



# RunSignup's Website Builder For Timers

*Presented by Backup Matt (or Announcer Matt)*





# Today's Agenda

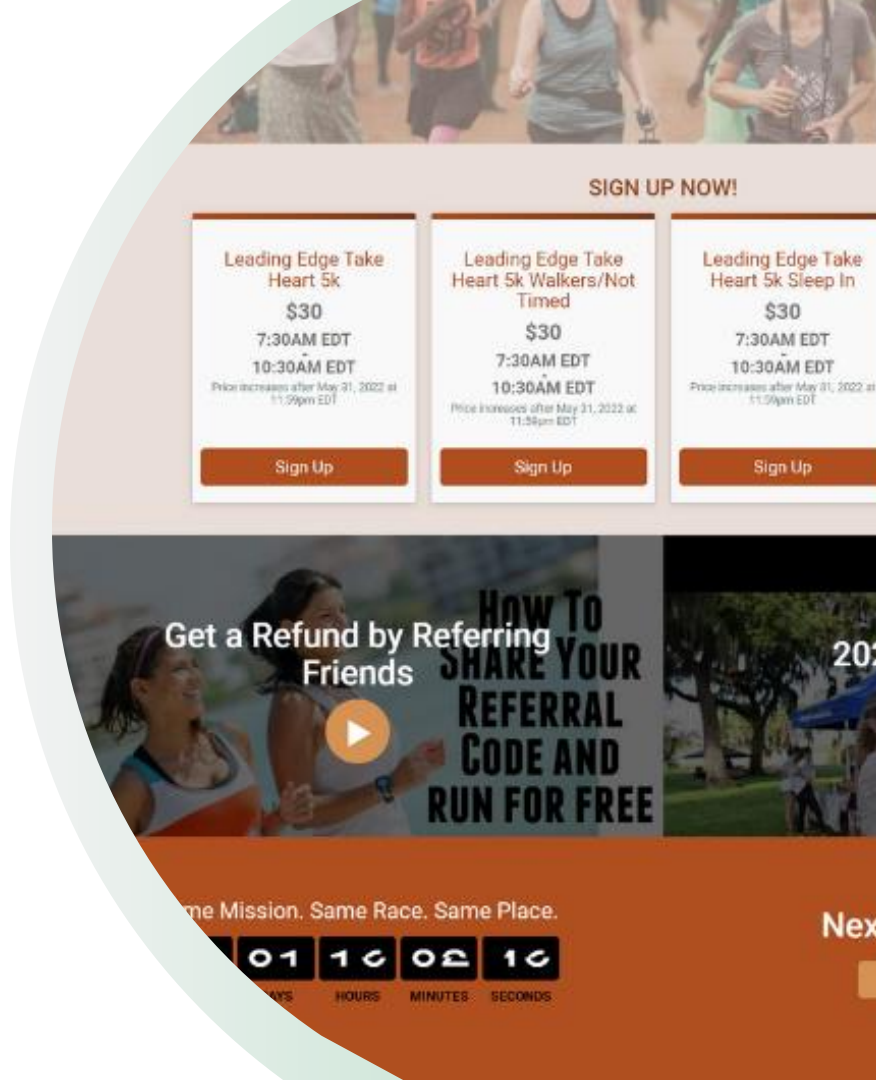
*Website Builder tips, tricks, and advanced options.*

- Websites as a Service
- Templates
- Branding & Color Schemes
- Event Tiles & Website Components
- Graphics & Content Placement
- Recommended Best Practices
- Advanced Tips & Tricks



# Websites as a Service

*Help create a professional website that works for you, your customer, and your participants!*



# Why Use a RunSignup Website?

*Creating professional websites can be an add-on or part of your overall service!*

- Free
- Marketing for you 24/7
- Mobile Responsive & Optimized for Search Engines
- Data Driven
- Automatically updates based on race details
  - Less human error
  - Time saved
- Often times it is the first impression a participant has with the race
- Many timers offer custom websites using RunSignup's web tools as an add-on service or part of an overall technology package
- Automate Self Serve Options
  - Less questions to your race directors is less support for you
- Build Your Timing Brand
  - Similar to a contractor yard sign

# Make Your Website Work For You 24/7

*Make sure all info can be self-serve!*

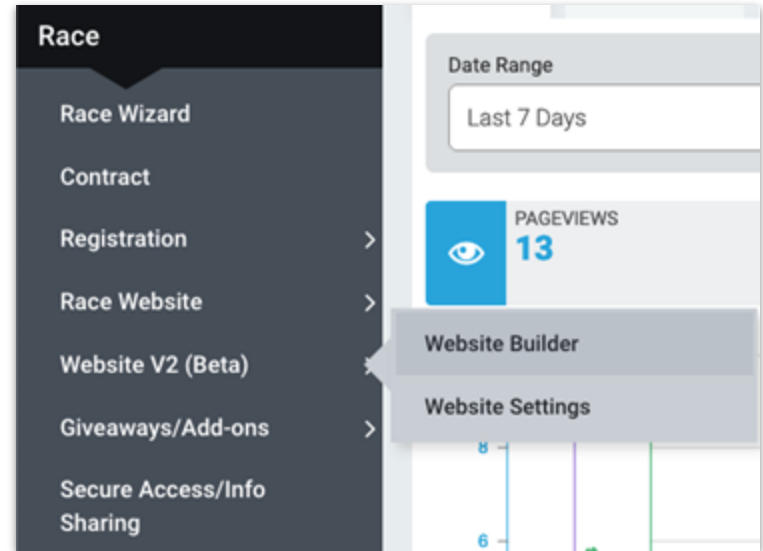
- Add all important race information such as Packet Pickup, Directions, Parking, Course Map, and other FAQs
- Build content about the cause or core features of the race such as Referral Refunds or Fundraising Incentives
- Add snippets of content on the main page that link to more info (highlights)



# Quick Intro to the Website Builder

*Race >> Website V2 >> Website Builder*

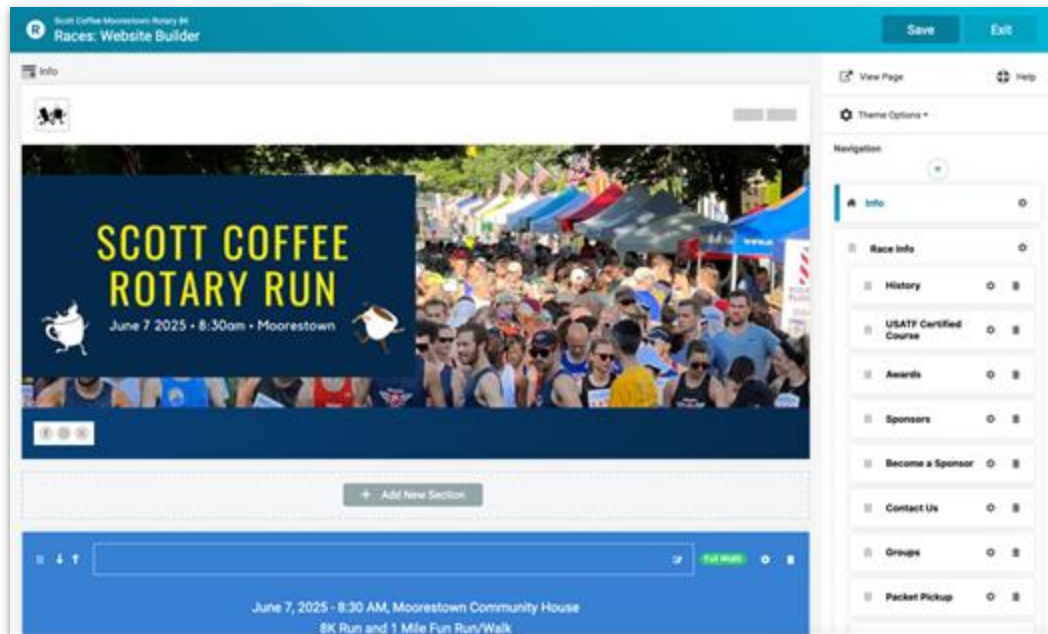
- **Website Builder** is a one-stop-shop
- Templates will be introduced over time
- **Website Settings** to go live with new version



