RedFlame Digital Publishes Web Design Case Study for The Standard

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Roanoke, Virginia - October 20, 2026 -
RedFlame Digital, a marketing agency in Roanoke, Virginia, has completed the website for The Standard Skill Lab Series, a youth basketball camp run by Collins Enterprises, and has published a case study on the web design and the camp management software built behind it. The public site is live at collinsenterprises.co.

Collins Enterprises is the camp business of LaTanya Collins, head women's basketball coach at St. Mary's College of Maryland. The Standard Skill Lab Series is its first event, a two-day camp scheduled for October 10 and 11, 2026, at Boo Williams Sportsplex in Hampton, Virginia.

The public site is where parents register a player and pay. Behind it is a private program portal that holds the roster, the check-in lists and the record of which coach referred each family. Accounts are by invitation only, and Collins sends every invitation.

Registration runs through six short steps: the player, an optional basketball profile, the parent's contact details, safety information and a waiver, and a review before payment. A parent signs the waiver by typing a name. The record keeps that name, the time of signing, the internet address of the device used and the exact

waiver wording, so each signature stays tied to the text it was signed against.

According to the case study, card payments take place on a page run by Stripe, so card numbers never pass through the camp website, and the price is worked out by the system rather than in the parent's browser. A family can choose to pay at the door instead, and that choice stays on the record with the balance still owed.

Inside the portal, one roster screen shows paid registrations against the capacity limit Collins sets, along with open spots, check-ins and payments received. The same screen totals shirt sizes, players by grade and the number of players with a medical note. An open or closed switch sits on that screen too, and the public site starts or stops taking registrations to match.

Each coach on staff gets a personal web address and a printable code a parent can scan with a phone. Either one opens the camp homepage with the coach named on the page and the referral attached to the registration. Referral credit lasts 30 days, and a coach report sets each coach's signups beside the players who attended. The portal calculates what each coach is owed but does not move any money.

Check-in keeps a separate list for each day of camp and prints a sheet grouped by grade. Door staff sign in to an account that opens only that list, showing a player's name, grade, shirt size and two phone numbers, with a mark where a medical note exists and never the note itself. Collins can also send one message to every paid family as individual emails, and the system blocks a repeated send of the same update.

The records were set up to hold more than one camp. Dates, prices and venue details on the public pages come from a single source, so when the camp moved from August to October the change was made once and carried across the site.

The case study is published on the RedFlame Digital website and walks through the build with screenshots taken during a September walkthrough. The agency labels the roster, check-in and coach report images as demonstration data rather than real registrations, and the case study reports no enrollment or revenue figures.

The Collins Enterprises project appears among the live client builds listed on the RedFlame Digital web design service page.

RedFlame Digital is a digital marketing agency based in Roanoke, Virginia. It provides search engine optimization, pay-per-click advertising, web design and automation services, working mainly with local businesses in legal, medical and home service fields. RedFlame Digital is the trade name of TJG Web

Design.

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RedFlame Digital

RedFlame Digital is a results-driven digital marketing and SEO agency helping law firms, medical practices, and local service businesses grow through search visibility, local SEO, and brand authority.

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