The Agency Home Base Checklist

Score your website: one point per line

- [ ] 1. One page or profile card per athlete, with position, stats and career history.
- [ ] 2. A signings page, updated every time you announce one.
- [ ] 3. A list of the leagues and levels you place players in.
- [ ] 4. A services page in plain words (representation, placement, NIL, development, life after playing).
- [ ] 5. A contact method people in your market actually use (for New Hustle Sports: WhatsApp plus a form).
- [ ] 6. Your Instagram shown on the site, so new posts keep the site feeling current.
- [ ] 7. A clear "about us" with the people behind the agency.
- [ ] 8. Works well on a phone: parents and players will mostly check it there.
- [ ] 9. Your own domain name, so the address stays yours if a platform changes.
- [ ] 10. Pages written as answers to the questions players and clubs ask, so Google and AI tools can quote them.

The Agency Home Base Checklist

Check each item against your site. Use the unchecked items to plan your next updates.