



Building a Great League Finder Profile

BEST PRACTICES GUIDE



RCXsports

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Best-Practices Guide

Why is League Finder important?

Your League Finder profile is often the first thing a family sees before they decide to sign their kid up. It's your league's storefront. A strong profile builds trust fast and turns browsers into registrations. Here's how to make yours count.

League Finder receives hundreds of thousands of zip code searches per year, from families looking to find a league near them. RCX and pro league partners often run marketing campaigns based on league's posted registration dates, all driving to League Finder.

Quick pre-publish checklist

- ☐ League name is accurate and consistent
- ☐ Field location(s) and address are correct
- ☐ Current season dates and registration window are live
- ☐ Age groups and divisions are clearly listed
- ☐ Contact name, email, and phone all work
- ☐ Description is specific, short, and written for parents
- ☐ At least 2-3 real photos are uploaded
- ☐ Registration link goes directly to sign-up, not just a homepage
- ☐ Profile has been reviewed this season, not left over from last year



7 Tips for Making Your Profile Great

1. Update your profile every season, not just once

A profile set up two years ago and never touched again is a liability. Plus, if you do not have an active season profile with current dates, your profile will not show up. A current and updated League Finder profile is a great way for new families to find your league.

Treat your League Finder profile like a living asset, not a one-time setup task. We suggest always having a live season whenever possible for maximum visibility.

2. Get the basics 100% right

Before anything else, double check the fields that families rely on to make a go/no-go decision:

- **League name** — use your official league name consistently, exactly as families would search for it
- **Location and playing addresses** — list the actual fields/gym/facility you play on, not just a city name. Families will map this before they commit.
- **Contact info** — a real name, working email, and phone number. If a parent has a question and can't reach anyone, they'll move on to the next league in the list. Add this to the “About” section.
- **Season dates and registration windows** — make sure open/close dates are current for the active season.

3. Make your divisions and age groups crystal clear

Parents are scanning for one thing: does this league have a spot for my kid? Spell out:

- Age ranges are entered within the season information.
- Add more specific age groups and gender divisions offered within the “About” section (don't assume people know your internal naming conventions)

If a family can't quickly tell whether their 8-year-old fits into your league, they'll assume the answer is no.



4. Write a description that sounds like a person, not a form

This is your chance to sell the experience, not just list facts. Keep in mind there is a 365-character limit, so make it efficient. A good “About” description includes:

- Opens with what makes your league worth joining, not a generic mission statement
- Mentions specifics: age groups/divisions, number of seasons per year, what a typical week looks like, any perks (jerseys included, end-of-season event, etc.)
- League contact name/information

Skip the boilerplate. "We believe in fostering a love of the game" tells a parent nothing.

5. Add real photos

Leagues with real photos of actual games, teams, and fields consistently pull more interest than leagues with a stock logo and nothing else. A few action shots, a team photo, or even a picture of your home field goes a long way toward making your league feel real and active.

Avoid: blurry phone screenshots, outdated team photos from three seasons ago, or images with no context.

6. Keep registration friction-free

Things to consider:

- Linking directly to your registration page (not just your league's general homepage)
- Make pricing clear
 - Noting if there's financial assistance available so cost doesn't quietly filter families out
 - Flagging early bird pricing or deadlines if that's part of your model

The fewer clicks between a parent finding your profile and completing registration, the better your conversion.



7. Lean into what makes your league different

Families searching League Finder are often comparing you against other local sports options, not just other leagues of the same sport. Where it fits naturally, remind them:

- Your program is the official youth program of the pro league (NFL, NHL, MLS, or NBA/WNBA)
- Kids can wear official pro team gear, a detail family genuinely respond to
- Include any information about opportunities for playoffs, clinics, tournaments, or other unique opportunities.
- Add any details unique to your program, such as skill levels, development opportunities, etc.

A great League Finder profile isn't about looking flashy. It's about answering a busy parent's questions fast: where, when, for whom, and how do we sign up. Nail those, and the rest follows.

If you need any help creating your profile, connect with your Account Specialist, or email leaguesuccess@rcxsports.com for help.

