

BALLPARKS OF AMERICA × KWORQ

# Website Audit & Funnel Spec

Tell the story. Communicate the value. Land every team on a registration page we control. A tactical brief for the new bpoas.com — written against a May 22 deadline.

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**DATE**

May 9, 2026  
13 days to Memorial Day  
Classic

# What we found, what's at stake

We audited every page on bpoas.wpenginepowered.com, mined the old site for brand material we should not lose, and pulled every word of marketing content currently living on EventConnect. Three storylines define the work.

## TOURNAMENT PAGES TO BUILD ON BPOAS.COM

13

Marketing content currently lives off-domain on EventConnect. Migrate to own SEO + tracking.

## TOURNAMENT REGISTER BUTTONS

13

Only tournament pages link out to EventConnect. All other "Register" CTAs site-wide route to bpoas.com first to keep visitors in the funnel.

## DAYS TO MEMORIAL DAY CLASSIC

13

First tournament May 22, 2026.

## EVENTCONNECT WORDS TO MIGRATE (2026)

~25K

13 tournaments + 33 add-ons each. Build with current 2026 data; 2027 content rolls in once BPoA populates EC for next season (timing TBD — see Decisions).

### STORY

## The brand's most ownable material is buried, not gone

The brand's lead phrase — **"The Ultimate Youth Baseball Experience"** — anchored two paid-traffic landing pages on the old site ([/the-ultimate-youth-baseball-experience/](#) and a 2026 variant) and is the search-friendly H1 candidate. The brand's signature tagline — *"a pro for a week, a kid forever"* — lives in one old-site founder post ([/beyond-home-plate/](#)) and pairs directly beneath the H1 as the emotional hook. Neither phrase is on the new homepage. There is no About page on the new site. Mike Sweeney's 5x MLB All-Star endorsement video sits on the blog but isn't surfaced anywhere with brand weight. Each of the five replica fields carries an MLB story (Brett, Fisk, Robinson, Ruth) the new site doesn't surface.

### VALUE

## Comms basics are broken — value can't land if the site looks unfinished

Production-visible placeholder copy ("**NEEDS HEADER & BUTTONS**" on Spring Season). A test post titled **"TESTOVIY POST 02.05"** sitting on the public News index. Escape-room copy ("Bigfoot exists?") under "Dine" on the Experience page. URL slug typo [/ball-parks-experience/](#) baked into slug, title, nav, and body. Multiple "Summer 2025 Schedule" CTAs 13 days from Memorial Day 2026.

## There is no funnel — registration starts off-domain with no path in

Today every BPoA tournament's marketing content — dates, divisions, pricing, what's-included, payment policies, FAQs — lives entirely on EventConnect. There's no version on bpoas.com that competes for the SEO, captures leads, or fires conversion pixels before the handoff. The plan: **build 13 tournament pages on bpoas.com, lift the EventConnect marketing copy onto them, and deep-link "Register" to the matching EventConnect event ID** (we have all 13). On the funnel side, the only EventConnect link site-wide is the header "TEAM LOGIN" (assumes account exists), and 22 add-on pages exist as content stubs with no description, price, or path to purchase. **This is the single most important fix.**

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# The story the new site should tell

Recovered from the old site. The new homepage hero, the four pillars under it, the social proof we shouldn't lose.

The brand uses two phrases that play different jobs. Both stay; they're complementary, not competing.

***"The Ultimate Youth Baseball Experience."***

LEAD PHRASE · SEO H1 · META TITLES

The descriptive, search-friendly phrase. What parents type into Google. Already anchored two paid-traffic landing pages on the old site ([/the-ultimate-youth-baseball-experience/](#) and a 2026 variant). Belongs as the homepage H1, as page-meta titles, and as the lead keyword phrase across SEO copy.

***"A pro for a week. A kid forever."***

TAGLINE · SIGNATURE LINE · BRAND PROMISE

The emotional brand promise. Sourced from the founder narrative on [/beyond-home-plate/](#). Pairs with the lead phrase to give the hero an emotional hook after the SEO line. Use as: the line directly beneath the homepage H1; the footer signature line site-wide; a featured quote on the About / founder page; recurring brand mark.

## How they pair on the homepage:

**H1:** The Ultimate Youth Baseball Experience.

**Tagline (italic, beneath H1):** A pro for a week. A kid forever.

**Subhead:** Five replica MLB fields. Custom jerseys. Sunken dugouts. Stadium lights. Five-day weeks they'll talk about for the rest of their lives — at America's youth baseball complex in Branson, MO.

## The four pillars

### PILLAR 1

#### Major League Experience

Five two-thirds-scale replicas. Synthetic turf, sunken dugouts, stadium lighting. **Surfaced as:** Per-field pages led by their MLB story (Brett, Fisk, Robinson, Royals dynasty, Wrigley).

### PILLAR 2

#### Branson Destination

"ONLY Ballparks of America offers great fields and facilities, located in a top vacation destination." AP, TripAdvisor, Forbes accolades. **Surfaced as:** The [/branson/](#) page reframed as the moms' decision layer.

### PILLAR 3

## Family & Tradition

Three-dads founder story. The Tradition father-son tournament. **Surfaced as:** About-page founder narrative + The Tradition as flagship fall event.

### PILLAR 4

## Mission-Driven

"A company that isn't there just to make money." Cooperstown Dreams Park inspiration. 10-year vision (15 fields/120 suites). **Surfaced as:** About-page mission section + reframed Adopt-A-Team.

## Social proof we shouldn't lose

ASSET	WHAT IT IS	WHERE TO USE IT
<b>Mike Sweeney</b>	5x MLB All-Star, KC Hall of Famer — video testimonial on the blog	Homepage hero quote · About · tournament pages
<b>Cal Ripken WS</b>	Babe Ruth League's marquee — host since 2017	Dedicated <a href="/tournaments/cal-ripken-world-series/">/tournaments/cal-ripken-world-series/</a>
<b>SportsEvents Mag #4</b>	"American Ballparks Every Planner Must See"	Pull-quote on homepage / About
<b>Press coverage</b>	KY3, MSN, Branson Tri-Lakes, Youth1, AP, TripAdvisor, Forbes, Trivago	Press strip on homepage; section on <a href="/about/#press">/about/#press</a>
<b>Partner roster (15+)</b>	USA Baseball, Cooperstown Bat, Baseballism, BJ's Trophy, Hi-Cast, Oakley, Coca-Cola Ozarks, Rawlings, Musco Lighting, Triton, Cold Stone, Titanic Branson, White Water	Footer logo strip site-wide; <a href="/partnerships/#current">/partnerships/#current</a>
<b>Themed fall tournaments</b>	Faith·Flag·Family Classic, Bombs For a Cure, Battle for the Bling, Diamond Queens softball	<a href="/tournaments/fall/">/tournaments/fall/</a>

## Voice & tone — three rules

**Specific over abstract** — keep "Brett's 3,000th hit" and "two-thirds-scale replica," cut "world-class facility" and "premier experience." **Family before facility** — every page leads with what the family experiences, ends with what the campus provides; current new-site pages do this backwards. **Coaches and parents read differently** — tournament pages need a "for coaches" stripe (game guarantees, format, deadlines, roster minimums) alongside the family-experience narrative.