# Full Screen Layout

*Everything is all in one place!*

- Sidebar
  - Theme Options
  - Navigation Menu
- Content Area
  - Customize the selected page
  - Add sections and components





# Website Templates

*Use what works for a simple, but effective website that supports self-serve solutions!*

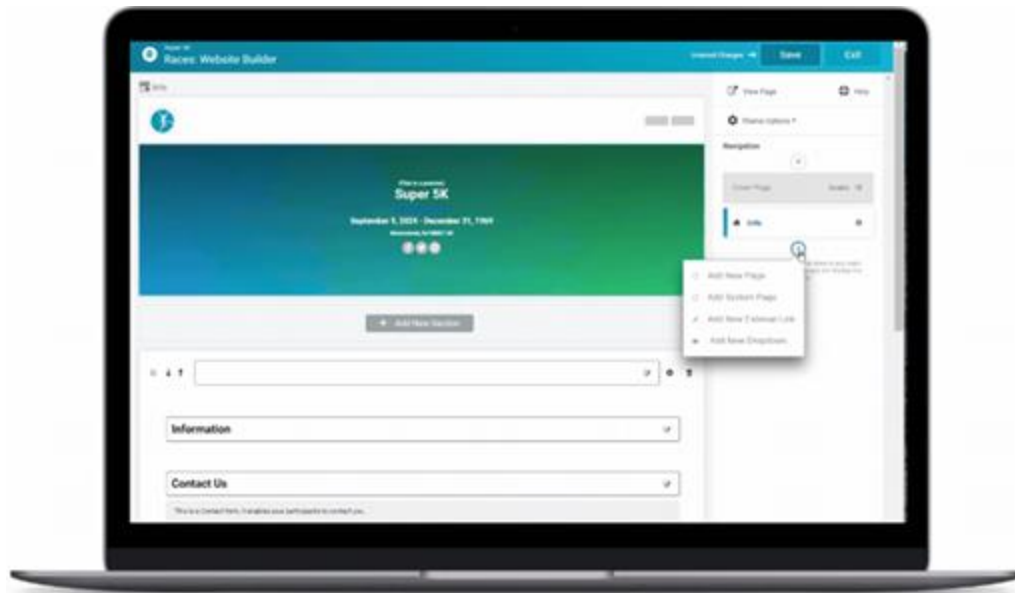




# Start with Templates & System Pages

*Create a few options and then fill in race specific content!*

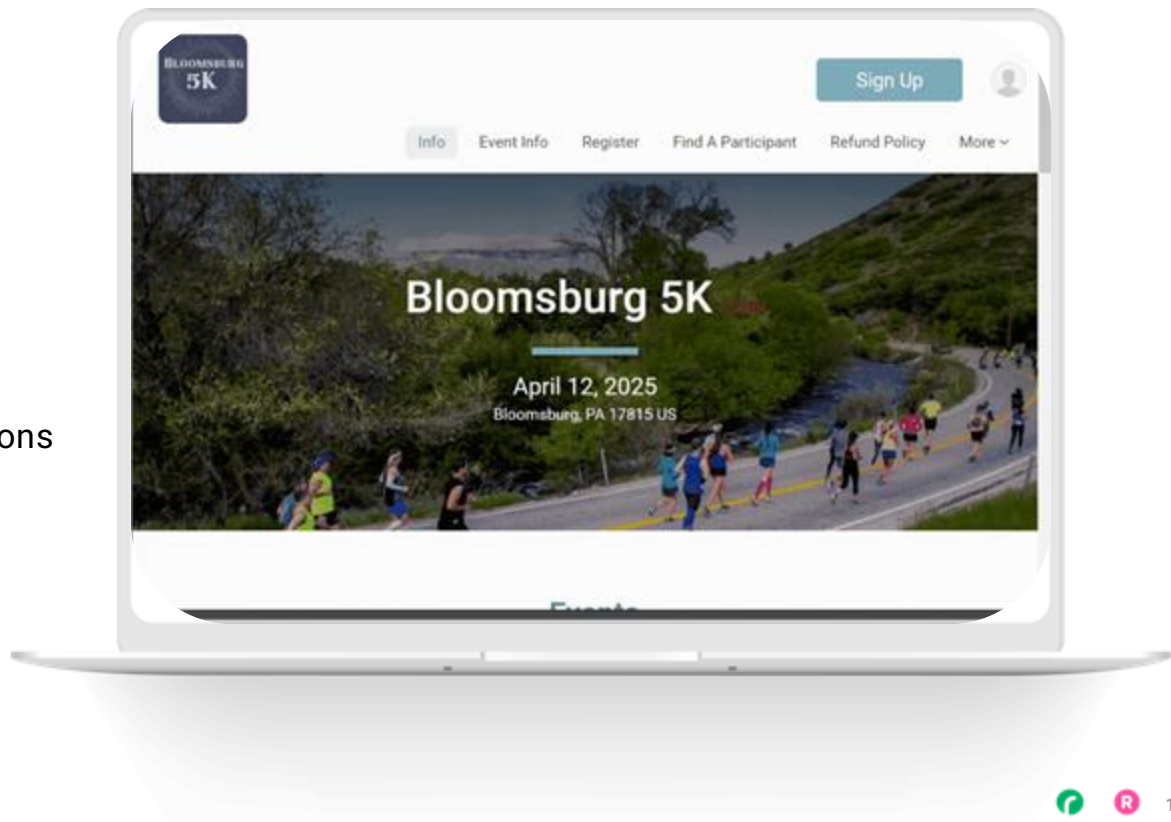
- Setup your menu (Dropdowns, external links, new pages, and system pages are the core structure of the website)
- Add all important race information such as Packet Pickup, Directions, Parking, Course Map, and other FAQs
- Build content about the cause or core features of the race such as Referral Refunds or Fundraising Incentives
- Add snippets of content on the main page that link to more info



# Sample Templates

## Simple Race Template

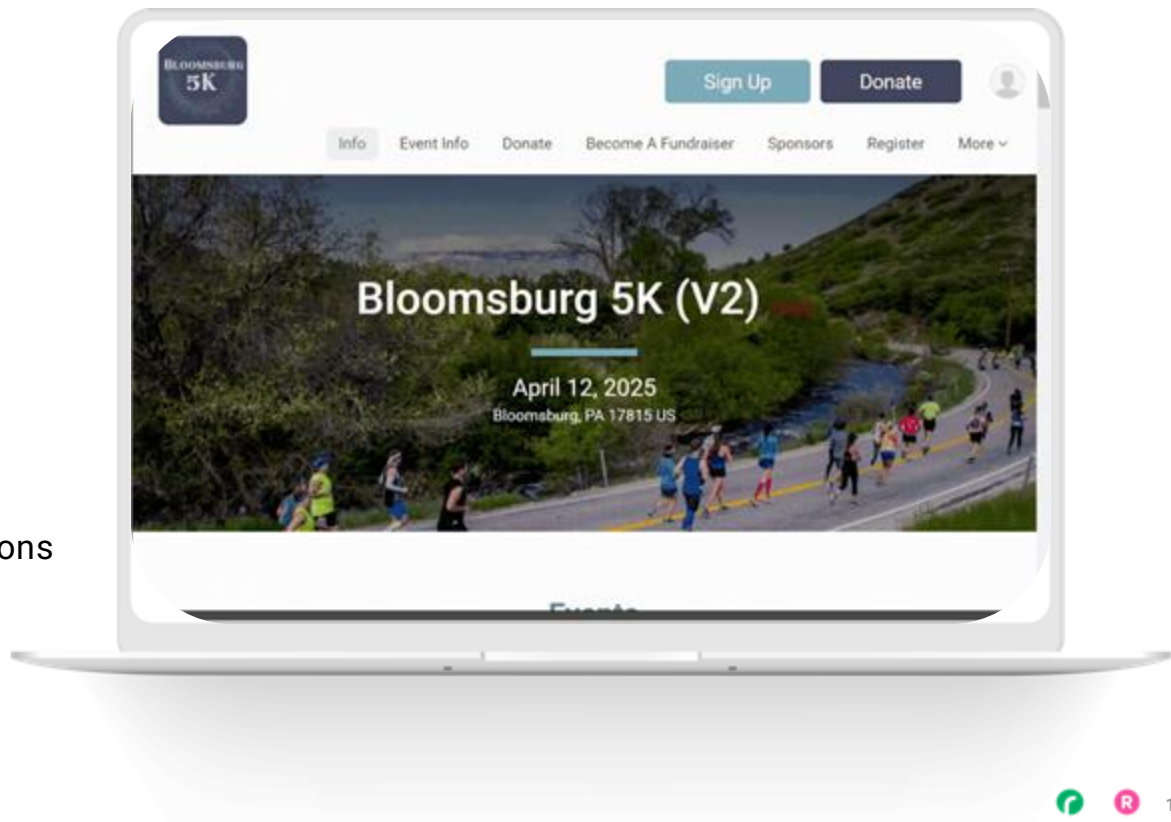
- Event Tiles
- Divider
- Race Description
- Countdown Clock
- 2 Column - Race Location & Directions
- Contact Us



