

Website Audit & Funnel Spec

V2 · 5/11

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 (2026 season opens; site must be live to capture 2027 leads from arriving families).

PREPARED FOR

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DATE

May 11, 2026 · v2.0
11 days to Memorial
Day Classic

** Updated per client*

feedback 5/10/26 — see [v2](#)

[changelog](#) + items marked

*with **

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.

v2 changelog (May 11, 2026)

V2

Updated per client feedback received 5/10/26. Items below use two markers: *** Per client* for things the client directly asked for, and *†† Kworq rec* for places we proposed something different from the client's literal ask (always with a rationale, always easy to revert). Where the client added subnav items, we consolidated into single-page narratives with anchor sections — "simple is better" — except where a page earns its own URL via SEO + content depth (individual tournaments, Iconic Fields). Major v1 → v2 deltas:

- **Brand phrase shifts** from "The Ultimate *Youth* Baseball Experience" to "**The Ultimate Family Baseball Experience**" — broadens the funnel from coach-decision to family-experience. ** Per client*
- **4 brand pillars rewritten:** Great Baseball · The Ballparks Experience · Branson · The Lodging (replaces old pillars). ** Per client*
- **Top nav restructured** to 5 buckets: Tournaments · The Ballparks Experience · Branson · Registered Teams · "More" menu (Partner Tournaments, Partnerships, Affiliate, About, etc.). ** 5-bucket structure + new categories per client †† Two Kworq adjustments: (1) "Tournaments" and "Registered Teams" labels shortened — client suggested "Ballparks 2027 Season" / "2027 Registered Teams." (2) Tournaments gets no dropdown — a single click into a master experience page, so every visitor sees the full pitch before picking a week. Honors the client's "75% of the website" intent. See naming reconciliation log below.*
- **Page count: 35 → ~26.** Consolidated /branson/ (4 subpages → 1 with anchor sections), /registered-teams/ (7 items → 1 page), /experience/ (5 subnav items → 1 page + Iconic Fields as separate). 5 individual field pages → 1 Iconic Fields page. ** Per client + Kworq guidance*
- **Removed:** Programs section entirely. Spring/Fall/Cal Ripken as separate sections. Sho-Me deep page (now a stub + link to shomebaseball.com). Photography from top nav (moves to tournament add-ons). ** Per client*
- **Added:** /registered-teams/ (Road to Ballparks · EC how-to · Add-Ons · Trading Cards · Family Lodging · Sample Schedules · Guest Services). /partner-tournaments/. /win-technology/. ** Per client*
- **About page facts corrected:** 4 founders (not 3) — current ownership ~2021, "4 Springfield Businessmen and Baseball Dads." Use BPOA's real mission statement. Drop the 15-fields vision (no flat ground for it). ** Per client*
- **Rename:** "Facility" → "Campus" across all nav and copy. ** Per client*
- **New differentiator surfaced:** "Ballparks After Dark" — lights stay on until midnight at every field on the campus, Blitzball personalities on hand. Featured on homepage + Experience page. ** Per client*

v1 frozen reference: same audit + mockups as of May 9, 2026, accessible at [/v1/](#) on the deployed site.

Strategic frame: this site is built to drive 2027 registrations, not 2026. The 2026 season is already booked — teams are registered, lodging is locked, schedules are out, and the season opens Memorial Day weekend (May 22, 2026). The MVP deadline of **May 22** is still real, but the reason has shifted from "first tournament starts" to "**first 2026 families arrive on campus.**" Those parents and coaches are our most engaged 2027 lead-capture audience — they're walking the campus on phones, taking pictures, deciding whether to come back next year. The new site needs to be live so they encounter the new brand, scan the 2027 calendar, and join the 2027 interest list.

Practical consequences: the 12 tournament pages display 2027 dates as "TBD" / "Coming Soon" with interest-list lead-capture forms (not registration buttons) until **Decision 40** lands (when does EC have 2027 data?). The 2026 EC IDs we have in Section 05 are useful as templates and as fallbacks for the registered-team-side experience; they will *not* be wired as live Register buttons on the 2027 tournament pages. [/registered-teams/](#) remains 2026-focused — that's the post-registration hub for currently-registered teams arriving this summer.

Naming reconciliation — where we adapted client wording. Every place we did *not* take the client's exact phrasing — with the rationale, so the client can correct us if we got the balance wrong.

| CLIENT SUGGESTED | WE SHIPPED | WHY |
|--|--|--|
| "Ballparks 2027 Season" as a top nav label | Tournaments (nav label) · Ballparks 2027 Tournaments (master page H1 — site is built for 2027 registration; 2026 is already booked) | "Tournaments" fits the 5-bucket nav without crowding; the year-anchored framing lives prominently on the master page H1 + hero where it does the SEO and positioning work — and rolls cleanly from 2027 → 2028 → 2029 without nav edits. Easy to revert if you'd rather see "Tournaments 2027" in the nav itself. |
| Tournaments subnav — neither directly suggested nor refused by client | No dropdown. Tournaments is a single-click link to the master page. The 12 individual tournaments are reached via the #calendar section on that page, not via nav dropdown. | Honors the client's "1 core Ballparks tournament experience that should be 75% of the website" — forcing every visitor through the master pitch before they pick a week, rather than fragmenting attention across 12 dropdown items. Individual tournament pages still exist for paid-campaign landing pages and direct conversions; they just aren't exposed in the nav dropdown. |
| "2027 Registered Teams" as top category name | Registered Teams (nav label) — same year-suffix tradeoff | Year-suffix is hard to keep accurate in a long-lived nav. The page itself opens with "You're in — Memorial Day 2026 / Summer 2026 / 2027 season" depending on context. |
| "Campus" as the term for the facility | "The Ballparks Experience" (nav label) · "Campus" (anchor section + body copy) | "The Ballparks Experience" is the brand pillar that includes more than just the physical campus (suites, jerseys, After Dark, trading cards). We kept "Campus" everywhere inside that page — anchor name + headers + body — to honor the rename. You said "open to suggestions" so flag if you'd rather call the nav item "Campus" directly. |

| CLIENT SUGGESTED | WE SHIPPED | WHY |
|---|---|---|
| Homepage 4-item carousel: "Great Baseball; Ballparks Experience; Branson at your Fingertips; Great Lodging Options " | Same 4 pillars with the shorter labels Great Baseball / The Ballparks Experience / Branson / The Lodging | Matches the 4-pillar framing used everywhere else (Section 02 brand story, About pillars, tournament template). Easy swap if you prefer the longer carousel-specific labels — both phrasings work. |
| About-page pillars: "Great Baseball, Ballparks Experience, Explore Branson, Vacation-style family lodging " | Same 4 pillars — we used Great Baseball / The Ballparks Experience / Branson / The Lodging consistently | You suggested these alternative labels in the About section discussion. We kept one canonical set across all surfaces so the brand reads the same on every page. Flag if you'd rather see "Explore Branson" / "Vacation-style family lodging" as the About-page pillars specifically. |

BPOA TOURNAMENT PAGES TO BUILD ON BPOAS.COM

12

Marketing content currently lives off-domain on EventConnect. Migrate to own SEO + tracking. Cal Ripken moves to /partner-tournaments/ * *5/10*.

REGISTER BUTTONS (INTERIM LEAD-CAPTURE)

12

Each of the 12 BPoA tournament pages has a Register CTA — wired to a 2027 interest-list form (HubSpot pipeline) at launch, then swapped to EC deep-link once 2027 events exist in EC (Decision 40). Partner tournaments link to partner reg systems.

DAYS TO 2026 SEASON OPEN

11

Memorial Day weekend, May 22. Teams already registered. New site must be live so arriving families convert to 2027 leads.

EVENTCONNECT WORDS TO REFERENCE

~25K

12 BPoA tournaments × 33 add-ons. The 2026 EC content is the template — pages launch with 2027 dates as "TBD" + interest-list forms until BPoA populates 2027 events in EC (Decision 40).

STORY

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

The brand's lead phrase — **"The Ultimate Family Baseball Experience"** *
Per client 5/10 — anchors the homepage and broadens the funnel from coach-decision to whole-family-experience. The signature tagline — *"a pro for a week, a kid forever"* — pairs directly beneath the H1 as the emotional hook. Neither phrase is on the current homepage. Four brand pillars carry the story site-wide: **Great Baseball · The Ballparks Experience · Branson · The Lodging**. The current site touches some of this material but doesn't tell the story cohesively — there's no About page; the MLB Replica Fields aren't surfaced as a brand asset; "Ballparks After Dark" (lights on until midnight + Blitzball personalities) is a major differentiator that lives nowhere on the site today.

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-expereince/` baked into slug, title, nav, and body. Multiple "Summer 2025 Schedule" CTAs 11 days from Memorial Day 2026.

FUNNEL

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 12 BPoA tournament pages on `bpoas.com`**, structured around the four selling points, with 2027 framing (dates TBD, interest-list forms) until BPoA populates 2027 events in EC (Decision 40). The 2026 EC content is the template — once 2027 EC IDs exist, the Register CTAs swap from interest-list forms to live EC deep-links. Partner-run tournaments (Cal Ripken, GMB, Game 7, AABC) live on a separate `/partner-tournaments/` page that frames them clearly as *not* BPoA-run events *
5/10. **This is the single most important fix.**

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 Family Baseball Experience."

LEAD PHRASE · SEO H1 · META TITLES *PER CLIENT 5/10

The descriptive, search-friendly phrase. Broadens the funnel from coach-decision to whole-family-experience by leading with "Family" — the audience that pays the bill and chooses the week. 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 Family Baseball Experience.

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

Subhead: Great baseball + The Ballparks Experience + Branson at your fingertips + great lodging options — five days they'll talk about forever.

The four brand pillars * Per client 5/10 — replaces v1 pillars

The whole site's content ladders under these four ideas. Every section answers at least one of them. The homepage hero should preview all four in a 4-item carousel or split grid.

PILLAR 1

Great Baseball

The reason teams consider Ballparks in the first place. **MLB Replica Fields** (stress the replica, not the count — Cooperstown has 22 fields). Great competition from all over the country. Skills competitions. Home Run Derby. Indoor batting cages for warmup. WIN Technology. Umpires provided — quality and consistency controlled by BPoA. **Surfaced as:** [/iconic-fields/](#) + WIN Technology page + tournament-template "Great Baseball" section.

