

## MEMBER WEBSITE MAKEOVER

# Online Leap Forward for Mike Perpich... New Website Serves Both Present and Future

By David Gould, Staff Editor

In the effort to provide a one-stop shop for members who are building their businesses and careers, Proponent Group provides a review and evaluation service covering the member's marketing tools. Naturally it includes that core asset, the business website.

One Proponent member in metro Atlanta, Mike Perpich, made inquiries about a website review in early 2013. His request triggered a process that has led to a complete tear-down and rebuild of the website, mikeperpich.com.

The existing site that Perpich brought to the creative team at 1-2-1 Marketing (and to Proponent Group staffers who collaborated on this renovation) was unappealing and vague, with minimal functionality [See screenshot at right]. It opened with a text greeting that revealed indecision about why the site would exist at all. "The purpose of my website is to provide you with information that hopefully can add to your enjoyment of the game of golf," Mike's message began. It added: "We encourage your input on how we can better serve you by using this website."

It's very important to note that a low-wattage website was not coupled with weak demand for Perpich's services as a coach. "People who know the golf swing will tell you that Mike Perpich is a truly great teacher who is in huge demand and just happens to fly under the radar," commented Proponent Group president Lorin Anderson as the project got underway. "His lesson book fills up at the beginning of every month and stays full." In fact, the new website, under its navigation tab "Book Lessons," still contains the old set of instructions for reserving time. They advise a student to

**Mike Perpich's new website (top) is designed to make a world-class instructor feel accessible. His old site (right) struggled to articulate Mike's teaching story.**

**MP**  
MikePerpichGolf

The RiverPines Golf Experience | 4775 Old Alabama Road Johns Creek, GA 30022 | Call Today (770) 442-5960

Mike's Story | The Learning Center | Video Tips | For New Students | Mike on Tour | Book Lessons | Contact

**Mike's Learning Center**  
The RiverPines Learning Center is where skilled coaching meets high-tech diagnostics. [See More](#)

**Ask Mike**  
Find out why and how Mike's approach works. [See More](#)

Welcome to **Mike Perpich Golf**

Mike Perpich has been a fixture at RiverPines since 1999. Recognized by GOLF Magazine and Golf Digest as a top U.S. teaching professional, he provides world-class instruction to weekend players and to the game's top competitors from his academy setup at the RiverPines Learning Center.

Among Mike's current stable of students is PGA Tour professional Jason Bohn. A veteran of 20 years on the professional tours, Bohn exceeded the \$10 million mark for his career in 2013. Whether he is coaching tour players or introducing golf to a newcomer, Mike Perpich has the tools and knowledge that are essential to success. Known as a student of the golf swing he is also an expert on short game, putting, mental side and equally so as a student of human nature, he will explain what you need to advance as a golfer and help you celebrate the process of getting better.

**Photo Gallery**

**TOP 50** Kids Instructors  
**GOLF** TOP 100 TEACHERS in America  
**GRAA** 2013 TOP 50 GROWTH OF THE GAME TEACHING PROFESSIONAL

**MP**  
MikePerpichGolf

Home | About Mike | Teaching Facilities | Appointments | Fee Schedule | About us | Contact us | Feedback

**Welcome to Mike's Website**

Welcome to my website. The purpose of my website is to provide you with information that hopefully can add to your enjoyment of the game of golf. We encourage you to browse through our pages to discover what information is available to assist you in this goal. We hope you will browse through the various pages, and we encourage your input on how we can better serve you by using this website. You may email me at:

[perpinc@comcast.net](mailto:perpinc@comcast.net)

**Mission Statement**

To Utilize my God given talent to instruct, teach, develop, and communicate to refine the skills of those who want to learn and improve the greatest game of a lifetime.....the game of golf.

**Some of my favorite sites**

- EyeLine Putting Plane
- The USGA Website
- The PGA Tour
- The GHIN Handicap System
- Golf Online, Golf Magazine
- The LPGA Website
- RiverPines Golf

**TOP 50** Kids Instructors  
**PGA** PROFESSIONAL  
**GOLF** MAGAZINE TOP 100 TEACHER

call in beginning at 7 a.m. on the third Wednesday of each month and note that a waiting list gets automatically set up once all slots are filled.

Last summer, as the website project was gaining momentum, Perpich found himself with even less free time than usual, owing to his new commitment to PGA Tour player Jason Bohn. Mike became Bohn's coach in 2013 when the veteran tour pro cold-called Mike to set up a meeting. The results of their work together have been extremely positive, with Bohn racking up prize money and recently climbing to No. 32 on the tour's FedEx Ranking.