# Sample Templates

## Donation Focused Race

- Event Tiles
- Dividers
- Race Description
- Donation Thermometer
- Divider
- Top Fundraisers
- 2 Column - Race Location & Directions
- 2 Column - Video & Contact Us
- Slideshow
- Sponsor Grid



# Sample Templates

## Runner Focused Race

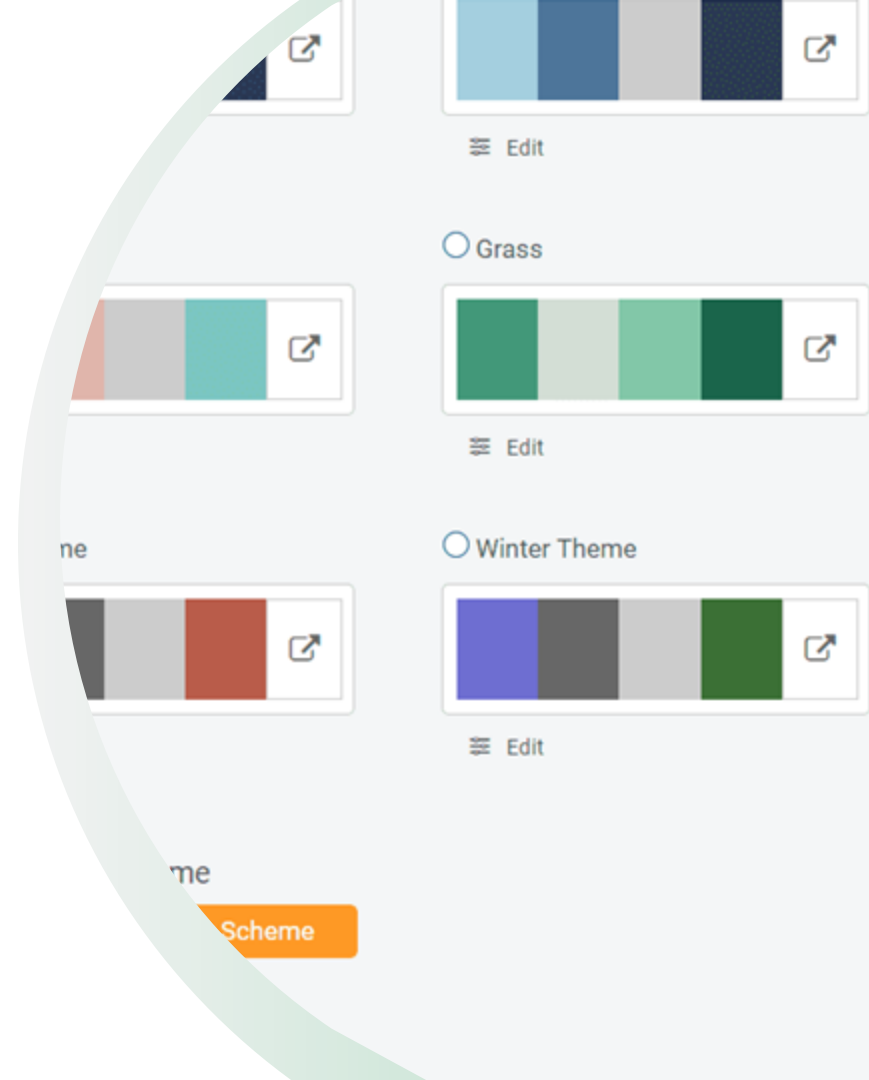
- Event Tiles
- Divider
- Race Description
- 2 Column - Swag Description & Image
- Countdown Clock
- 2 Column - Race Location & Directions
- Strava Map
- **2 Column - Text & Image**
  - *Timer Promotion!*
- Slideshow
- Contact Us





# Branding & Color Schemes

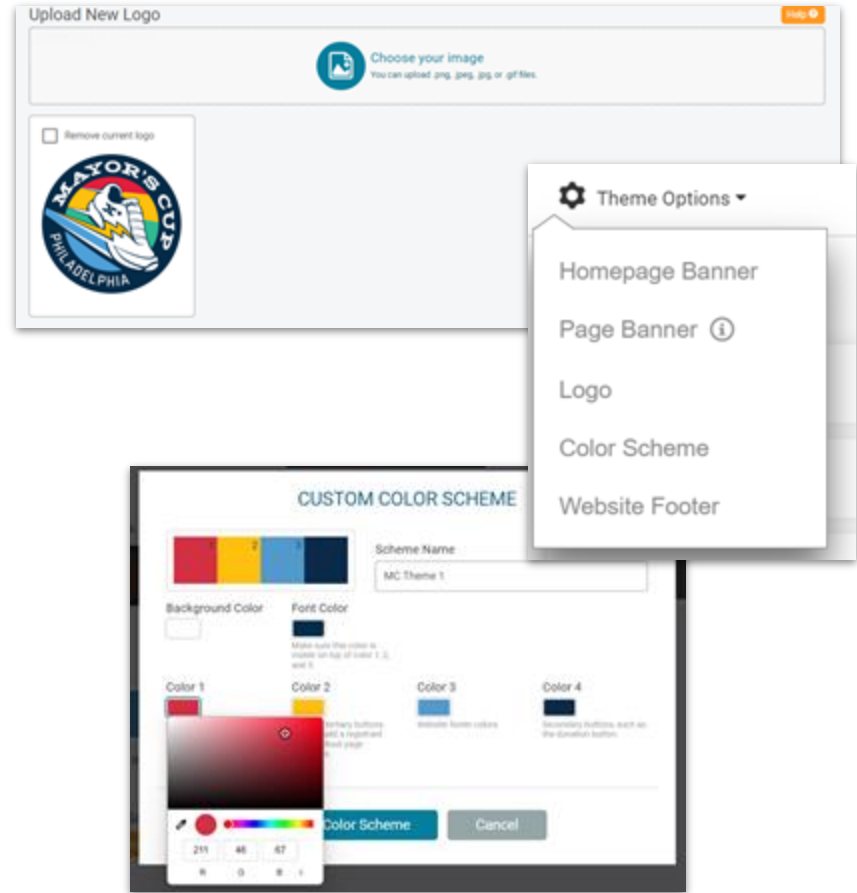
*Promote each of your clients' races with their custom colors and branding elements!*



