



BUILD A BETTER WEBSITE

FOR YOUR DANCE BUSINESS

SocialDance
COLLECTIVE

SODANCE.UK

Your website should be making money. It's as simple as that. Either by producing income or by producing a cost saving for you. Even if it doesn't directly generate online sales, your website still should do the heavy lifting for attracting targeted qualified prospects and turn them into paying students. So if you're finding that your website isn't giving you the results you want, it is time for a review following the steps we will cover in this book.

WHY MOST WEBSITES DON'T CONVERT VISITORS INTO CUSTOMERS

In the online world, everyone is fighting for attention. Regular users only spend 5 seconds on average before deciding whether your website is relevant to their needs. So the homepage needs to be attention grabbing. Your web visitors need to know **"What's in it for me"** straight away. It's not about you, not about how amazing you are, not about how you won some awards, etc. It's about what you can do to serve their needs. The very first things you need to review when you look at your website are:

- Is your core message clear?
- Does it have a logical organisation and is simple to navigate?
- Are you clear on what action you want people to take on your website?

There are plenty of other elements to a successful website, such as clean design, SEO, great copywriting, etc. But if you skip these key elements, none of the other details even matter. Let's go to your homepage and see if we can tweak it better.

CLEAR HEADLINE & SUBHEADLINE

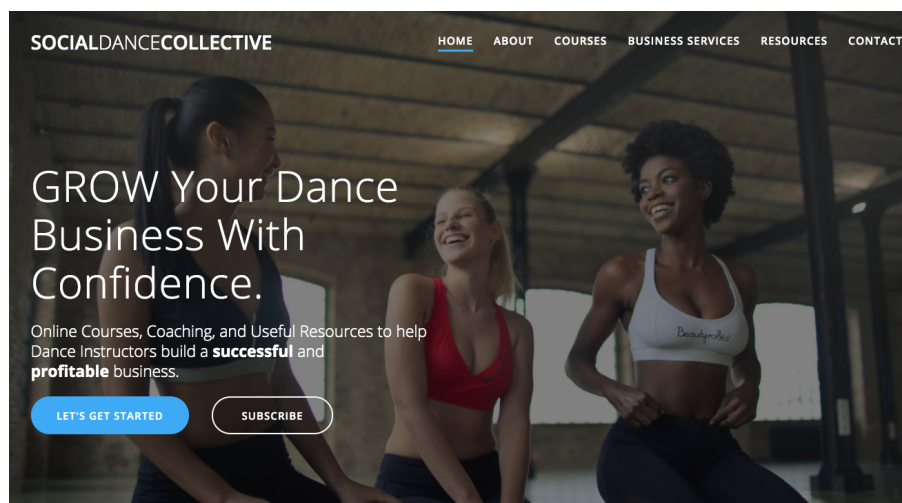
First up, let's take a look at your HEADER (Headline & Subheadline).

It is the first thing your web visitors see when they land on your website. People will leave your site within seconds if they think your site isn't relevant to what they're looking for. So you want to make sure the right people stay on your website to read more on what you have to offer. To do this, you need to have a clear Header above the fold (ie. the first thing you see on a full screen; think of a folded newspaper where you see the headlines), and move everything else down.

Your above the fold needs to say:

- What you do,
- Who you do it for,
- How it will make your prospect's life better, and
- How they can get it.

Take our website for example:



- You can play around with the layout and design, just keep in mind that your eyes naturally go in the Z pattern when scanning a web page.
- Make sure it includes direct CTAs (Call To Action - what you want them to do - eg. "Enrol Now", "Give us a call", "Contact us", etc.).
- Avoid too many links on the navigation bar, put them in categories instead.
- Put an image/video of happy smiling people (eg. pic of you teaching in class or of your socials). Show how life can be like when they join your classes.
- Your HEADER needs to STOP the reader and COMPEL them to read more. Copywriting isn't easy, but just try your best and keep tweaking it until you're happy with it.

START WITH A PROBLEM

Now let's start thinking about your content. Remember that "you can't sell anything to anyone who doesn't need it, doesn't want it, can't afford it, or don't want to buy it right now." So if we want people to buy our classes, we need to take them from having a 'low intent' to a 'high intent' (to buy). We need to start by **introducing a problem**.

- Show your customers what they will miss out on.
- Use loss aversion language.
- Poke at the problem so they can't help but feel it.
- Then when they're itching for relief, present the solution.

To be able to do this, you first need to know your customers' pain points. In our [Marketing Course](#) we talk about creating a Student Persona - an avatar of your ideal student. From that exercise you'll be able to find out why your current students come to your classes, what made them choose you and not your competitors. Your unique selling point is the solution to your students' problem. So if you start by introducing this problem that you have a solution for, you will certainly grab the attention from the people who relate to this problem straight away.

This is what we have on our SoDance website:

"Are you currently struggling to fill up your classes? Tired of doing marketing that doesn't work? In need of having someone to bounce your business ideas off?"

People who relate to these problems (ie. **quality prospects**, who are more likely to buy one of our products) will stay and keep reading, and people who aren't even remotely interested would leave, which is really what we want.

Good copywriting is hard. Great copywriting is really hard. But when you get it right, this can be the turning point for your business.

Now have another look at your website and start thinking on how you can take your prospects from 'low intent' to 'high intent' by introducing a problem and use the right wording. And keep tweaking it until you're happy with it.

INTRODUCE A PLAN

Next step is to introduce a **Plan** to solve the problem with the help of your product.

Example with CubanSalsaSchool (this was in 2013!):

Header: Have Fun! Get Fit! Make New Friends Fast! Learn Salsa!

Problem: New in town? Desperately need to make new friends?

