

DECEMBER 23, 2020 + DECEMBER 30, 2020

With this our year-end edition of *Golf Business WEEKLY*, we want to thank YOU for welcoming us into your inboxes this year. We also want to extend gratitude to our many contributors, industry insiders and other members of the golf community for offering thought-provoking ideas, opinions and expertise on a weekly basis. Warm wishes to all this holiday season and here's to a prosperous 2021!

OPINION

Putting YOUR Website to Work: Ways to Win the SEO Battle and Improve Your Bottom-Line

By Brent Miller, Director of Marketing, GolfBack

Online 3rd party tee time distributors are good at golf course SEO. Search nearly any public golf course and you will consistently see results from GOLFNOW, Tee Off and Supreme Golf which are three of the largest aggregators of online tee times. With the announcement of the new PGA Tour Marketplace my guess is in 2021 you will start to see their platform as well. What you will not see is the consistent search result for *individual* golf course websites. To be clear, third parties are NOT good at improving your golf course's website SEO. Although they certainly are capable, they simply don't have the incentive... [READ MORE >>](#)

SPOTLIGHT

COVID Relief + Your Golf Business: The Need-To-Know Components from the Latest Stimulus Legislation

By Ronnie Miles, Director of Advocacy, NGCOA

On December 21st, Congress approved Coronavirus relief legislation to provide economic aid to American workers and small businesses. The President's signature is still requested before becoming law. The "Small Business Title Section" of the legislation contains components that impact golf course owners and operators. Here are some of those components of the legislation that could be of significance to your golf business... [READ MORE >>](#)

FROM AROUND THE INDUSTRY

- [Industry Professional Registration Opens for 2021 Virtual PGA Merchandise Show](#) (PGA of America)
- [Ohio couple saw neighboring golf course being converted to a public park — so they bought it](#) (Golfweek)
- [Troon Announces Partnership with the G2 Girls Golf Academy](#) (Troon)
- [The lost routing: How stumbling upon a century-old course map led to architectural gold](#) (Golf.com)



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Public-Access Courses Nimble Plan for the Holidays

On Pawleys Island, just south of the Grand Strand in South Carolina, lies Caledonia Golf & Fish Club and its sister course, True Blue Golf Club. Often cited as top public courses, both are places where locals enjoy celebrating the winter holidays. This year should be no different, albeit with several twists... [READ MORE >>](#)

I'm Gonna Tell! So, What's Wrong with Being a Tattletale?

As kids we're told, "no one likes a tattletale." The people saying that were usually the ones being tattled on, the ones doing the wrong that the tattler was pointing out, to the power-that-be, so the wrong doing could be stopped. So, what's wrong with being a tattletale? ... [READ MORE >>](#)



NGCOA's [2020-2021 Golf Industry Compensation & Benefits Report](#). Learn how YOUR comp & ben package compares with others in the industry



The Golf Business Podcast brings you a new piece of original, curated, informative content to help your golf course business thrive and grow.



[Golf Business Conference 2021](#) is set for Jan. 25-27. This is a can't-miss conference for golf course owners and operators!

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