# The page list — and what we deliberately did not build

~35 active pages. The discipline: build a page only when it has a unique job to do. Where the old site had a page, that doesn't mean the new site needs one — content can live as a section on a stronger page or as an anchor inside a parent. Best practice: hub-and-spoke only when each spoke earns it.

## What we consolidated

Six pages collapse into stronger parents. Not because the content disappears — because grouping serves the user better than splitting.

WAS GOING TO BE A PAGE	NOW LIVES AS	WHY
<code>/about/founders/</code>	The main content of <a href="#">/about/</a>	Founder story IS the About page. Splitting hurts both halves.
<code>/about/press/</code>	Section on <a href="#">/about/#press</a> + homepage strip	Press content currently sparse. Promote to its own page in Phase 2 if coverage gets richer.
<code>/partnerships/current/</code>	Anchor on <a href="#">/partnerships/#current</a>	Three forms across three pages is bad UX.
<code>/partnerships/become-a-partner/</code>	Anchor on <a href="#">/partnerships/#sponsor</a>	Same — keep all three partnership audiences on one strong page.
<code>/partnerships/adopt-a-team/</code>	Anchor on <a href="#">/partnerships/#adopt</a>	Adopt-A-Team is a sponsorship variant, not a separate decision tree.
<code>/facility/campus-map/</code>	Section inside <a href="#">/facility/</a> hub	The campus map IS what the facility hub should show.

## The sitemap

**Status key:** **NEW** doesn't exist today · **FIX** existing page needs significant work · **KEEP** existing page, light refresh · **MIGRATE** lift content from EventConnect or old site · **LINK OUT** redirect to a third party · **MVP** launch-blocking before May 22 (P0)

URL	PAGE	STATUS
/	Homepage	FIX MVP
/about/	About — founder story, mission, leadership, press	NEW MVP
/tournaments/	Tournament hub (replaces /events/)	NEW
/tournaments/summer/	Summer season landing	FIX
/tournaments/spring/	Spring (partner-run) — info + housing	FIX MVP
/tournaments/fall/	Fall — The Tradition + future fall events	NEW
/tournaments/cal-ripken-world-series/	Marquee event hub	NEW
/tournaments/[slug]/	×12 individual tournament pages — shared template ( <i>Memorial Day Classic + Summer Kickoff are MVP for May 22</i> )	NEW + MIGRATE MVP
/programs/	Programs hub	NEW
/programs/camps-clinics/	Camps & clinics	FIX
/programs/local-leagues/	Local leagues	FIX
/programs/upper-deck-batting-cages/	Upper Deck batting cages	KEEP
/facility/	Facility hub (incl. campus map)	FIX
/facility/the-five-fields/	Five fields hub	NEW
/facility/st-louis-stadium/	Brett's 3,000th hit · Great Southern Bank	NEW
/facility/chicago-field/	Wrigley analog · Silver Dollar City	NEW
/facility/boston-park/	Fisk's HR · asymmetric Fenway tribute	NEW
/facility/kansas-city-field/	Royals · The Track sponsor	NEW
/facility/brooklyn-field/	Ebbets · Robinson's debut	NEW
/facility/lodging/	Lodging — team suites + family hotels	FIX

URL	PAGE	STATUS
/facility/dining/	Dining — 5-eatery campus	FIX
/facility/entertainment/	Grand Slam Entertainment	FIX
/experience/	Destination & all-inclusive narrative (was /ball-parks-experience/ typo)	FIX MVP
/branson/	Branson destination	FIX
/photography/	Photography services	FIX
/sho-me/	Sho-Me Baseball partner facility	NEW
/partnerships/	Partnerships — current + sponsor + adopt (anchor sections)	NEW MVP
/store/	Store	LINK OUT
/news/	News	FIX MVP
/contact/	Contact	FIX
/faq/	FAQ	FIX
/team-login/	Branded landing → EventConnect	NEW
/prepare-for-your-tournament/	Prep checklist	FIX MVP
/affiliate/	Coach/team-organizer referral program (\$200–\$500 per team)	NEW
/careers/	Careers / Join the Team — links out to SportAdvisory	FIX
/privacy-policy/	Privacy	KEEP
/terms-of-service/	Terms	KEEP

## Pages to delete or noindex

- **22 add-on stub pages** ( /addons/\* ) — noindex + sitemap exclusion + 301 each to its category home (Section 07).
- **6 placeholder-slug events** ( /event/event-title/ through -6/ ) — re-slug under /tournaments/ with 301 redirects.
- **News test post "TESTOVIY POST 02.05"** — delete.

- **Duplicate /event/hometown-heroes/** — consolidate to canonical URL.

## Slug renames (301 from old → new)

Cleaner URLs help SEO, look more professional in shared links, and reduce friction for anyone typing or remembering a URL. A 301 redirect on each old slug means nothing breaks — old bookmarks, email blasts, and external links all keep working, and Google transfers the existing ranking to the new URL. Two-minute config per page in WordPress; zero traffic loss.

- **/ball-parks-experience/** → **/experience/** — fixes the slug typo
- **/join-the-team/** → **/careers/** — cleaner, standard SEO slug
- **/boa-affiliate/** (old site) → **/affiliate/** — drop the BoA prefix; site is already on bpoa.com
- **/about-our-facility/** → **/facility/** — root the facility hub
- **/travel-lodging/** → **/facility/lodging/** — namespace under facility
- **/contact-us/** → **/contact/** — drop the suffix
- **/photography-services/** → **/photography/** — drop the suffix

## Navigation IA

Primary nav reorders to follow the funnel. Header CTA changes from "Team Login" (returning users) to "Register" (acquisition). Items with the ▾ chevron open a hover dropdown showing the subnav items in the right-most column.

**Color key:** ■ Blue = own page · ■ # Green = anchor section on the parent page

SLOT	LABEL	PARENT DESTINATION	SUBNAV ITEMS (DROPDOWN)
Nav 1	<b>Tournaments</b> ▾	<a href="/tournaments/">/tournaments/</a>	<a href="#">Summer Season</a> · <a href="#">Spring</a> · <a href="#">Fall (The Tradition)</a> · <a href="#">Cal Ripken WS</a> · <a href="#">View All Tournaments</a> →
Nav 2	<b>The Experience</b>	<a href="/experience/">/experience/</a>	—
Nav 3	<b>Facility</b> ▾	<a href="/facility/">/facility/</a>	<a href="#">The Five Fields</a> · <a href="#">Lodging</a> · <a href="#">Dining</a> · <a href="#">Entertainment</a> · <a href="#">Tour the Campus</a> →
Nav 4	<b>Programs</b> ▾	<a href="/programs/">/programs/</a>	<a href="#">Camps &amp; Clinics</a> · <a href="#">Local Leagues</a> · <a href="#">Upper Deck Batting Cages</a> · <a href="#">Tournament Photography</a>
Nav 5	<b>Branson</b>	<a href="/branson/">/branson/</a>	—
Nav 6	<b>About</b>	<a href="/about/">/about/</a>	<a href="#"># founders</a> · <a href="#"># mission</a> · <a href="#"># leadership</a> · <a href="#"># press</a> <i>(anchor sections on the page; not currently in a dropdown)</i>

