RunSignup

Building a Better Race Website

RunSignup Websites V2 201



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Agenda

01 **Strong websites**
Patterns from effective event sites

02 **Homepage structure**
Header through contact options

03 **Additional pages**
Maps, logistics, vendors, FAQs, and event lists

04 **Style recommendations**
Color, type, dividers, columns, and mobile checks

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A Few Favorite Websites (today)

01 Publix Savannah Women's Half

02 Altra Charles St 12

03 San Antonio Marathon

04 Y Turkey Trot

05 Badger Challenge

06 War Eagle Run Fest

07 Alaska Airlines Dawg Dash

08 Allianz Richmond Marathon

09 Fall Prairie Fire Marathon

SECTION 1

Homepage Structure

The essential content blocks, in the order most visitors need them



This is a Guideline.

Understanding the “Why” behind this standard structure means you can use your judgement to break the rules when it’s right for your event.

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Your Homepage is Critical. It Needs to Answer:

Order the page around what a prospective participant needs next

01	**What is this event?**	**Header**
02	**How do I join?**	**Registration**
03	**What do I need to know?**	**Event details**
04	**Why should I care now?**	**FOMO**
05	**What else should I know?**	**Key promotions**
06	**How can I get help?**	**Contact**
07	**More Connections**	**Sponsors, Socials**

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Alternate Information and Action

Visitors should never scroll far without knowing what to do next

Orient

Event identity, date, place, and navigation

1

Act

Registration choices and a clear sign-up path

2

Understand

The practical details that reduce uncertainty

3

Feel

Images, progress, people, and momentum

4

Continue

Promotions, deeper pages, and help

5

Header Options

Choose the image treatment that keeps event identity readable on every screen

Default

A familiar banner with event information over the image.

Stacked

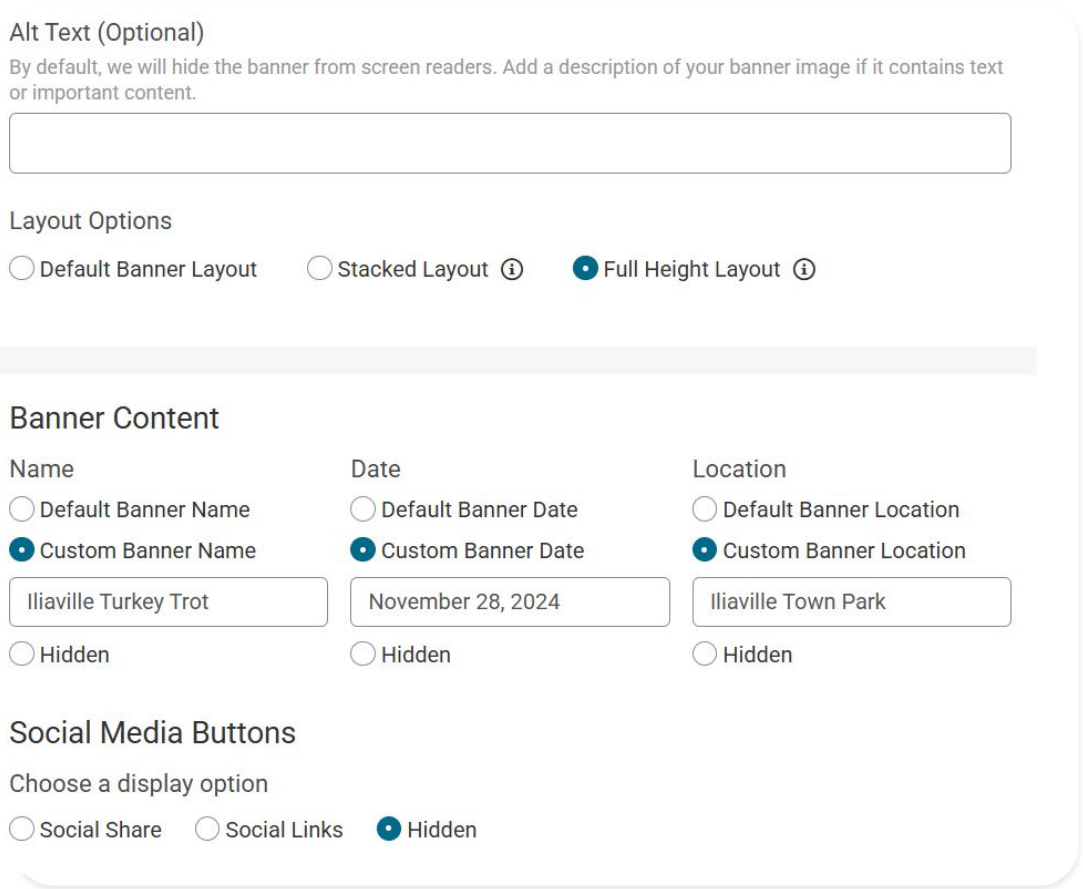
Full-color image above a separate information block.

Full height

A dramatic hero when the source image has enough safe space.

Video Banner

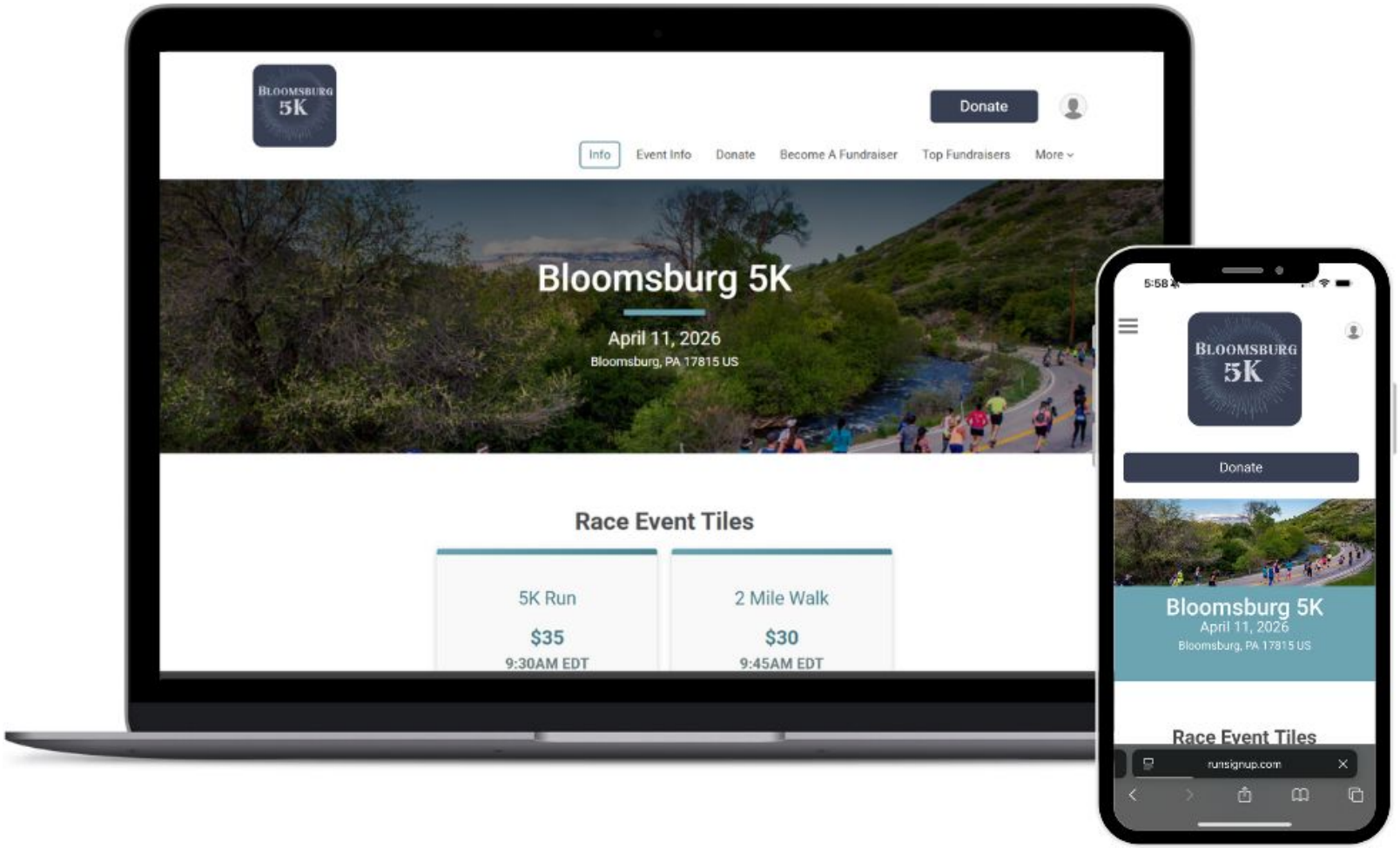
Looped video banner working off a Vimeo video



Key information *always* needs to be visible at the top
Keep the event name, date, location, and primary action easy to find. If you have **information in the image**, make sure you add Alt Text!

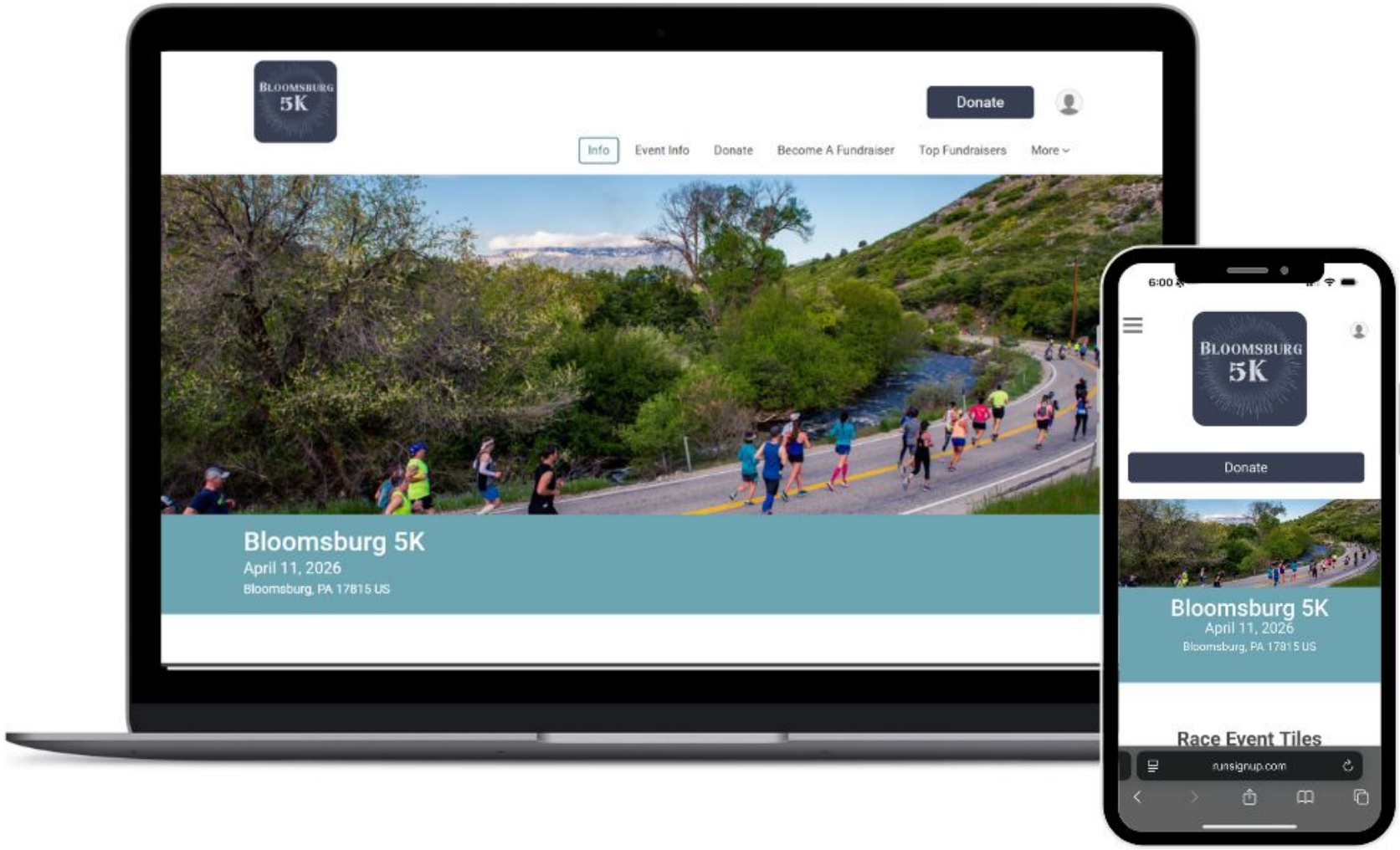
Header option 1: Default

- 2400x800px
- Can hide or edit the race name, date, location, and socials
- Automatically darkens to show the name, etc.
- Displays stacked on mobile (same dimensions)



