Updating your venue profile information

Your venue profile on LTA Play helps players and search engines understand what your venue offers. By keeping your venue description and image accurate and up to date through your Clubspark account, you can attract more bookings and give players a better understanding of what to expect when they visit.

Why does your venue description matter?

- **Inform players** by giving them the key details they need before booking, such as facilities, coaching programmes and location.
- **Showcase what makes your venue unique**, helping your courts stand out from others in the area.
- **Help search engines understand your page** so they can match it to relevant searches.
- **Increase your visibility online** by making it easier for people searching for tennis courts nearby to find your venue.
- **Avoid missed opportunities** as pages with little, outdated or missing description text are less likely to perform well in search results.

What information should be included in your venue description?

- **Start with the player** and explain why your venue is a great place to play tennis in your local area.
- **Introduce your venue** with a brief overview of the location, setting and atmosphere.
- **Highlight key benefits** of playing at your venue, such as court quality, facilities or surroundings.
- **Promote your unique features** including any notable history, facilities or nearby attractions.
- **Use relevant tennis terms** such as "tennis court hire", "tennis courts in [area]" and "tennis venue" where they fit naturally.
- **Include key facts** such as the number of courts, surface types, floodlights, booking windows, transport links and facilities.
- **Use location-specific language** to help people searching for courts in your town or area.
- **Aim for 150-250 words** to provide enough detail without overwhelming readers.

Example:

Looking for a tennis court in Roehampton, London? The National Tennis Centre is one of the UK's leading tennis facilities, offering high-quality courts and training environments for players of all ages and abilities. Set within a dedicated tennis campus in southwest London, the venue provides a unique opportunity to play at a site that supports the development of British tennis at every level.

The venue features a range of indoor and outdoor courts, including hard and clay surfaces, making it an excellent choice for year-round tennis. Whether you're booking a court for social play, practice or coaching, players can enjoy professional-standard facilities in a welcoming environment.

Conveniently located in Roehampton, the National Tennis Centre benefits from good transport links and extensive on-site facilities. Its reputation as a hub for tennis development, coaching and performance makes it a distinctive venue for anyone looking to play tennis in London.

Whether you're searching for tennis court hire in Roehampton, indoor tennis courts in London, or a venue to improve your game, the National Tennis Centre offers a first-class tennis experience in one of the country's most recognisable tennis locations.

Adding an image to your profile

A high-quality image helps players know what to expect before they book a court and it can make your venue page more engaging. Without a venue-specific image, a generic default image may be shown, which doesn't reflect your courts or facilities.

Unique court images also help search engines better understand and differentiate venue pages. Using a venue-specific image on your page can improve visibility in image search results, helping more players to discover your venue online.

> **TOP TIP**
> Choose a clear, high-quality image that shows your courts and facilities, ideally taken in good lighting and representative of what players can expect when they visit.

How to update your profile

You can update your profile by following these steps:

1. Log in to Clubspark Admin
2. Select **Profile** from within the quick links section or the left-hand menu
3. Scroll down to **Venue Information** and add your description into the **Venue Description** box
4. Click **Upload new photo** to add an image of your venue
5. Select **Save changes** once you have completed this