SLOT	LABEL	PARENT DESTINATION	SUBNAV ITEMS (DROPDOWN)
Header CTA	<b>Register</b> (red)	<a href="/tournaments/">/tournaments/</a>	—
Header secondary	Team Login	<a href="/team-login/">/team-login/</a>	—

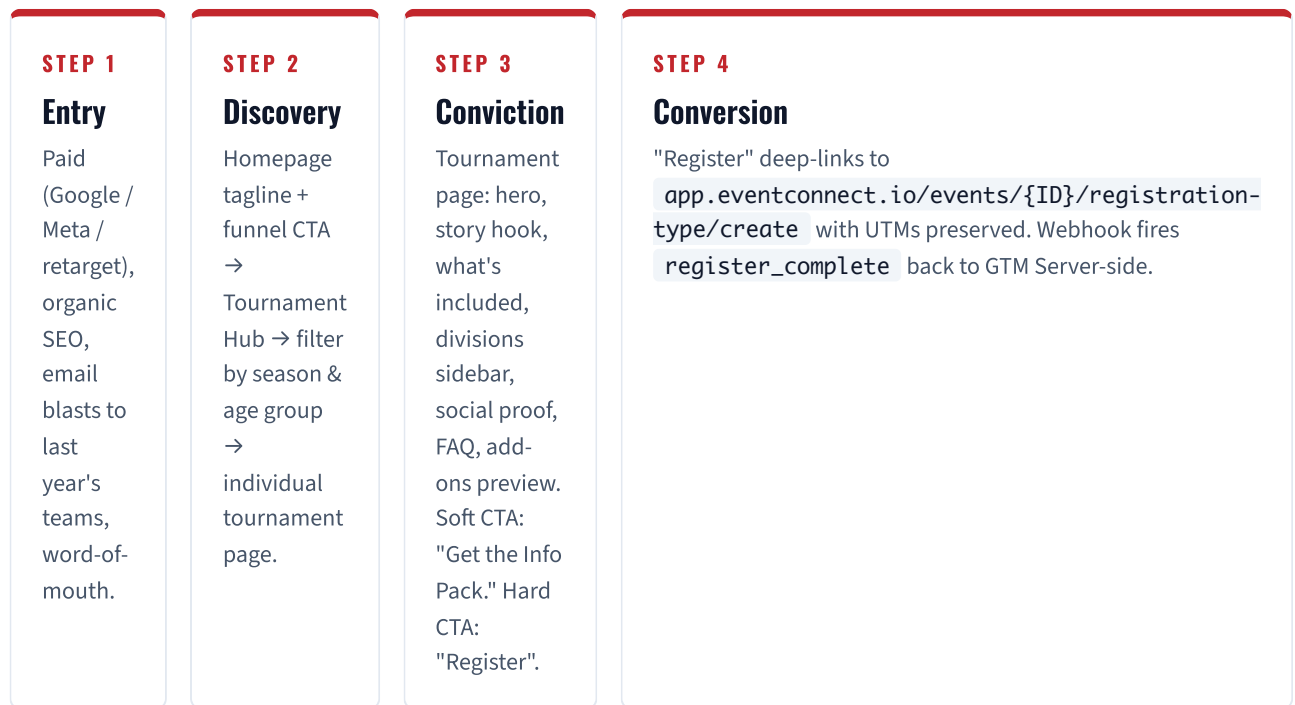
All primary-nav subnav items currently route to their own pages (blue) — hub-and-spoke architecture. The </about/> and </partnerships/> pages use anchor sections (green) internally because their content reads better as one consolidated narrative; if either ever gets promoted to a dropdown, those entries would render in green.

**Interaction model — click vs. hover.** Hovering a parent nav item with ▼ opens the dropdown without navigating. Clicking the parent label navigates to its hub page (the "Parent destination" URL). Clicking a subnav item navigates directly to that child page. On touch devices, tapping the parent toggles the dropdown — users tap a hub link inside (e.g., "View All Tournaments") to reach the hub. Each hub page is a real destination, not just a router: </tournaments/> has the filter strip + 13-card calendar + sales contact; </facility/> has the campus overview + sub-page preview; </programs/> segments local vs. visiting audiences.

**SFC build note:** In the Astra/Elementor mega-menu widget, set each parent nav item's *Link* field to its hub URL, and the *Mega Menu Trigger* to *Hover*. Some Elementor configs make the parent label a non-link by default — avoid that; the parent must be clickable to its hub.

# From ad click to registered team

Every step lives on bpoas.com, not on EventConnect. The user only crosses to EventConnect's domain when submitting payment — and even then, attribution comes back via webhook.



## Lead capture — two soft conversions before the hard one

1. **"Get the Tournament Info Pack"** — Name, Email, Team Age Group → HubSpot contact + AC nurture (auto-emailed PDF + 7-day drip toward Register or Talk-to-Joe).
2. **"Talk to a coach"** — Routes to a HubSpot deal pipeline owned by Joe Molinaro and JP Arlie. Sales-led path for niche-format events and last-minute availability.

## Tracking event map

FUNNEL STEP	EVENT	LANDS IN
Page view	<code>page_view</code>	GA4, Meta, Google Ads
View tournament hub	<code>tournament_hub_view</code>	GA4, Meta (custom audience)
View individual tournament	<code>tournament_view</code> + <code>tournament_id</code> , age	GA4, Meta retargeting, Google Ads

FUNNEL STEP	EVENT	LANDS IN
Submit Info Pack form (LEAD)	info_pack_request	GA4 conversion, Meta lead, HubSpot, AC nurture
Click Register (HANDOFF)	register_click + tournament_id	GA4 conversion, Meta init-checkout, Google Ads
Registration completed	register_complete + revenue	GA4 server-side, Meta purchase, Google Ads, HubSpot deal

**Hard dependency:** EventConnect API access (request in flight per the May 5 call recap). Without it, MVP ships with register\_click as proxy conversion. Webhook attribution lands as soon as API is unblocked. See Action 33 in Section 08.

# The unit of conversion: one canonical template, 12 instances

Every individual tournament page inherits this 12-section structure. Per-tournament work documents only the variables.