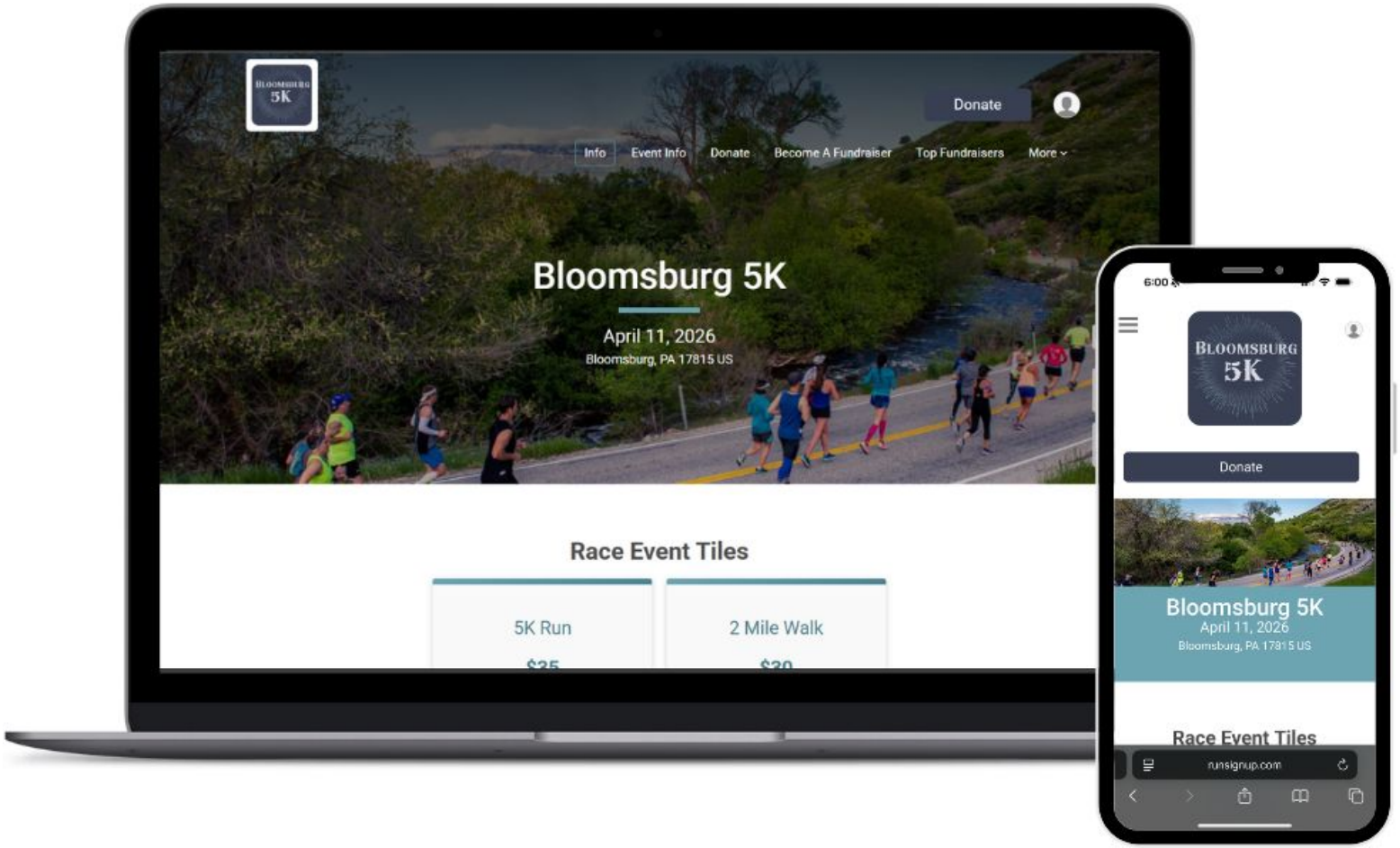
Header option 2: Stacked

- 2400x800px
- Can hide or edit the race name, date, location, and socials
- Automatically darkens to show the name, etc.
- Displays stacked on mobile (same dimensions)



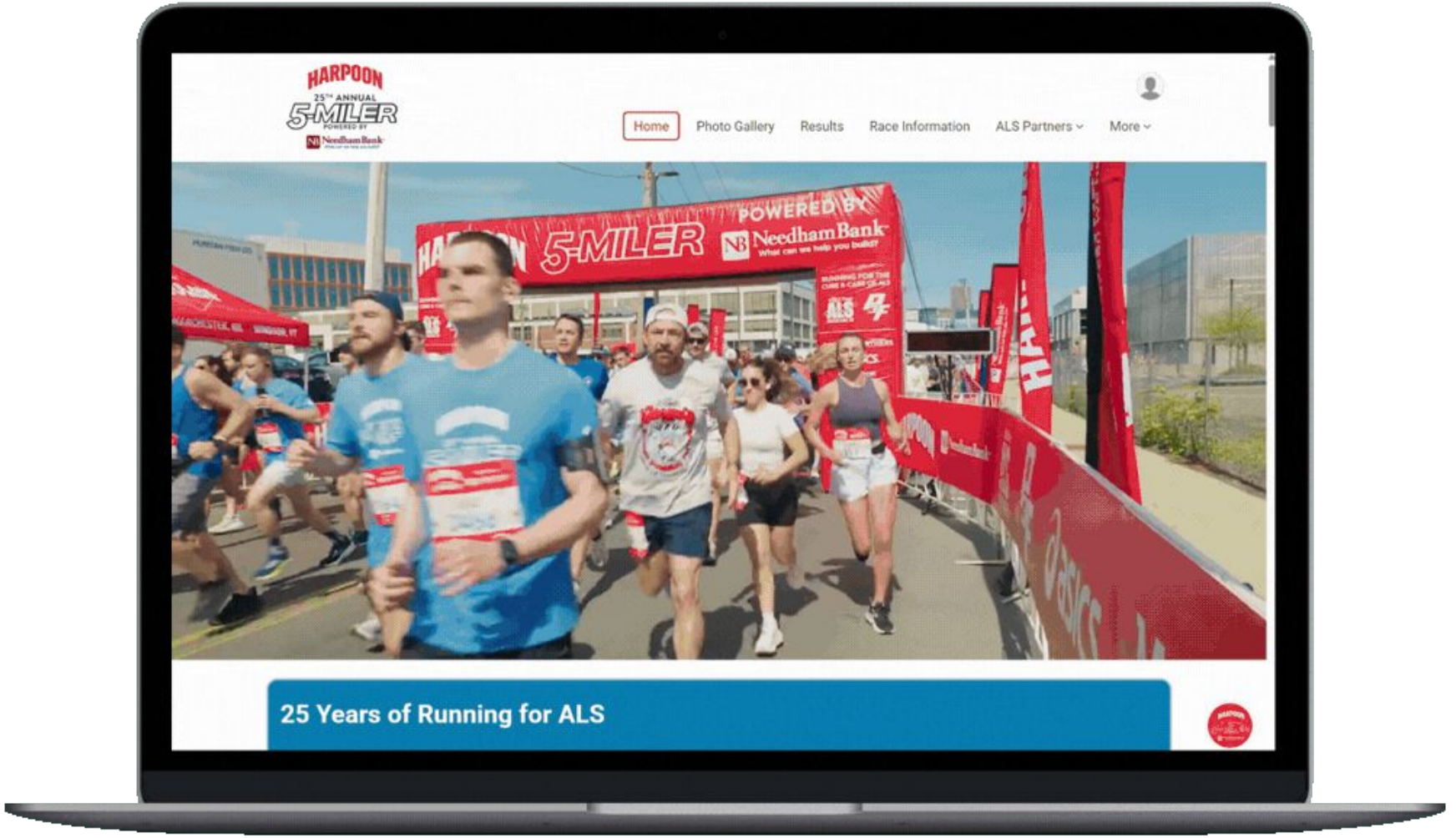
Header option 3: Full Height

- 2880x1200
  - Key details within 2300x920
- Image continues to the top of the page
- Can hide or edit the race name, date, location, and socials
- Automatically darkens image to make race info readable
- Displays stacked on mobile (same dimensions)



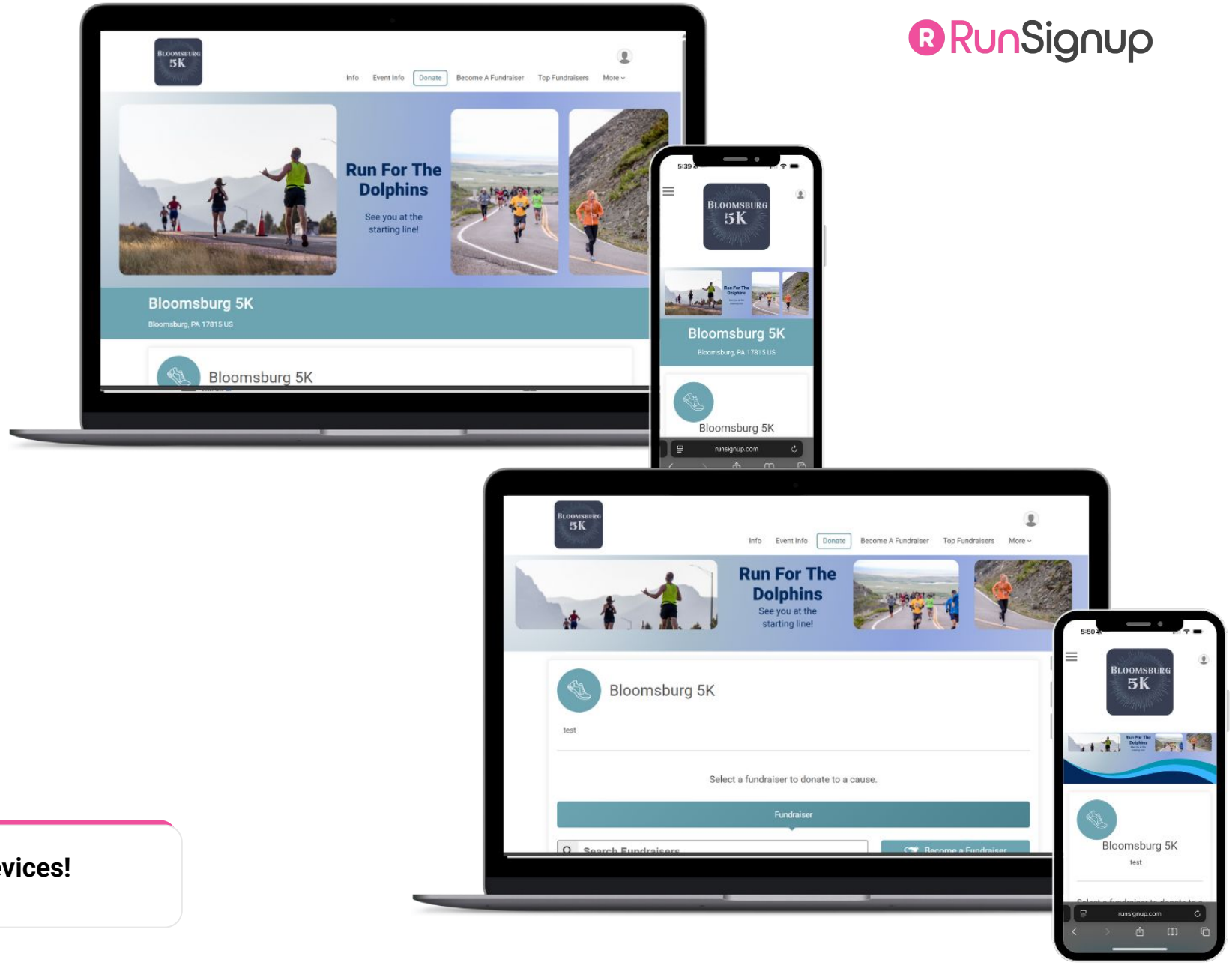
Header option 4: Video Banner

- Requires a Vimeo Standard account to host the video (currently $41/month)
- Can be added from the Theme
- Include a backup image to display when bandwidth is low
- Overlay colors & shading options