# Update Your Theme Logo & Color Scheme

*Complimentary colors say more than just  
"Hey, nice Website!"*

- Use evergreen logo
- Add optional favicon for branding
- Choose a color scheme that ties everything together

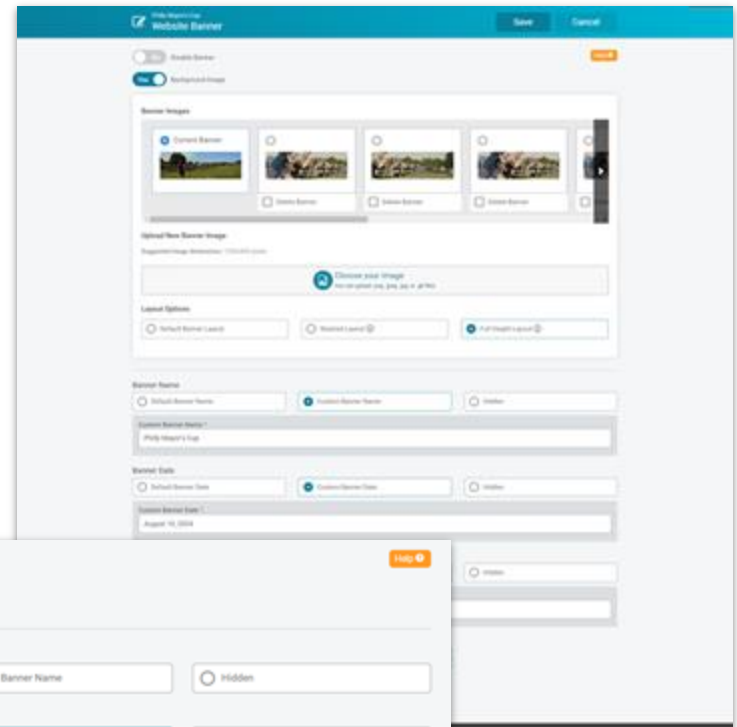


# Update Your Theme Homepage Banner & Page Banner

*Additional Theme Options for branding.*

- Homepage Banner Options
  - Stacked, Full Screen, Disable
- Page Banner Options
  - Default or Stacked
  - Styles all content pages
- Key Text Options
  - Name, Date, Location
- Options to Disable or Hide

The screenshot shows the 'Banner Settings' configuration panel. At the top, there are two toggle switches: 'Disable Banner' (set to 'No') and 'Background Image' (set to 'Yes'). Below these are sections for 'Banner Name', 'Banner Date', 'Banner Location', and 'Social Media Buttons'. Each section has radio button options for 'Default', 'Custom', and 'Hidden'. The 'Custom' options are active, and text input fields are provided for each. For example, 'Custom Banner Date' is set to 'August 10, 2024' and 'Custom Banner Location' is set to 'Belmont Plateau'. A 'Help' button is visible in the top right corner of the panel.





# Event Tiles & Website Components

*Data driven components to help automate website updates and more!*

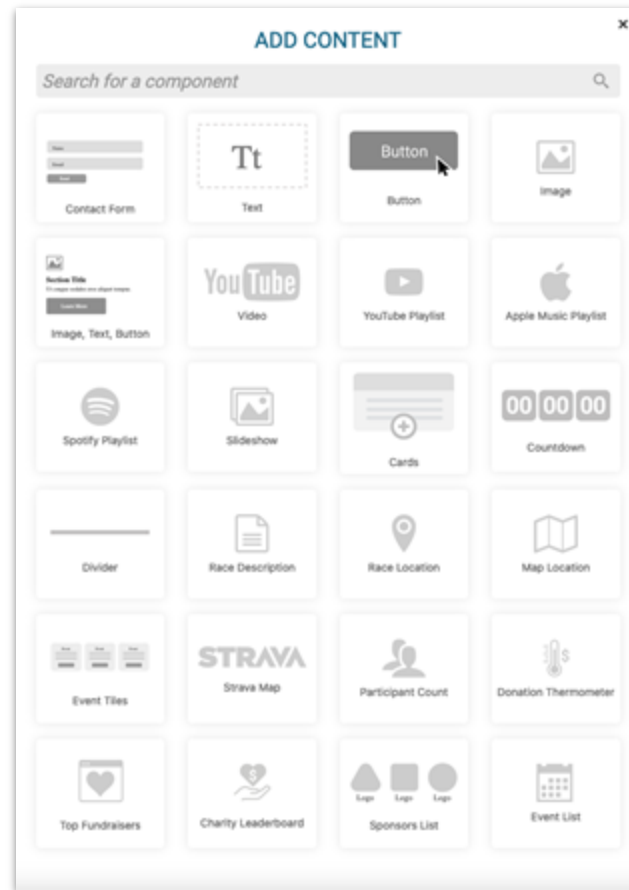
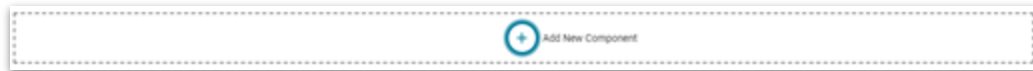




# Create Content Components

*The building blocks of the website!*

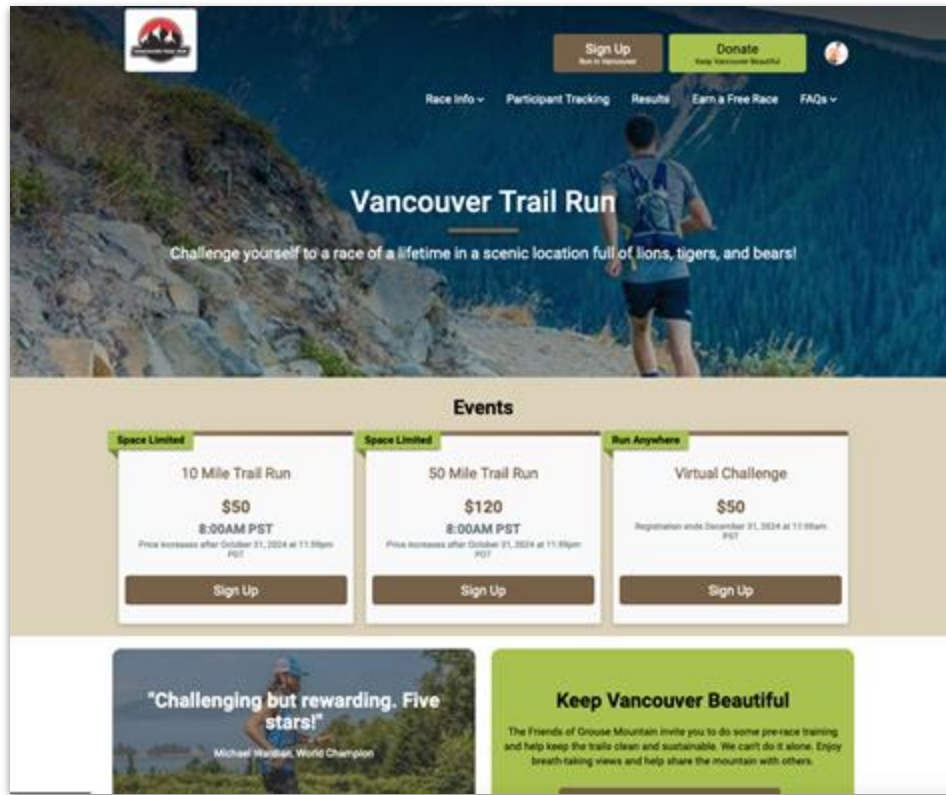
- Custom components
  - Contact Form, Text, Button, Image, Video, Playlist, Slideshow, Cards, Divider, Strava
- Dynamic components
  - Countdown, Description, Location, Map, Event Tiles, Photos, Participant Count, Donation Thermometer, Top Fundraisers, Charity Leaderboard, Sponsors, Event List. Top Groups/Teams
- Sections
  - Single or Two Column
  - Default or Full Width