<b>01</b>	<b>Hero</b>	Logo, name, dates, age-group badge, primary "Register" CTA, hero photo. Sticky on mobile.
<b>02</b>	<b>The hook</b>	2-3 lines that place this tournament. Per-tournament variable.
<b>03</b>	<b>Divisions sidebar</b>	Sticky on desktop. Age cards: player fee, coach fee, deposit, deadline, "Register {Age}" CTA. Source: EC divisions data.
<b>04</b>	<b>What's included</b>	12-15 bullets lifted verbatim from EventConnect description.
<b>05</b>	<b>Format &amp; schedule</b>	Weeklong vs 4-day, game length, umpire policy, 13-player roster minimum.
<b>06</b>	<b>Stay/eat/play</b>	3-card preview routing to Lodging, Dining, Entertainment.
<b>07</b>	<b>Social proof</b>	Testimonial + Mike Sweeney pull-quote + "X teams played this in 2025."
<b>08</b>	<b>Add-ons preview</b>	5-8 curated items with photo + price + 1-line. Purchase happens in EventConnect, not on this page.
<b>09</b>	<b>Payment policies</b>	Deposit + payment schedule, lodging-opt-out fee, refund cutoff. Lifted from EC.
<b>10</b>	<b>FAQ</b>	6-8 tournament-relevant questions sourced from EC + old-site FAQ + sales team.
<b>11</b>	<b>Lead capture</b>	Embedded Info Pack form (Name, Email, Age Group). HubSpot + AC trigger.
<b>12</b>	<b>Sticky bottom bar</b>	Mobile-only persistent CTA bar with tournament name + dates + Register.

## The thirteen 2026 tournaments

#	TOURNAMENT	DATES	AGES	EC ID
1	Memorial Day Classic	May 22–25	11U–14U	<a href="#">38689</a>
2	Summer Kickoff	May 30–Jun 5	12U, 13U	<a href="#">38692</a>
3	Gold Glove Classic	Jun 6–12	12U–14U	<a href="#">38768</a>
4	Father's Day Classic	Jun 13–19	11U–13U	<a href="#">38769</a>
5	Boys of Summer	Jun 20–26	12U, 13U	<a href="#">38770</a>
6	Hometown Heroes	Jun 27–Jul 3	11U–13U	<a href="#">38771</a>
7	Star Spangled Shootout	Jul 4–10	12U, 13U	<a href="#">38772</a>
8	Kapau Klassic	Jul 11–17	11U–13U	<a href="#">38773</a>
9	Mid-Summer Showdown	Jul 18–22	12U–14U	<a href="#">38694</a>
10	Blitzball Bash	Jul 25–31	12U, 13U	<a href="#">38774</a>
11	Global Games	Jul 31–Aug 3	12U, 15/16U	<a href="#">38775</a> / <a href="#">40338</a> *
12	The Tradition	Aug 28–30	9U–15U	<a href="#">42077</a>
13	Cal Ripken World Series	TBD	Major/70	via Babe Ruth League

\*Two EC IDs for Global Games — see Action 26.

# Every page, briefed

The **content view** — what each page should contain. Drafted H1 + subhead + primary CTA + content blocks per page. For the **work view** (build order, owners, deadlines, infrastructure tasks, decisions), see Section 08. Same projects, different lens.

## TOP-LEVEL & CONVERSION-DRIVING

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/

FIX MVP

### Homepage

Introduce the brand, communicate the four pillars in 5 seconds, route every visitor to the next-best step.

## The Ultimate Youth Baseball Experience.

*A pro for a week. A kid forever.*

*Five replica MLB fields. Custom jerseys. Sunken dugouts. Stadium lights. Five-day weeks they'll talk about for the rest of their lives — at America's youth baseball complex in Branson, MO.*

[FIND YOUR TOURNAMENT →](#)

[GET THE INFO PACK](#)

#### CONTENT BLOCKS

1. Hero — tagline H1 + subhead + dual CTA + tournament hero image
2. Tournament finder — 3-up tile (Summer / Fall / Cal Ripken WS)
3. Four pillars grid (Major League Experience / Branson / Family / Mission)
4. Mike Sweeney pull-quote video + press logo strip
5. Stay/eat/play 3-card preview
6. 2026 calendar — 6-up of upcoming tournaments
7. Founder story teaser → /about/
8. Lead capture: "Get the BPoA Info Pack"

[/experience/](#)

FIX MVP

## The Ballparks Experience

All-inclusive narrative — what a week at BPoA actually feels like, day by day.

### **A baseball week unlike anything else.**

*Lodging, dining, opening ceremonies, skills competitions, Home Run Derby, Family Feast, championship game under the lights. One package. One unforgettable week.*

#### CONTENT BLOCKS

1. Hero with day-by-day storyline (Sat check-in → Fri championship)
2. Visual timeline of the weeklong tournament
3. What's included — 12-bullet list (canonical EC content)
4. Lodging block → [/facility/lodging/](#)
5. Dining block — 5 on-campus eateries → [/facility/dining/](#)
6. Entertainment block → [/facility/entertainment/](#)
7. Mike Sweeney pull-quote
8. 3-up parent/coach testimonials
9. Lead capture form

[/branson/](#)

FIX

## Branson — Family Vacation Capital

The mom's decision layer. Sibling activities, off-campus dining, the off-day Thursday in the weeklong format.

### **A tournament week. A family vacation.**

*Branson, Missouri — Forbes-ranked family destination, Silver Dollar City, White Water, Table Rock Lake, Titanic Branson. The off-day Thursday is built into the schedule for a reason.*

[/sho-me/](#)

NEW

## Sho-Me Baseball

Surface BPoA's partner facility on Table Rock Lake — historic Sho-Me (founded 1958), now hosting 14U+ tournaments.

### **Sho-Me Baseball — where the older players play.**

*Founded in 1958 on Table Rock Lake. One of the oldest baseball camps in the country, now part of the Ballparks of America family.*

[/photography/](#)

FIX

## Tournament Photography

Surface BPOA's photography service as a real product page with package tiers, sample images, and EventConnect deep-links.

### Pro photography. Game-day moments. A keepsake from the trip.

*Action shots, team panoramics, custom posters, decorate-the-park banners. Pre-purchase via your team's EventConnect registration or add at the gate.*

## ABOUT

[/about/](#)

NEW

MVP

## About — Founder Story, Mission, Press

One page absorbs founder narrative + mission + leadership + press section. Anchor links from nav (#founders, #leadership, #press).

### Built by dads. For their kids. For yours.

*Three dads. One Cooperstown trip. A ten-year vision for the next generation of ball players.*

#### CONTENT BLOCKS

1. Hero with founders or vintage opening-day photo
2. **#founders** — Long-form founder story (lifted from [/beyond-home-plate/](#)): three dads, Cooperstown Dreams Park, founder "Chang" pull-quote
3. **#mission** — "We are all about baseball, friends and family" + 10-year vision (15 fields/120 suites)
4. **#leadership** — Team grid (Tracy Bristow, Wade Early, Rick Abbott, Trey, Heidi, Sammy, Matt, Joe Molinaro, JP Arlie, Chris Lemons, Chuck Bristow)
5. Mike Sweeney pull-quote (transcribed)
6. **#press** — As Seen In strip + 6-card press grid
7. CTA: View 2026 Tournaments / Get Info Pack

## TOURNAMENTS

[/tournaments/](#)

NEW

## Tournament Hub

First conversion-driving page. Goal: get visitor to the right individual tournament page in under 30 seconds.