Notes About
Page Banners

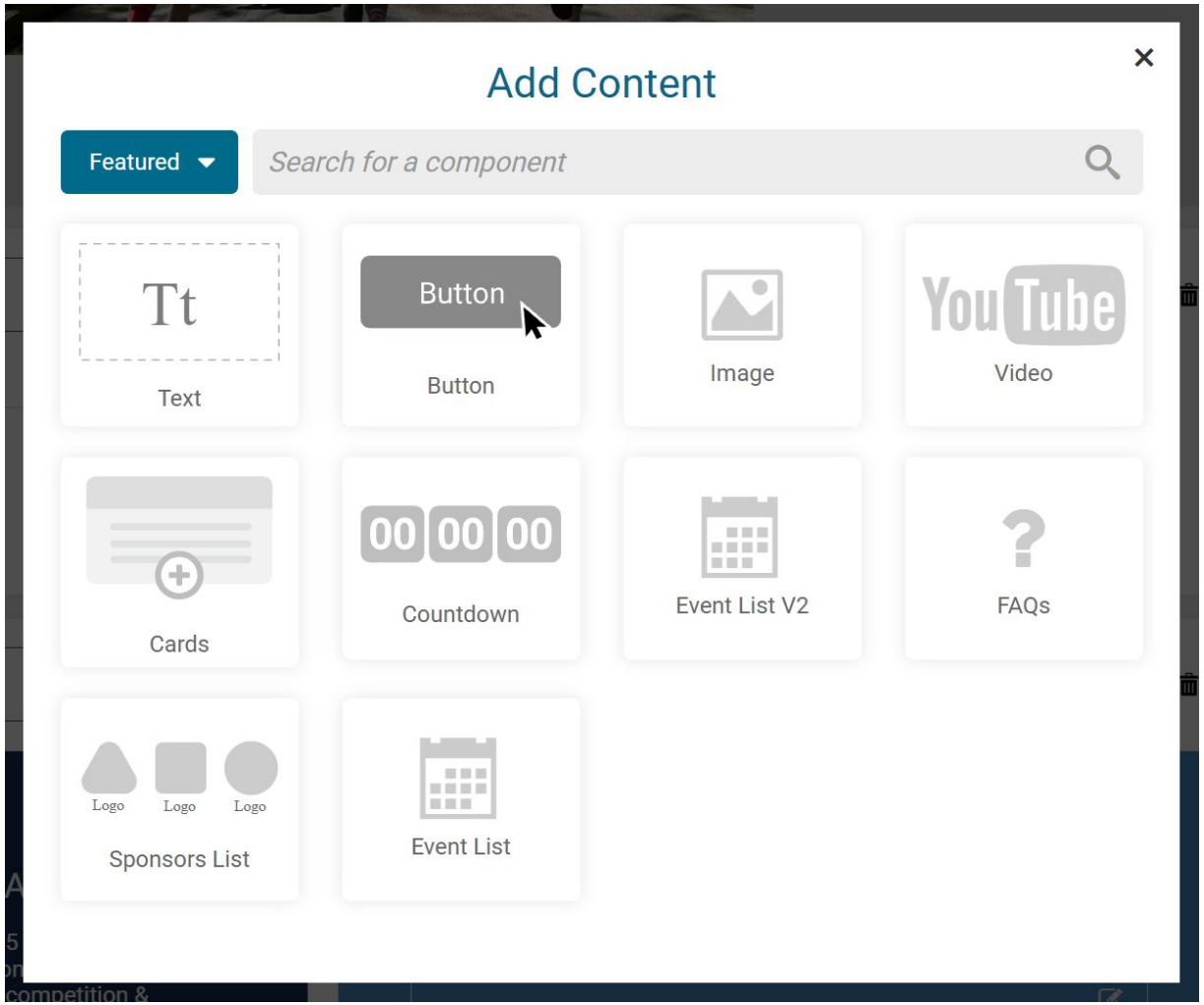
- Many events will opt for a text banner, or no banner
- There are options for an Image Banner that is **default** or **stacked.**
- Default crops very differently on mobile & laptop - use with caution
- Stacked crops consistently, but is quite large.



If using with an image, test on a range of devices!

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Review: What's a Component?



Section 2: Registration

Make the CTA easy to find

Use Event Tiles Component

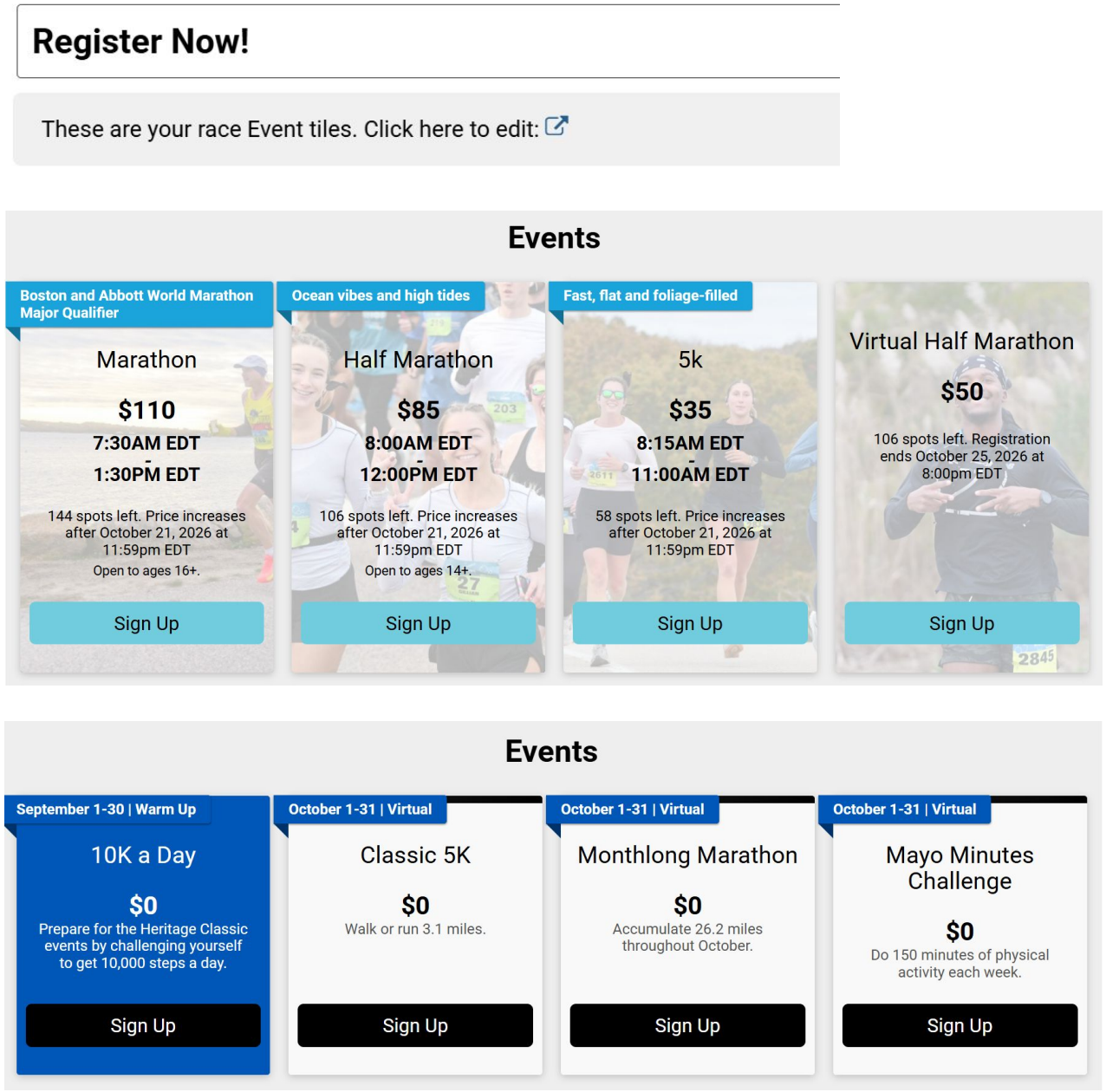
Benefit: Dynamic data (no manual updates!)

Event Tiles can be Customized

Slick the link from your “Event Tiles” component in the Website builder to update colors, add details, include a highlight, etc.

Alternate Option: Buttons

Go directly to registration.



Section 3: Event Details

Get your practical details out up front

Race Description

Key race details – this pulls directly from your Race Wizard, so to edit, there will be a link *back* to the Race Wizard

Race Location

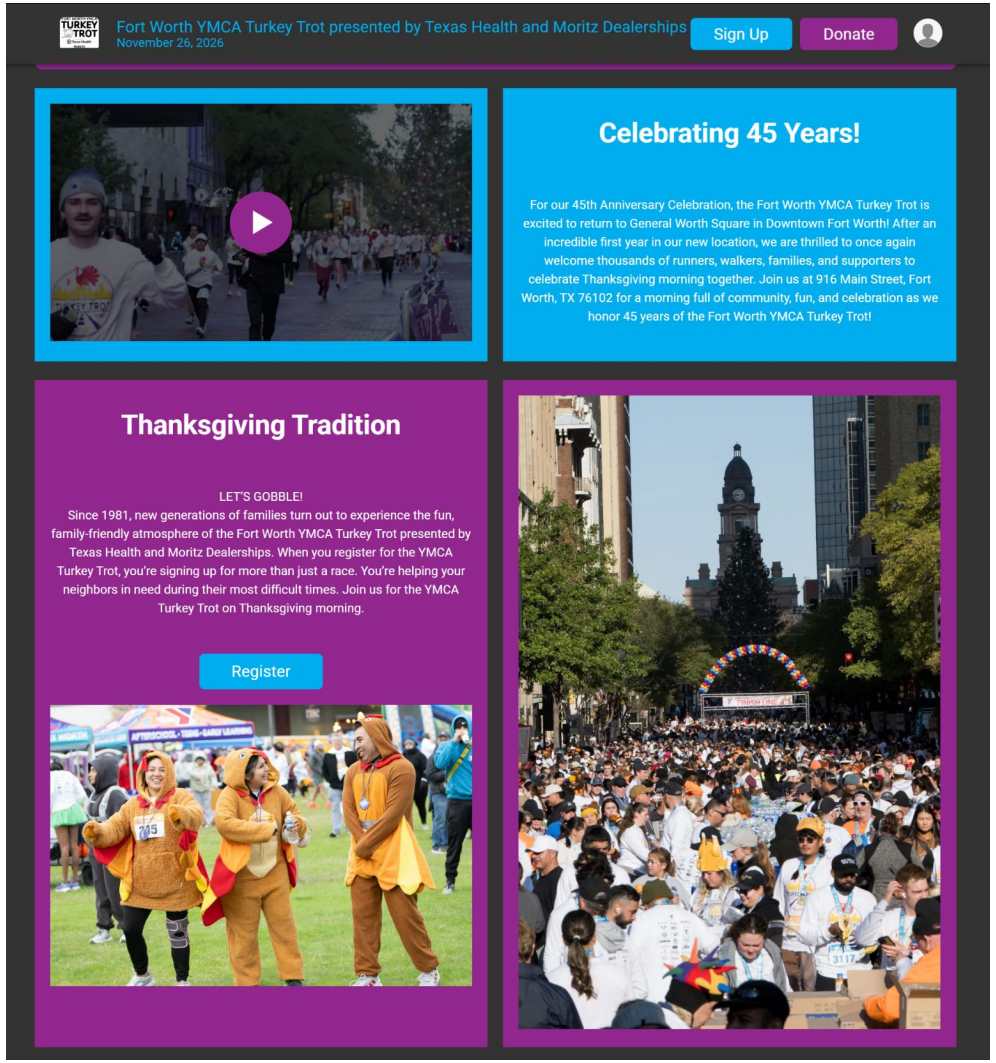
The address of the Race, with a link to a map.

Map Location

Link to a map of the location, over a map image

Text

Best for complex descriptions, but not dynamic (I.E., cannot be re-used elsewhere on the website)



Section 4: Create FOMO

Push people to Take Action

Countdown Clock

Create a sense of urgency to get registered.

Participation Count

Add to show how many “friends” have signed up.