PILLAR 2

The Ballparks Experience

Why teams come BACK. Custom hats & jerseys hanging in lockers when teams arrive. Pro-style lockers with souvenir nameplates. Team Suites. **"Ballparks After Dark"** — lights on til midnight every night, Blitzball personalities on campus interacting with players. Player Trading Cards. White Water passes. Campus activities (Upper Deck cages, themed Laser Tag, Key Escape Rooms, NEW Glow Mini Golf). **Surfaced as:** [/experience/](#) with anchor sections for Campus, Map, Entertainment, Food.

PILLAR 3

Branson

The vacation half of the family vacation. Silver Dollar City. White Water. Table Rock Lake (watersports + fishing). Taneycomo trout fishing. Branson attractions (ballparksofamerica.tripster.com). Big Cedar Lodge golf + Thousand Hills golf. Hiking. **Surfaced as:** [/branson/](#) — "Branson According to Ballparks" — single page with anchor sections for Hotels & Lodging, Restaurants, Activities.

PILLAR 4

The Lodging

Team suites on campus PLUS great options for visiting families. Brand new **Element Hotel right next door. Thousand Hills Vacations** partnership with API access to vacation rentals — Cabins at Grand Mountain next to campus, Links/Fairways on the golf course, Table Rock Resorts and The Majestic on Table Rock Lake. **Surfaced as:** [/branson/#lodging](#) + [/registered-teams/#family-lodging](#).

** Per client 5/10* — v1 pillars (Major League Experience / Branson Destination / Family Tradition / Mission-Driven) replaced with the four above. The "Family Tradition" and "Mission-Driven" pillars get absorbed into the About page as the founder story + mission statement, not stand-alone brand pillars.

Social proof we shouldn't lose

| ASSET | WHAT IT IS | WHERE TO USE IT |
|----------------------|---|--|
| Mike Sweeney | 5x MLB All-Star, KC Hall of Famer — video testimonial on the blog | Homepage hero quote · About · tournament pages |
| Cal Ripken WS | Babe Ruth League's marquee — host since 2017 | Featured on /partner-tournaments/ <i>* moved per client — not a Ballparks tournament</i> |

| ASSET | WHAT IT IS | WHERE TO USE IT |
|---|--|---|
| SportsEvents Mag #4 | "American Ballparks Every Planner Must See" | Pull-quote on homepage / About |
| Press coverage | KY3, MSN, Branson Tri-Lakes, Youth1, AP, TripAdvisor, Forbes, Trivago | Press strip on homepage; section on /about/#press |
| Partner roster (15+) | USA Baseball, Cooperstown Bat, Baseballism, BJ's Trophy, Hi-Cast, Oakley, Coca-Cola Ozarks, Rawlings, Musco Lighting, Triton, Cold Stone, Titanic Branson, White Water, Element Hotel, Thousand Hills Vacations, Big Cedar Lodge | Footer logo strip site-wide; /partnerships/#current |
| Element Hotel partnership * <i>new per client</i> | Brand-new hotel right next door to campus | Featured on /branson/#lodging |
| Thousand Hills Vacations * <i>new per client</i> | API integration with vacation rentals — Cabins at Grand Mountain, Links/Fairways, Table Rock Resorts, The Majestic | /branson/#lodging |

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

~26 active pages in v2 (down from 35 in v1). The discipline: build a page only when it has a unique job to do. Where the client asked for subnav items that share related content, we consolidated into single-page narratives with anchor sections — simpler funnel, stronger pages. Hub-and-spoke is reserved for content that earns it (individual tournaments + Iconic Fields).

What we consolidated for v2 ** Per client 5/10 + Kworq guidance*

Major collapsings in this round. The intent: honor every nav item the client asked for, but deliver them as anchor sections inside fewer, stronger pages where the content is closely related.

| WAS GOING TO BE A PAGE | NOW LIVES AS | WHY |
|--|---|---|
| <p><code>/facility/the-five-fields/</code> + 5 individual field pages (St. Louis, Chicago, Boston, Kansas City, Brooklyn)</p> | <p>Single <u>/iconic-fields/</u> page</p> | <p><i>* Per client</i> "Stress the MLB Replica, not the 5 — Cooperstown has 22 fields." One strong page with all 5 fields + their MLB stories beats 6 thin pages.</p> |
| <p><code>/facility/</code> hub + <code>/facility/campus-map/</code> + <code>/facility/dining/</code> + <code>/facility/entertainment/</code></p> | <p>Single <u>/experience/</u> page with anchor sections (<code>#campus</code>, <code>#map</code>, <code>#entertainment</code>, <code>#food</code>)</p> | <p><i>* Per client</i> The Ballparks Experience is one narrative — campus tour + map + entertainment + food are facets of the same week. One scrolling page tells the story.</p> |
| <p><code>/branson/lodging/</code>, <code>/branson/restaurants/</code>, <code>/branson/activities/</code> (originally scoped as 4 subpages)</p> | <p>Single <u>/branson/</u> page with anchor sections (<code>#lodging</code>, <code>#restaurants</code>, <code>#activities</code>)</p> | <p><i>* Per client</i> "Branson According to Ballparks" reads as one beautiful scrolling page; splitting hurts the destination narrative. Element Hotel + Thousand Hills Vacations featured in <code>#lodging</code>.</p> |

| WAS GOING TO BE A PAGE | NOW LIVES AS | WHY |
|---|--|---|
| <p>/registered-teams/road-to-ballparks/, /event-connect/, /add-ons/, /trading-cards/, /family-lodging/, /sample-schedules/, /guest-services/ (7 subpages)</p> | <p>Single /registered-teams/ page with anchor sections for each</p> | <p><i>* Per client</i> Post-registration operational content — coaches/parents scan-and-jump rather than browse separate URLs. One comprehensive page with deep anchor sections.</p> |
| <p>/tournaments/summer/, /spring/, /fall/, /cal-ripken-world-series/</p> | <p>Folded into /tournaments/ (BPoA-run only) + /partner-tournaments/ (separate, demoted)</p> | <p><i>* Per client</i> "One core Ballparks tournament experience that should be 75% of the website. Partners (GMB, Game7, AABC, Babe Ruth) need a link from the site but visitors must understand they aren't signing up for a Ballparks tournament."</p> |
| <p>/sho-me/ (full page)</p> | <p>Stub page with intro + link to shomebaseball.com</p> | <p><i>* Per client</i> "I don't think the BoA site should have much Sho-Me information, but should link to the Sho-Me site." Keep a reference for context.</p> |
| <p>/programs/ + camps-clinics + local-leagues + upper-deck-batting-cages + photography (top-level)</p> | <p>Section deleted entirely. Upper Deck moves to /experience/#entertainment. Photography becomes a tournament add-on (no top-level page).</p> | <p><i>* Per client</i> "We don't have quarterly camps/clinics. We host a fall league but it doesn't need to be on the website. Upper Deck → campus activities. Photography only operates during Summer Tournaments — not a program."</p> |
| <p>/about/founders/ + /about/press/</p> | <p>Anchor sections on /about/ (#founders, #press) — kept from v1 consolidation</p> | <p>Carried forward from v1.</p> |
| <p>/partnerships/current/ + /become-a-partner/ + /adopt-a-team/</p> | <p>Anchor sections on /partnerships/ — kept from v1 consolidation</p> | <p>Carried forward from v1.</p> |
| | | |

| WAS GOING TO BE A PAGE | NOW LIVES AS | WHY |
|---|---|---|
| /team-login/ + /prepare-for-your-tournament/ | Anchor sections on <u>/registered-teams/</u> (#event-connect, #road) | <i>* Per client</i> These were always post-registration content — they belong inside the new Registered Teams page. |

The sitemap V2

Status key: NEW doesn't exist today · FIX existing page needs significant work · KEEP light refresh · MIGRATE lift content from EC or old site · LINK OUT redirect to third party · MVP launch-blocking before May 22 (2026 season open)

| URL | PAGE | STATUS |
|---|--|--|
| / | Homepage — new 4-pillar carousel (Great Baseball / Experience / Branson / Lodging) <i>* Per client</i> | FIX MVP |
| /tournaments/ | Tournaments hub — BPoA-run only , no partner tournaments <i>* Per client</i> | NEW |
| /tournaments/[slug]/ | ×12 individual tournament pages (Memorial Day Classic + Summer Kickoff are MVP for May 22) | NEW + MIGRATE MVP * |
| /partner-tournaments/ <i>* new per client</i> | Partner-run events at BPoA (GMB, Game 7, AABC, Babe Ruth/Cal Ripken WS). Lower visual weight; "you are not signing up for a Ballparks tournament" framing. | NEW |
| /experience/ | The Ballparks Experience — single page with anchors #campus , #map (drone tour), #entertainment (Grand Slam — themed Laser Tag, Key Escape Rooms, NEW Glow Mini Golf, Upper Deck Cages), #food (5 eateries). Features Ballparks After Dark . <i>* Restructured per client</i> | FIX |
| /iconic-fields/ <i>* new per client</i> | All 5 MLB Replica Fields on one page (Brett's 3,000th hit, Fisk's HR, Robinson's debut, Royals dynasty, Wrigley). "Stress the MLB Replica, not the 5." | NEW |

| URL | PAGE | STATUS |
|--|--|-----------------------|
| /branson/ | "Branson According to Ballparks" — single page with anchors #lodging (Element Hotel + Thousand Hills Vacations API), #restaurants , #activities (SDC, White Water, Table Rock Lake, Taneycomo trout, golf, hiking). <i>* Expanded per client</i> | FIX |
| /registered-teams/ <i>* new per client</i> | Post-registration hub — single page with anchors #road (Road to Ballparks timeline), #event-connect (login + how-to videos), #add-ons (browseable preview), #trading-cards , #family-lodging , #schedules (sample weekly schedules), #guest-services | NEW |
| /win-technology/ <i>* new per client</i> | WIN Technology page — featured ballpark tech / new addition. "Will be big if they can get their act together." | NEW |
| /sho-me/ | Sho-Me Baseball — stub + link to shomebaseball.com <i>* demoted per client</i> | NEW |
| /about/ | About — 4 founders (Springfield Businessmen, ~2021 ownership), real mission statement, leadership grid, press. Drops 15-fields vision and 3-dads story. <i>* Per client</i> | NEW MVP |
| /partnerships/ | Partnerships — current + sponsor + adopt (anchor sections) | NEW MVP |
| /affiliate/ | Coach/team-organizer referral program (\$200–\$500 per team) | NEW |
| /careers/ | Careers — links out to SportAdvisory | FIX |
| /news/ | News — cornerstone posts elevated; delete TESTOVIY POST | FIX MVP |
| /contact/ | Contact | FIX |
| /faq/ | FAQ — update and improve per client | FIX |
| /store/ | Store | LINK OUT |
| /privacy-policy/ | Privacy | KEEP |

| URL | PAGE | STATUS |
|---|-------|--------|
| /terms-of-service/ | Terms | KEEP |

v2 page count: ~26 active pages (17 unique + 12 tournament pages sharing one template – /tournaments/ hub already counted). v1 was ~35. Drop of 9 pages.

