

PGA.com Profile Optimization



PGATM



PGA.COM PRO SERVICES

What is PGA.com Pro Services?

This service allows you to manually update your profile on PGA.com. You can access this service by going to <http://www.pga.com/pro-services>.

Why You Should Use It:

1.5 million users visit PGA.com each month. Updating your profile can help these consumers more easily find your business. And best of all, it's free to update and add contact information to your profile.

"PGA.com has been an amazing resource to my teaching business. Through my profile, new clients can find out where I work and what my specialties are, any time, day or night. So many people search online for every product and service; golf instruction is no exception! "

– Joe Plecker, Director of Instruction. Baltimore Country Club. (Lutherville, MD)

Find an Instructor



Search all **20,973** instructors and book an in-person lesson.

or:

SEARCH



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How to Access Your Profile

1. Go to <http://www.pga.com/pro-services>
2. Login using your PGALinks.com username and password
3. After logging in, you should see your name and facility information on the right hand side. Click on your name to access your profile.

The screenshot shows the PGA.com Pro Services user interface. At the top, there is a navigation bar with the PGA logo, 'PGA.COM PRO SERVICES', and a 'SERVICES' dropdown menu. Below the navigation bar, the page title 'PGA.com Pro Services' is displayed. The main content area features a large banner image of a golfer on a green, with a smaller inset image of a user profile form for 'Michael Smith'. The form includes fields for Name, Preferred Email Address, City, State, ZIP, Phone Number, and PGA Membership. To the right of the form is a button labeled 'Edit Personalize Market'. Below the banner is a section titled 'PGA.com and You - Why it Matters' with a paragraph of text. On the right side of the page, there is a sidebar with a 'Welcome | Logout' link, a 'Visit your profile or course below to update your information' prompt, a promotional box for 'Drive more customers to your golf programs!', and two sections: 'Profile' and 'Your Courses'. The 'Profile' section shows a user profile for 'Test Name, PGA Palm Beach Gardens, FL'. The 'Your Courses' section shows a course profile for 'Test Golf Course Palm Beach Gardens, FL'. A red box highlights the 'Profile' and 'Your Courses' sections.

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Updating Your Profile – Basic Info

In your profile you should see a number of blue tabs at the top of your profile. Click each one to update your info.

Here are a couple of key items you'll want to edit:

Basic Info Tab:

- Your Website URL
- Background & Credentials
- Preferred Job Title





Website URL:

Please enter the URL for your web site.

Schedule a Lesson Online URL:

Please enter the URL for a web page where golfers can book lessons with you online.

Background and Credentials:

Normal  **B** *I*     

This is an area where you can tell the customer why they should choose you for their golf instruction needs.

body p

Please enter a brief summary of your background and credentials.
[Switch to plain text editor](#)

Preferred Job Title:

Please fill out this field if you want to override the PGA Job Title displayed on your profile.

SAVE ALL CHANGES

PGA.COM PRO SERVICES

Updating Your Profile – Photo

Add your favorite photo here. As you can see, profiles with photos really stand out.

View Basic Info **Photo** Services & Links Awards & Specialties Upload Video

Pro photo:

No file selected.

Maximum file size: 512 MB
Allowed extensions: png gif jpg jpeg
Images must be between 1x1 pixels and 209x400

Add an optional photo. Photo must be up to 209 pixels wide and up to 400 pixels tall. Maximum Filesize: 32 MB
Allowed Extensions: png gif jpg jpeg



1. [David Stephens, PGA](#)
Director of Golf
Majestic Golf Land
2550 Orange Ave
Signal Hill, CA 90755-3536
(562) 989-1876



2. [Robert L. Nunn, PGA](#)
Golf Instructor
Lake Forest Golf & Prac Cntr
23308 Cherry Ave
Lake Forest, CA 92630-5300
(949) 436-9363



3. [John F. Siegenthaler, PGA](#)
Golf Instructor
Night Hawk Golf Center
814 State Route 3 S
Gambrells, MD 21054-1621
(410) 721-9349

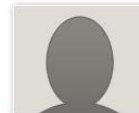


4. [Test Name, PGA](#)
Assistant Professional

Alpharetta, GA 30022-5538



5. [Doug G. Roberts, PGA](#)
Director of Instruction
Southgate Golf Course
1975 S Tonaquint Dr
St George, UT 84770-8724
(435) 628-0000



6. [Test Name, PGA](#)
Golf Instructor

Louisville, KY 40207-1055

PGA.COM PRO SERVICES

Updating Your Profile – Services & Links

By adding in your services and social media links, you can more easily increase followers and better stay connected with new customers.

View Basic Info Photo **Services & Links** Awards & Specialties Upload Video

Services

Club Fitting

Trade-In Network

Links

Facebook:

Please enter the URL for your public Facebook profile.

Blog:

Please enter the URL for your blog.

Linkedin:

Please enter the URL for your public profile on LinkedIn.

Twitter:

Please enter the URL for your page on Twitter.

Google+ :

Please enter the URL for your public profile on Google+.



PGA.COM PRO SERVICES

Updating Your Profile – Awards & Specialties

Let people know of your accomplishments. Use this area to enter any awards you may have won during your career.

You can also enter in specialties so that you can target the right type of customer for your business.

Recognition & Awards:

Please list any service awards and recognition you'd like to list in your PGA.com profile. List the year you received the award or recognition and the description. (You do not need to list PGA of America National Awards.)

Year:	Description:
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

Specialties:

What is your specialty in the golf business? Check any below that apply.