Leaderboards

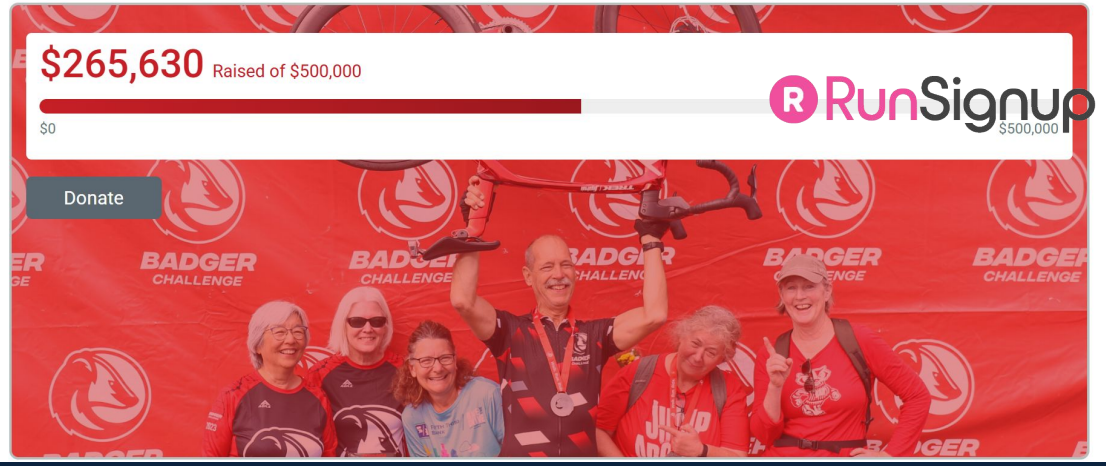
Leaderboards for team size, fundraisers, and donors provide competitive inspiration for key initiatives.

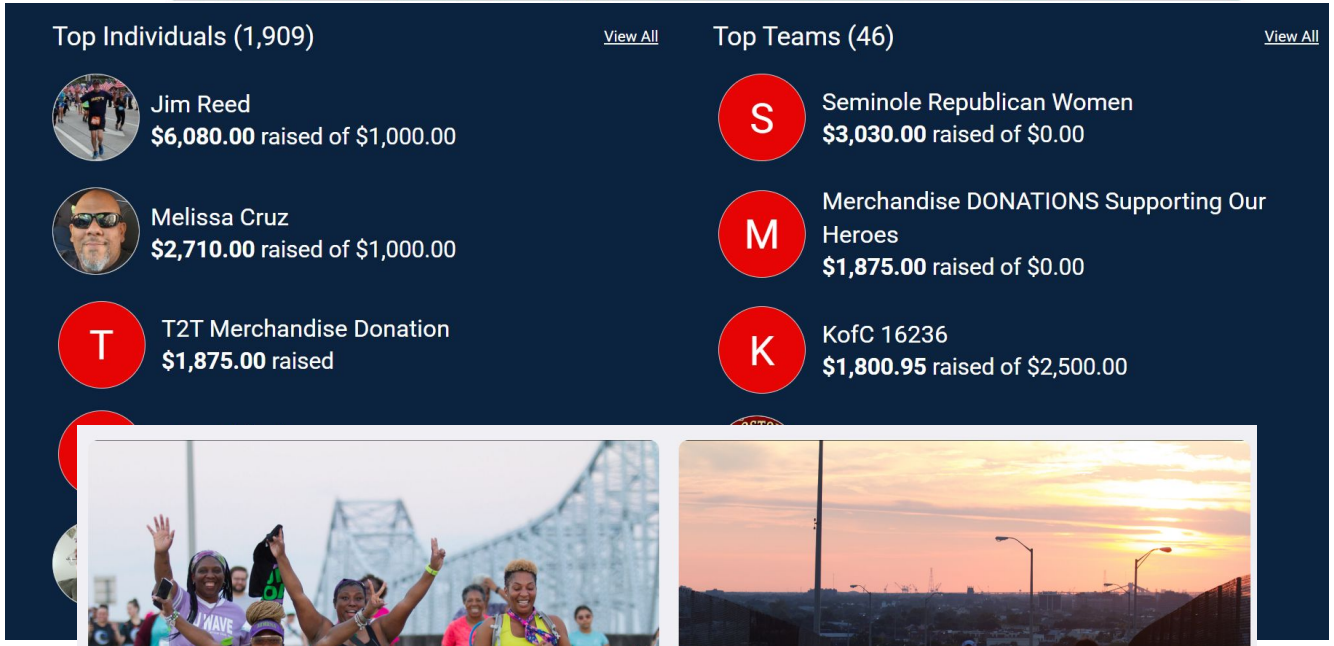
Donation Thermometers

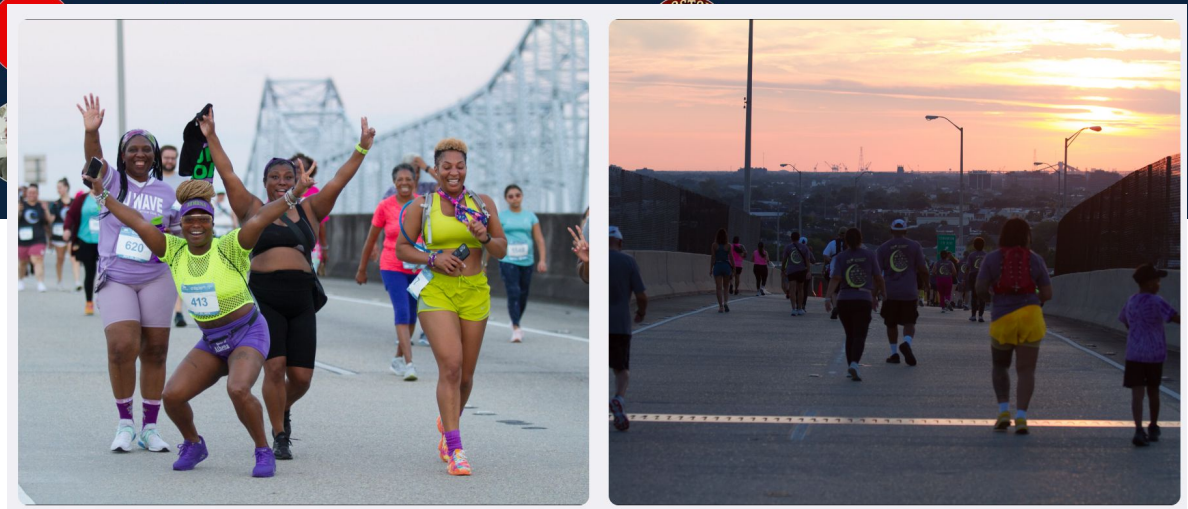
Show progress toward your goals

Photos, Image Groups, Slideshows & YouTube Videos

Nothing makes people want to sign up like visuals that *show* the fun!







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Section 6: Key Promotions

Highlight what makes your event unique

Text

Show the item, price or deadline, and action.

Images

Give priority partners a meaningful placement.

Image Groups

Connect each promotion to the correct page or form.

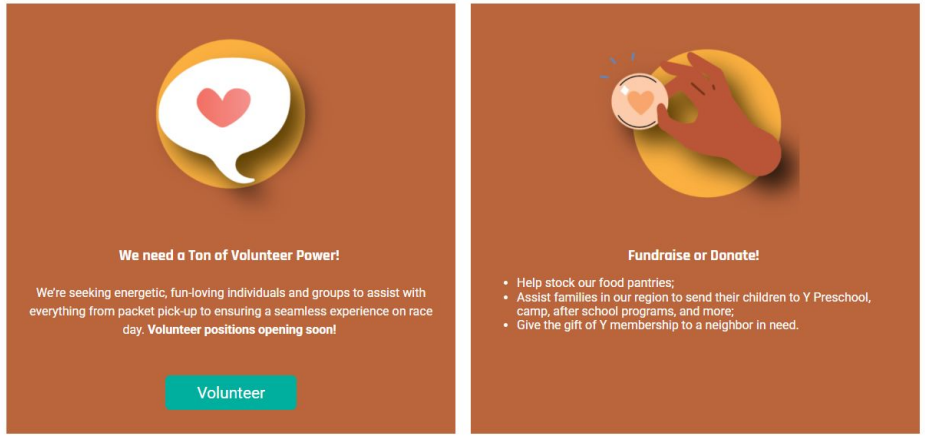
Cards

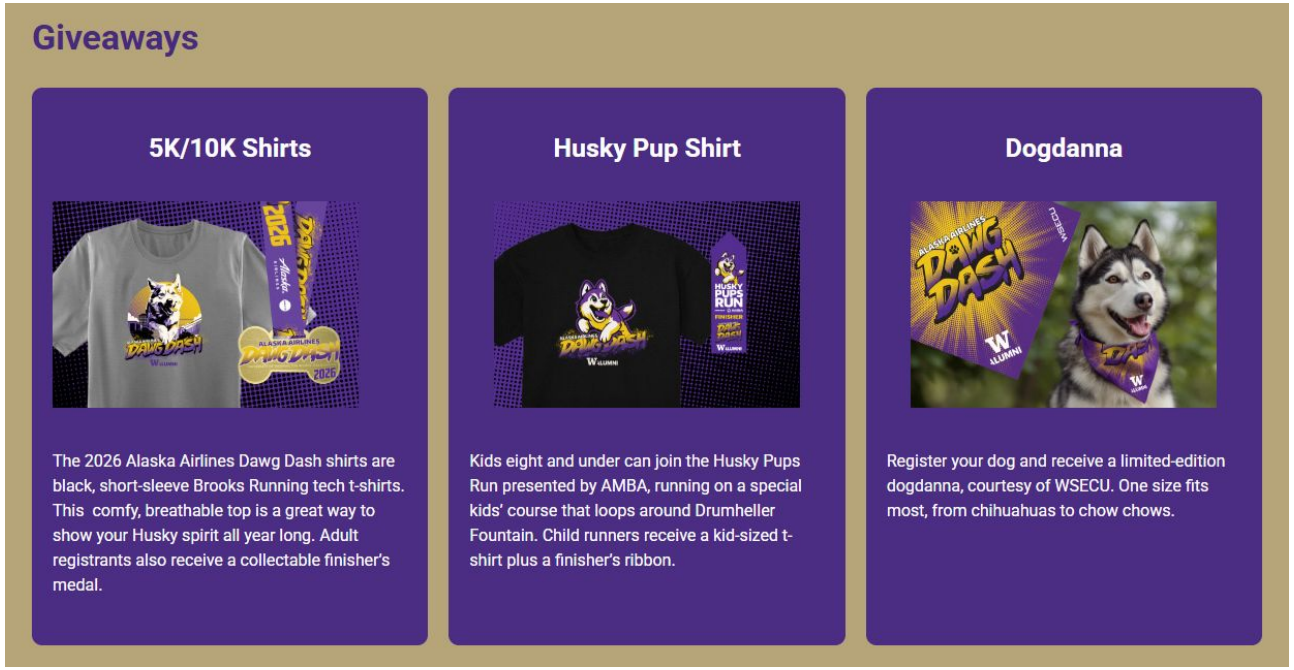
Give priority partners a meaningful placement.

Price Increase

Automate reminding people of upcoming price increases

Highlight your swag, promote your referral program, encourage fundraising, etc…





Section 5: Contact & Questions

Make sure people can get their questions answered.

Contact Us Form

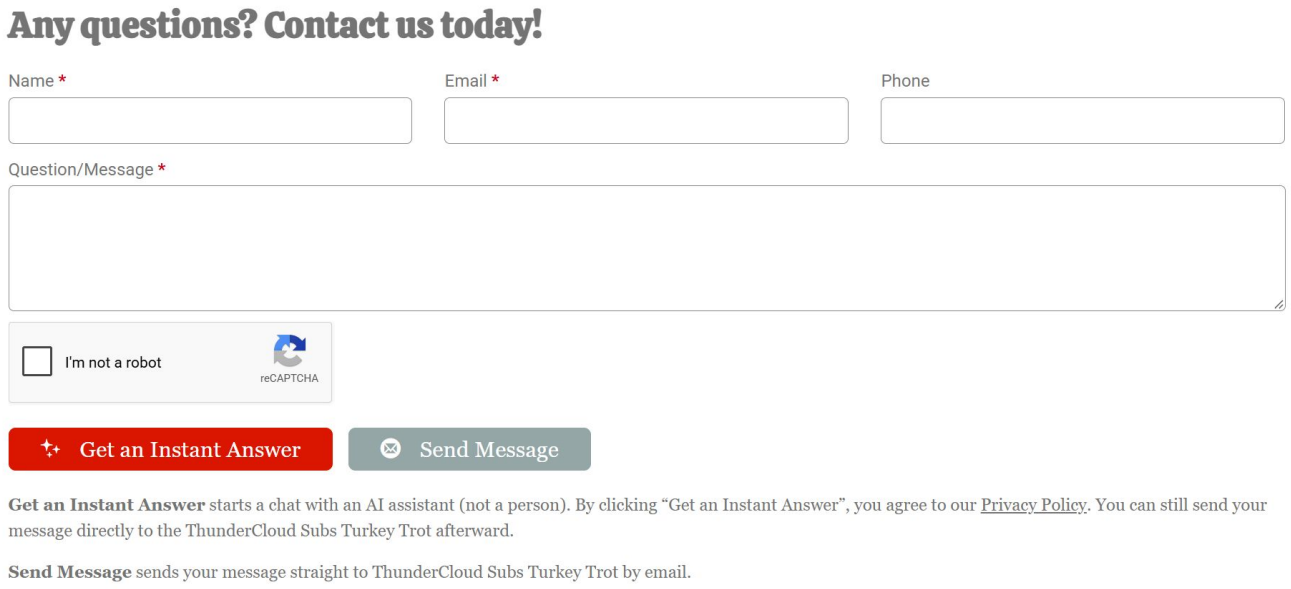
Customize the send-to email address based on the form and let people send in questions - can be AI powered.