A new design, new descriptive text and new photos were needed to get the website project into motion. Proponent staff editor Dave Gould conducted several lengthy interviews with Perpich, while the experts at 1-2-1 Marketing began setting up templates and designs for consideration. "I came into this website redesign knowing that I would be relying on other peoples' expertise, and that's how it went, with what to me has been a very positive result," Perpich says now. "It would have come together faster if I had been able to spare more time. Even now there are site functions like video lessons and posts describing my work with Jason that I am needing to add."

Mike's photographer, Bob FitzGibbons, is a regular student who worked out a gentleman's agreement involving photo work and golf coaching. Experienced and professional, he produced an extensive lightbox of well-composed, well-lit images showing Mike's operation in detail. As part of Proponent Group's consultation on this project, a two-page memo had been provided prior to the shoot. It was based in part on "Creating a Professional Look: Photo Shoot Tips," an archived article within the Instruction Marketing Guide, found on the member-only Proponent website. The memo to FitzGibbons had additional details specific to the River Pines site and to Perpich's teaching techniques.

The shoot was a success, providing the 1-2-1 design team with a wide array of very good options for what to show in the master shots on the site and also how to represent the full experience of one of Mike's students, from Trackman evaluations of the full swing to putting sessions to wintertime work in the indoor studio. As the ideas coalesced and materials came together, 1-2-1 Market-

ing asked for and received a detailed memo from Proponent explaining in detail all content to be found "above the fold" on the site. These included a master shot of Perpich—two were eventually placed—an "MP" block logo, buttons for Facebook and Twitter, plaques and logos to document his GOLF Magazine and US Kids Golf rankings.

Obviously, decisions about how to populate the main navigation bar—including where on the home page it should be placed—were fundamental to how the site would greet visitors and how it would function as Perpich's principal branding and communications tool. Ultimately, the lineup from left to right showed buttons marked as: Mike's Story / The Learning Center / Video Tips / For New Students / Mike on Tour / Book Lessons / Contact.

As the home page came together, it was determined that it should contain a very prominent live link to "The River Pines Golf Experience" running across the top. This was important given the longstanding partnership and close friendship between this veteran instructor and the owner-operators of the golf facility. The two entities, River Pines and Mike Perpich Golf, are much more than host and tenant, and the website needed to reflect that clearly.

Effectively, the premium space on the home page is split in two directions. One is an opportunity to email Mike directly and start a conversation about your needs or wishes as a student. The other is a portal-style feature that lets a viewer click ahead for photos and descriptions of the learning center. Designers at 1-2-1 used a bright but still casual color palette, favoring sage-and-amber background tones that matched nicely with colors in the two main photographs. The nav bar was set up in a traditional horizontal strip while the fonts used were an angular serif plus a very thin sans-serif for the secondary text.

Admittedly, the "Video Tips" and "Mike on Tour" tabs represented a burst of ambition on the part of the web designers, in effect pushing Perpich to turn away from his loaded lesson book to engage in some brand-extension and self-promo work. "Part of creating a new website is deciding what messages and services you want to provide in the future," says Perpich. "The initial strategy gets followed up with new executions, which is my challenge going forward."

*Q&A with Aaron Dyer, PGA, at 1-2-1 Marketing, who helped oversee the Mike Perpich website project.*

**Aaron, what general impression does the new mikeperpich.com website make on people who visit it?**

The message from our viewpoint is that Mike is a world-class instructor accessible to the average player. We feel we created an inviting and approachable image of Mike.

**What are its notable strong points?**

The website features all of the essential "calls to action" above the fold—top portion—and invites the visitor to learn more. In a tasteful way it highlights Mike's status in his field.

**For any instructor contemplating a similar makeover, what preparations are recommended leading up to the actual work?**

We recommend first defining your revenue model and target market, including the region and demographics. After that, begin preparing images, testimonials, quick two-minute videos with golf tips, bios, program descriptions, clinic descriptions, and teaching philosophy.

**Finally, how does a teaching professional's website that is new in 2014 stay fresh and engaging, in the out years?**

It's essential for an instructor or coach to publish regular content such as stories, testimonials, videos, images, and more, uploading all this to the website. Integrate email marketing and social media as much as possible—also, keep the calendars updated and create or maintain online reservation systems. These steps will dramatically improve return visits and customer loyalty.