



Dance Website Checklist

1. _____ **Dance Website Speed (1pt)**
Does your dance website load in under 2 seconds... ok 3 seconds? This includes on the phone as well. Over 50% of your dancers and parents coming to your site will simply leave if it takes that long?
2. _____ **Can You See Contrasting Dance Colors (3pt)**
Different tones of colors on costumes might look appealing up close, even on stage, but having too many on your site will strain your eyes. Try to have high contrasting colors!
3. _____ **Font Spacing (1pt)**
When critiquing dances on video you'll always notice when lines are off... This is the same as a website. Make sure the lines and text have enough room to be read easily.
4. _____ **No Flash (5pt)**
If your dance studio's website doesn't load onto a mobile phone, or say where a video is suppose to play it's a really big black box. You have FLASH – It is highly recommended to not use flash anymore.
5. _____ **All Dance Images Have Name Tags (5pt)**
Just when it is recital time and your costumes arrive, you have to sort them, put appropriate costumes in appropriate bags with names on them. Basically you have to give them a name tag. ALL IMAGES must have a name tag even if they do not have a link attached to them. How to find out – simply let your cursor hover over the image – a little name should come up... hopefully it says your studio's name – Lets hope it doesn't say something weird.
6. _____ **Where Is Your Dance Studio's Logo? (5pt)**
Give yourself one point if you can see your logo very well on EVERY PAGE. Give yourself the second point if your studio matches the "branding", or color of your logo.
7. _____ **Does Your Site's Homepage Answer the "4 W's" In 5 Seconds? (5pts)**
Do you answer these four questions on the front page in very speedy sequence... Who are you? (I'm a dance studio doesn't count) – What do you do? (We teach dance doesn't count) – Why are you special? – Who/How Do I contact you?

8. _____ **Is Your Dance Site's Purpose Clear (5pts)**
Do you answer your "What We Do" concisely and "keyworded" correctly. If you answer I DON'T KNOW – The you probably scored a zero (This is one of the most important factors)
9. _____ **Do All Fingers Point Home? (5pts)**
25% of your search results are from a misspelled word or phrase that your Search Engine, like Google, autocorrected. Search: <http://www.YOURSITE.com/dancestudioheroes/>. If a weird page appears, you scored a 0. Also, does your logo link to your homepage?
10. _____ **Can A Parent Or Dancer Read More "About You"? (5pts)**
Do you have an "About Us" page with more than 5 paragraphs in it? Does your page also include photos of your dancers, or dance related photos?
11. _____ **Can Your Dance Visitor Contact You? (10pts)**
If you do not have a contact us on every page then you score a 0. This is the most important thing about your dance studio's website – If you do not have a clear contact form, page, or link, you might as well not have a website.
12. _____ **Can Dancers Navigate Easily Through Your Pages (5pts)**
Just like clean formation changes in a dance routine, websites need to be fluid when it comes to navigating from page to page.
13. _____ **Are Your Buttons "Godly"? (2pts)**
Adding too much to the title of a button will confuse dancers. For example, "dance classes" linking to a page or schedule is great. "Young Dancers Dance Classes" linking to the same kind of dance page is not so appetizing.
14. _____ **Is Your Website Too "Blinged" Out? (2pts)**
Too many rhinestones on a costume is never a bad thing! But too many buttons on a navigation bar inside your website is. Over 7 and you have problems – make things super easy for dancers and dance parents. Hanging out on your dance website does NOTHING FOR YOU! Get the message across and get them into the studio to register.
15. _____ **Can Potential Customers Navigate Through Content? (2pts)**
Are you links clear and defined? They should stand out and of course have an Alt. Title. Simple hover over the link to find out what it says. If the link is going to about us, then when you hover, it should say About Us.
16. _____ **Is Your Dance Content Full Of Platitudes? (10pts)**
If you can take off your logo and then put another dance studio's logo on your page and it says the same thing – you received a 0. Great content is so important and something that 99% of all dance studio owners miss!
17. _____ **Where is All Your Important Content? (4pts)**
Do your parents have to scroll down past the imaginary fold to find the important information? If they do then you need to adjust the position of your "more important" content to the

top of the page. The fold is the imaginary line that is the bottom of your screen when you first load the page. Anything below that page is going to be read by less than 30% of the visitors to that page.

18. _____ **Is There Video Of Your Dancers/Studio? (5pts)**

Every page should have images and video. Video is the highest form of engagement on the web! Having a video on the homepage of your dance site is a must.

19. _____ **Can You View Your Website On Their Phones? (10pts)**

Mobile phones have now passed the age of the computer. More dance related clients will view your website on their phones or tablets than on a computer. Is your site Mobile Friendly? Is the functionality change for a mobile device?

20. _____ **Is Your Dance Studio Information & Website Up To Date? (10pts)**

If your site dates information from last year then your site is delivering the wrong message to your dancers. This is a must have fix!

_____ **TOTAL OUT OF 100**

All of Dance Studio Heroes' clients score in the 90's. Use this this "checklist" as a guide, along with the other FREE STUFF from Dance Studio Heroes, to make your Dance Studio Website something GREAT!

REMEMBER: Your taste doesn't always mean that dancers and their parents will come to your dance studio! Try to look at your dance website as a tool, NOT A TROPHY!

ANY MORE HELP WE CAN GIVE?
Contact Us: www.dancestudioheroes.com