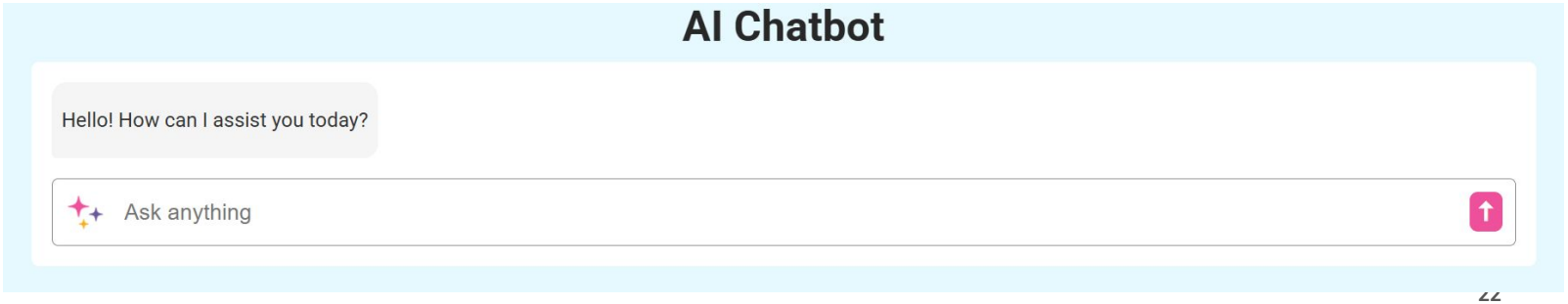
AI Chatbot

When enabled, this can always be accessed by the pop-up at the top right, but an actual component is recommended to link to.

FAQ

If you have many FAQ's, I recommend adding them on a separate page. But, a few can be included on your main page.





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Bonus: Personal Recommendations

Add quotes and stories from previous runners

Text

Simple text on colored backgrounds

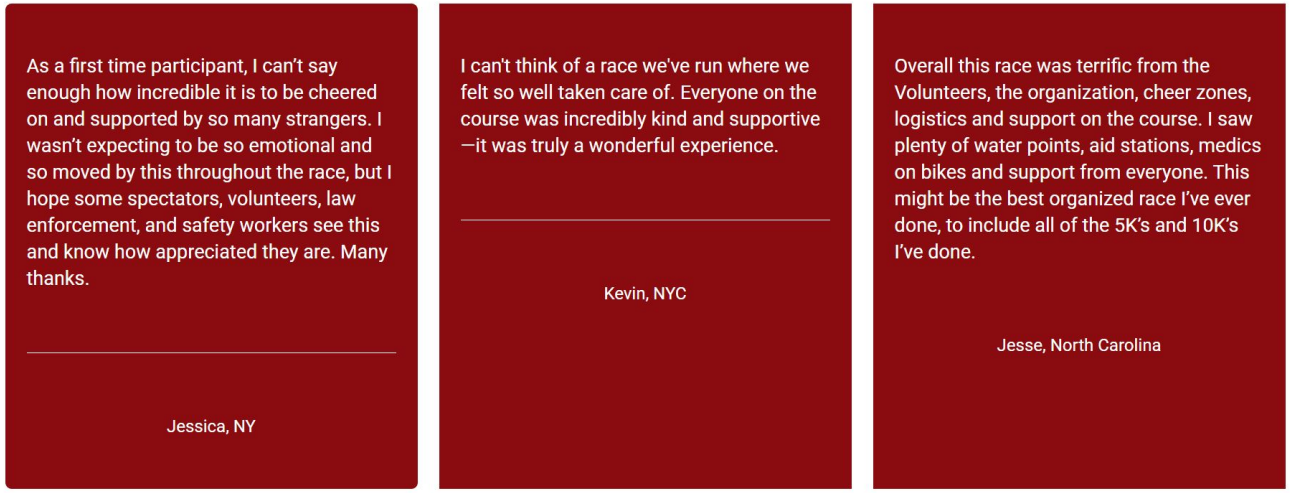
Cards

Mobile-responsive cards

Images

Make sure you use Alt Text when adding the image so the quotes can be accessed by everyone!

What people are saying





Optional: Sponsors & Socials

Add as needed

Sponsors List

NEW: 2 options – Grid & Slideshow

Social Links

Link to Your socials





SECTION 2

Additional pages

Use supporting pages for detail that would overwhelm the homepage



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Sample Website Architecture

Group related details so participants can find information quickly

Race Info

Course Maps

Race Day Details

Parking

Packet Pickup

Get Involved

Volunteer

Sponsor

Become a Vendor

2026 Race

Groups/Teams

Photos

Results

Questions?

FAQs

Refund Policy

Contact Us

AI Chatbot

More Races

I'll cover a few recommended components for additional pages.

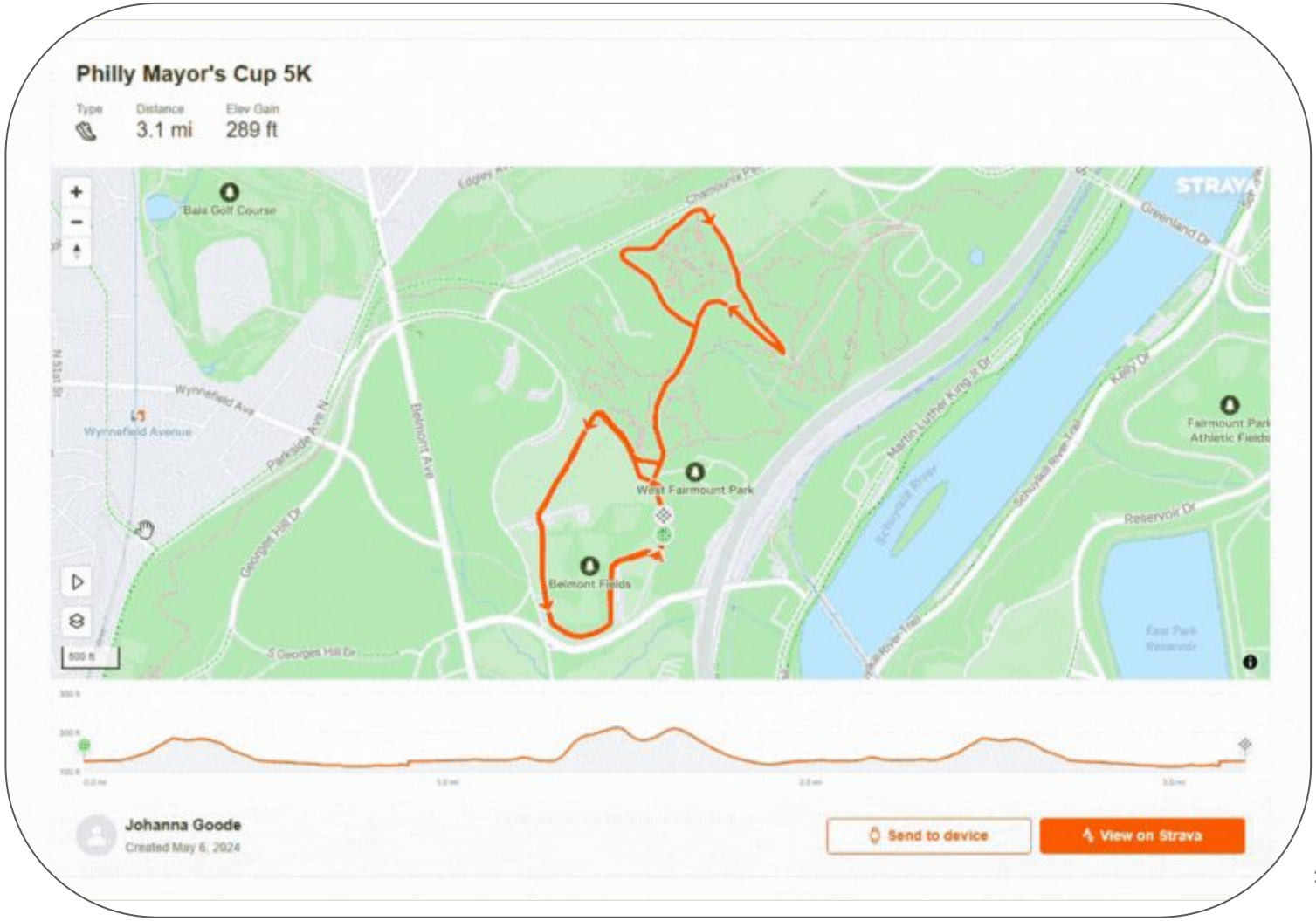
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Strava Map

Interactive maps help participants understand distance, terrain, and location

Creating requires a pro Strava account

Sharing it doesn't, though.



Event Lists

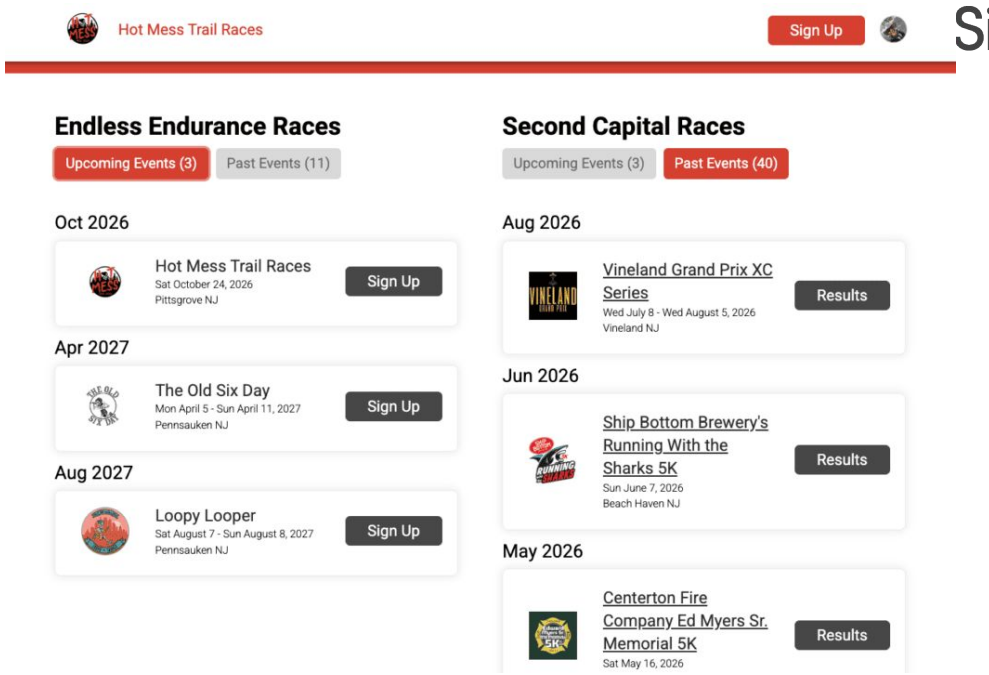
Share additional upcoming events from your organization

