



# FrontPageSports Website Case Study

## Spin Group Builds Merchandising Website for Sports Apparel Venture

### Challenges

1. Design, develop and implement a website for a start-up company that operates solely via the Internet.
2. Build in site flexibility for future expansion.
3. Provide customer self-maintenance options to reduce ongoing costs.
4. Position the site to take advantage of Internet traffic via search engines and other opportunities.

### Frontpagesports.com, Sussex, Wisconsin

Frontpagesports.com is an Internet merchandising company specializing in apparel for Wisconsin sports teams, most notably the Green Bay Packers and University of Wisconsin Badgers. The website, which has been up since October of 2002, provides a catalogue of merchandise and ordering/shipping options.



### Spin Group Make Frontpagesports Start Up Easy

Scott McMahon and his father, Bob, wanted to go into business together selling the apparel and novelty items of two popular Wisconsin teams, the Green Bay Packers and University of Wisconsin Badgers. They debated the pros and cons of a storefront versus a stand-alone website – in the end, the website won because the two would have a low overhead, no staff to manage, and no inventory to store.



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www.frontpagesports.com

## Solutions

1. Contract with Spin Group for website construction.
2. Receive a week long training session and ongoing support from Spin Group for site maintenance and marketing.

They chose the name Front Page Sports and embarked on an Internet search for companies that might design their website. Although they requested information from five companies, The Spin Group, Inc was the first of only two that replied.

"We went with Spin Group because they were immediately hands-on, interested in the project and our business, not the potential we presented for their bottom line," said Scott McMahon, co-owner of Frontpagesports.com. "They were enthusiastic about addressing our questions and willing to get things moving quickly."



Spin Group and the McMahons had several face-to-face meetings to explore the background of the fledgling company, define its needs and lay the groundwork for a solid site. Actual development began in July 2002 with the development of a logo and site map, and a prototype website was up in mid-September. By October, Frontpagesports.com was open for business.



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## Results

1. Developed a fully functioning website that is effectively accessed via search engines and general traffic.
2. Increased "hits" from 10-20 per day initially to more than 200 per day within a matter of months.
3. Expanded site offerings with additional product offerings after six months.

## Client and Consultant Meet Halfway

One of the main attractions in working with Spin Group, according to McMahon, was their flexibility in meeting the needs of the business owners. "We needed professional advice and expertise, but we had a limited budget," he said. "We needed to start small, but hoped to expand in the future. In each case, Spin Group worked with us to develop the site that met our needs and our budget."

Frontpagesports.com relied on Spin Group's experience in developing the actual site. Spin Group generated a graphic look and site organization, and the McMahons tweaked the concepts. To keep costs down, however, the McMahons generated copy for the site. With their backgrounds in sales, the two men knew what message they needed to convey – then Spin Group edited that copy.



Spin Group worked with McMahon to handle the search engine submission, lending its expertise for key words, but decreasing costs by having McMahon handle the legwork.

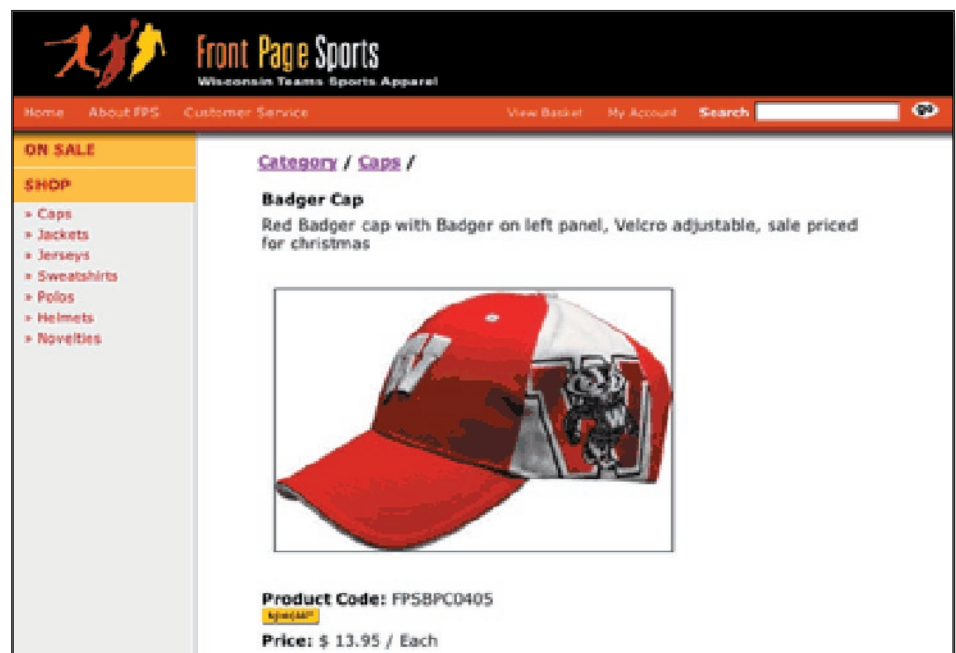


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Another cost-saving device covers site maintenance. Spin Group handles maintenance of the Home Page, but Scott administers the day-to-day items – updating product listings, taking orders, processing credit card sales, and coordinating shipping. Flexibility is built into the site, so that if Frontpagesports.com needs to expand, Spin Group can design the additional pages for them.

“It has been of tremendous value to us that Spin Group hasn’t built our site and then said goodbye,” said McMahon. “Instead, they have built in features and then trained me so that I can administer it from that point on. By training me, the business saves money – and Spin Group makes that possible.”



### Site Success is a Work in Progress

To date, Frontpagesports.com is marketed exclusively on the internet. The site uses Overture to register with search engines such as MSN and Yahoo. The number of visitors is tracked with Live Stats™, which provides a log and count of visitors to the website along with a list of the pages of the site that are being accessed.



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[www.frontpagesports.com](http://www.frontpagesports.com)

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“When we first went public, we got about 10 hits a day,” commented McMahon. “During the holiday season, the number of hits increased significantly, up to 150-200 a day, and we did a terrific business. We have evened out again, averaging about 200 visitors a day, and we are hoping to see that number climb higher over time.”

In the meantime, the business has added additional products. It currently handles jackets, caps, sweatshirts, etc., and has some novelty items, including card tables and chairs, replica helmets, and clocks. It is also exploring the possibility of adding the merchandise of several other popular teams.

When Frontpagesports.com needs to alter its site, Spin Group will handle the addition and train the company how to administer it. “Working with Spin Group has been a very positive experience,” acknowledged McMahon. “Every person we have worked with, from the president to the programmer, has made us feel we were on the right track. In addition to getting a high-quality site, Frontpagesports.com has gained knowledge and skill that will help my father and me make this business successful.”