# Example Race Website

*Save your changes and click View Page to see how things look so far!*

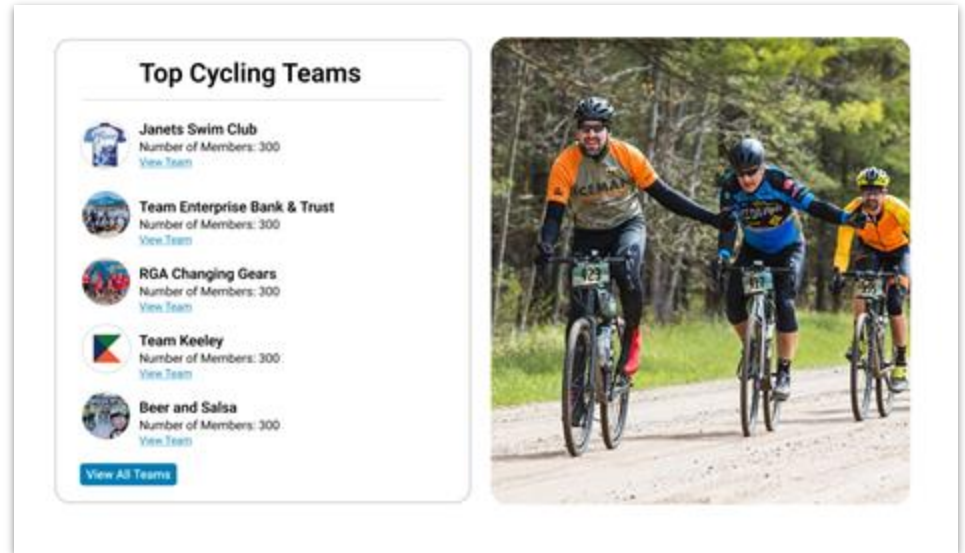
- Bringing it all together
  - Clear & Concise Navigation Menu
  - Homepage Banner (Full Height)
  - Separate Sections
    - Full Width & Background Color
    - Restricted Width (Default)
    - Layout Options (Padding, Rounded Corners, Section Height, & Border)
  - Event Tiles Component
  - Text Components with different Backgrounds



# More Website Components

*Other planned components in the works!*

- Top Teams (New!)
- PDF
- Header Slider
- Much more!





# Graphics & Content Placement

*A professional website can help increase registration and customer satisfaction!*



This is a new text field ready for your content.

Sign Up

Link \*

Registra ▼

Name \*

Sign Up

Open link in \*

Current Window  New Window

Button Color \*



Content

Centered



This is a new content.

Link \*

Registra

Open link in \*

Current Window  New Window

Button Color \*



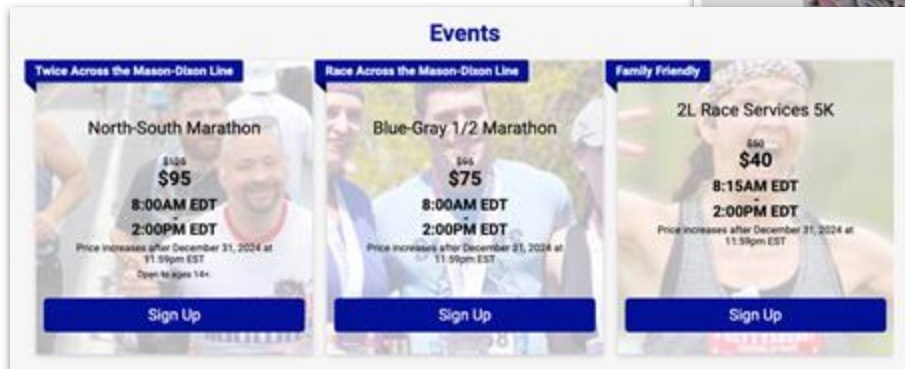
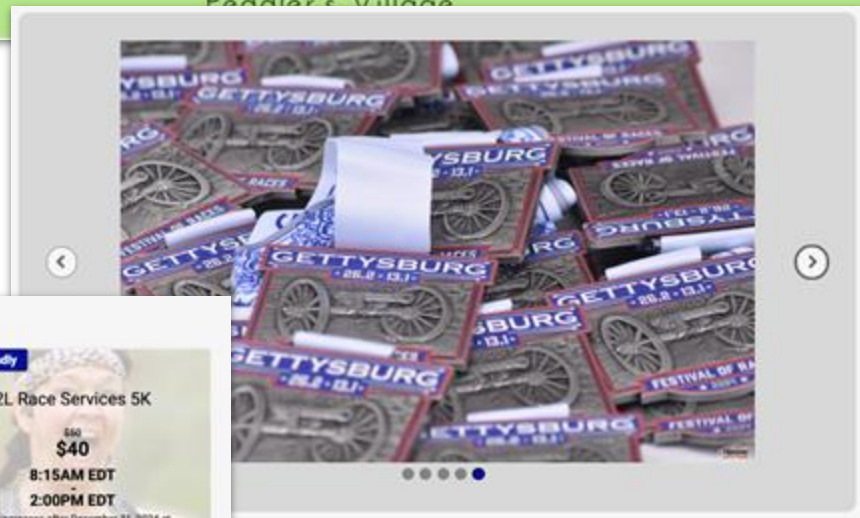
Button Alignment

Left  Centered  Right

# Using Photography

*Make a collage of past race photography to tell the story of the race!*

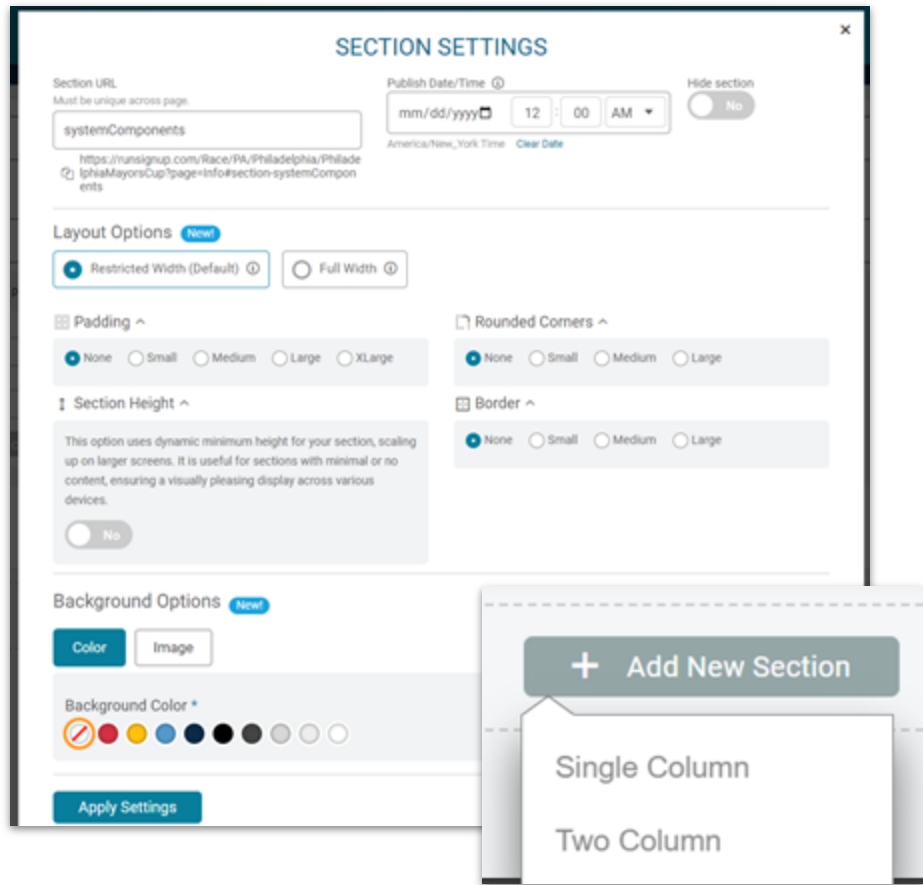
- Image component
- Slideshow component
- Photos component & System page
- Homepage banner
- Page banner



# Add New Section & Section Settings

*Mix & match to promote the race!*

- Section URL
- Publish Date/Hide
- Layout Options
  - Padding
  - Rounded Corners
  - Section Height
  - Border
- Background Options





# Content Examples

*Add multiple visual elements for variety!*

- Section with Border
- Text component with left aligned image
- Donation Thermometer component

**Charity Partner**

The Playmakers Fitness Foundation is proud to continue its partnership with **Special Olympics Michigan Area 8** as its official charity partner. Special Olympics Michigan Area 8 has been the Playmakers Autumn Classic charity partner for almost 20 years!

