



10 'EZ' Step Process For Making A Dance Studio Website

What Do I NEED?

There are a couple of elements you will need throughout your EZ 10 step to go online!



- DOMAIN NAME
- HOSTING
- WEBSITE BUILDER
- SOME ARTWORK
- CONTENT
- CONTACT US EMAIL
- PATIENCE!

STEP 1: WHAT KIND OF DANCE SITE DO YOU WANT?

The type of website you need depends upon what kind of dance studio you are and what kind of students you want/need. A dance studio should follow the branding of your entire theme. A dance site that is an extension of your brochure will send people through the door to hopefully register or take a tour. Are you selling your dance clothes and shoes online? If so, you need to consider an e-Commerce dance studio site. Are you going to be releasing newsletters, articles, bulletins, blogs, educational material, videos, or other information out on your site.

When deciding a site be sure you ask your dance studio – CRM program and make they both are congruent with one another.

Once you have considered the type of site you're going to create, choose what features you'd like to include as well for your dancers and parents. Don't forget to look at your surround dance studio competition, take a look at their sites and position yourself accordingly to how they create theirs? Be different, but still be a dance studio!

STEP 2: REGISTER A DANCE STUDIO DOMAIN NAME

A domain name is your address on the world wide web (www.) Are you going to be purchasing a .com, .net, .us, etc? *Are you going to buy all of them?*

Also with your domain name comes your email addresses. Instead of using some of the popular free email services like gmail, yahoo, or MSN, maybe you'd want a email containing your domain it. **For example, info@MyAwesomeDanceStudio.com is a very easy to remember website.**

Although your name could be long, it is very important to keep your domain name short, descriptive and easy to remember. For SEO purposes, it is smart to include your state, city, or kind of dance studio in your domain as well.

Dance Studio Heroes HIGHEST CONVERTING Dance Studio is named "Arizona Dance Center"... www.arizonadancecenter.com

A very easy place to purchase domains or check on statuses is HOST MONSTER or GO DADDY.

STEP 3: HOST YOUR WEB SITE

Hosting is a very highly debatable subject when it comes to website development, regardless that it is dance or not. Being that you are probably going to be an *online brochure type* of dance website any normal hosting plan from any of the major hosting companies will be efficient for what you need to do.

Hosting really comes down to price, location, and speed.

1. **PRICE** – Some services are more expensive than other because of how many other websites they share on a single server. Many of the websites for small business, including dance studios, are on public servers where they host a lot of other website. This may cause some problems come 4pm-9pm when traffic is high for most of those businesses. The result to high traffic volume on other sites is a slow experience on your dance studio's website.
2. **LOCATION** – Many of the more inexpensive hosting providers will white label their services from another company. Unfortunately the location of these companies could be as far as a third world country.

STEP 3: HOST YOUR WEB SITE (cont.)

3. SPEED – If you do not load quick – **you will lose visitors fast!** Questions to ask for speed is how many pictures are you providing, is there a lot of downloadable content, and/or is there a large amount of video being played back. Finding another place to host pictures instead of through your site is a very good idea to consider. It will free up space on your current website to move a little more freely and not get stuck loading large amounts of data (pictures/videos).

Of course there is always the complete control approach and host your own dance website on your own server. Going this route, you have complete control over any information going in or out – you are not sharing the space with another business. Learning about hosting procedures and the way they operate can also be left out along with with additional charges for extra add ons.

Hosting yourself does require some added experience, knowledge and cost.

STAY WITH THE EZ ROUTE – **Go to HOST MONSTER or Go DADDY**

STEP 4: BUILD THE WEBSITE YOURSELF

IT'S THE FUN PART!— well we think it is. You've got your plan in place and ready...
5678 GO!

Yikes, know where and what to start with can be the most difficult even if the perfect plan is in place. There are a few things you cannot forget when constructing your online home.