Pages to delete or noindex V2

- **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.
- **Entire </programs/> section** (camps-clinics, local-leagues, upper-deck-batting-cages) — delete pages, 301 to relevant new homes (Upper Deck → </experience/#entertainment>). * *Per client*
- **Photography as a top-level page** (</photography/>) — delete; surface as a tournament add-on instead. * *Per client*
- **5 individual field pages** (St. Louis, Chicago, Boston, Kansas City, Brooklyn) — 301 to </iconic-fields/> . * *Per client*
- **</facility/> + all sub-pages** — 301 to </experience/> (anchor sections). * *Per client (rename Facility → Campus, fold into Experience)*
- **Tournaments sub-pages** (</summer/> , </spring/> , </fall/> , </cal-ripken-world-series/>) — 301 to </tournaments/> (BPoA-run) or </partner-tournaments/> (Cal Ripken). * *Per client*

Slug renames (301 from old → new) V2 UPDATED

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/* → </experience/> + anchors * *v2: Facility folds into Experience per client*
- </travel-lodging/> → </branson/#lodging> + </registered-teams/#family-lodging> * *v2 split per audience*

- `/contact-us/` → `/contact/` — drop the suffix
- `/photography-services/` → `/tournaments/{slug}/#addons` (preview block on each tournament page) * *v2: not a top-level page per client*
- `/team-login/` → `/registered-teams/#event-connect` * *v2 consolidation*
- `/prepare-for-your-tournament/` → `/registered-teams/#road` (Road to Ballparks timeline) * *v2 consolidation*

Navigation IA V2 — RESTRUCTURED PER CLIENT

Primary nav is now 4 top-level items + a "More" menu housing the secondary/utility pages. **Header CTA changes from "Team Login" to "Register"** (acquisition over returning-user utility). Items with the ▾ chevron open a hover dropdown.

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

| SLOT | LABEL | PARENT DESTINATION | SUBNAV ITEMS (DROPDOWN) |
|-------|---|---|---|
| Nav 1 | Tournaments (single link — no dropdown) | /tournaments/ | No subnav. A single click takes the visitor to the master experience page, which itself contains the anchor sections (# why-ballparks · # format · # whats-included · # calendar · # faq) and the 12-card calendar that links to each individual tournament page. [†] <i>Kworq rec — see reconciliation log</i> Funnels every visitor through the brand pitch before they pick a week — supports the client's "75% of the website" intent rather than fragmenting attention across 12 dropdown items. Label also shortened from client's suggested "Ballparks 2027 Season" for nav fit; the year-anchored framing lives on the hub-page H1. |
| Nav 2 | The Ballparks Experience ▾ * <i>expanded per client</i> | /experience/ | Iconic Fields · # campus · # campus-map · # entertainment · # food-outlets |
| Nav 3 | Branson ▾ * <i>expanded per client</i> | /branson/ | # lodging (Element Hotel + Thousand Hills) · # restaurants · # activities (SDC, White Water, Table Rock, golf, hiking) |
| | | | |

| SLOT | LABEL | PARENT DESTINATION | SUBNAV ITEMS (DROPDOWN) |
|------------------|---|---|--|
| Nav 4 | Registered Teams ▾ <i>* new</i> <i>top-level per client</i> <i>* label shortened —</i> <i>Kworq rec</i> | /registered-teams/ | # road-to-ballparks · # event-connect (login + how-to) · # add-ons · # trading-cards · # family-lodging · # sample-schedules · # guest-services . <i>* Kworq rec on label</i> Client proposed "2027 Registered Teams" — we dropped the year prefix for the same nav-fit reason as Nav 1. Page itself opens with the season context. |
| Nav 5 | More ▾ <i>* new</i> <i>menu per client</i> | — | Partner Tournaments (GMB, Game 7, AABC, Babe Ruth) · Partnerships · Affiliate Program · WIN Technology · Sho-Me · About · News · Careers · Contact · FAQ |
| Header CTA | Register (red) | /tournaments/ | — |
| Header secondary | Team Login | # /registered-teams/#event-connect | — <i>* folded into Registered Teams per consolidation</i> |

Mix of blue (own page) and green (#anchor) is heavier in v2 because we consolidated many spokes into anchor sections. The four primary top-level destinations (Tournaments, Experience, Branson, Registered Teams) all have unique pages; their subnav items split between deep child pages (Iconic Fields under Experience, individual tournaments under Tournaments) and anchor sections within the parent.

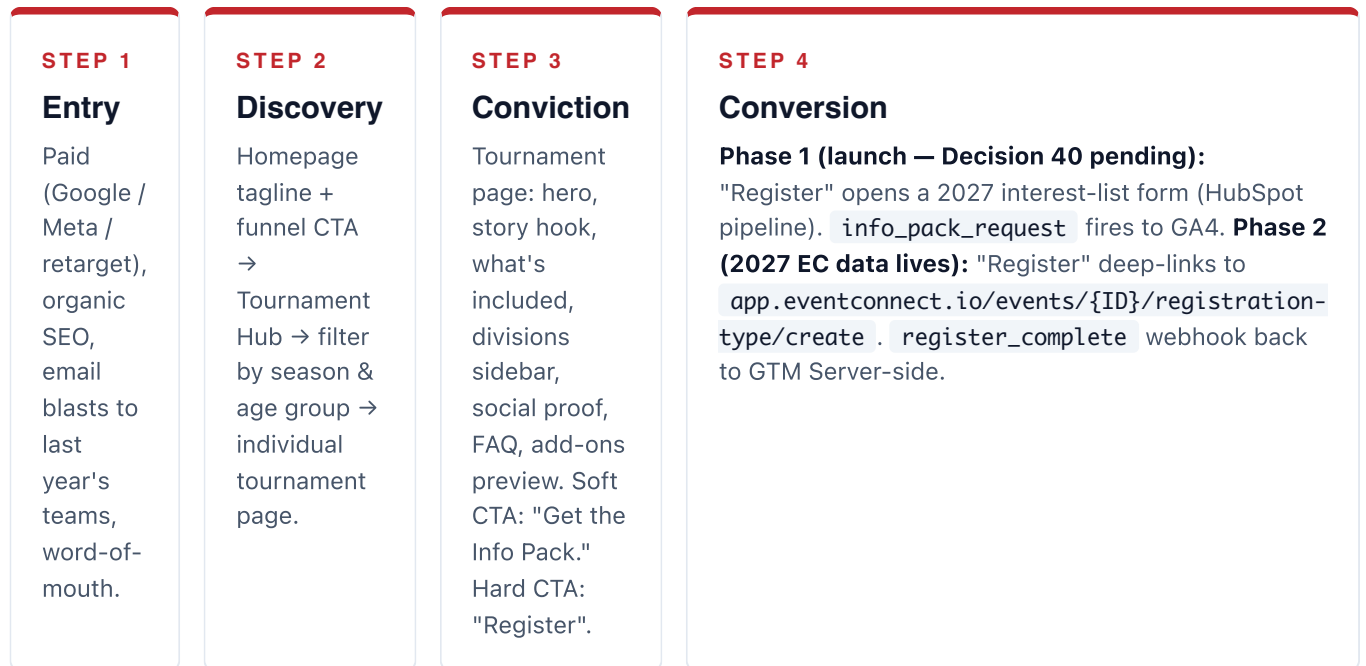
Interaction model — click vs. hover. Hovering a parent nav item with ▾ opens the dropdown without navigating. Clicking the parent label navigates to its hub page (the "Parent destination" URL). Clicking a subnav item navigates either to a child page (blue) or scrolls to an anchor section on the parent (green). On touch devices, tapping the parent toggles the dropdown.

"More" menu behavior: Has no parent destination — it's a pure dropdown. Houses secondary pages so the primary nav stays clean and funnel-focused.

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. For the "More" menu, leave Link empty (no parent destination).

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 45 in Section 08.

The unit of conversion: one canonical template, 12 instances

Every individual **Ballparks-run** tournament page inherits this 12-section structure. Per-tournament work documents only the variables. Per client direction * 5/10, the body copy on each tournament page follows the four selling points — Great Baseball, Ballparks Experience, Branson, Lodging — so every tournament reads consistently against the brand pillars. Partner-run tournaments (GMB, Game 7, AABC, Cal Ripken / Babe Ruth) live under `/partner-tournaments/` with a different, lighter-weight pattern (see Section 06).

| | | |
|-----------|---|--|
| 01 | Hero | Logo, name, dates, age-group badge, primary "Register" CTA, hero photo. Sticky on mobile. |
| 02 | Opening paragraph (internal: "the hook") | 2–3 lines that place this tournament — placed as a regular H2 + lead paragraph. No "The Hook" eyebrow on the rendered page — that's editorial shorthand for SFC, not user-facing label. |
| 03 | Divisions sidebar | Sticky on desktop. Age cards: player fee, coach fee, deposit, deadline, "Register {Age}" CTA. Source: EC divisions data. |
| 04 | What's included | 12–15 bullets lifted verbatim from EventConnect description. |
| 05 | Format & schedule | Weeklong vs 4-day, game length, umpire policy, 13-player roster minimum. |
| 06 | Stay / eat / play | 3-card preview routing to <code>/branson/#lodging</code> , <code>/experience/#food</code> , <code>/experience/#entertainment</code> — anchor sections on the consolidated v2 pages. |
| 07 | Social proof | Testimonial + Mike Sweeney pull-quote + "X teams played this in 2025." |
| 08 | Add-ons preview | 5–8 curated items with photo + price + 1-line. Purchase happens in EventConnect, not on this page. |
| 09 | Payment policies | Deposit + payment schedule, lodging-opt-out fee, refund cutoff. Lifted from EC. |
| 10 | FAQ | 6–8 tournament-relevant questions sourced from EC + old-site FAQ + sales team. |
| 11 | Lead capture | Embedded Info Pack form (Name, Email, Age Group). HubSpot + AC trigger. |
| 12 | Sticky bottom bar | Mobile-only persistent CTA bar with tournament name + dates + Register. |

The twelve BPoA tournaments * 5/10 — exclusive to Ballparks-run events

Below are the 2026 EC IDs (and historical dates) for the twelve recurring BPoA tournaments. The new `/tournaments/` pages launch with 2027 framing — dates marked "TBD" and lead-capture forms instead of EC deep-links — until BPoA populates 2027 events in EC (**Decision 40**). Once 2027 IDs land, the Register CTAs swap from interest-list forms to the new EC links.

