickly (Do not make them think!).

Where is the members' section page?

Where should I navigate as a parent who wants to register my child / find a club?

Where is a karate history?

Where is "Become a Member" button on the main page, if you need new members?

Where is "Register a Club" button on the main page to attract new clubs?

Where is "Become an Instructor" button, if you provide coaching programs?

Do you promote Karate as a lifestyle on the main page? Show karate as an art, attract you visitors, and convince them to be your members.

- b) Change focus from the Grand Prix#1 ad, Nikaze.com and Latest News pictures to the logo & main navigation. Show the important information only.
 - c) The "Nikaze.com" and "New! Updated" messages blink. Remove blinking.
 - d) Visited links become light grey colored and less noticeable. Change color.
 - e) Text on the pages is not readable. Add paragraphs, lists, and titles.
 - f) You have mentioned the National Coaching Certification Program (NCCP) on the main page but I have not found any additional information about it. I noticed the same issue with the following programs: Long Term Athletes Development Program (LTAD), Athletes with a Disability, Long Term Officials Development Program. These programs are not fully described: provide more information.
2. President's Message Page is not readable, very long. It should be written as a thesis statement.

3. The "Contact us" page should have a direct download link to the application forms (it does not have it right now).
4. Pictures gallery is not convenient for browsing: left and right navigation arrows are difficult to notice.
5. Events Calendar does not show events, it has holidays only.
6. Sponsors' page, <http://karate-ontario.com/technicalcommittee.php> and some other pages are under construction.
7. Make an organized list from the content on The "Karate Ontario Partners" page, and add the titles. Develop a partners' program.
8. The "Shitei Katas" page should have standards, belts system, skills and level expectations.

Suggestions

- a. Register members online (accept membership fees through the website).
- b. Implement the Site Search.
- c. Integrate e-commerce to sell karate-related goods online (uniform, gift certificates, karate products, accessories, posters, DVDs, books, toys (karate themes)).
- d. Add Feedback & Zopim Support Chat to the website.
- e. Volunteer program.
- f. Donations program.
- g. Camps for children (March Break, Summer Camps) / After school programs.
- h. Make Birthday Parties (a karate lesson for a group of children or adults).
- i. Subscribe members for news.
- j. Invite members to social meetings, games, special events.
- k. Use Groupon.com and Dealfind.com coupons promotions.
- l. Classifieds (Place your ad for \$20 a month).

m. Add Google Analytics to the website.

Website Structural Issues

9. I suggest you changing the website structure. Regroup current navigation, and add more navigation links as follows:

- Main Page
 - Karate as a lifestyle
 - News
 - Events
 - Buttons (Become a Member, Become a Coach, Club Registration)

- About Us (or About KAO)
 - History (Karate History)
 - Organization
 - From the President
 - Mission
 - Structure
 - Minutes
 - Constitution

 - Rules & Regulations
 - Reports / Publications
 - Careers
 - Volunteer
 - Sponsors
 - Partners
 - News

- Calendar of events
- Tournaments
 - Standards / Rules
 - National Championships
 - Results
 - Photos
 - Calendar

- Member Services
 - Register Online
 - Member Handbook / Rulebook
 - Dan Examinations (Certification)
 - Insurance
 - Forms
 - Long-Term Development
 - Alumni

- Club & Dojo Registry
 - Clubs Registry Listing
 - How to Register

- Shopping
- Contact Us
 - Partners
 - F.A.Q
 - Forms
 - Feedback
 - E-mail Subscription for News
 - Facebook / Twitter

Here is a current structure of your website:

[HTML Site Map](#)

[Homepage](#) Last updated: 2011, April 17

/13 pages

[Karate Ontario - The Sport Governing Body for Karate in Ontario](#)

[Karate Ontario News Archive - The Sport Governing Body for Karate in Ontario](#)

[Karate Ontario Publications - The Sport Governing Body for Karate in Ontario](#)

[Karate Ontario - The Sport Governing Body for Karate in Ontario](#)

[Karate Ontario Club & Dojo Registry - The Sport Governing Body for Karate in Ontario](#)

[Karate Ontario - The Sport Governing Body for Karate in Ontario](#)

[Karate Ontario - Shitei Katas - Mandatory Katas](#)

[Karate Ontario - The Sport Governing Body for Karate in Ontario](#)