### 2026 Tournaments. Find yours.

*Thirteen tournaments. Six age groups. May through August. Filter by season, age, or date.*

#### CONTENT BLOCKS

1. Hero with filter strip (Season / Age / Format)
2. Featured tournament — next-up by date
3. Full 2026 calendar grid — 13 tournament cards
4. "Already played here?" → /team-login/
5. "Not sure which tournament?" → "Talk to Joe"
6. Cal Ripken WS callout (marquee)
7. Spring tournaments callout (partner-run)

[/tournaments/summer/](#)

FIX

## Summer Season

### Eleven weeks. Eleven tournaments. One unforgettable summer.

*Memorial Day through early August. Two formats. All five fields. Lights every night.*

[/tournaments/spring/](#)

FIX

MVP

## Spring Tournaments

Partner-organized spring events (Game7, GMB) hosted at BPoA. Lightweight info — schedule, partner links, BPoA housing.

### Spring at Ballparks — partner tournaments, full-service stay.

*Game7, GMB, Faith·Flag·Family Classic, Bombs For a Cure, Battle for the Bling. Lodging, meals, and entertainment booked through BPoA.*

[/tournaments/fall/](#)

NEW

## Fall Tournaments

The Tradition (father-son, Aug 28–30) + future fall events. Most personal copy in the brand.

### The fall weekend that started it all.

*The Tradition — three days of father-son baseball at Ballparks of America. Same fields, same lights, only the dads are batting.*

</tournaments/cal-ripken-world-series/>

NEW

## Cal Ripken World Series

Marquee event. Babe Ruth League's Cal Ripken Major/70 WS — BPoA host since 2017. Cross-links out to Babe Ruth League for actual registration.

### The road to the World Series ends in Branson.

*Host of the Babe Ruth League Cal Ripken Major/70 World Series since 2017. National qualifier teams compete on the same five fields where every BPoA week begins.*

## Individual tournament pages — variables only

The 12 EC-driven tournaments share the canonical template (Section 05). Each brief documents only what changes per tournament.

URL	DRAFTED HERO HOOK	FORMAT
<a href="/memorial-day-classic/">/memorial-day-classic/</a> MVP	"Open the season under the lights at five replica MLB stadiums."	4-day
<a href="/summer-kickoff/">/summer-kickoff/</a> MVP	"Six days. Five fields. The week summer actually begins."	weeklong
<a href="/gold-glove-classic/">/gold-glove-classic/</a>	"Defense wins championships. Bring yours."	weeklong
<a href="/fathers-day-classic/">/fathers-day-classic/</a>	"Fathers and sons. Five fields. Father's Day on a baseball field."	weeklong
<a href="/boys-of-summer/">/boys-of-summer/</a>	"Long days. Long fly balls. The longest week of summer."	weeklong
<a href="/hometown-heroes/">/hometown-heroes/</a>	"Honor the ones who served. Play for the ones at home."	weeklong
<a href="/star-spangled-shootout/">/star-spangled-shootout/</a>	"Independence Day. Under the lights. Fireworks optional."	weeklong
<a href="/kapau-klassic/">/kapau-klassic/</a>	"The mid-July classic. Same fields. Bigger bats."	weeklong
<a href="/mid-summer-showdown/">/mid-summer-showdown/</a>	"Five days. Five fields. One bracket."	4-day

URL	DRAFTED HERO HOOK	FORMAT
<a href="#">/blitzball-bash/</a>	"Real baseball by day. Blitzball by night."	weeklong
<a href="#">/global-games/</a>	"Teams from across the country. Some from across the world."	4-day
<a href="#">/the-tradition/</a>	"The father-son weekend that started it all."	3-day

## PROGRAMS

[/programs/](#)

NEW

### Programs Hub

#### Baseball, every week of the year.

*Camps, clinics, local league play, batting cages. For Branson and the players who live for the off-season.*

[/programs/camps-clinics/](#)

FIX

### Camps & Clinics

#### Off-season camps. Pre-season clinics. Year-round players.

*Hitting, pitching, fielding, base-running. Open to local and visiting players ages 8–14.*

[/programs/local-leagues/](#)

FIX

### Local Leagues

#### Local leagues. Big-league fields.

*Branson-area league play on five replica MLB stadiums — the only youth fields in the Ozarks built like the show.*

[/programs/upper-deck-batting-cages/](#)

KEEP

### Upper Deck Batting Cages

#### Cage time. Fungoman-fast. Open to all.

*Baseball + softball cages with Fungoman pitching machines. Memberships for locals; pitching bundles for tournament teams.*

## FACILITY

[/facility/](#)

FIX

## Facility Hub (incl. campus map)

**One campus. Five fields. Everything they need to play, sleep, and eat — all on-site.**

*Air-conditioned suites, pro-style lockers, five replica MLB stadiums, five eateries, and a Grand Slam Entertainment district.*

[/facility/the-five-fields/](#)

NEW

## The Five Fields

**Five fields. Five stories. Two-thirds the scale, one hundred percent the feel.**

*Synthetic turf. Sunken dugouts. Stadium lighting. Each one is a love letter to a moment in baseball history.*

## The five individual field pages

Each per-field page leads with its MLB story; sponsors and dimensions sit in the supporting layer.

URL	HERO (DRAFTED)	SPONSOR / DIM
<a href="#">/st-louis-stadium/</a>	"St. Louis Stadium. Where Brett's 3,000th hit lives on."	Great Southern Bank · 235'/265'
<a href="#">/chicago-field/</a>	"Chicago Field. Ivy in spirit. Wrigley in soul."	Silver Dollar City · 225'/250'
<a href="#">/boston-park/</a>	"Boston Park. The Green Monster, the Pesky Pole, and Fisk's wave."	200'L / 225'R / 250'C
<a href="#">/kansas-city-field/</a>	"Kansas City Field. Built for the Royals. Played by the next generation."	The Track · 219'/270'
<a href="#">/brooklyn-field/</a>	"Brooklyn Field. Ebbets in spirit. Robinson's debut on every pitch."	220'L / 196'R / 245'C

[/facility/lodging/](#)

FIX

## Team Lodging & Family Hotels

Two audiences in one page: teams (where players sleep on-campus) and families (where parents sleep off-campus).

### Where the team sleeps. Where the family stays.

*Players in air-conditioned team suites on campus. Families in BPoA-partnered Branson hotels through HousingConnect.*

[/facility/dining/](#)

FIX

## On-Campus Dining

### Five eateries. One campus. Three meals a day, included.

*Concessions, sit-down dinners, post-game ice cream, morning coffee, weekly menus. All meals included for players during play days.*

[/facility/entertainment/](#)

FIX

## Grand Slam Entertainment

### Game's over. Let the fun begin.

*Laser tag. Escape rooms. Arcade. Birthday parties. Open to tournament teams, local families, and visitors all year.*

## PARTNERSHIPS & UTILITY

---

[/partnerships/](#)

NEW

MVP

## Partnerships (Current · Sponsor · Adopt)

One page absorbs all three partnership audiences as anchor sections. Replaces three separate sub-pages from the original sitemap.