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

*Two EC IDs for Global Games — see Action 34. Cal Ripken World Series (Babe Ruth League) was row 13 in v1 — per client direction it moves to [/partner-tournaments/](#) alongside GMB, Game 7, and AABC. See Section 06.

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

/

FIX

MVP

Homepage

Introduce the brand, communicate the four pillars in 5 seconds, route every visitor to the next-best step. No stats strip; no "Branson Missouri" eyebrow.

The Ultimate Family Baseball Experience.

A pro for a week. A kid forever. * "Family" framing per client 5/10

A week of real baseball on MLB Replica fields — and a Branson family vacation wrapped around it. Lodging, dining, entertainment, the off-day, and the lights-til-midnight nights. Built in Branson, MO.

FIND YOUR TOURNAMENT →

GET THE INFO PACK

CONTENT BLOCKS

1. Hero — H1 + tagline + dual CTA + hero photo. No stats strip. No "Branson Missouri" eyebrow. *
Per client 5/10
2. **4-pillar carousel/grid** — Great Baseball · The Ballparks Experience · Branson at Your Fingertips · Great Lodging Options. Each pillar links to its deep page. * *Per client 5/10 — replaces old "Major League / Branson / Family / Mission" framing*
3. Tournament finder strip — quick filter into `/tournaments/`
4. Mike Sweeney pull-quote video
5. Featured tournament — next-up by date (Memorial Day Classic at launch)
6. "Ballparks After Dark" teaser → `/experience/#entertainment` * *Per client — major differentiator*
7. Founder story teaser → `/about/`
8. Lead capture: "Get the BPoA Info Pack"

Tournaments — Master Experience Page

The core of the site — designed to carry 75% of the brand weight per client direction.

One master page that tells the entire Ballparks Tournament story end-to-end (Why · Format · What's Included), then ends with the 12-week calendar that links into individual tournament pages. **BPoA-run tournaments only** — partner events (GMB, Game 7, AABC, Babe Ruth) live on a separate, demoted </partner-tournaments/> page. ** Per client 5/10 — "1 core Ballparks tournament experience that should be 75% of the website" † Kworq rec — no nav dropdown on Tournaments; the master page itself does the navigation work via anchor sections.*

Ballparks 2027 Tournaments.

One core experience — the Ballparks Tournament week — across twelve dates from Memorial Day to The Tradition. Custom jerseys, pro-style locker rooms, MLB Replica fields, lights on til midnight, a Branson off-day in the middle of the week.

[BROWSE 2027 CALENDAR →](#)

CONTENT BLOCKS (MASTER EXPERIENCE STRUCTURE)

1. Hero — H1 + experience-led subhead, aerial hero photo
2. Jump-nav strip — anchor links to: Why Ballparks · Format · What's Included · 2027 Calendar · FAQ · Get Info Pack
3. **#why-ballparks** — the 4-pillar pitch: *Great Baseball* (replica fields, competition, skills, HR Derby, indoor cages, umpires, WIN Tech) · *The Ballparks Experience* (custom jerseys hanging in lockers, pro-style lockers with souvenir nameplates, team suites, Ballparks After Dark, trading cards, White Water 5-day passes) · *Branson* (off-day Thursday, SDC, Table Rock, attractions, golf) · *The Lodging* (team suites + Element Hotel + Thousand Hills Vacations) ** Per client 5/10 — 4 selling points*
4. **#format** — Weeklong (6-game, Sat–Fri) vs 4-Day (5-game, Fri–Mon) side-by-side. Game length, umpire policy, roster sizes.
5. **#whats-included** — Comprehensive grid: custom hats & jerseys, pro-style lockers, team suites, MLB Replica fields, umpires provided (no extra cost), indoor batting cages (distinct from Upper Deck FEC cages), skills + HR Derby, Ballparks After Dark, Player Trading Cards, White Water 5-day passes, campus dining, Branson discount coupons.
6. **Featured: Memorial Day Classic** — most imminent tournament, urgency-driven CTA, prominent placement above the full calendar
7. **#calendar** — 12-tournament card grid with inline filter (Format / Age). Each card: tournament logo, "Coming 2027 · Dates TBD," ages, hook line, "View Tournament →" link to </tournaments/{slug}/> (the dedicated tournament page on bpoas.com — at launch that page surfaces a 2027 interest-list form; once 2027 EC data lands per Decision 40, the per-tournament Register CTA swaps to the live EC deep-link).
8. Partner Tournaments callout (dark contrast section) — "Looking for GMB, Game 7, AABC, or Cal Ripken? Those are partner-run events at our campus" → </partner-tournaments/> ** Per client — keep separate and demoted*
9. **#faq** — 6 most-asked tournament questions (deposit/payment, room-night min, umpires, roster, schedule timing, families/siblings) + link to full </faq/>
10. **#info-pack** — Lead capture form ("Not sure which tournament fits?" — name, email, age group, notes → HubSpot pipeline owned by Joe / JP)

Tournaments is the **only nav item without a dropdown**. A single click goes to this master page. The 12 individual tournaments are reached *through* this page (via the #calendar grid), not through a nav dropdown — which forces every visitor through the brand pitch before they pick a week. Keeps the funnel singular ("75% of the website" intent) instead of fragmenting it across 12 dropdown items.

[/tournaments/\[slug\]/](#)

Individual Tournament — Template (×12 instances)

NEW

MIGRATE

MVP

Twelve instances of the canonical template (see Section 05). Memorial Day Classic + Summer Kickoff are launch-blocking for May 22. Per-tournament content follows the **four selling points**: Great Baseball / The Ballparks Experience / Branson / Lodging. ** Per client 5/10 — follow the 4 selling points*

[Tournament Name] — [hook drafted per tournament]

[Per-tournament 2-3 line setup. Place the tournament in the season + the format + the age groups.]

[REGISTER ON EVENTCONNECT →](#)

CONTENT BLOCKS (12-SECTION TEMPLATE — SECTION 05)

1. Hero — logo, name, dates, age badge, primary Register CTA → EC, hero photo. Sticky CTA on mobile.
2. Opening paragraph — 2–3 lines that place this tournament (the "hook" — kept internal; **not labeled as such on the page**)
3. Divisions sidebar — sticky, with per-age fee/deposit/deadline + age-specific Register CTAs
4. **Tournament description** — flowing prose (3–4 paragraphs) that *follows* the four selling points as a narrative thread, not displayed as four labeled cards or pillar blocks. Paragraph 1 covers Great Baseball (replica fields, competition, skills, HR Derby, umpires). Paragraph 2 covers The Ballparks Experience (jerseys hanging in lockers, suite reveal, Ballparks After Dark, trading cards). Paragraph 3 covers Branson (off-day activities, SDC, White Water passes, golf). Paragraph 4 covers The Lodging (team suites + Element Hotel + Thousand Hills). Reads as marketing copy, not a feature inventory. ** Per client 5/10 — "description needs to follow the 4 selling points" * Kworq rec: narrative, not labeled cards — keeps brand pillars implicit in the voice rather than imposing structure on the visitor*
5. Format & schedule (weeklong vs 4-day, game length, umpire policy)
6. Stay/eat/play 3-card preview routing to /branson/, /experience/#food, /experience/#entertainment
7. Social proof — testimonial + Mike Sweeney + "X teams played in 2026"
8. Add-ons preview — 5–8 curated, photo + 1-liner; transaction in EC
9. Payment policies — deposit + schedule + refund cutoff (from EC)
10. FAQ — 6–8 tournament-relevant Qs
11. Lead capture form (Name, Email, Age Group)
12. Mobile sticky bottom bar with Register

Partner Tournaments

Lower-key listing of partner-run events held at the BPoA campus — GMB, Game 7, AABC, Babe Ruth League / Cal Ripken World Series. Visitors must clearly understand they are **not signing up for a Ballparks tournament**; experience and cost differ. ** New per client 5/10*

Partner Tournaments at the Ballparks Campus

Partner organizations host their own tournaments at our facility. These are not Ballparks of America tournaments — the format, experience, and cost are set by each partner. Register directly with them.

CONTENT BLOCKS

1. Hero — set expectations clearly: "These tournaments take place at our campus but are run by our partners. Register through each partner's system." ** Per client — framing matters*
2. Partner cards — each card shows partner logo, event name, dates, age groups, and **"Register via [Partner] →"** link to their registration system: *GMB, Game 7, AABC, Babe Ruth League / Cal Ripken Major & 70 World Series*
3. "How partner tournaments differ from Ballparks tournaments" — short comparison block (you bring your team, partner runs format/fees, BPoA provides the campus; no all-inclusive package unless the partner builds one)
4. Housing note — even at partner events, BPoA campus lodging may be available through Element Hotel + Thousand Hills
5. "Looking for a Ballparks tournament instead?" → [/tournaments/](#)

The Ballparks Experience

One scrolling narrative for the whole on-campus experience, with anchor sections for nav: `#campus`, `#map`, `#entertainment`, `#food`. Replaces `/facility/` + `/facility/dining/` + `/facility/entertainment/` + `/facility/campus-map/`. * *Restructured per client 5/10*

The Ballparks Experience — a baseball week unlike anything else.

MLB Replica fields under the lights. Team suites with pro-style lockers and custom jerseys waiting. Five on-campus eateries. Glow mini golf, themed laser tag, escape rooms, and the lights on every field until midnight. One campus. One week your kid never forgets.