The mission of Special Olympics Michigan is to provide year-round sports training and athletic competition for children and adults with intellectual disabilities. Athletes develop physical fitness, demonstrate courage and experience joy while participating in the sharing of gifts, skills and friendship among their families, Special Olympics athletes and the community. The athletes achieve their dreams with the support of caring volunteers, coaches, family members and staff. Donations from Michigan citizens and businesses provide funding for the program.

Special Olympics Michigan Area 8 is a volunteer, not-for-profit organization that does not receive federal or state funding. To learn more about Special Olympics Michigan Area 8, visit <https://www.somi.org/area8>

You can support all their work by making a tax-deductible donation or becoming a fundraiser! Thank you for helping Area 8 athletes accomplish their goals!

**\$2,637** Raised of \$5,000

\$0 \$5,000

Donate

# More Content Examples

*Mix & match to promote the race!*



Volunteer for the Vancouver Trail Run! Click here to register!



Sponsor the Vancouver Trail Run and Adopt-A-Trail! Click here to view sponsorship opportunities!



Refer a Friend and Run for **FREE!** Click here to learn more!



Got questions? Check our our FAQ to get the 411 on all things Vancouver Trail Run!

**"Challenging but rewarding. Five stars!"**

Michael Wardian, World Champion

### Keep Vancouver Beautiful

The Friends of Grouse Mountain invite you to do some pre-race training and help keep the trails clean and sustainable. We can't do it alone. Enjoy breath-taking views and help share the mountain with others.

[Join the Cleanup Crew Today](#)

Philly Mayor's Cup  
August 10, 2024

[Sign Up](#) [Donate](#)

### Have a Club?

We are now signing up teams for our 2024 event! The requirements for a club to participate include: the club must meet primarily within the Philadelphia City Limits, the club must have a primary purpose of running, and the club must exist for reasons beyond participation in the Philly Mayor's Cup.

If your club meets the criteria, submit our club application and we'll connect with you to get you all the information you need to participate!

[Club Application](#)

### Race Day is Coming! The Time to Build Your Team Is Now.

00 29 20 31 28  
MONTHS DAYS HOURS MINUTES SECONDS

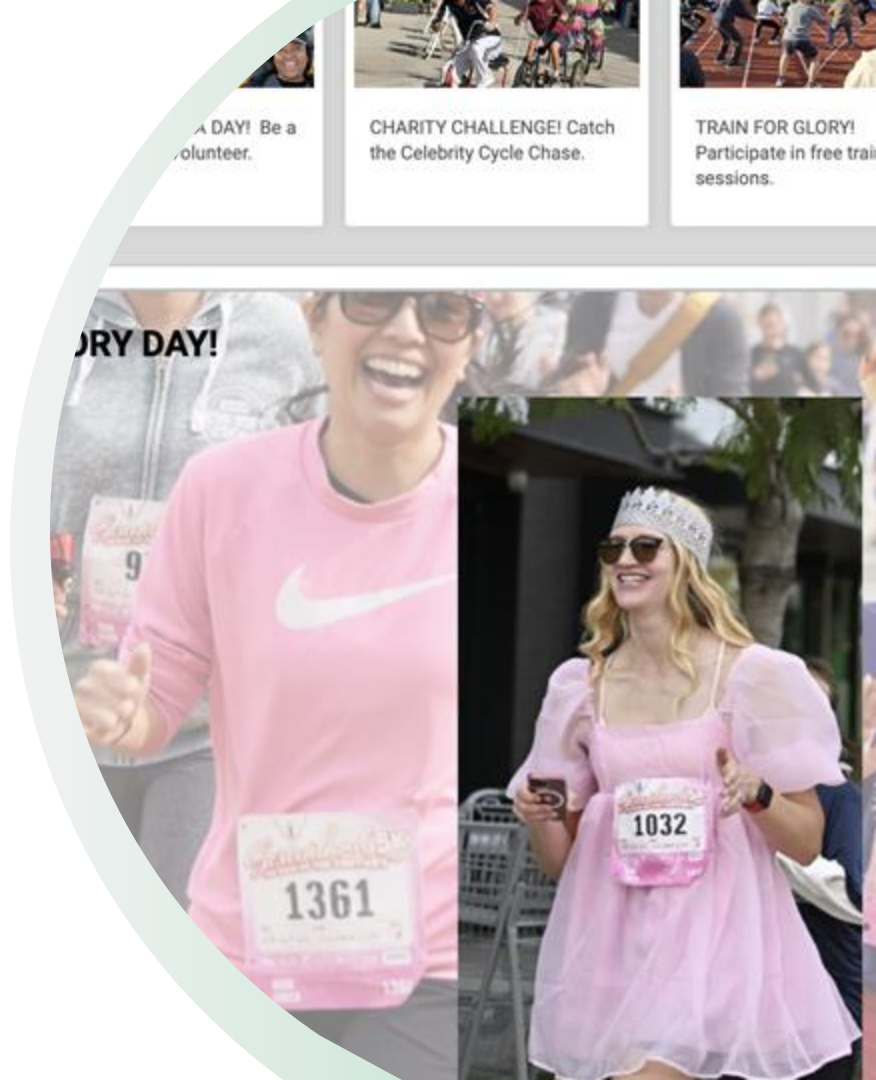
[Sign Up Today](#)





# Recommended Best Practices

*Things that every race website should include!*



# Things Every Race Website Needs

*Keep self-serve in mind so your website works for you 24/7!*

- Strava Component for Course Map
- Athlete Guide (Race Day Info)
- FAQ Page
- Donations, Volunteers, & Sponsors
- Add All Social Media Links
- Contact Form