From our experience, do it yourselfers, need to not learn HTML and CSS, but rather find a template you can manipulate. It is very common to find templates, they are all over the web. Some cost a few hundred dollars while, as long as you keep their name on it, some are absolutely free. Remember though! Templates are much like a house. You can move the furniture, even change the color. But you cannot move the walls.

Photos, Videos and Graphics are going to be the most important aspect for your dance parents coming to your studio's website and staying. Once they enter it should portray your business exactly, with the appropriate branding as well.

STEP 4: BUILD YOUR WEBSITE YOURSELF (cont.)

THINGS TO REMEMBER

Video will keep your parents on pages longer. *It is scientifically proven* that video, over photos, graphics, and content, will keep dancers on a site longer than any other function. It also helps with the your dance studio SEO rank as well.

Content, Content, Content. This is by far the hardest part of any and all websites. It will differentiate you by professionalism along with Google ranking. And that's not all, it will actually explain what kind of dance studio you are.

CONTENT IS THE MOST IMPORTANT ELEMENT OF A WEBSITE!

STEP 5: OPTIMIZE YOUR WEBSITE FOR GOOGLE

Search Engine Optimization is SEO – SEO is Search Engine Optimization. Yes we did just repeat those words because at number 5, SEO is more than three letter/words. It is the window to your website. Have a clean window, people can see into your store(studio site), and people will come into your store. Have a dirty window and it is as if your Dance Studio Website never existed.

Below are two steps you need to do to help your SEO rank. Prior to this a keyword list that is good for ranking your studio should be developed and finely filtered through.

See our blog on 100 national top keyword ranking dance words.

1. On the first page(homepage) of your website pick 5 keywords that you think are a good fit for your studio. “How do I know Which Ones?” Well guess and change later, or contact Dance Studio Heroes for help. Place the 5 KEYWORDS throughout your site, preferably towards the top of the front page in a paragraph.

*This might help you realize that pictures only on the front page are **NOT** a good idea.*

STEP 5: OPTIMIZE YOUR WEBSITE FOR GOOGLE (cont.)

Also, keep in mind there is a VERY BOLD LINE of “keyword stuffing”. This is the act of putting too many dance keywords/phrases in a sentence, paragraph, page, or website.

An Example of this would be:

“Your Dance Studio” is the top dance studio in Death Valley, CA. Our dance studio offers all styles and levels. Located at the intersection of XYZ & XYZ, “Your Dance Studio” promotes a healthy and educational services for children. Dance lessons at this dance studio can be registered online here, or at the front desk. “Your Dance Studio” is open Monday ~ Friday, all day.

Yes the keyword/phrase was “dance studio” and yes it was used 3 times.

WRONG it was used 6 times because the search engines will pick up “Your Dance Studio” as also being that same phrase.

STEP 5: OPTIMIZE YOUR WEBSITE FOR GOOGLE (cont.)

2. Make sure that your selected 5 keywords are inside the “brains” of your dance studio website. Sounds weird, we know, but actually your keywords are going to be placed in a home call <meta> tags. The funny thing is they need to be placed in <head> section of your website. This is easy to do on a website from a template, but can be extremely hard from a custom built site.

SEO is very difficult to manage. Dance Studio Heroes excels in advanced SEO tactics that have some of our clients rated 1st places in over 25 keywords each. Some companies will pride themselves on ranking you for 50 sometime 100 keywords. The difference between our keywords and our competitors’, is the Highly competitiveness of the word itself.

There are numerous more opportunities in SEO, but these are two easy ones to knock out while you create amazing content for your site as well.

STEP 6: TEST YOUR WEBSITE – GO LIVE!

“Failing to plan is planning to fail.”

The easiest step, yet the hardest. **Test Test Test**, then test some more.

Too many time website designers, whether for dance studios or a doctors office put the site up when it isn't ready. And if they're not ready after being delivered from a “professional” then you know the *DIY WEBSITES* struggle at this as well.

Step 6 is more than testing its controlling yourself to NOT put the cart before the horse.