CONTENT BLOCKS (ANCHOR-LINKED FROM NAV)

1. Hero — what a week feels like, day-by-day intro
2. **#campus** — Campus overview: team suites, pro-style lockers with souvenir nameplates, custom hats/jerseys hanging on arrival, suite reveal moment
3. **#map** — Embedded campus map image (BPoA already has one at [/wp-content/uploads/2025/07/Map.jpg](#)) + CTA opening the existing **Threshold360 360° virtual campus tour** (cloud.threshold360.com/locations/8457650-629495434) * *Per client — video/drone tour requested; staging site already has both assets at /campus-map/*
4. **Ballparks After Dark** — featured block: lights on every field until midnight, Blitzball personalities pitching/hitting/interacting with players. *"This is where memories are made."* * *Per client — huge differentiator*
5. **#entertainment** — Grand Slam Entertainment: *Operation Outbreak / Zombie Laser Tag* (new theme), *The Key Escape Rooms* (new theme), **Grand Slam Glow Mini Golf** (NEW offering), Upper Deck Batting Cages (with Fungoman machines), On-Deck Arcade, birthday parties * *Per client 5/10 — Upper Deck moves here from old Programs section*
6. **#food** — 5 on-campus eateries: Bullpen Concessions, Double Play Cafe, Grounders Coffee & Smoothies, Sweet Spot, [5th outlet]. Three meals a day included for players on play days.
7. **Take-Home Moments** — Player Trading Cards block (each player gets their own card; pin-trading tradition) + **Media Day TBD block** (exploratory placeholder per Decision 44a — exposed framing so it doesn't over-promise) * *Per client — Media Day "as it takes shape/improves"*
8. White Water passes block — every registered player receives a 5-day pass (included, not "discounted") * *Per client 5/10*
9. Mike Sweeney pull-quote
10. 3-up parent/coach testimonials
11. Lead capture form

Iconic Fields (all 5 MLB Replica fields on one page)

All five MLB Replica Fields told on a single, scrolling page. Replaces 5 individual field pages + a hub. Stresses "**MLB Replica**, not the 5" — Cooperstown All Star Village has 22 fields; our story is the major-league authenticity, not the count. ** New per client 5/10 — replaces 5 separate field pages*

MLB Replica Fields — built to feel like the show.

Two-thirds-scale tributes to baseball's most iconic stages. Synthetic turf, sunken dugouts, stadium lighting, sponsor walls — MLB Replica fields where Brett's 3,000th hit, Fisk's wave, and Robinson's debut live on at youth scale.

CONTENT BLOCKS

1. Hero — aerial of the full campus showing all 5 fields
2. **Why MLB Replica matters** — the framing block: not about field count (Cooperstown has 22), about authenticity. Each field tells a story. ** Per client*
3. **St. Louis Stadium** — Brett's 3,000th hit, sponsor Great Southern Bank, 235' corners / 265' center
4. **Chicago Field** — Wrigley analog (ivy in spirit), sponsor Silver Dollar City, 225' / 250'
5. **Boston Park** — Fisk's HR + asymmetric Fenway tribute (Pesky Pole, Green Monster wall), 200' L / 225' R / 250' C
6. **Kansas City Field** — Royals dynasty tribute, sponsor The Track Family Fun Parks, 219' / 270'
7. **Brooklyn Field** — Ebbets in spirit, Robinson's debut, 220' L / 196' R / 245' C
8. Engineering pillars block — synthetic turf, sunken dugouts, stadium lighting, lights-til-midnight policy
9. **"Where Teams Come From"** — map / list of states + countries that have played at Ballparks. Tally of unique teams / clubs across 9 seasons. Reinforces the "great competition from all over the country" claim. ** Per client 5/10 — "List of States/Countries. Teams/Clubs?"*
10. Sponsor recognition block — Great Southern Bank, Silver Dollar City, The Track + Tier 2 partners
11. "Plan your visit" CTA → /tournaments/ + /experience/

Branson According to Ballparks

"Branson According to Ballparks" — a single scrolling destination page with anchor sections for nav: #lodging , #restaurants , #activities . Replaces the planned /branson/lodging/, /branson/restaurants/, /branson/activities/ subpages. * Expanded per client 5/10

Branson According to Ballparks.

A baseball week, then a family vacation that wraps around it. Where to sleep, where to eat, what to do — curated by the people who live and work here.

CONTENT BLOCKS (ANCHOR-LINKED FROM NAV)

1. Hero — "the off-day Thursday is in the schedule for a reason"
2. **#lodging** — Featured: *Element Hotel* (brand new, right next door, video content). *Thousand Hills Vacations* via API integration: Cabins at Grand Mountain (next to campus), Links / Fairways (on the golf course), Table Rock Resorts / The Majestic (lake views + rooftop decks). * Per client 5/10 — *Element + Thousand Hills are central*
3. **#restaurants** — 5 family-friendly off-campus picks (curated, parent-tested)
4. **#activities** — Silver Dollar City, White Water, Table Rock Lake (watersports + fishing), Taneycomo trout fishing, Big Cedar Lodge Golf + Thousand Hills Golf, hiking, Branson Landing, Titanic Branson, the Branson Shows, link to ballparksofamerica.tripster.com * Per client 5/10
5. "Plan your day off" itinerary block — a sample Thursday off-day rhythm
6. Mom-perspective testimonial — the family-vacation framing

REGISTERED TEAMS (POST-REGISTRATION HUB)

Registered Teams

Post-registration hub. Replaces /team-login/, /prepare-for-your-tournament/, and a planned set of 6+ subpages with a single scrolling page coaches and parents scan-and-jump.

Anchor sections for nav. ** New top-level per client 5/10*

Registered Teams — your road to Ballparks.

You're in. Here's what to do, when to do it, and where to find every tool you'll use between today and your first pitch at Ballparks.

[LOG IN TO EVENTCONNECT →](#)

CONTENT BLOCKS (ANCHOR-LINKED FROM NAV)

1. Hero — "you're in" welcome + sticky EC login CTA
2. **#road** — *The Road to Ballparks*: timeline of what to do when, from registration to opening ceremonies (replaces /prepare-for-your-tournament/). Payment milestones, roster lock, jersey/hat deadlines, packing list, arrival prep. ** Per client*
3. **#event-connect** — EventConnect login + explanation of what EC does + linked how-to videos (create roster, buy add-ons, view schedule, manage hotel) (replaces /team-login/). ** Per client*
4. **#add-ons** — Browseable preview of available add-ons pulled from the EC catalog, so coaches and parents see what's offered without diving into EC first. Purchase still happens in EC. ** Per client — surface without forcing login*
5. **#trading-cards** — Player Trading Card program explained: how it works, when photos are taken, how players receive cards, the trading tradition ** Per client*
6. **#family-lodging** — Family lodging options (Element Hotel, Thousand Hills Vacations) + booking process via HousingConnect. Note: distinct from team suites on campus. ** Per client — family lodging belongs here, not on Campus/Experience*
7. **#schedules** — Sample itineraries for **both tournament formats**: a 6-day weeklong sample (Sat check-in → Fri championship, with the Thursday off-day spotlighting Branson activities + restaurants) and a 4-day sample (Fri check-in → Mon championship). 1–3 sample weeks per format, showing baseball + Branson activities + restaurants/meals woven together. Helps families see how the week actually flows. ** Per client 5/10 — sample itinerary "for each tournament length"*
8. **#guest-services** — How to reach guest services on-site (phone, location, hours), check-in process, common Q&A
9. Quick links footer — EC login · Packing list PDF · Contact guest services

[/win-technology/](#)

NEW

WIN Technology

Feature page for the WIN Technology offering — the on-field tech layer integrated with Ballparks games. "Will be big if they can get their act together" — write the page for what it *will* be at scale, ship a minimum version now and expand as the partnership matures. ** New per client 5/10*

WIN Technology — the data layer on top of Ballparks.

Real game data, player tracking, and video built into the Ballparks tournament experience. The future of how youth players measure their week.

CONTENT BLOCKS

1. Hero — what WIN Technology is, who it's for (players + parents + coaches + scouts)
2. What players get — metrics captured, video clips, season-over-season tracking
3. How it integrates with Ballparks tournaments — capture during pool play + bracket, delivered post-game
4. Partner profile — WIN Technology company, leadership, where else they operate
5. Demo screenshots / video
6. FAQ — opt-in/opt-out, data ownership, cost (included vs add-on TBD)
7. Note: page evolves as the partnership matures ** Per client — placeholder-ish for now*

[/sho-me/](#)

NEW

Sho-Me Baseball (stub)

Demoted to a stub page. Brief intro + a big outbound link to shomebaseball.com. Sho-Me has its own site; BPoA's job is reference-and-route, not content. ** Demoted per client 5/10 — "I don't think the BoA site should have much Sho-Me information"*

Sho-Me Baseball — our partner facility for older players.

Sho-Me Baseball, founded in 1958 on Table Rock Lake, is part of the Ballparks family and hosts tournaments for older players (14U+). It has its own site with its own schedule.

[VISIT SHOMEBASEBALL.COM →](http://shomebaseball.com)

CONTENT BLOCKS

1. Brief intro paragraph — what Sho-Me is, when it was founded, why it's part of the Ballparks family
2. One photo
3. Large outbound CTA → shomebaseball.com
4. "Looking for a Ballparks tournament instead?" → [/tournaments/](#)

About — Founders, Mission, Leadership, Press

Anchor sections for nav: `#founders`, `#mission`, `#leadership`, `#press`. The founder story changes substantially: drop the "three dads" framing; the current ownership is **four Springfield businessmen + baseball dads** who purchased BPoA in approx. 2021 (just before COVID), after the original ownership went bankrupt and the City took over. Drop the 15-fields / 120-suites vision — no flat ground for it. Use BPoA's actual mission statement (Wade has it). * *Per client 5/10 — substantial rewrite*

Four Springfield businessmen. Four baseball dads. One campus.

Ballparks of America was started by a group of dads — including founder Chang — when the park was facing bankruptcy and the City had taken over. In 2021, four Springfield businessmen and baseball dads stepped in to take ownership. Same mission. Sharper execution.

