

Hopkinsville Screen Print Site Launched

Monday, 19 March 2007

Last Updated Thursday, 22 March 2007

Much of Hopkinsville Screen Print's business comes from local sports leagues, and their redesigned site reflects that with an ESPN-like look. Features include a news scroller, league newsletter registration and publication, online product catalog, and the ability for coaches and league representatives to contribute content.

Hopkinsville Screen Print and Embroidery was ready for a new look and some additional functionality that would enable them to better serve their community.

In particular, they were looking for opportunities to serve the families that participate in area athletic leagues. Their new site enables them to send newsletters to those who are interested in league events (such as registration dates). Since Hopkinsville Screen Print offers their store as a registration location, many families rely on them to answer questions regarding league participation guidelines, registration, etc. So, in addition to the newsletters, Hopkinsville Screen print makes registration forms available from their site as well as answers to frequently asked questions.

They also wanted to allow coaches and league representatives to post information to the Hopkinsville Screen Print site. This not only serves the community, but it also attracts visitors. Each coach is issued a username and password, and they're granted an appropriate level of access. Hopkinsville Screen Print can hold content submissions until they've been reviewed, or they can allow them to be posted immediately.

Last but not least, a product catalog was added.