- | | |
|--|--|
| <input type="checkbox"/> General Management | <input type="checkbox"/> Golf Operations |
| <input type="checkbox"/> Instruction | <input type="checkbox"/> Playing |
| <input type="checkbox"/> Tournament Operations | <input type="checkbox"/> Retailing |
| <input type="checkbox"/> Marketing | <input type="checkbox"/> Ownership and Leasing |
| <input type="checkbox"/> Food and Beverage | <input type="checkbox"/> Membership Sales |
| <input type="checkbox"/> Player Development | |

Areas of Focus:

- | | |
|---|--------------------------------------|
| <input type="checkbox"/> Adults | <input type="checkbox"/> Junior Golf |
| <input type="checkbox"/> Golf for Women | <input type="checkbox"/> Seniors |

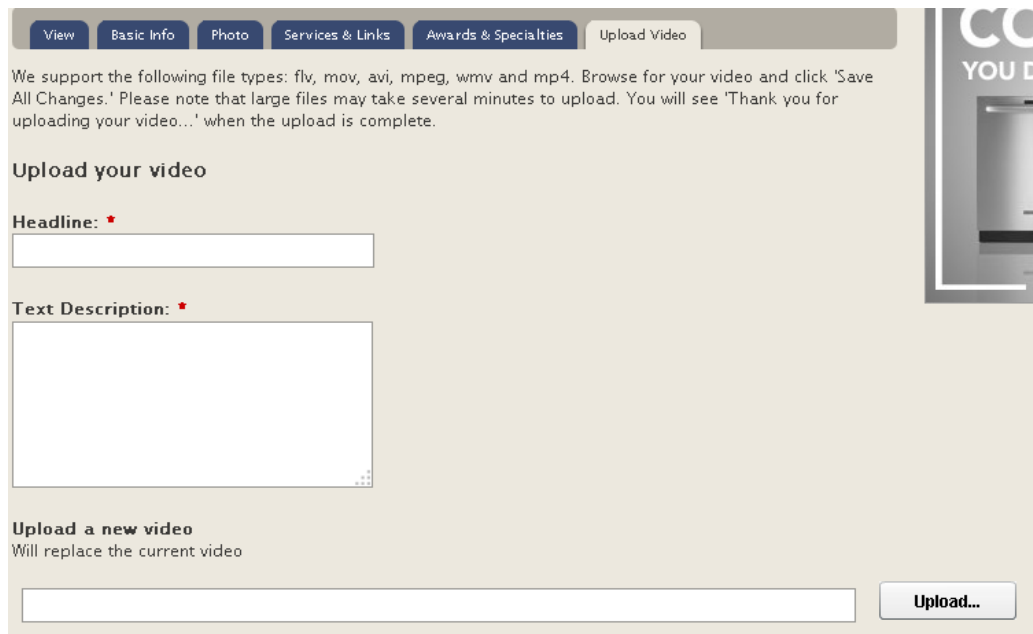
Focus on the following customer group(s)



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Updating Your Profile – Upload Video

If you have any videos that showcase your business, you can add them to PGA.com. It's a great way to give customers a first-hand look at who you are and how you can help them improve.



The screenshot shows a user interface for uploading a video to a PGA.com profile. At the top, there is a navigation bar with tabs: View, Basic Info, Photo, Services & Links, Awards & Specialties, and Upload Video. Below the navigation bar, a text block states: "We support the following file types: flv, mov, avi, mpeg, wmv and mp4. Browse for your video and click 'Save All Changes.' Please note that large files may take several minutes to upload. You will see 'Thank you for uploading your video...' when the upload is complete." Below this text is the heading "Upload your video". Underneath, there are two required fields: "Headline:" followed by a single-line text input box, and "Text Description:" followed by a larger multi-line text area. Below the text area is the heading "Upload a new video" with the subtext "Will replace the current video". At the bottom of the form is a single-line text input box and a button labeled "Upload...".

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Finished Product:

After you've completed these steps, visit PGA.com, search for instruction in your area, and see how your profile looks. You can then copy this process for your facility's profile.



The screenshot shows a professional profile on the PGA.com website. It features a profile picture of a man in a green jacket, a blue header with the PGA logo and 'A PGA OF AMERICA PROFESSIONAL' text, and a 'Schedule a lesson' button. The profile title is 'PGA Class A Director of Golf'. The main address is listed as 'Majestic Golf Land, Signal Hill, CA 90755-3536, (562) 989-1876'. Below the address are tabs for 'About', 'Awards', and 'Contact'. The 'Contact' tab is active, displaying contact information: Phone: (562) 989-1876; Facebook: http://www.facebook.com/DsGolfLessons; LinkedIn: http://www.linkedin.com/profile/view?id=139580859&trk=tab_pro; Twitter: https://twitter.com/learn2golfnow; Google+: https://plus.google.com/u/0/108488985233199265870/posts/p/pub; Website: http://www.DavidStephensGolf.com.

PGA A PGA OF AMERICA PROFESSIONAL

Schedule a lesson

PGA Class A Director of Golf

SHARE

Main Address:

Majestic Golf Land
Signal Hill, CA 90755-3536
(562) 989-1876

About Awards **Contact**

Phone: (562) 989-1876
Facebook: <http://www.facebook.com/DsGolfLessons>
LinkedIn: http://www.linkedin.com/profile/view?id=139580859&trk=tab_pro
Twitter: <https://twitter.com/learn2golfnow>
Google+: <https://plus.google.com/u/0/108488985233199265870/posts/p/pub>
Website: <http://www.DavidStephensGolf.com>