CONTENT BLOCKS (ANCHOR-LINKED FROM NAV)

1. Hero with current ownership photo or vintage opening-day shot
2. **#founders** — Two-part story: *the original dads* (incl. Chang) who started Ballparks before the bankruptcy + city takeover, then *current ownership* — 4 Springfield businessmen + baseball dads who purchased in approx. 2021 just before COVID * *Per client 5/10 — drop "three dads" framing, replace with current 4-owner story*
3. **#mission** — BPoA's actual mission statement (Wade has the canonical text) * *Per client — use real mission, not paraphrase*
4. Four selling points block — Great Baseball · The Ballparks Experience · Explore Branson · Vacation-Style Family Lodging * *Per client 5/10 — these replace the old "pillars"*
5. **#leadership** — Team grid (8–10 cards: ownership + GM + ops + hospitality + tournament directors + photography). **All names + photos + bios in current mockup are random placeholders** awaiting client confirmation — only Joe Molinaro and JP Arlie were confirmed real in `BPoA-Kickoff-Doc.md` (HubSpot sales pipeline), and even those should be confirmed against the current roster. See Decision 42 for the full ask. * *Per client 5/10 — "I like this section"*
* *Kworq note: v1 mockup mistakenly included Rick Abbott (Cooperstown All Star Village's CEO from your Kworq case study) and several fabricated names — corrected to random placeholders in v2.*
6. Mike Sweeney pull-quote (transcribed)
7. **#press** — As Seen In strip + 6-card press grid
8. CTA: Browse All Tournaments / Get Info Pack
9. **Removed from v1:** 15-fields / 120-suites vision (no flat ground available); the original "three-dads-and-a-Cooperstown-trip" framing * *Per client 5/10*

Partnerships (Current · Sponsor · Adopt)

One page absorbs all three partnership audiences as anchor sections. Carried forward from v1 — already consolidated correctly. MVP because the v1 site has a Cold Stone-on-Adopt-A-Team error that must be fixed before May 22.

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)

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. Carried forward from v1.

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/~~

~~/careers/~~

FIX

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). Carried forward from v1.

Help build The Ultimate Family 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

~~/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. MVP because the test post "TESTOVIY POST 02.05" must be deleted before launch.

~~/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. Per client: "FAQs — update and improve" — rebuild the question set from inbound emails and Joe/JP's most-asked questions. * Per client 5/10 — update + improve

[/store/](#)

LINK OUT

Store

Routes to ballparksofamerica.myshopify.com. MVP: light landing page. Phase 2: replatform under store.bpoas.com.

What's been removed from v1 briefs * *Per client 5/10*: Programs hub + Camps & Clinics + Local Leagues (no quarterly camps/clinics; fall league doesn't need a page); Upper Deck Batting Cages as its own page (folded into [/experience/#entertainment](#)); [/photography/](#) as a top-level page (becomes a tournament add-on, surfaced inside individual tournament pages); [/facility/](#) hub + [/facility/dining/](#) + [/facility/entertainment/](#) + [/facility/campus-map/](#) (folded into [/experience/](#) anchor sections); 5 individual field pages + [/facility/the-five-fields/](#) hub (replaced by single [/iconic-fields/](#) page — "stress the MLB Replica, not the 5"); [/facility/lodging/](#) (split between [/branson/#lodging](#) for family lodging and a campus-suites section on [/experience/#campus](#)); [/tournaments/summer/](#), [/spring/](#), [/fall/](#), [/cal-ripken-world-series/](#) sub-hubs (BPoA-run go into [/tournaments/](#), partner events go into [/partner-tournaments/](#)); [/team-login/](#) (folded into [/registered-teams/#event-connect](#)); [/prepare-for-your-tournament/](#) (folded into [/registered-teams/#road](#)).

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 | Tournament page add-ons preview <i>* 5/10 — no top-level</i> /photography/ | EventConnect (deep-link) |
| On-campus entertainment | Operation Outbreak / Zombie Laser Tag, Key Escape Rooms, Glow Mini Golf, On-Deck Arcade | /experience/#entertainment | On-campus or pre-purchase |
| Off-campus partner tickets | Silver Dollar City, White Water | /branson/#activities | EventConnect |
| Branded merchandise | Pro-shop apparel, hats, custom orders | /store/ | Shopify |

| CATEGORY | EXAMPLES | SURFACED ON | TRANSACTS IN |
|-----------------------|---|--|------------------------------|
| Hitting / pitching | Upper Deck Hitter Contest, Pitching Bundles, Braggin' Rights Laser Tag | /experience/#entertainment (Upper Deck Cages block) | 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).

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.

What v2 changed in this section * 5/10 client direction. Action 11 lead phrase: "Youth" → "Family." Action 19 (5 field pages + hub) → **one /iconic-fields/ page**. Action 22 (/cal-ripken-world-series/) → folds into **new /partner-tournaments/**. Action 23 (branded /team-login/) → folds into **new /registered-teams/#event-connect**. Six new P1 builds for: /iconic-fields/, /partner-tournaments/, /registered-teams/, /win-technology/, /experience/ consolidation (with /facility/ subtree absorbed), /branson/ consolidation. One v2 deletion sweep covers Programs section, tournament season pages, /photography/ top-level, /facility/* subtree, /team-login/, /prepare-for-your-tournament/. Four new BPoA decisions (mission statement, founder bios, Element Hotel + Thousand Hills assets, WIN Tech details). One new P2: video production roadmap from the client's video list.

PRIORITY

P0 · PRE-MAY 22

P1 · MVP BY JUN 30

P2 · PHASE 2

DEC · DECISION

TYPE

FIX

BUILD

CONTENT

TRACKING

DECISION

P0 — 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.

P0 FIX OWNER: SFC /news/

2 Delete "NEEDS HEADER & BUTTONS" placeholder copy on Spring Season page (interim — page slated for removal in v2)

Why: Internal note visible in production. Page also says "Stay Tuned for the 2026 Spring Schedule" — we are past spring 2026. * 5/10 v2 removes the Spring/Summer/Fall sub-hubs entirely (Action 29) — but until that 301-redirect work ships, this fix prevents the placeholder copy from being publicly visible.

P0 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.

P0 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.

P0 FIX OWNER: SFC /partnerships/#current

5 Set 22 /addons/* pages to noindex + remove from sitemap; 301 each to its v2 logical home

Why: Stub pages create thin-content SEO risk across 22 URLs. Per Section 07 — redirect each to its v2 category home: /experience/#entertainment for laser tag / escape rooms / arcade / Upper Deck cages, /branson/#activities for SDC / White Water tickets, tournament page add-ons preview for photography (no top-level /photography/ in v2), /store/ for branded merch. * 5/10 Photography destination changes from /photography/ to tournament page (per client — not a top-level page in v2).

P0 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.

P0

FIX

OWNER: SFC

7 Wire Register CTAs across the funnel — site-wide buttons to `bpoas.com`, tournament pages to EventConnect (or partner reg)

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 off-domain. **The Register button on each of the 12 BPoA tournament pages opens a 2027 interest-list form (HubSpot pipeline)** at launch. Once BPoA populates 2027 events in EC (Decision 40), each Register button swaps to a deep-link `app.eventconnect.io/events/{ID}/registration-type/create?nav=hidden`. The 2026 EC IDs in Section 05 are the template — they will *not* be wired as live 2026 Register buttons (those tournaments are already booked). * 5/10 Per client direction, partner-run tournaments (GMB, Game 7, AABC, Cal Ripken/Babe Ruth) live on `/partner-tournaments/` with "Register via partner" links to their reg systems — explicitly framed as *not* a Ballparks tournament since experience and cost differ. The `/summer-session/` placeholder gets retired as part of this work.

P0

FIX

OWNER: SFC

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

Why: May 22 is the 2026 Memorial Day Classic — already registered, families arriving. This page is launch-blocking because it's the highest-traffic landing surface for arriving 2026 families with kids who'll age up into 2027. Use the canonical template (Section 05); lift content structure from `audit/raw/eventconnect-tournaments.md`. **2027 framing:** hero shows "Coming 2027 · Dates TBD"; the Register CTA is a 2027 interest-list form (HubSpot pipeline) until 2027 EC ID lands (Decision 40), at which point we swap in the EC deep-link.

P0

BUILD

OWNER: SFC

`/memorial-day-classic/`

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

Why: May 30 is the 2026 Summer Kickoff — second event of the season, also already registered. Second-priority MVP page for the same reason as Memorial Day Classic. Same template, same 2027-interest-list-CTA pattern. Swap to EC deep-link once 2027 EC ID lands (Decision 40).

P0

BUILD

OWNER: SFC

`/summer-kickoff/`

10 Update all 2025 references to 2026 site-wide; source new 2026 prep-kit PDFs

Why: Memorial Day teams visit the prep-kit content 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. * 5/10 In v2 the prep-kit lives at `/registered-teams/#road` (Action 23) — but the PDFs themselves still need to be updated regardless of where they're hosted.

P0 CONTENT OWNER: BPOA + SFC

11 Surface lead phrase "The Ultimate Family Baseball Experience" as H1 + tagline "A pro for a week. A kid forever." beneath * 5/10

Why: v1 said "Youth." Per client direction, the brand phrase changes to "Family" — teams come for the baseball, but the families come back for the week-in-Branson vacation. The phrase carries SEO weight (parents searching for a family-friendly tournament experience) and reframes BPoA away from a pure tournament-complex narrative toward the family-vacation positioning the client emphasized in the 5/10 comments. Pair the tagline directly beneath the H1 (italic, accent color), keep it as the footer signature line site-wide, feature it prominently on `/about/`.

P0 FIX CONTENT OWNER: SFC /

12 Build basic `/about/` page — 4 Springfield Businessmen founders + real mission statement + Mike Sweeney quote * 5/10

Why: Today the new site has no About page. * 5/10 Per client: the founder story is the **4 Springfield Businessmen who acquired the facility around 2021** (pre-COVID), not the original 3 dads (Chang etc.) who founded the bankrupt facility — drop the 3-dads narrative. Use BPoA's actual mission statement (Wade has it — see Decision 41). Drop the "15 fields / 120 suites" vision (per client: "We don't have flat ground for it."). Mike Sweeney pull-quote stays. One consolidated page absorbs founders + mission + leadership + press as anchor sections.

P0 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.

P0 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.