### A company that isn't there just to make money.

*Partner with Ballparks, sponsor a visiting team, or align with the brand families trust. Three ways to be part of the next generation of baseball.*

#### SECTIONS (ANCHOR-LINKED FROM NAV)

1. **#current** — Tier 1 founding sponsors (Great Southern Bank, Silver Dollar City, The Track) + Tier 2 campus partners full grid
2. **#sponsor** — Become a Partner: stat strip, 4-pillar value, tier table (\$5K → naming rights), 6-up testimonials, "Let's talk" form
3. **#adopt** — Adopt-A-Team: \$600/\$800 packages, recipient stories, 4-step "how it works," sponsor recognition, application form (Paul Satterwhite, Antwan Woods)

[/news/](#)

FIX MVP

## News & Stories

Cornerstone story posts elevated above feed (founder story, MLB stadium history, "what sets BPoA apart"). Latest news as feed below.

[/contact/](#)

FIX

## Contact

Single source of contact. Three contact cards: General · Registration support (EC routing) · Sales/Partnerships (Joe, JP, Wade).

[/faq/](#)

FIX

## FAQ

Tabbed by audience (Parents / Coaches / Visiting Families). Reconciles 8-room-night minimum.

[/team-login/](#)

NEW

## Team Login (branded)

Branded landing page that owns the "Team Login" route. Pixels fire on bpoas.com domain instead of jumping to EventConnect.

### Welcome back, coach.

*Logging in to manage your team's tournament. Schedule, roster, payments, hotel, addons — all in one place.*

[/prepare-for-your-tournament/](#)

FIX MVP

## Prepare for Your Tournament

Pre-arrival checklist for registered teams. Today's page references 2025 — must be 2026 by Memorial Day.

~~/affiliate/~~

NEW

## Affiliate Program

Coach/team-organizer referral program — tiered commissions (\$200–\$500 per team referred), tracked by personal referral codes used at EventConnect registration. Distinct audience from sponsor/partner partnerships. Currently lives only on the old site at [/boa-affiliate/](#); not in new staging.

### Refer a team. Earn \$200–\$500.

*The BPoA Affiliate Program rewards coaches, team organizers, and travel-baseball influencers who bring teams to Branson. Real commissions. Real perks for the teams you refer.*

#### CONTENT BLOCKS

1. Page header with affiliate-themed photo
2. How it works — 3-step (apply → share code → get paid)
3. Commission tiers table — Bronze (1–10 teams · \$200–\$300), Silver (11–20 · \$250–\$400), Gold (21+ · \$300–\$500)
4. Team perks (free laser tag, complimentary golf, priority registration window)
5. Who it's for (coaches, organizers, content creators, scouts/trainers)
6. Apply form — name, email, role, estimated team count, network details
7. FAQ — payment cadence, cancellation policy, ad rules, stacking with Adopt-A-Team

~~/join-the-team/~~

FIX

~~/careers/~~

## Careers

Renamed from ~~/join-the-team/~~ for cleaner SEO. Existing staging page links to SportAdvisory's applicant portal. FIX: re-style to match new theme, add team/values content, surface internships, expand to all 6 hire teams (Guest Services, F&B, Pro Shop, Grounds, Umpires, Creative).

### Help build The Ultimate Youth Baseball Experience.

*We're hiring full-time, seasonal, and intern roles across guest services, F&B, retail, grounds, umpiring, and creative. Bring your skills to Branson.*

#### CONTENT BLOCKS

1. Page header with team photo
2. Our Team — split with founder photo + "we hire baseball people" copy
3. Our Values — 4-pillar grid (hospitality first, baseball person, versatile, Branson-grown)
4. "View Current Openings" big CTA → SportAdvisory portal
5. Where We Hire — 6-card grid (Guest Services, F&B, Pro Shop & Retail, Grounds, Umpires, Creative)
6. Internships split — university partnerships, on-campus housing
7. FAQ — season vs year-round, remote, housing, application path

~~/store/~~

LINK OUT

## Store

Routes to [ballparksofamerica.myshopify.com](https://ballparksofamerica.myshopify.com). MVP: light landing page. Phase 2: replatform under [store.bpoas.com](https://store.bpoas.com).



## Twenty-two stub pages, one strategic question

Twenty-two add-on pages exist as stubs — title only, no description, no price, no listing page, no path to purchase. EventConnect has 33–35 fully populated add-ons per tournament. The right answer isn't to fix the stubs — it's to retire them.

**Recommendation:** Add-ons aren't a destination — they're a moment in the registration flow. Surface relevant add-ons inside the tournament page (preview that establishes the upsell exists), and route the actual transaction to EventConnect (where the add-on attaches to the team).

### Where each add-on category lives

CATEGORY	EXAMPLES	SURFACED ON	TRANSACTS IN
Tournament-attached	Linen packages, Family Feast, t-shirt, banners, trading cards	Tournament page (Section 08 of canonical template)	EventConnect (attached to team)
Photography	Player & team registrations, action packages, custom poster, banners	<a href="#">/photography/</a>	EventConnect (deep-link)
On-campus entertainment	Operation Laser Tag, Scorpio Escape Room, On-Deck Arcade	<a href="#">/facility/entertainment/</a>	On-campus or pre-purchase
Off-campus partner tickets	Silver Dollar City, White Water	<a href="#">/branson/</a>	EventConnect
Branded merchandise	Pro-shop apparel, hats, custom orders	<a href="#">/store/</a>	Shopify
Hitting / pitching	Upper Deck Hitter Contest, Pitching Bundles, Braggin' Rights Laser Tag	<a href="#">/programs/upper-deck-batting-cages/</a>	EventConnect or on-campus

Specifically: noindex all 22 `/addons/*` URLs, exclude from sitemap, 301-redirect each to its logical home page (Action 5 in Section 08).

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# What to do, in priority order — across pages, infrastructure, content, and decisions.

Section 06 was the **content view** — what each page should contain. This is the **work view** — every action that has to happen for the project to ship. It consolidates per-page work (build /about/, fix the homepage, etc.) with everything that doesn't map to a single page: tracking infrastructure, slug redirects, content sourcing, BPoA decisions, and post-launch initiatives. Same projects, different lens. Each item: what to do, why it matters, the tags that route it (priority · type · owner · linked brief).

**How this differs from Section 06.** A page like /about/ appears in both sections — once in Section 06 as a content brief (drafted H1, content blocks, anchor sections) and once here as Action 12 (build it, who owns it, when it ships). If you're a writer or designer mapping content, use Section 06. If you're a project manager tracking deliverables and timeline, use this section.

**PRIORITY** PO · PRE-MAY 22 P1 · MVP BY JUN 30 P2 · PHASE 2 DEC · DECISION **TYPE** FIX

BUILD CONTENT TRACKING DECISION

## PO — PRE-MEMORIAL DAY (MAY 22) 15 actions · the launch-blocking list

### 1 Delete the placeholder "TESTOVIY POST 02.05" from /news/

**Why:** Public News post left over from QA / staging. The title reads as developer scratch work and undermines credibility. Two-minute delete.