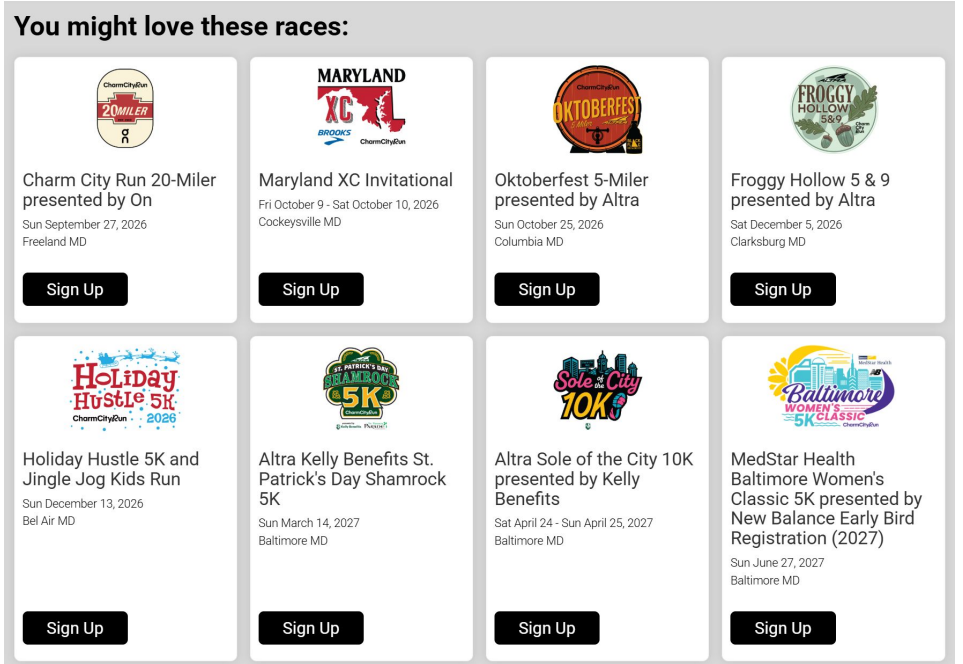
Event List

Legacy layout and setup

Event List V2

New showcase format with a reusable setup





ADDITIONAL PAGES

FAQs

Dual-purpose question-answerer

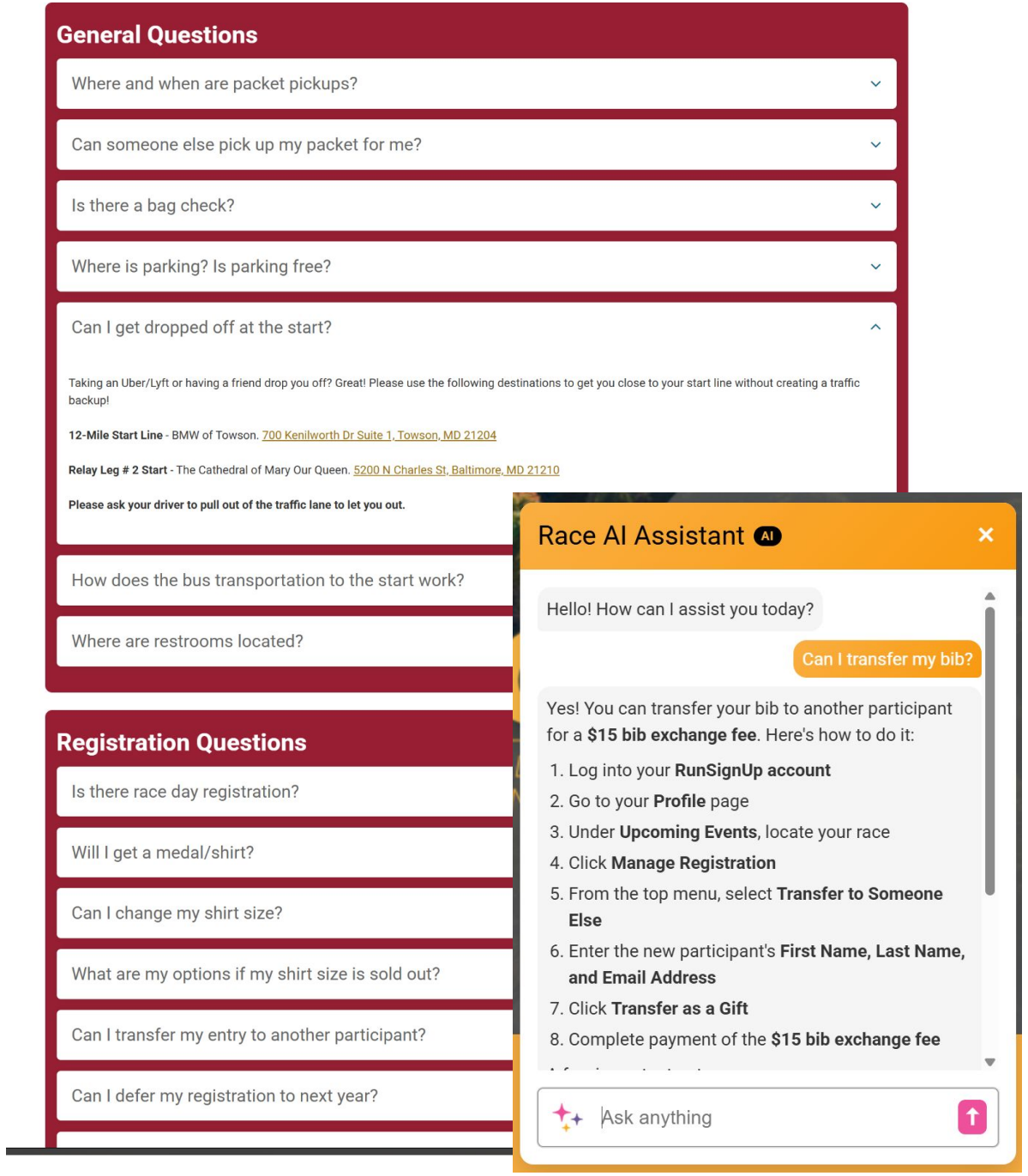
FAQ

Build an FAQ from common questions & fully custom questions.

AI Chatbot & AI-Powered Contact Us Form

An FAQ is required for AI-powered customer support.

AI Chatbot V2 is now out – with better insight into *all* the details of your event!



Videos and Playlists

Make it a multimedia experience

YouTube Video

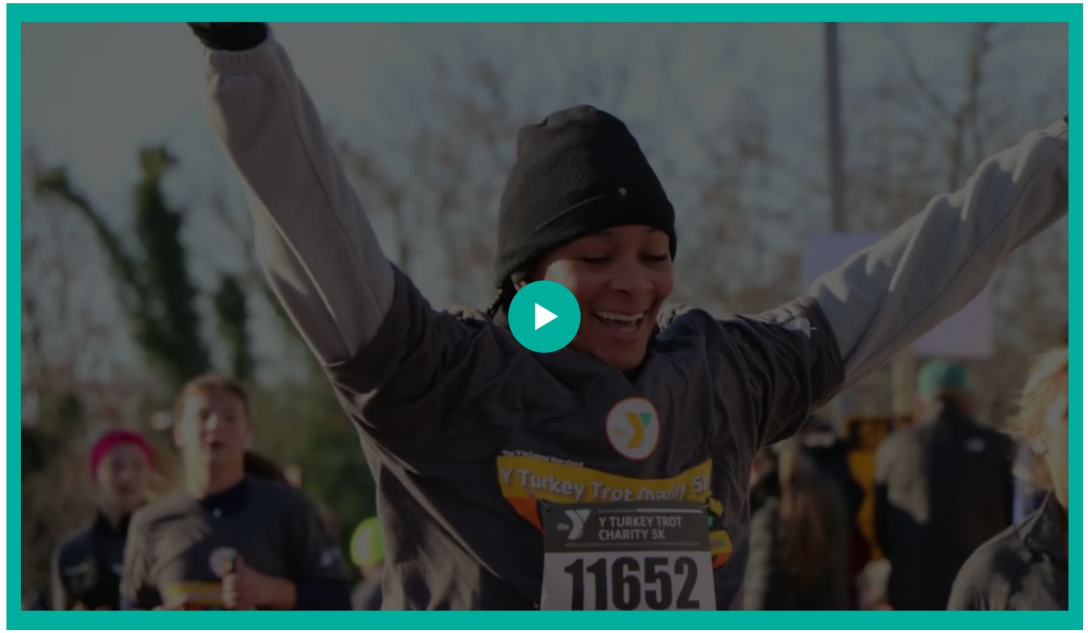
Showcase the highlights of your event, include a course preview, and more.

YouTube Playlist

Add a playlist of multiple videos.

Spotify Playlist

Get people excited about the musical possibilities for the race.



Training Playlist by DJ Greco



SECTION 3

Style Recommendations

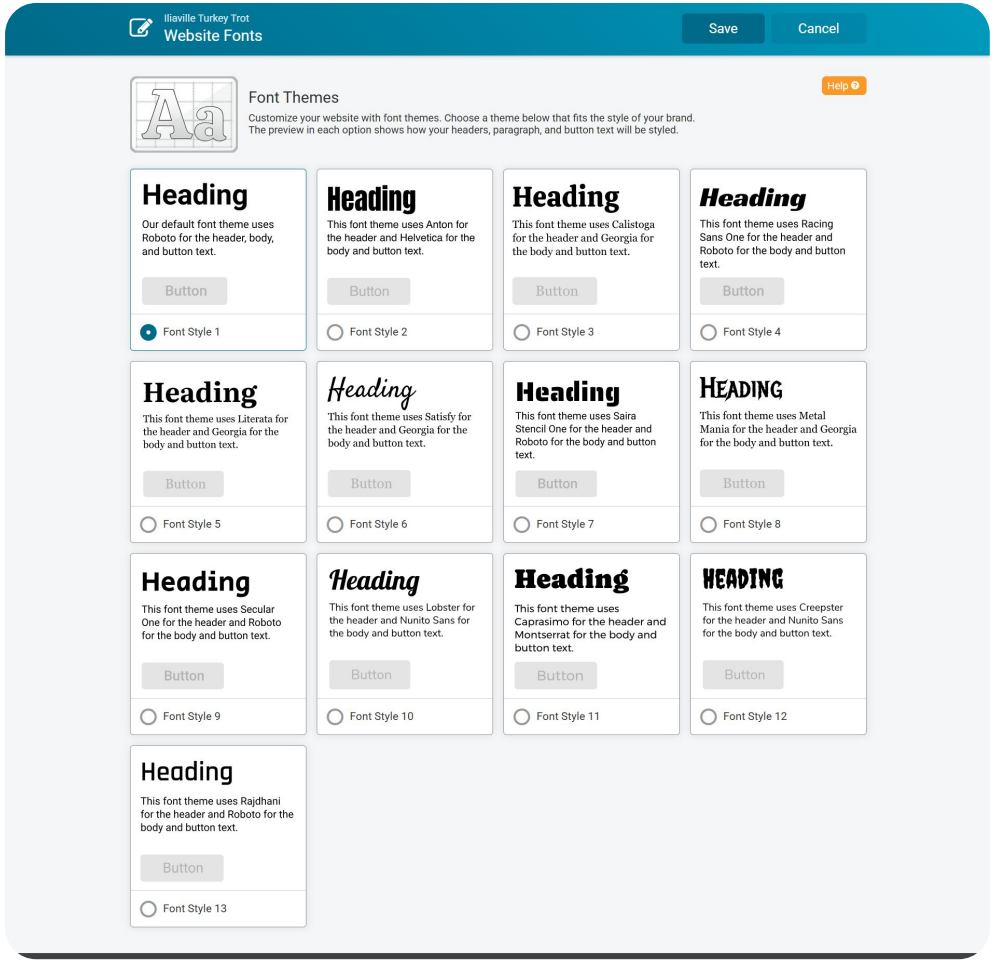
A small set of consistent choices makes the site feel intentional