P0 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 18 actions + 3 WordPress-build stickiness layers · full launch

16 Build remaining 10 BPoA tournament pages from canonical template — body copy follows 4 selling points * 5/10

Why: After Memorial Day Classic + Summer Kickoff are live, the remaining 10 BPoA-run tournaments (Gold Glove, Father's Day, Boys of Summer, Hometown Heroes, Star Spangled, Kapau, Mid-Summer, Blitzball, Global Games, The Tradition) follow the template. Per client direction, each tournament's **description prose** follows the four selling points — Great Baseball / Ballparks Experience / Branson / Lodging — woven into a narrative (3–4 paragraphs), **not displayed as four labeled cards**. Brand pillars are the thread through the voice, not the visible structure. Variables in Section 06.

P1

BUILD

OWNER: SFC

17 Build /tournaments/ master experience page — the 75% of the site * 5/10 †

no nav subnav — Kworq rec

Why: Replaces default Tribe Events List view at /events/. * 5/10 Per client direction: "1 core Ballparks tournament experience that should be 75% of the website and funnel all visitors to register for a Ballparks Tournament. It is our life blood." Build as a master experience page — one long narrative that tells the whole Ballparks Tournament story before the visitor sees the 12 dates: Hero → Jump-nav → #why-ballparks (4-pillar pitch) → #format (weeklong vs 4-day) → #whats-included (comprehensive list) → Featured tournament (Memorial Day Classic, urgency CTA) → #calendar (12-card grid with inline filter, each card linking to its dedicated tournament page) → Partner-tournaments callout (dark, demoted) → #faq → #info-pack lead capture. † Kworq rec: Tournaments gets **no nav dropdown** — a single click goes to this master page, which is the funnel. The 12 individual tournament pages (Actions 8, 9, 16) are reached *through* this page's #calendar grid, not via dropdown. Forces every visitor through the brand pitch before they pick a week. Partner events on the separate /partner-tournaments/ (Action 22).

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. (Part of the v2 redirect map — see Action 33.)

P1

FIX

OWNER: SFC

`/experience/`

19 Build `/iconic-fields/` — single consolidated page for all 5 MLB Replica fields ^{* 5/10}

Why: ^{* 5/10} v1 specified a `/facility/the-five-fields/` hub + 5 individual field spokes. Per client direction, all 5 fields collapse to **one page** — stress the *MLB Replica* concept, not the "5" (Cooperstown has 22 fields; "5 fields" alone undersells against bigger complexes). Each field still gets its MLB story card on the page: St. Louis (Brett's 3,000th hit + Great Southern Bank), Chicago (Wrigley + Silver Dollar City), Boston (Fisk's HR + asymmetric Fenway), Kansas City (Royals + The Track), Brooklyn (Robinson's debut + Ebbets). Plus engineering pillars (synthetic turf · sunken dugouts · stadium lighting). One strong page rather than 6 thin ones.

P1

BUILD

OWNER: SFC

`/iconic-fields/`

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. ^{* 5/10} Lives under the "More" menu in v2 nav rather than top-level.

P1

BUILD

OWNER: SFC

`/partnerships/`

21 Build `/sho-me/` — stub page that links out to `shomebaseball.com` ^{* 5/10}

Why: ^{* 5/10} Per client direction: "Sho-Me has its own site... I don't think the BOA site should have much Sho-Me information, but should link to the Sho-Me site." Stub page — brief intro paragraph, one big CTA to `shomebaseball.com`. Don't build out full Sho-Me content. v1 planned for a full partner-facility page; v2 demotes this to a redirect-style stub.

P1

BUILD

OWNER: SFC

`/sho-me/`

22 Build [/partner-tournaments/](#) — GMB, Game 7, AABC, Cal Ripken/Babe Ruth * 5/10

Why: * 5/10 Net-new page per client direction. v1 had a dedicated [/tournaments/cal-ripen-world-series/](#) inside the main tournament hub — that gets absorbed here. The page lists 4–5 partner tournaments (GMB, Game 7, AABC, Babe Ruth Cal Ripken WS, etc.) with partner logos + dates + "Register via partner" links to their reg systems. Critical framing per client: "set it up so people understand they aren't signing up for a Ballparks Tournament — the experience, and cost, are VERY different." Less-featured visual treatment than [/tournaments/](#) so it doesn't compete with the core funnel.

P1

BUILD

OWNER: SFC

[/partner-tournaments/](#)

23 Build [/registered-teams/](#) hub with 7 anchor sections — absorbs [/team-login/](#) + [/prepare-for-your-tournament/](#) * 5/10

Why: * 5/10 Net-new top-nav category per client direction ("Proposed New Top Category — 2027 Registered Teams"). One consolidated post-registration hub with 7 anchor sections: [#road](#) (Road to Ballparks — what to do when, absorbs [/prepare-for-your-tournament/](#)), [#event-connect](#) (EC login + how-to videos — absorbs [/team-login/](#) with proper interstitial that fires GA4 + preserves UTMs), [#add-ons](#) (browseable preview pulling from EC catalog), [#trading-cards](#) (Player Trading Cards program), [#family-lodging](#) (Element Hotel + Thousand Hills Vacations API), [#schedules](#) (1–3 sample weekly schedules — baseball + Branson activities + meals), [#guest-services](#). v1 Actions 23 (branded [/team-login/](#)) and the prepare-for-your-tournament fix both fold into this single page.

P1

BUILD

OWNER: SFC

[/registered-teams/](#)

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 it was omitted 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/](#)

26 Build /win-technology/ — exploratory page * 5/10

Why: * 5/10 Net-new page per client direction: "WIN Technology — this will be big if they can get their act together." Player tech / new addition at Ballparks. Build the page surface with placeholder feature highlights — detailed content lands once tech is finalized (see Decision 44). Lives under the "More" menu. Frame as exploratory so it doesn't over-promise before BPOA confirms the rollout.

P1

BUILD

OWNER: SFC

/win-technology/

27 Consolidate /experience/ — single page with anchor sections; absorb /facility/* subtree * 5/10

Why: * 5/10 Per client: refer to the facility as "Campus" and run it as one narrative. The Ballparks Experience becomes a single scrolling page with anchor sections: #campus (campus overview — absorbs /facility/), #map (drone/video tour — absorbs /facility/campus-map/), #entertainment (laser tag · escape rooms · Glow Mini Golf · Upper Deck cages · birthday parties — absorbs /facility/entertainment/ + Upper Deck Cages from old Programs section), #food (5 eateries — absorbs /facility/dining/), plus #after-dark for the "Ballparks After Dark" block (lights til midnight + Blitzball personalities — per client this is "a huge differentiator"). All /facility/* URLs 301 to /experience/#[anchor] .

P1

BUILD

OWNER: SFC

/experience/

28 Consolidate /branson/ — single page with anchor sections (#lodging, #restaurants, #activities) * 5/10

Why: * 5/10 Per client framing — "Branson according to Ballparks." Single scrolling page with anchor sections. #lodging : Element Hotel right next door + Thousand Hills Vacations API (Cabins at Grand Mountain, Links/Fairways, Table Rock Resorts, The Majestic). #restaurants : 5 family-friendly. #activities : SDC, White Water, Table Rock Lake, Taneycomo trout, Big Cedar / Thousand Hills golf, hiking, Branson Landing, Titanic, Shows. This positioning replaces v1's "Branson — Vacation Capital" page treatment with the more BPOA-owned editorial voice the client prefers.

P1

BUILD

OWNER: SFC

/branson/

29 Execute v2 page deletions — Programs section, season sub-hubs, /photography/ top-level, /facility/* subtree, /team-login/, /prepare-for-your-tournament/ * 5/10

Why: * 5/10 One coordinated cleanup, paired with Action 33 redirect map. **Delete (or noindex + 301):** entire /programs/ section (hub + /camps-clinics/ + /local-leagues/ + /upper-deck-batting-cages/ — Upper Deck content moves to /experience/#entertainment); /tournaments/summer/, /tournaments/spring/, /tournaments/fall/ (no seasonal sub-hubs in v2); /tournaments/cal-ripken-world-series/ (moves to /partner-tournaments/); /photography/ (no longer top-level — becomes tournament-page add-on per client); /facility/ hub + /facility/dining/ + /facility/entertainment/ + /facility/campus-map/ + 5 individual field pages + /facility/the-five-fields/ + /facility/lodging/ (folded into /experience/ + /branson/ + /iconic-fields/); /team-login/ + /prepare-for-your-tournament/ (folded into /registered-teams/).

P1

FIX

OWNER: SFC

30 Tournament description prose follows the 4 selling points narratively * 5/10 † narrative, not labeled cards — Kworq rec

Why: * 5/10 Per client direction on the tournament template: "the *description* needs to follow the 4 selling points — Great Baseball, Ballparks Experience, Branson, Lodging." † *Kworq read:* the description = the flowing prose paragraphs that introduce a tournament, **not** a four-card pillar grid stamped onto the page. We weave the four pillars into 3–4 connected paragraphs that read as marketing copy — the pillars are the editorial thread, not the visible structure. Other internal editorial labels ("The Hook," "Why play this tournament") are kept as *spec language for SFC* and do not appear as eyebrows on the rendered pages. Roll the convention into Actions 8, 9, 16; document it in Section 05 + 06 so future tournaments inherit it.

P1

CONTENT

OWNER: KWORQ

+ SFC

31 Update homepage — 4-pillar carousel (Great Baseball / Ballparks Experience / Branson / Lodging) + Family hero * 5/10

Why: * 5/10 Per client homepage suggestions: "Focus on The Ultimate Family Baseball Experience. 4-item carousel? Great Baseball; The Ballparks Experience; Branson at your Fingertips; Great Lodging Options." Replaces the v1 4-pillar grid (Major League Experience / Branson Destination / Family Tradition / Mission-Driven). Pairs with Action 11 hero copy. The carousel becomes the primary navigation device into the four storyline pages: /tournaments/, /experience/, /branson/, /registered-teams/#family-lodging.

P1

FIX

OWNER: SFC



32 FAQ — update + improve * 5/10

Why: * 5/10 Per client direction. The current /faq/ needs both content updates (post-2025/2026 numbers, room-night minimum per Decision 35, photography model per Decision 36) and an improved format (categories, anchor links, table-of-contents). FAQ feeds both /faq/ and the per-tournament FAQ blocks in the canonical template (Section 05, row 10), so doing this well compounds across 12 tournament pages.