PO FIX OWNER: SFC /news/

### 2 Delete "NEEDS HEADER & BUTTONS" placeholder copy on Spring Season page

**Why:** Internal note visible in production. Page also says "Stay Tuned for the 2026 Spring Schedule" — we are past spring 2026.

PO FIX OWNER: SFC /tournaments/spring/

### 3 Replace "Bigfoot exists?" escape-room copy under "Dine" on Experience page

**Why:** Wrong content block in the wrong section, visible in production. Replace with the dining content per the /experience/ brief.

PO FIX OWNER: SFC `/experience/`

### 4 Fix "Gold Stone" → "Cold Stone" on Current Partners

**Why:** Partner-name typo. Embarrassing if Cold Stone notices. One-word edit.

PO FIX OWNER: SFC `/partnerships/#current`

### 5 Set 22 /addons/\* pages to noindex + remove from sitemap; 301 each to its logical home

**Why:** Stub pages create thin-content SEO risk across 22 URLs. Per Section 07 — redirect each to its category home (entertainment, photography, programs, store).

PO FIX OWNER: SFC

### 6 Resolve duplicate /event/hometown-heroes/ + /event/event-title-6/; re-slug 6 placeholder events

**Why:** Two URLs for the same tournament. Six events use placeholder slugs. Pick canonicals under `/tournaments/{slug}/`, 301 the rest.

PO FIX OWNER: SFC

### 7 Wire Register CTAs across the funnel — site-wide buttons to bpoas.com, tournament pages to EventConnect

**Why:** The funnel keeps visitors on bpoas.com until the moment of payment. Site-wide "Register" buttons (header CTA, homepage hero, content section CTAs) route to `/tournaments/` hub or a specific tournament page on our site — never directly to EventConnect. **Only the Register button on each individual tournament page deep-links to EventConnect**, using the matching event ID (we have all 13 in Section 05): `app.eventconnect.io/events/{ID}/registration-type/create?nav=hidden`. This pattern lets us own the SEO, capture leads in the funnel, and fire conversion pixels before the handoff. The current `/summer-session/` placeholder (which points nowhere) gets retired as part of this work.

PO FIX OWNER: SFC

### 8 Build /tournaments/memorial-day-classic/ page (template)

**Why:** May 22 tournament — zero days slack. Use canonical template (Section 05). Lift content from `audit/raw/eventconnect-tournaments.md`. Wire Register CTA to [EC 38689](#).

PO BUILD OWNER: SFC `/memorial-day-classic/`

## 9 Build /tournaments/summer-kickoff/ page (template)

**Why:** May 30 tournament — second event of the season. Same template, same content-lift pattern. Wire to [EC 38692](#).

PO BUILD OWNER: SFC /summer-kickoff/

## 10 Update all 2025 references to 2026 site-wide; replace 4 outdated 2025 prep-kit PDFs

**Why:** Memorial Day teams visit /prepare-for-your-tournament/ in the next two weeks and find 2025 PDFs. Adopt-A-Team is framed around 2025 World Series. Multiple "Summer 2025 Schedule" CTAs across Upper Deck, Branson, Join the Team.

PO CONTENT OWNER: BPOA + SFC

## 11 Surface lead phrase "The Ultimate Youth Baseball Experience" as H1 + tagline "A pro for a week. A kid forever." beneath

**Why:** The two phrases pair on the hero. The lead phrase carries SEO weight (it's what parents search) and already anchors two paid-traffic LPs on the old site. The tagline carries the emotional hook and is the brand's signature line — pair it directly beneath the H1 (italic, accent color), keep it as the footer signature line site-wide, feature it prominently on the About / founder page.

PO FIX CONTENT OWNER: SFC /

## 12 Build basic /about/ page with founder story + Mike Sweeney quote

**Why:** Today the new site has no About page. The /beyond-home-plate/ founder content and the Mike Sweeney video need a real /about/ surface. One consolidated page absorbs founders + leadership + press.

PO BUILD OWNER: SFC /about/

## 13 Replace header "TEAM LOGIN" CTA with primary "Register" button

**Why:** The only EventConnect link site-wide today is "TEAM LOGIN" (returning users only). High-contrast Register button (red, /tournaments/ destination) converts the header from a returning-user utility into top-of-funnel acquisition. Team Login becomes secondary text.

PO FIX OWNER: SFC

## 14 Stand up GTM, GA4, Meta Pixel, Google Ads tag, conversion events

**Why:** Tracking layer must be live before paid ads launch. Per Section 04 — fire `page_view`, `tournament_view`, `register_click` at minimum on day one.

PO TRACKING OWNER: KWORQ

## 15 Lead-capture Info Pack form live on Memorial Day Classic + Summer Kickoff pages

**Why:** Single highest-leverage form on the site for first-session visitors who aren't ready to register. HubSpot embed + AC nurture + auto-emailed PDF info pack (one canonical, reused per tournament).

P0 BUILD OWNER: KWORQ + SFC

### P1 — MVP BY JUNE 30 8 actions · everything else for full launch

## 16 Build remaining 10 tournament pages from canonical template

**Why:** After Memorial Day Classic + Summer Kickoff are live, the remaining 10 EC-driven tournaments (Gold Glove, Father's Day, Boys of Summer, Hometown Heroes, Star Spangled, Kapau, Mid-Summer, Blitzball, Global Games, The Tradition) follow the template. Variables in Section 06.

P1 BUILD OWNER: SFC

## 17 Build /tournaments/ tournament hub with filters

**Why:** Replaces default Tribe Events List view at /events/. Filter UI (Season / Age / Format) per Section 06 brief. The hub is what turns paid traffic into tournament-page traffic.

P1 BUILD OWNER: SFC /tournaments/

## 18 Rename slug /ball-parks-experience/ → /experience/ with 301 redirect

**Why:** "Experience" typo is in slug, title, nav, and body. Permanent SEO issue. Clean break: rename, 301 the old slug, update nav label.

P1 FIX OWNER: SFC /experience/

## 19 Build /facility/the-five-fields/ hub + 5 individual field pages

**Why:** Each replica field carries an MLB story (Brett, Fisk, Robinson, Royals, Wrigley) — ownable SEO and brand storytelling. Hub + 5 spokes per Section 06.

P1 BUILD OWNER: SFC

## 20 Build consolidated /partnerships/ page with anchor sections

**Why:** Replaces the original split (/current/, /become-a-partner/, /adopt-a-team/). Anchor links from nav (#current, #sponsor, #adopt) keep all three audiences on one strong page rather than three thin ones.

P1 BUILD OWNER: SFC /partnerships/

## 21 Build /sho-me/ partner facility page

**Why:** Sho-Me Baseball (1958, lakefront, 14U+ tournaments) is currently absent from the new site. BPOA owns the relationship and the SEO juice. Cross-link to shomebaseball.com for schedules.