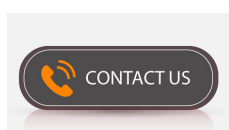
Introduce a **Plan:** Why not learn to dance Salsa with us. It's very sociable, everyone's friendly, it keeps you active, and it's so much fun!

That's how we started. We were based in Edinburgh at the time. The city has 6 big universities and many other smaller colleges. We're known, among other things, as a "student city". And most of these students are coming from outside Edinburgh, ie. they don't know anyone in the city. You can see that our message was nothing fancy, but it gives visitors a clear path to conversion.

It is very clear who the message is aimed at, ie. 'the people who don't know what to do or where to go to meet new people'. Turned out we didn't just get uni students coming to our studio, but also everyone else who has the same problem. And with an extra message on our social media posts saying "everyone's welcome", we managed to host a very wide range of age of students in our school from their late teens to late 60s.

As part of introducing a Plan there's what marketers call a **Call To Action** (CTA) button. We need a CTA button to show our visitors what to do next if they want to purchase our classes/courses.

Underneath the plan you can place a button that says "CALL US NOW" or "BOOK YOUR FIRST CLASS" or "SIGN UP". Something that is literally asking your visitors to take action.



VALUE PROPOSITION

Next is **Value Proposition**.

This is where you tell visitors about the features and benefits of your dance classes. Remember:

"People buy benefits, not features!"

Value Proposition should describe how your dance classes will improve your prospects' life, solve their problem, what benefits they can expect, and why they should buy from you over your competitors.

A truly great value proposition is a statement that paints a clear picture of what your brand has to offer for your customers.

- Tell them what you offer quickly while you have their attention.
- Illustrate what success looks like for your students.
- Use Visual language (show them, rather than tell them).
- Use words that add economic value to your product.

Now let's take another look at your website and see how you can improve your value proposition. Use the following prompts to get you started:

- Identify all the benefits your dance school offers
- Describe what makes these benefits valuable
- Identify your student persona's main problem
- Connect this value to your buyer's problem
- Differentiate yourself as the preferred provider of this value.

What makes a good value proposition?

- Clarity - it's easy to understand.
- Communicates the specific results that your students will get.
- Explains how it's different and better.
- Can be read and understood within 5 seconds.

OVERCOME DOUBTS

If your visitors are still reading at this point, it is safe to assume that they're interested but still having some doubts. Overcome their objections by addressing the possible reasons why they're reluctant to sign up, for example:

- It's too expensive.
- I don't have anyone to go with.
- I don't have a dance partner.
- Dancing is not my thing.
- I'm ashamed to dance with strangers.
- I have two left feet.
- I'm busy and I don't have time.

List 4 or 5 questions and list the answers to convince your readers that they don't need to worry about any of these and back up your answers with additional info, such as testimonials and a brief description about you and about the school.

Here you basically want to reassure your prospects that:

- They can trust you.
- You understand their needs.
- Your dance classes can satisfy their needs.

It's important that you provide the right testimonials.

- Don't write your own testimonials.
- Attribute the testimonials fully - their name, what they do.
- Match your testimonials with your audience.
- Ask for permission before using their testimonials, written would be ideal.
- Turn compliments/reviews into testimonials.

REMEMBER THE ESSENTIALS

Make sure you don't leave out the essentials you need to have on your homepage. Ideally on every page on the footer area. Footers are normally highly visible.

What you can have on your footer:

- Basic Contact Details (address, phone, email, a link to contact form)
- Links to your Social Media accounts - to build relationships with your visitors.
- Call To Action - what you want your visitors to do next.
- Copyright - the year and copyright symbol to protect you from plagiarism.
- Privacy Policy - explains how you will use your visitors' personal data and other information.
- Terms & Conditions - general rules and guidelines governing the use of the site.
- Site Search Tools - to help visitors navigate your site easily.

Not only these are standards for all websites, they're also necessary and some are legally required.

- They provide key information you want your visitors to see again.
- They provide guidance to your visitors without the need to scroll back up.

You can also add some other things like images or a promotional video. But ideally your footer should be kept simple and clean, professional and trustworthy, and aesthetically pleasing.

SUMMARY + ADDITIONAL TIPS

Here are the key elements on your homepage you can start work on right now(!) to **boost revenue with your website**:

1. **CLEAR HEADLINE & SUBHEADLINE**
2. **START WITH A PROBLEM**
3. **INTRODUCE A PLAN**
4. **VALUE PROPOSITION**
5. **OVERCOME DOUBTS**
6. **REMEMBER THE ESSENTIALS**

ADDITIONAL TIPS:

Be concise. Your website has a few main jobs: show visitors what they're looking for, show them where to start, and establish your dance school's credibility. And this doesn't need a lot of copy.

Provoke action. One of the most common reasons visitors leave a site is that they simply don't know what to do. It's not that they don't want to sign up to your classes, they just don't know how. No matter how beautiful your design is, your homepage is useless if it doesn't help you reach your business goals.

Pay attention to your Header. The main headline immediately attracts attention. Make sure you have a clear message with a bright coloured CTA button next to it.

Communicate your value/benefits immediately. As soon as visitors arrive on your site, you need to show them the value of what you're offering. Spell that value out as clearly as possible. What might seem obvious to you, might not be the case to other people.

Repeat your CTAs. Create a bright coloured button and place it above the fold, in the middle of your content, and in your footer. The best place for it is on the top right corner of your site, but it's a good idea to repeat it again below the fold to keep reminding your visitors to take action.

Include positive images. Images of happy students in your class or at your socials, an enthusiastic welcome video from you, or aesthetically pleasing graphics.

Finally, **show some personality.** People buy from someone they like, someone who likes them, or someone who is like them. Don't be afraid to show people who you really are. People need to feel they can trust you before buying from you. As you write your copy and select your images, don't let a checklist of elements prevent you from letting some personality shine through.

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