[Karate Ontario - The Sport Governing Body for Karate in Ontario](#)

[Karate Ontario Event Calendar - The Sport Governing Body for Karate in Ontario](#)

[Karate Ontario News Archive - The Sport Governing Body for Karate in Ontario](#)

[Karate Ontario - The Sport Governing Body for Karate in Ontario](#)

[Karate Ontario - The Sport Governing Body for Karate in Ontario](#)

downloads/4 pages

http://karate-ontario.com/downloads/KOA_Medical_Form.pdf

http://karate-ontario.com/downloads/risk_and_release_over18pdf.pdf

http://karate-ontario.com/downloads/risk_and_release_under18.pdf

http://karate-ontario.com/downloads/KO_New_Club_Application.pdf

nccp/

Feb-2011/3 pages

<http://karate-ontario.com/nccp/Feb-2011/NCCP-Registration-Inst-Beginner-Karate.doc>

<http://karate-ontario.com/nccp/Feb-2011/Karate-Ontario-NCCP-Amended-Disclaimer-notice.doc>

<http://karate-ontario.com/nccp/Feb-2011/NCCP-Registration-Inst-Beginner-Karate-II.doc>

pdf/5 pages

<http://karate-ontario.com/pdf/President'saddressNov2010.pdf>

<http://karate-ontario.com/pdf/KAO-Proxy-2010.pdf>

http://karate-ontario.com/pdf/KO_sanctioningJD_2010Request.pdf

http://karate-ontario.com/pdf/KO_sanctioningJD_2010Requestform.doc

http://karate-ontario.com/pdf/Membership_Package_SEP-2011.pdf

agm/2 pages

<http://karate-ontario.com/pdf/agm/KO-AGM-2010-Agenda.pdf>

<http://karate-ontario.com/pdf/agm/KO-AGM-2010.pdf>

bb-journal/2 pages

<http://karate-ontario.com/pdf/bb-journal/JOURNAL-20MAY-05.pdf>

<http://karate-ontario.com/pdf/bb-journal/Winter-2003.pdf>

extra/1 pages

<http://karate-ontario.com/pdf/extra/Cultural-Programme-final.pdf>

insurance/2 pages

<http://karate-ontario.com/pdf/insurance/KOreleaseOver18.pdf>

<http://karate-ontario.com/pdf/insurance/KOreleaseUnder18.pdf>

2011/5 pages

<http://karate-ontario.com/pdf/members/2011/ClubListing-sorted-by-City.pdf>

<http://karate-ontario.com/pdf/members/2011/Club-Listing-by-Club-name.pdf>

<http://karate-ontario.com/pdf/members/2011/NCCP.pdf>

<http://karate-ontario.com/pdf/members/2011/Club-Listing-by-style.pdf>

<http://karate-ontario.com/pdf/members/2011/Blackbelts.pdf>

pointStanding/1 pages

<http://karate-ontario.com/pdf/pointStanding/PointsStandings-GP3-Dec-2010-A-Z-Order.pdf>

referees/1 pages

<http://karate-ontario.com/pdf/referees/KO-Referees-02-2011-licenced.pdf>

rules/1 pages

http://karate-ontario.com/pdf/rules/Karate_Ontario_Rules_Revised_09_06_10.pdf

tournamentpackage/1 pages

<http://karate-ontario.com/pdf/tournamentpackage/GP-1April-17-2011.pdf>

Technical Errors

10. <http://karate-ontario.com/newsarchive.php> Status: 404 Not Found. The link is broken.
11. <http://www.karate-ontario.com/oldsite> redirected to <http://www.karate-ontario.com/oldsite/>.
The link is missing a trailing slash, and caused a redirect. Adding the trailing slash would speed up browsing.
12. 1 CSS error: URL: <http://karate-ontario.com/css/masterstyle.css> 53 string : Unknown pseudo-element or pseudo-class :honver. Change honver to hover
13. Some HTML Validation Errors (see attached karate-ontario-html-validation.pdf)
14. Add <H1><H2> tags for the titles

Website Analytics

Robots.txt file contains a command that doesn't allow robots to retrieve the information about visitors from the website. Compete.com doesn't show any data.

You need Google Analytics – this free tool helps you understand how people find KAO, explore information & convert from website visitors into your members.