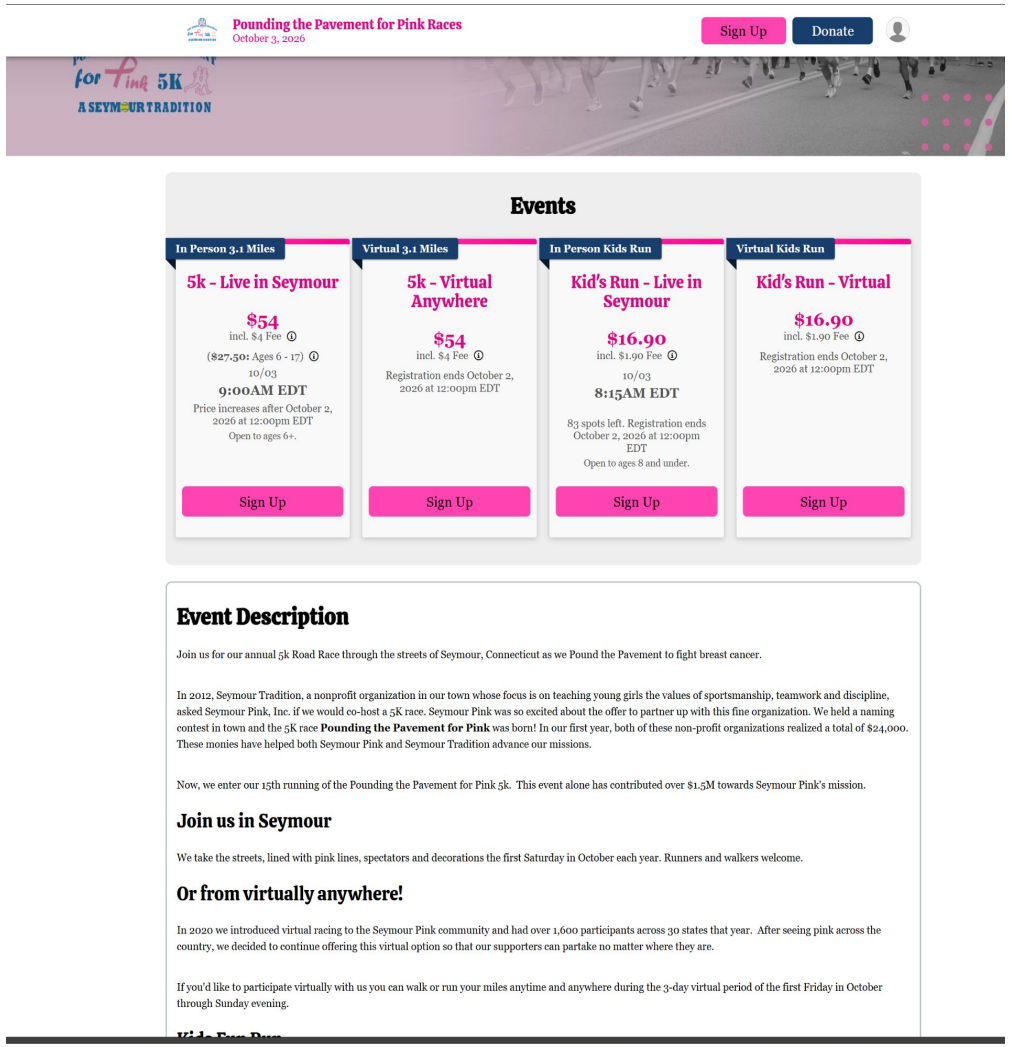


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Recommended: Font Styles

Takes your race website from a template to a real website





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Use Headings

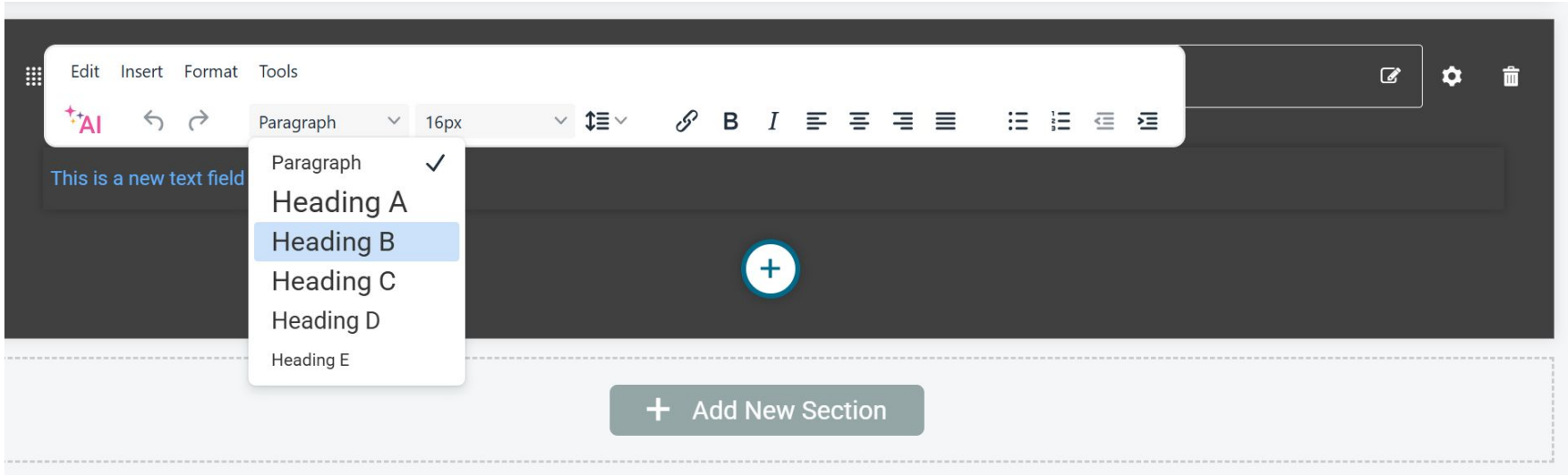
Headings are hierarchy.

Structure from HA to HC/HD (then text)

Headings signal to Search (and AI) the structure of your content. Only include **one HA** on your page.

Format

In most cases, default sizes will work with your headers, since size also visually signifies importance. As needed, you can also adjust text size, color, boldness, etc.



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Section Styles

Here, you want **consistency**

Padding

Use consistent page margins and enough space between sections.

Width

Full-size or restricted width

Borders

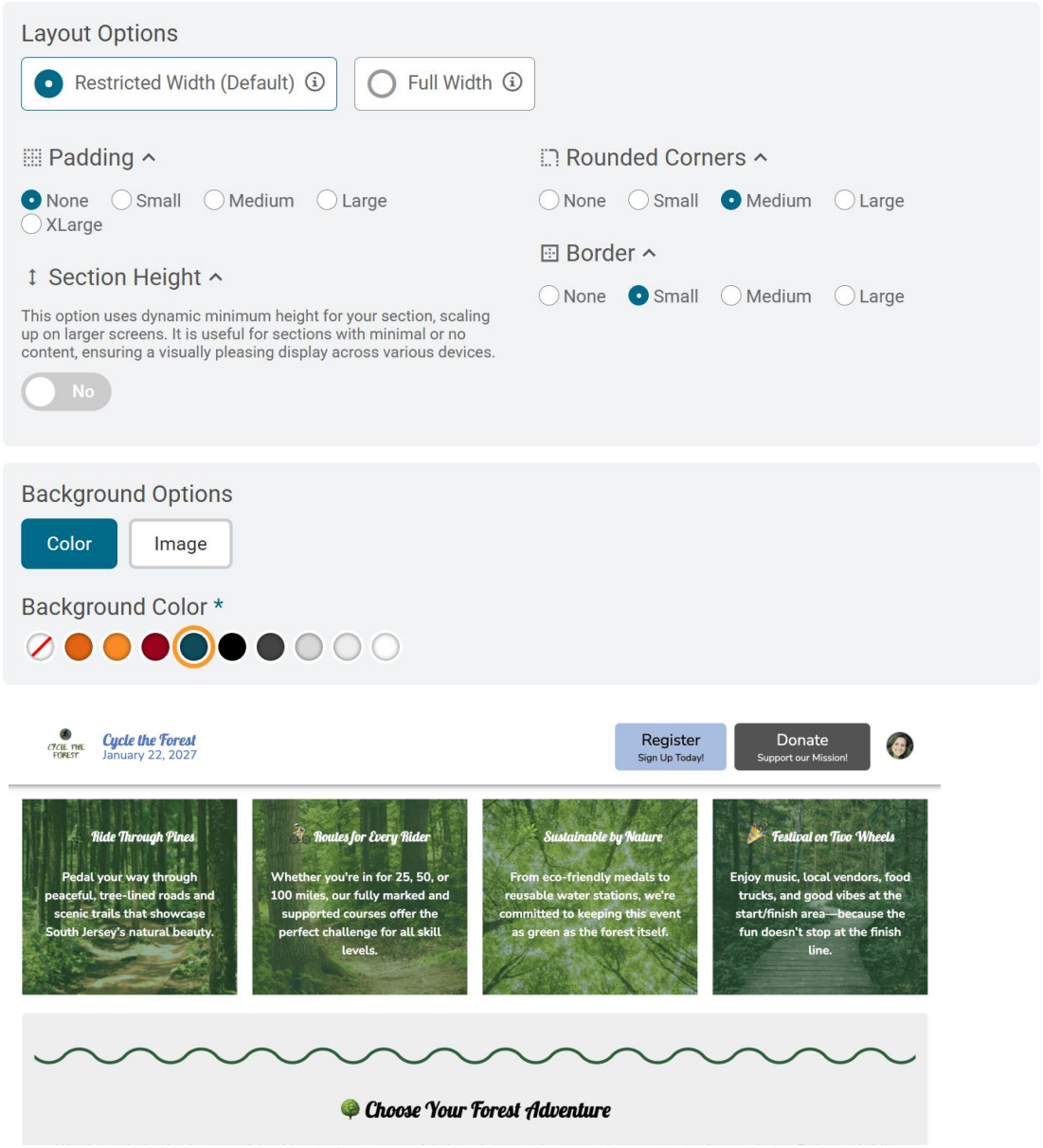
Apply rounded edges and subtle shadows to screenshots and photos.

Corner Rounding

Keep sections square or add rounding (on restricted width only)

Dividers

Create visual separation (but pick just one!)



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Section Styles

Here, you want **variety**

Number of Columns

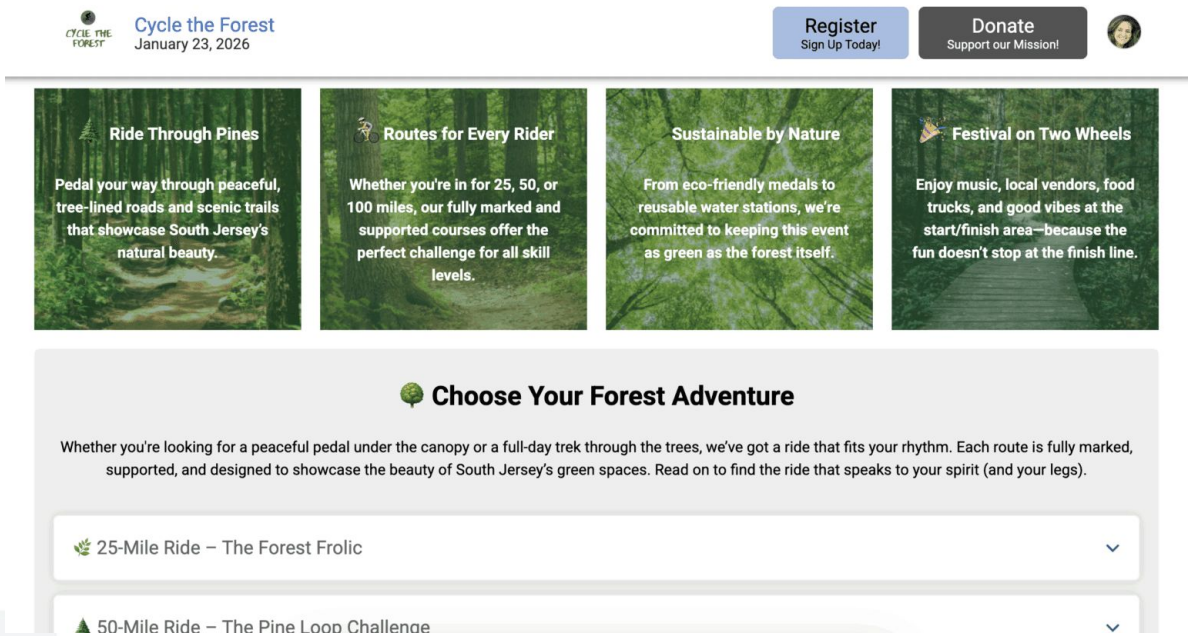
Vary your content sections between 1, 2, 3, and 4 columns to create visual interest

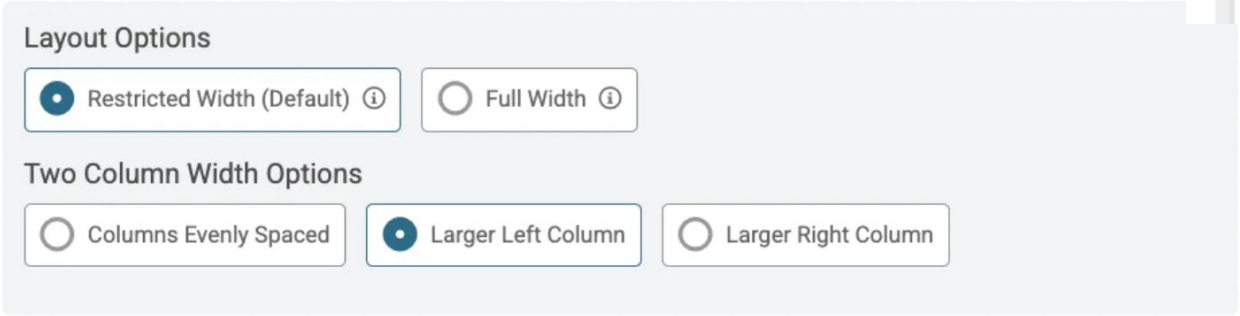
Column Widths

Use the new options to vary the size of columns for a more custom look

Background Colors and Images

Pick a *limited* set of colors to use, but vary your page between white, color, and images





Understanding Images

Recommended Sizes

Banner Image Full Height

2880 x 1200
Keep main text within 2300 x 920

Banner Image Default or Stacked

2400 x 800

Page Banner

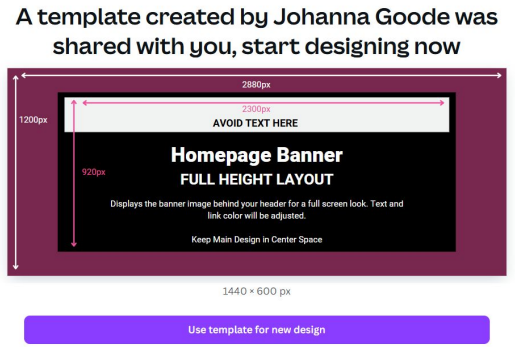
2400 x 800
For DEFAULT, keep all key details in the top 322 px

Cards

350 x 150
Keep all key details within the center-top 150 x 130

Use our Canva Templates! These help ensure you have the right size + the key details within the right area.

https://info.runsignup.com/2024/05/09/using-canva-for-your-runsignup-website/



Images and Alt Text

Make images accessible

Read for Accessibility

Read by Google & screen readers for people with visual impairments.