Dead links, bad grammar, missing pictures, forms not leading anywhere, social media not set up... You will destroy your hopes of having a good start on early SEO. Not to mention all of those inpatient actions will drive a dance parent/dancer away and off to another dance studio.

STEP 7: PROMOTE YOUR NEW DANCE WEBSITE

There are a great number of ways to promote your dance studio's website. All in all, it boils down to really just the *all-mighty dollar*. Your budget is going to place boundaries, but do not get frustrated, boundaries keep you in the black! Below are some great LOW BUDGET ways to promote your dance website. All of these opportunities have been proven by Dance Studio Heroes' clients to be a positive ROI (return on investment).

1. **Social Media**, especially Facebook, has a fairly inexpensive startup to social media. This will help you build your brand and help connect your followers to your other social media channels. Remember: *Facebook is NOT the place to sell or sign up students.*
2. **Youtube** – If you have a short video promo of your dance school, really slim down the search options to your local and take advantage of the video aspects.

STEP 7: PROMOTE YOUR NEW DANCE WEBSITE (cont.)

3. Also along the lines of Youtube is **GOOGLE**. Local SEO can really be tailored to Google Keywords (advertising). This is by far our clients' number 1 resource to gaining new students to their website. A lot of them scale their searches down even to the zip codes surrounding their dance studio.

4. Of course one of the oldest tricks in the books; flyers! Dance Studio Heroes' clients only send out 1 Batch of promotional flyers, while the rest are distributed through the registered dancers themselves or handed out at local dance shows.

When promoting your business, it is wise to first be absolutely patient! Also, do not put all of your eggs in one basket. Too many times dance studio owners will ask us why their 15,000 followers on FACEBOOK are not coming through their doors.

STEP 8: FOLLOW & STUDY YOUR SITE'S TRAFFIC

Everything online can be tracked and followed. For instance, every site should have an **analytic program** that is intertwined through the pages, pictures, links, videos, and keywords. Traffic should be monitored on a regular basis and changes made accordingly.

One of our clients had a fall off after two page clicks. **They had over 80% of people leave the site.** After studying that site we were able to figure out exactly what the problem was. From there Dance Studio Heroes adjusted content and added some internal linking, plus a new navigation sequence. The outcome was a decrease to a 29% bounce rate, along with a page sequence of almost 7 pages now.

Facebook, Google, Youtube – They all have analytics that can be used to strengthen your dance studio. **Use them!** Remember: Your studio wasn't built in one day. Give your numbers and studies time to mature so you can really find a norm or pattern.

STEP 9: OBTAIN CUSTOMER FEEDBACK

This step is self explanatory.

Upon the release of your new site, you and your dance teachers are going to be **so excited!** We are too! Its like getting new carpet in your house. Just seems so new and fresh!

Feel free to mingle with dance parents and see what they think. It is wise to take into consideration before starting with step 1 even, the concerns, complaints and positive comments you have of your current site.

Try to answer all of their addressed issues at the beginning of the project. That one easy fix, found late in the project, can cost you thousands of dollars.

Upon registration, make sure your front desk is asking where they found you. This helps with your analytics as well!

STEP 10: **RETHINK!**

Rethink your decision on taking on a project like this. Each one of our clients, in the smallest package is in our hands of at least 22 hours. That is at least 1 hour of your day devoted just to your website – this DOES NOT include posting on social media.

Some things to really ask yourself:

- Who is going to design all of your logos
- Who is going to develop your graphics
- Are you good at writing, your content will need some good words
- Are you familiar with all of the Analytics programs out there
- Are you a professional photographer
- Do you know how to create a professional video promo
- Are you going to be able to brand everything together – including flyers, social media, and your site

DANCE STUDIO HEROES IS HERE TO HELP!

Its not uncommon for clients to call us when they are at the build phase...

They just wish they would have contacted us earlier and saved time and had things **DONE RIGHT!**

CONTACT

DANCE STUDIO HEROES

www.dancestudioheroes.com