# Add a Strava Component

*Wow your participants with an interactive course map!*

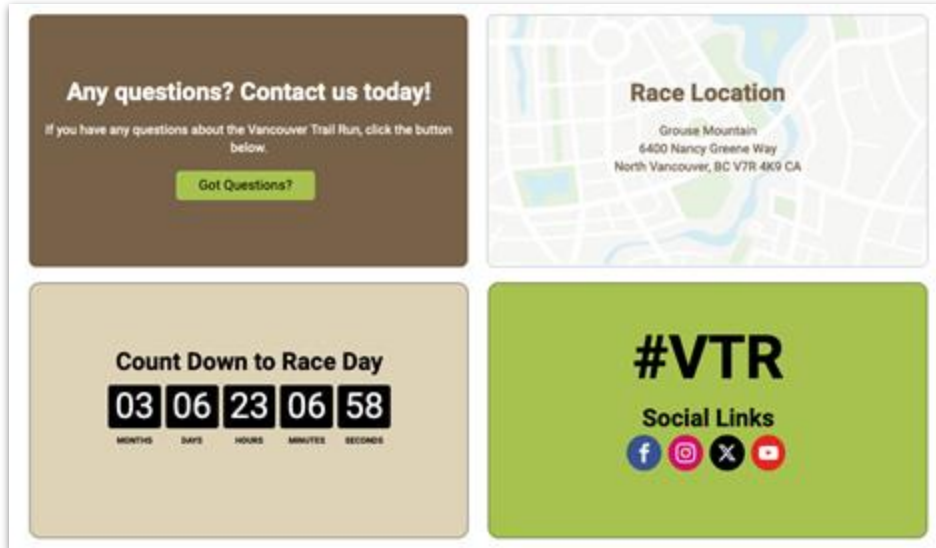
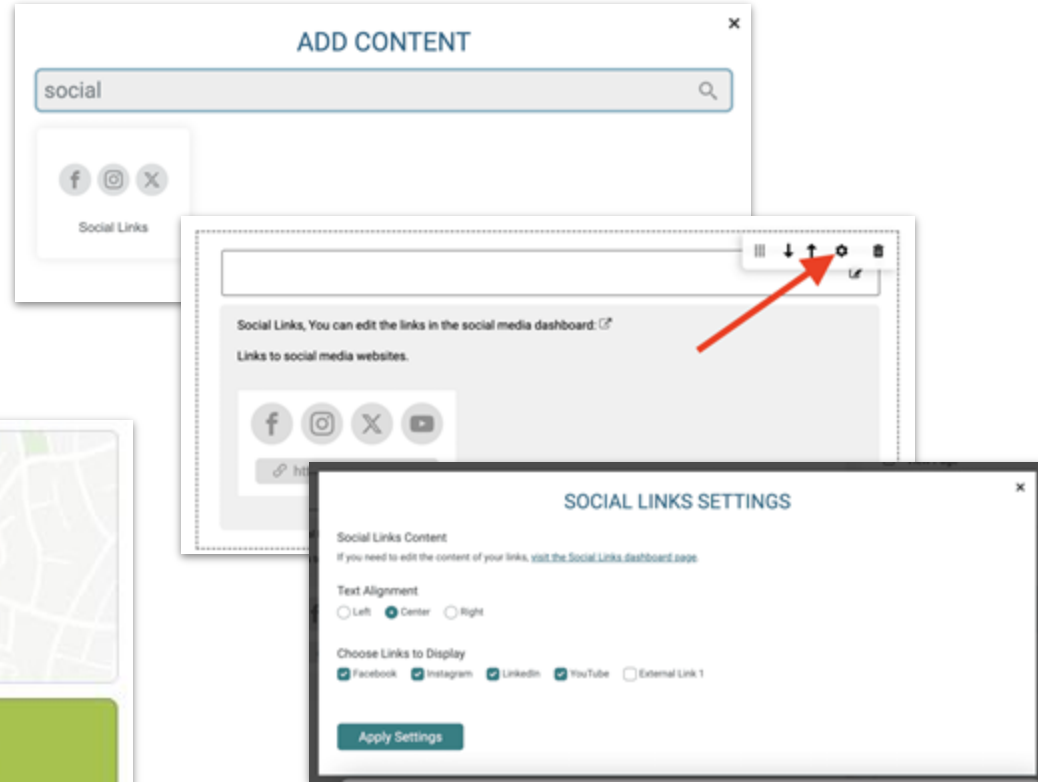
- Displays an interactive Strava route
- Can be linked to a Strava club
- View on Strava
- Send to Device

 Send to device

 View on Strava



# Get Social



# Contact Forms

- Race Contact
- Sponsorship Opportunities
- Volunteer Questions
- Each component can go to a different contact

The image shows a screenshot of a contact form titled "Sponsorship Inquiries". The form is enclosed in a dashed border, indicating it is a component within a larger interface. At the top left of the form area are icons for a grid, a downward arrow, and an upward arrow. At the top right are icons for a gear (settings) and a trash can. The title "Sponsorship Inquiries" is in a blue box with a pencil icon to its right. Below the title is a grey box containing the text: "This is a Contact form, it enables your participants to contact you." The form fields include three input boxes for "Name \*", "Email \*", and "Phone \*", followed by a larger text area for "Question/Message \*". At the bottom are two buttons: "Send Message" and "Cancel". A large blue plus sign in a circle is centered below the form, likely representing a button to add or edit components.

# Advanced Tips & Tricks

*Take your websites to the next level with these advanced solutions!*

- Dividers to add visual delineation
- Section URLs
- Layout Options
- BYO Domain

The screenshot shows a website for the "Philly Mayor's Cup" race on August 10, 2024. The header includes a logo, the event name, date, and "Sign Up" and "Donate" buttons. The main content area features a large group photo of runners on the left and a "Have a Club?" section on the right. The "Have a Club?" section contains text about club requirements and a "Club Application" button. Below this is a dark blue section with the text "Race Day is Coming! The Time to Build Your Team Is Now." and a digital countdown timer showing 00 months, 29 days, 20 hours, 31 minutes, and 28 seconds. A "Sign Up Today" button is located at the bottom of this section.

Philly Mayor's Cup  
August 10, 2024

Sign Up Donate

## Have a Club?

We are now signing up teams for our 2024 event! The requirements for a club to participate include: the club must meet primarily within the Philadelphia City Limits, the club must have a primary purpose of running, and the club must exist for reasons beyond participation in the Philly Mayor's Cup.

If your club meets the criteria, submit our club application and we'll connect with you to get you all the information you need to participate!

Club Application

### Race Day is Coming! The Time to Build Your Team Is Now.

00 29 20 31 28  
MONTHS DAYS HOURS MINUTES SECONDS

Sign Up Today

# Create Section URLs

*Sponsorship example using Section URLs to jump users to a different spot on the page!*

- Quickly link to Participant Demographics
- Or share link to specific Sponsorship Levels or Tiers

The screenshot shows a website for the "Gettysburg Festival of Races" on April 27, 2025. The page features several sections: "RACE WEEKEND SIZE", "PARTICIPANTS AGE", "REPRESENTATION", "RACE SHIRT SPONSOR", and "COMMEMORATIVE GLASS SPONSOR". A "SECTION SETTINGS" dialog box is overlaid on the page, showing the configuration for a section with URL "1".

**SECTION SETTINGS**

Section URL  
Must be unique across page.  
1  
<https://runsignup.com/Race/NJ/Moorestown/ScottCoffeeMoorestownRotary8KRace/Page/Info#section-1>

Publish Date/Time ⓘ  
mm/dd/yyyy 12 : 00 AM  
America/New\_York Time

Hide section  
 No

Layout Options **New!**  
 Restricted Width (Default) ⓘ  Full Width ⓘ

Apply Settings

**RACE WEEKEND SIZE**  
Marathon – 225 Participants  
Half Marathon – 800 Participants  
5K – 200 Participants  
Over 2500 Participants & Spectators!

**PARTICIPANTS AGE**  
Under 18 – 4%  
19 – 29 – 21%  
30 – 39 – 27%  
40 – 49 – 22%  
50 – 64 – 21%  
65+ – 5%

**REPRESENTATION**  
Pennsylvania – 53%  
Maryland & Virginia – 23%  
Northeast & Mid-Atlantic – 12%  
Remainder – 12%

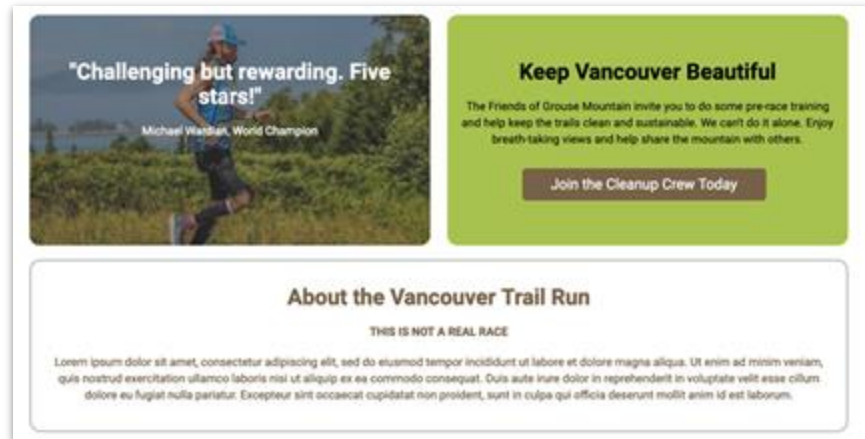
**RACE SHIRT SPONSOR**  
Sponsor logo exclusively displayed on race shirts

**COMMEMORATIVE GLASS SPONSOR**  
Sponsor logo exclusively displayed on the commemorative glass given to

Please note if you need a customized Sponsorship Package, we are happy to tailor a sponsorship that fits your budget and meets your company's information.