Add for Information

If your image includes information or text, add Alt Text so the image can be understood.

Do Not Add for Decoration

If your image is strictly decorative, you do not need alt text – it's just more clutter to listen to.

Add at Upload

Alt text currently must be added when the image is first uploaded – if you didn't add it initially, re-upload.

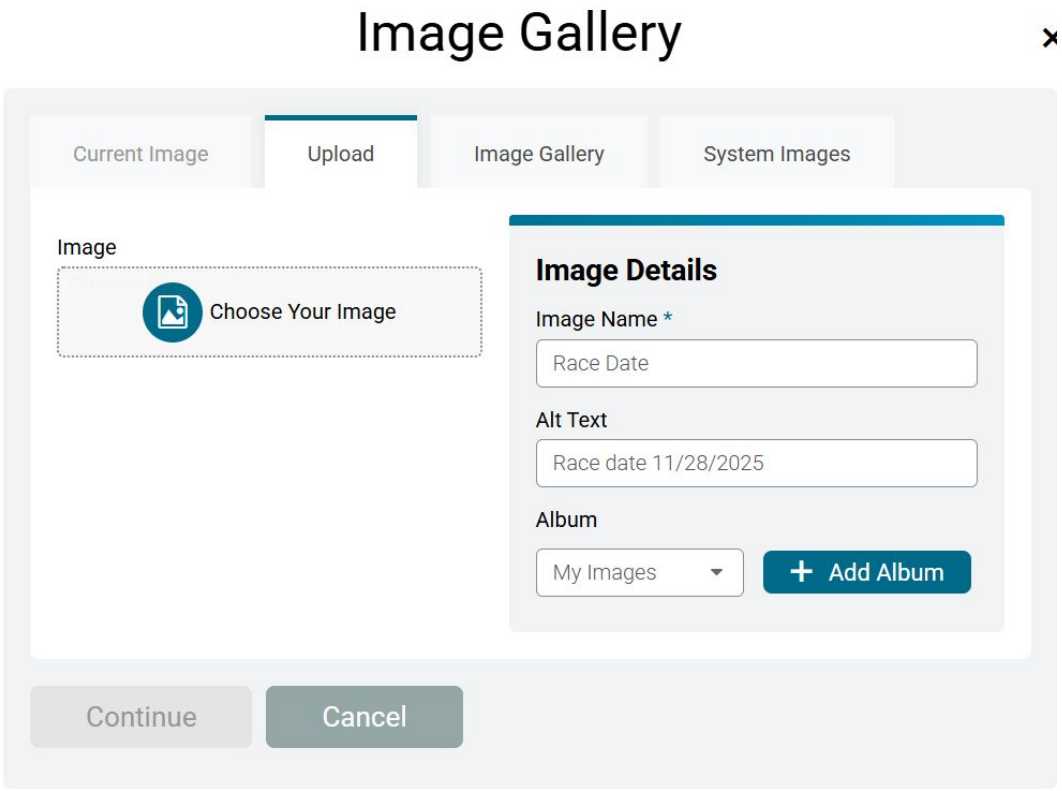


Image Component vs. Background Image

Different ways to display images

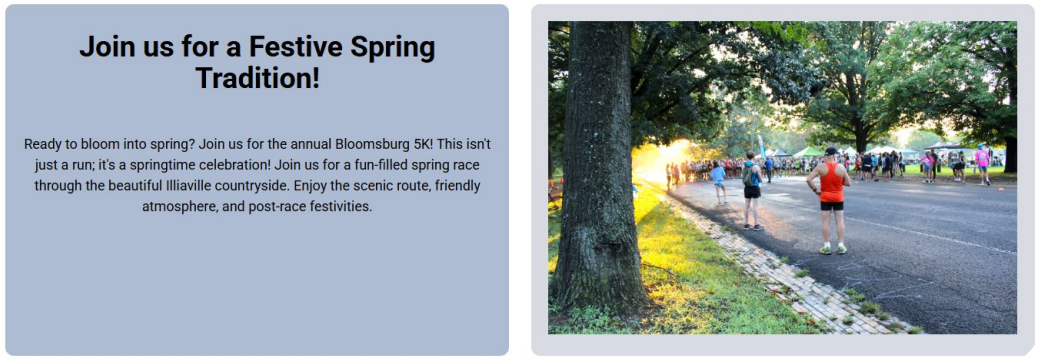
Image Components are added as a component

Limited style options (rectangle or circle)
Can show differently on a laptop vs. mobile
Shows at size of image (relative to column width)

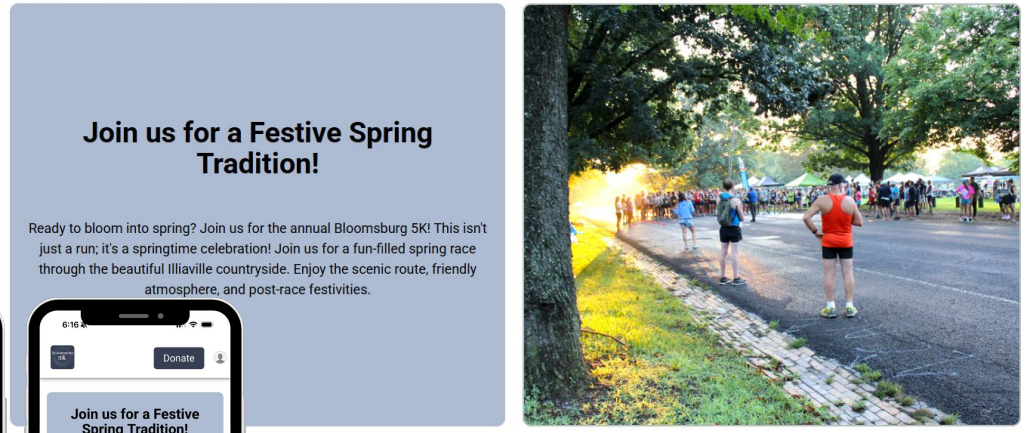
Background Images

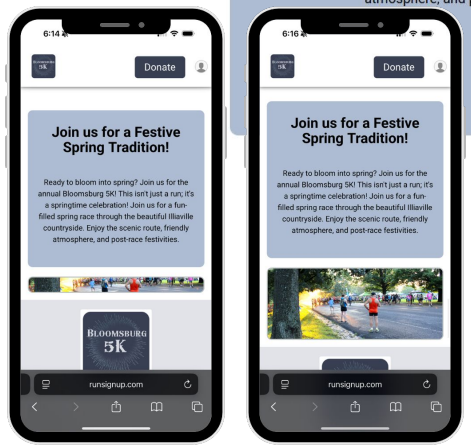
Applied directly to a section (not as a component)
Shows at height relative to other column(s)
Allows you to round the image (like any section)
Enable Section Height to prevent it from disappearing in some circumstances (like on mobile)

Image Component



Background Image



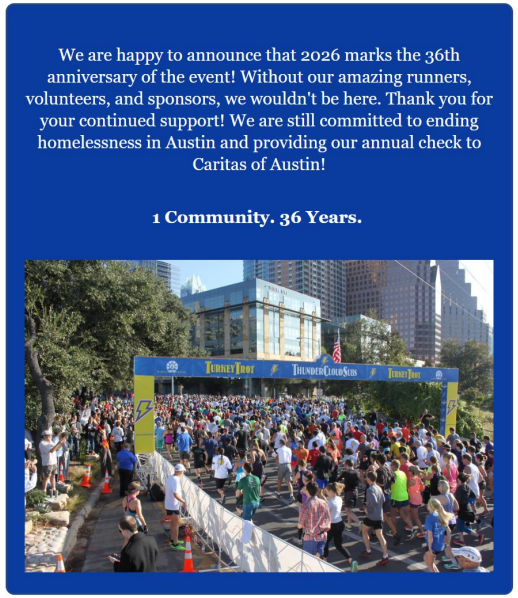


← Restricted Width prevents a background Image from collapsing on mobile

Additional Image Variations

More ways to display images





Circles

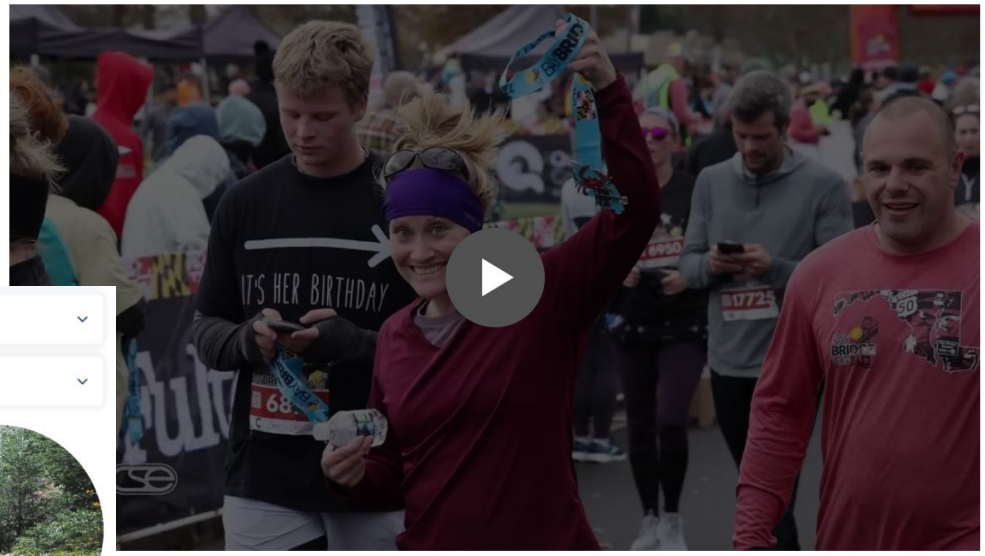
Style option when you upload an image, with multiple size options

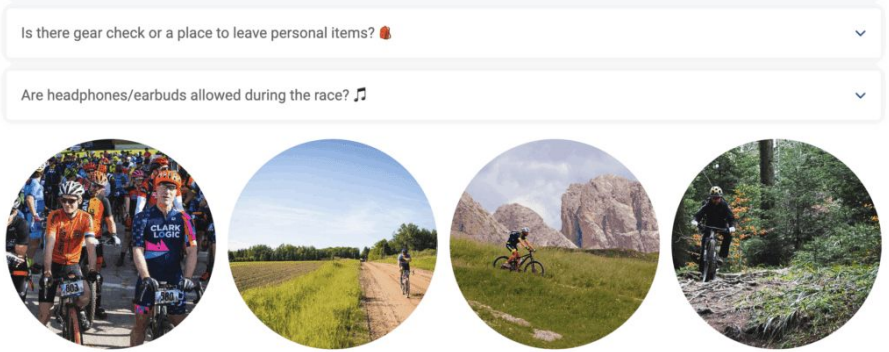
Image Groups

Add up to 6 images in groups (will stack on mobile), with multiple size options

Slideshow

Rotating set of images.
Edit photos to be the same dimensions/orientation to avoid extra padding/space.





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Website Checklist

Use this before launch and after any major event update

1. Header names the event, date, and location
2. Registration appears early and remains easy to find
3. Event details answer the most common questions
4. FOMO components show useful, current information or imagery
5. Promotions support a clear event or participant goal
6. Contact, FAQ, and chatbot routes have current answers
7. Additional pages follow a simple navigation structure
8. Mobile layout, images, and alt text have been checked

That's It.

Questions?

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