P1 CONTENT OWNER: BPOA + SFC /faq/

33 Site-wide 301 redirect map for all v2 slug changes and consolidations

Why: v2 retires ~16 URLs across /programs/*, /tournaments/{summer,spring,fall,cal-ripken-world-series}/, /facility/*, /facility/the-five-fields/, 5 field pages, /photography/, /team-login/, /prepare-for-your-tournament/, /ball-parks-experience/. Each needs a 301 to its new home (anchor sections for consolidations; new pages for moves). Without redirects, organic traffic drops + inbound links break. One single redirect-map deliverable that's reviewable end-to-end. Coordinates with Action 29.

P1 FIX TRACKING OWNER: KWORQ + SFC

33a Conversion stickiness layer — sticky bottom CTA bar (homepage + tournament pages) † WordPress build — Kworq rec

Why: Today's header "Register" CTA scrolls out of view after the hero. On a long-scroll homepage with 11+ sections and on per-tournament pages with 12 content blocks, that's the single biggest conversion leak — visitors who get sold mid-page have no visible path to the interest-list form except scrolling all the way back up. **Build:** a low-profile bottom bar that appears after ~30% scroll, with a single CTA — "Get the 2027 Info Pack →" on the homepage, "Register for [Tournament] →" on tournament pages. Mobile-first; hidden on mobile when in form fields. Phase 1 routes to the interest-list form; Phase 2 (post-Decision 40) routes to EC deep-link on tournament pages. Defer build to WordPress phase — SFC can implement using existing Astra/Elementor patterns.

P1 BUILD OWNER: SFC + KWORQ

33b Inline interest-list capture block mid-homepage † WordPress build — Kworq rec

Why: The homepage currently has no inline lead capture — visitors who are sold by the brand pitch (carousel + Iconic Fields + Beyond the Field) have to navigate to /tournaments/ before they can opt in. That's a navigation step we lose people on. **Build:** insert a compact "Get the 2027 Info Pack" form block on the homepage, positioned roughly after the Beyond the Field section (where the brand pitch peaks and conversion intent is highest). Two fields max — email + team age group — to keep friction low. Same HubSpot pipeline as the tournament-page form. Defer to WordPress phase.

P1 BUILD OWNER: SFC + KWORQ

33c Dual CTAs on calendar-preview cards — "View" + "Join Interest List" †

WordPress build — Kworq rec

Why: Calendar-preview cards on the homepage and on `/tournaments/#calendar` currently have a single "View Tournament →" link. A visitor who's already sure they want that week has to click through to the tournament page *and then* find the Register CTA — two clicks to convert. **Build:** add a secondary inline "Join Interest List →" button on each calendar card that opens a lightweight modal pre-populated with the tournament name. Cuts conversion to one click from any calendar surface. Defer to WordPress phase.

P1

BUILD

OWNER: SFC

+ KWORQ

DECISIONS NEEDED FROM BPOA 12 calls · gating multiple actions above

34 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

35 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

36 Confirm photography SKU variants vs duplicates + v2 surfacing * 5/10 —

John and Tracy advise

Why: EC catalog lists "Photography Registration Fee" + "Team Photography Registration Fee," and "Photography Action Package" + "Team Photography Action Package." Likely individual-vs-team variants. * 5/10 Per client direction: "John and Tracy need to advise on this. I don't think this is top level." Photography no longer has a top-level page in v2 — the SKU tier still needs to be resolved (by John and Tracy) so we can surface it accurately inside each tournament page's add-ons preview block. Also confirm the operating model: photography runs only during BPOA summer tournaments, not at partner events.

DEC

DECISION

OWNER: BPOA (JOHN + TRACY)

37 Confirm v2 entertainment offerings — Operation Outbreak / Zombie Laser Tag, The Key Escape Rooms, Glow Mini Golf * 5/10

Why: * 5/10 Per client, the FEC offerings have been rebranded / refreshed: Operation Laser Tag → **Operation Outbreak / Zombie Laser Tag** (new theme); Scorpio Escape Room → **The Key Escape Rooms** (new theme); plus a brand-new **Grand Slam Glow Mini Golf** offering. Confirm operational status, launch dates, pricing, and whether they're BPoA-owned or partner-run. Determines how /experience/#entertainment surfaces them and whether stub pages on old site still need fixing.

DEC

DECISION

OWNER: BPOA

38 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

39 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. * 5/10 In v2 the prep-kit lives at /registered-teams/#road. BPoA Guest Services owns the source documents.

DEC

CONTENT

OWNER: BPOA

40 When will 2027 tournament data be available in EventConnect?

Why: This is the critical-path blocker for completing the tournament funnel. The 12 BPoA tournament pages launch with 2027 framing — dates marked "TBD" and Register CTAs replaced by interest-list forms — because EC has 2026 data only. Need from BPoA Guest Services: (a) when will 2027 events be created in EC (dates, divisions, pricing, payment schedule)? (b) will 2027 events reuse the existing event IDs (auto-updates flow through to our pages) or get new IDs (we re-wire the Register CTAs)? Until this lands, every Register button on a tournament page is an interest-list form — we capture leads but can't convert them. The longer this waits, the longer the funnel sits half-built.

DEC

DECISION

OWNER: BPOA

41 BPoA's actual mission statement — for /about/#mission * 5/10

Why: * 5/10 Per client: "Ballparks has a mission statement. It's pretty good. Include here." Wade has it. Needed for the /about/ page mission anchor (Action 12). Drafts unblocked once we have the statement verbatim — we shouldn't paraphrase a mission statement that already exists.

DEC

CONTENT

OWNER: BPOA

42 4 founders bios + full leadership roster — names, photos, bios * 5/10

Why: * 5/10 Per client, the /about/ founders section tells the story of the **4 Springfield Businessmen and Baseball Dads who acquired the facility around 2021** (pre-COVID), after the original 3 dads / Chang founded the bankrupt facility and the City took it over. Need: 4 names, photos, role/title, brief bio each, and the canonical version of the acquisition story (what year exactly, what they bought, what's changed since). Drop v1's 3-dads narrative entirely. **Plus the full leadership-grid roster** (8–10 cards covering GM, ops, hospitality, tournament directors, photography, etc.) — every name in the current v2 mockup is a random placeholder (v1 mockup included fabricated names and one Cooperstown CEO carried over by mistake; v2 cleaned those out). Joe Molinaro + JP Arlie are the only names confirmed from kickoff doc — confirm those are still current and fill in the rest.

DEC

CONTENT

OWNER: BPOA

43 Element Hotel video + Thousand Hills Vacations API access for /branson/#lodging * 5/10

Why: * 5/10 Per client direction: Element Hotel right next door — "we have video content; just posted video"; plus the Thousand Hills Vacations API offers all available rentals (Cabins at Grand Mountain, Links/Fairways, Table Rock Resorts, The Majestic). Need: Element Hotel video file/embed code, plus credentials/spec for the Thousand Hills API integration so /branson/#lodging and /registered-teams/#family-lodging can pull live inventory rather than hardcoding listings.

DEC

CONTENT

OWNER: BPOA

44 WIN Technology rollout details + timeline * 5/10

Why: * 5/10 Per client: "WIN Technology — this will be big if they can get their act together." Need: what is WIN exactly (player tech / scouting / video?), confirmed go-live date, demo content / video, pricing or upgrade model. Until BPOA confirms, /win-technology/ ships as an exploratory placeholder (Action 26) so we don't over-promise. Once details land, this page becomes a substantive feature in the 4-pillar Great Baseball pitch.

DEC

DECISION

OWNER: BPOA

44a Media Day — confirm if/when it lands as a featured tournament moment

* 5/10

Why: * 5/10 Client noted on the Ballparks Experience pillar: "(Add Media Day as it takes shape / Improves)." If Media Day becomes a real tournament moment (pro-style player media availability / photo session / kid-as-pro experience), it earns a block on /experience/ next to Suite Reveal + Ballparks After Dark + Hats & Jerseys. Need from BPOA: is Media Day live in 2026? 2027? What's the format? If it's not ready, leave it off the site rather than half-build it. Until confirmed, no copy or imagery for Media Day on bpoas.com.

DEC

DECISION

OWNER: BPOA

45 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

46 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

47 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

48 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

49 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

50 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

51 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

52 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

53 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

54 Video production roadmap — per client's 10-asset list ^{* 5/10}

Why: ^{* 5/10} Per client, the site is video-light. Plan + scope shoots for the 11 assets the client identified: (1) Campus Tour (drone), (2) On-Campus Food outlets, (3) FEC — Escape Rooms / Laser Tag / Batting Cages / Glow Mini Golf, (4) Team Suites (incl. suite-reveal moment), (5) Hats & Jerseys reveal (locker arrival moment), (6) Ballparks After Dark, (7) Home Run Derby + Skills Competition, (8) WIN Technology, (9) Player Trading Cards, (10) EventConnect screen-record (roster creation, add-ons), **(11) "It's your day off — what are you doing? what are you eating?"** (Branson Activities + Restaurants — fuels </branson/> + </registered-teams/#schedules>). Each video has a specific page surface. Phase the production schedule so the most-leveraged assets ship first.

P2

CONTENT

OWNER: BPOA

+ KWORQ

How to read this list

- **P0 ships before May 22.** All 15 items must be done; SFC owns most, Kworq owns the tracking + lead-capture pieces, Joint owns the cross-domain items.
- **Decisions (34–44a) gate multiple P0 / P1 actions.** Five are v2-specific: Action 41 (mission statement), 42 (4 founders bios), 43 (Element Hotel + Thousand Hills assets), 44 (WIN Tech details), 44a (Media Day go/no-go). Plus Action 36 needs **John + Tracy** specifically on photography per client. Surface in this Friday's sync.
- **P1 ships by June 30.** Full MVP. After this, the funnel runs end-to-end with all 12 BPoA tournament pages, </iconic-fields/>, </experience/> (consolidated), </branson/> (consolidated), </registered-teams/>, </partner-tournaments/>, </win-technology/>, </about/>, </sho-me/> stub, </partnerships/>, </affiliate/>, </careers/>, </faq/>, plus the v2 deletion sweep + 301 redirect map.
- **P2 is post-launch.** Optimization, depth, attribution accuracy, the 10-video production roadmap. 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

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