# Use Layout Options

*Add some subtle visuals to your sections with padding, rounded corners, and borders.*



Layout Options New!

**Padding** ^

None  Small  Medium  Large  XLarge

**Section Height** ^

This option uses dynamic minimum height for your section, scaling up on larger screens. It is useful for sections with minimal or no content, ensuring a visually pleasing display across various devices.

No

**Rounded Corners** ^

None  Small  Medium  Large

**Border** ^

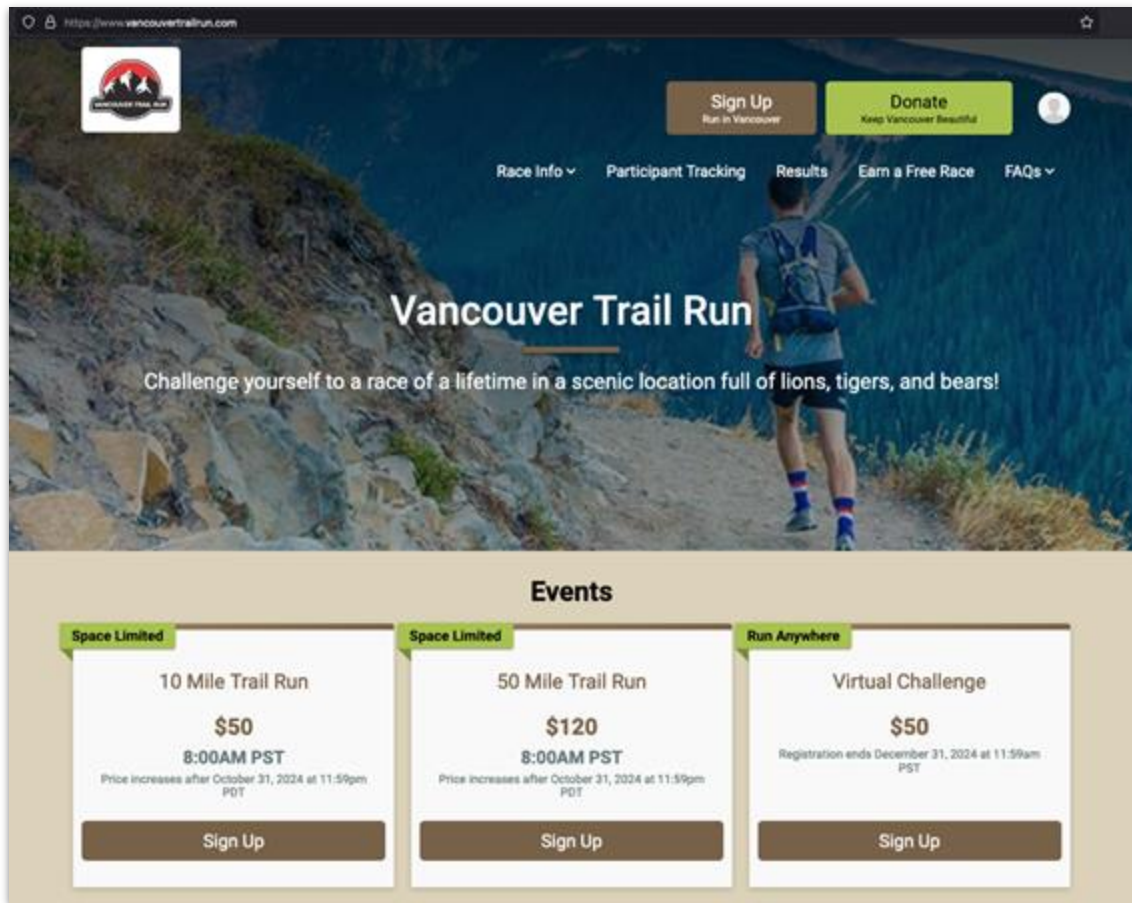
None  Small  Medium  Large



# BYO Domain

*MyRace.com instead of  
RunSignup.com/MyRace*

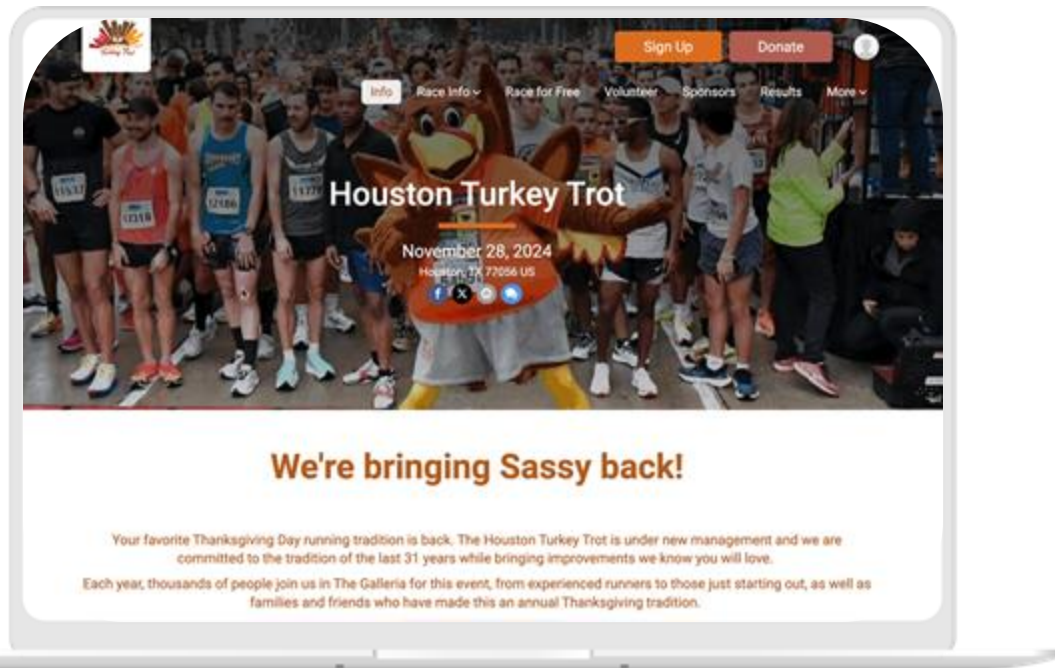
- Keeps traffic on a legacy website
- Free SSL Certificate included
- Optimized for Search Engines
- Mobile Responsive
- Connects your race data for up-to-the-second info on price increases, participant caps, etc.
- Can also set up a subdomain



# Website Checks

*Things to review and discuss with your Race Directors.*

- How long does it take someone to find the Sign Up button on your site?
- Are your dates, start times, sponsors, and course maps updated?
- What event services are you offering (participant tracking, photos, training programs, etc.)?
- Are you clearly promoting pricing strategies like early bird discounts and referrals?



# Tying it All Together

*Making a great first impression drives engagement!*

- A great race website is not just all about aesthetics
- Focus on clarity
- Cohesive colors
- Visual variety
- Get in there and create something awesome!





# More Learning

*Additional resources on things covered today!*



# Additional Resources

*Never stop learning!*

- Case Study: [RunSignup University Independent Study](#)
- Webinar: [Organization Websites Webinar](#)
- Blog: [Building a Professional Website with RunSignup](#)
- RunSignup Timer Certification





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# Thank You For Joining Us Today