P1 BUILD OWNER: SFC /sho-me/

## 22 Build /tournaments/cal-ripken-world-series/ page

**Why:** Marquee event — host since 2017, runs through Babe Ruth League. Anchors brand legitimacy. Cross-links out for actual registration.

P1 BUILD OWNER: SFC /cal-ripken-world-series/

## 23 Build branded /team-login/ landing page

**Why:** Today the header link goes straight to `app.eventconnect.io/login` off-domain — pixels don't fire, attribution lost. Branded interstitial fires GA4 and routes through with UTMs preserved.

P1 BUILD OWNER: SFC /team-login/

## 24 Build /affiliate/ — Coach & Organizer Referral Program

**Why:** Active 2026 revenue program currently only on the old site at [/boa-affiliate/](#). Coaches/organizers earn \$200–\$500 per team referred via personal codes. Distinct audience and value prop from `/partnerships/` sponsorship — keep it as its own page. 301 the old slug.

P1 BUILD OWNER: SFC /affiliate/

## 25 FIX /careers/ — restyle current /join-the-team/ + 301 redirect to clean slug

**Why:** Page exists on staging today as `/join-the-team/` but I omitted it from the original sitemap. Rename slug to `/careers/` for cleaner SEO, restyle to the new theme, expand content (6 hire teams, internships, values pillars), keep SportAdvisory portal as the apply destination.

P1 FIX OWNER: SFC /careers/

**DECISIONS NEEDED FROM BPOA** 7 calls · gating multiple actions above

## 26 Confirm canonical Global Games EventConnect ID

**Why:** Two EC IDs exist — [38775](#) (12U + 15/16U) and [40338](#) (12U + 13U + 15/16U). Different age splits. The `/tournaments/global-games/` Register CTA needs one canonical.

DEC DECISION OWNER: BPOA

### 27 Authoritative weeklong room-night minimum: 8 or 48?

**Why:** FAQ says 48. Lodging page says 8. CLAUDE.md says 8. Single confirmed number from Guest Services, then update FAQ + lodging + tournament-template payment-policies blocks.

DEC

DECISION

OWNER: BPOA

### 28 Confirm photography SKU variants vs duplicates

**Why:** EC catalog lists "Photography Registration Fee" + "Team Photography Registration Fee," and "Photography Action Package" + "Team Photography Action Package." Likely individual-vs-team variants. The /photography/ tier table resolves this.

DEC

DECISION

OWNER: BPOA

### 29 Confirm Operation Laser Tag + Scorpio Escape Room operational status

**Why:** Old site routes escape rooms to thepuzzleparlour.com — separate brand. Stub pages have H1s "Click for More Info" but no info. Need: BPOA-owned, partner, or third-party? Determines whether they live on /facility/entertainment/ or get linked out.

DEC

DECISION

OWNER: BPOA

### 30 Baseball Lifestyle 101 partnership status — in, out, or augmenting?

**Why:** Open question from BPOA-Kickoff-Doc. Affects whether /store/ redirects to BPOA Shopify, BL101's catalog, or hybrid. Affects merch positioning across tournament pages.

DEC

DECISION

OWNER: BPOA

### 31 Source 2026 prep-kit PDFs to replace 2025 versions

**Why:** Four 2025 PDFs linked from the Prepare for Your Tournament page. Memorial Day teams visit this in the next two weeks. BPOA Guest Services owns the source documents.

DEC

CONTENT

OWNER: BPOA

### 32 When will 2027 tournament data be available in EventConnect?

**Why:** We're building all 13 tournament pages with 2026 content because that's the only data currently in EC. For the 2027 season, those pages will need to roll over — updated dates, registration deadlines, division pricing, payment schedules. Need from BPOA Guest Services: (a) the timeline for populating 2027 events in EC, and (b) whether 2027 events reuse the existing event IDs (auto-updates flow through) or get new IDs (we'd re-wire the Register CTAs). This shapes the content-refresh sprint timing and whether tournament pages are treated as annual or evergreen.

DEC

DECISION

OWNER: BPOA

### 33 EventConnect API webhook integration via n8n

**Why:** True `register_complete` attribution. MVP ships with `register_click` as proxy; webhook unlocks full revenue attribution and Google Ads optimization toward purchase.

P2

TRACKING

OWNER: KWORQ

### 34 Cross-domain GTM linker for EventConnect handoff

**Why:** Session continuity through the EC handoff so attribution holds even before webhook lands. UTMs append + `bpoa_session` ID stitches conversions back to GA4 `client_id`.

P2

TRACKING

OWNER: KWORQ

### 35 Promote `/about/#press` to standalone `/about/press/` page (if content rich enough)

**Why:** If 6+ press features warrant their own page, split. Otherwise, anchor section on `/about/` stays. Decision triggered by press inventory growth.

P2

BUILD

OWNER: SFC

### 36 Per-tournament photo galleries on tournament pages

**Why:** Populate after first 2026 tournament. Strong returning-team retention surface (parents come back to find photos) and conversion artifact for next-year campaigns.

P2

CONTENT

OWNER: BPOA

### 37 Replatform Shopify under `store.bpoas.com` subdomain

**Why:** Unified domain attribution for merch sales. Today `/store/` exits to `ballparksofamerica.myshopify.com` — no pixels, no cross-domain signals.

P2

BUILD

OWNER: KWORQ

+ SFC

### 38 Alumni / "where are they now" hub

**Why:** 9 years of teams have played at BPoA. Alumni stories — especially players who've gone to college / pro ball — are strong organic-SEO and brand-equity content.

P2

BUILD

CONTENT

OWNER: BPOA

+ SFC

### 39 Spanish-language landing pages for international audiences

**Why:** Old-site Puerto Rican MLB heritage post signals BPoA's international reach. Global Games + general experience pages benefit from Spanish variants.

P2

CONTENT

OWNER: BPOA

+ SFC

#### 40 Sales-led coach pages (Joe Molinaro, JP Arlie)

**Why:** Cold-outreach + email-sequence destination for high-intent leads. Personal-brand storytelling, calendar embed, direct line.

P2

BUILD

OWNER: KWORQ

+ SFC

#### 41 A/B test queue for tournament pages

**Why:** Hero copy variants, CTA placement, divisions sidebar layout, social-proof block formats. Run experiments month-over-month against the canonical template.

P2

TRACKING

OWNER: KWORQ

## How to read this list

- **P0 ships before May 22.** All 15 items must be done; SFC owns 11, Kworq owns 1, Joint owns 3.
  - **Decisions (26–32) gate multiple P0 / P1 actions.** BPOA's responses unlock content work. Surface in this Friday's sync.
  - **P1 ships by June 30.** Full MVP. After this, the funnel runs end-to-end with all 13 tournament pages, 5 field pages, /about/, /sho-me/, /partnerships/, branded /team-login/.
  - **P2 is post-launch.** Optimization, depth, attribution accuracy. None of it blocks the summer season.
  - **Each task links to its page brief** (the dashed pill). Clicking the URL opens the staging page where the work lands.
-

**Ballparks of America × Kworq**

Website Audit & Funnel Spec — May 9, 2026

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