



Frequently Asked Questions

- [We have a website... why do we need a mobile web app?](#)
- [What's the advantage of a web app over native apps?](#)
- [How will golfers download our app?](#)
- [How can we use a QR code to promote our app?](#)
- [What links are included for social media and viral sharing?](#)
- [Can we display posts from our Twitter feed?](#)
- [What is Spotlight and how can we benefit from it?](#)
- [How will our app maximize tee time and lesson bookings?](#)
- [We have an online link for bookings... does it need to be mobile-optimized?](#)
- [Does our app need a built-in GPS rangefinder?](#)
- [How will our app boost Food & Beverage sales?](#)
- [How much time is needed to maintain our app?](#)

We have a website... why do we need a mobile web app?



Unless your website is specifically designed for mobile, viewing it on a smartphone can be difficult. And if it's difficult, golfers won't use it. In contrast, a mobile web app is easy to use on any device, reaching your share of 24 million smartphone-carrying golfers, generating more visits and more revenue.

What's the advantage of a web app over native apps?



The clear advantage of a web app is it can be used on ALL devices, including iPads, iPhones, Android, Blackberry and Windows phones. Native apps require an iPhone version, plus a separate Android version, plus a separate Blackberry version, etc. Separate versions mean higher setup and hosting fees, and higher marketing costs to reach your audience.

How will golfers download our app?



With a web app, there's nothing to download. No special software. No searching the app store. Golfers simply open it in their browser.

How can we use a QR code to promote our app?



Golfers standing next to each other can scan your app's built-in QR code and open it instantly. And to let everyone know your app is available, copy and paste the QR code into emails, newsletters and clubhouse signage.

What links are included for social media and viral sharing?



Golfers can easily share your app with friends by using the built-in "Like It" links for Facebook, Twitter and email.

Can we display posts from our Twitter feed?



Yes, send a Tweet and it'll automatically appear in your app. Don't have a Twitter account? Set one up for free at www.twitter.com

What is Spotlight and how can we benefit from it?



Your Spotlight page showcases your choice of content. Use it to announce specials, highlight events, promote demo days, or feature sponsors. You can change the Spotlight text and image whenever you wish, with our easy-to-use online Content Management System (CMS).

How will our app maximize tee time and lesson bookings?



With a direct and convenient link to your online tee times or lesson schedule, your app can boost revenue by 25% or more. Best of all, there are no extra charges – no barter fees or commissions. Just use the mobile web link for your preferred booking system.

We have an online link for bookings... does it need to be mobile-optimized?



It's not required, but STRONGLY recommended. A mobile-optimized link (ask your online booking provider for this) is the fastest, easiest way for golfers to make reservations in your app with a smartphone.

Does our app need a built-in GPS rangefinder?



Most golfers already own a dedicated golf-GPS app or laser rangefinder, making it redundant in your club's app. Plus, smartphone GPS has practical limits on the course, due to yardage inconsistency, battery drain, and poor screen visibility in direct sunlight. Clubs with our native apps report only marginal value-added from a built-in GPS rangefinder, so it's not offered in our web apps.

How will our app boost Food & Beverage sales?



For golf clubs, the restaurant/grill Menu with weekly specials and a prominent call-to-order button uses suggestive selling to boost F&B sales. And there's a bonus: convenient food ordering at the turn will speed the pace of play.

How much time is needed to maintain our app?



It takes only a few minutes per week, using our online Content Management System (CMS). Revise the Home, Spotlight and Contact pages whenever you wish, with a simple copy-and-paste. (NO programming experience required.)
