

Website Checklist for Yoga Professionals

Clarify Your Brand

- Do you have a logo you love? You should. It will be on everything you do. Lock in on a color palette, typography solution, and any additional design elements that will be used in your visual communications.
- Once you have your look & feel established, use it consistently. Your website, print materials, and social media should all look great together. A quick glance should ensure they are all from the same business.

Claim Your Niche

- You can't be everything to everyone, and you have a lot of competition out there. Get honest with yourself about your strengths and **get specific** about what makes you different.
- After you get clear about how you will separate yourself from your competition, explore how you can connect with your target market. Who is looking for your services, where do they hang out, and how can you get their attention?

Get a Domain

- A “.com” address that is the same as your business name is ideal. Shorter is better. This will be in your email and all your communications. Imagine telling someone the domain. Is it easy to say/remember?
- You should register your own domain. You will want to have control over where it is pointed if things go poorly with your website vendor.
- You will want an email address that matches your domain. Be sure to select a vendor for your email services when setting up your new domain.

Establish Features/Functionality

- What will your site need to do for you and your clients? In addition to introducing your background & experience, will you need to post a schedule, allow for registration, sell products, etc.?
- Get clear about your “wants vs needs.” **A website is a living document** that should continue to evolve. Decide what is critical and what can be added later. Be sure to select a platform and vendor that can grow along with your business.

DIY Versus Outsourcing

- Are you comfortable with technology and have a basic understanding of HTML & website development? If so, platforms such as Wix, Weebly, and Squarespace offer DIY Solutions.
- Want to spend more time teaching classes and running retreats than keeping up with the tech and maintaining your website? Outsourcing will be a great way to *Get Back to Your Mat*.
- Explore your hosting options. Be sure to choose a provider that addresses **updates, security, and backups** for your website. This will avoid unexpected costs downstream.

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Speak to Their Needs

- It is tempting to build a website filled with all the reasons you are so great. Your background, education, experience, and credentials may be impressive. The problem is that no one cares.... when they first hit your website. Instead, they want to know what is in it for them, and how you're going to **make their life better**. Speak to their needs and how you are going to support them.

Organize Your Content

- Write the copy for your website before you start building it. It may include sections for: About, Services, Styles & Formats, Venue/s, Fees, a Calendar, Testimonials, Media, Blog & Contact.
- There is a big difference between a factual statement about what you do and a well crafted headline that **compells people to take action**. Consider working with a professional writer to create, edit or polish your content.
- Collect the pictures you want included, and ensure you have high quality versions of them. Consider investing in some stock images or hiring a photographer. Professional copywriting and photos are the clear difference between websites that convert to sales and those that don't.

Use a Soft Launch

- When you get your new website live it will be tempting to yell about it from the mountain top and tell everyone you know. Consider using a soft launch approach where you invite a select group of family, friends, and colleagues to thoroughly review and test your site. Task people with specific sections, and ask for them to report any issues. The broken links or a typos are better discovered by this team than everyone you know on Instagram.

Plan to Promote

- Unfortunately, it is not "build it and they will come." You have a lot of competition and need to establish a plan for getting traffic to your new website. Email marketing, social media, SEO/SEM, and good old fashioned word of mouth are all great options.
- Create a rough marketing plan for the next 12 months. How many times a month will you reach out? Use social media and email marketing to tease content you have on your website and drive the traffic there. The goal is to get them out of their inbox or social media (rich with distraction) to your website where they can engage your business and take action.
- Establish a plan to **track the effectiveness of your promotions**. Many will require a budget, and you want to ensure you can track the effectiveness of each. The use of landing pages and promo codes can help you clearly see the ROI of these tactics.

We hope this checklist helps you make informed decisions on how to get your website built. Our team at SitesForYogis.com is here to help. We offer a **FREE Consultation** and look forward to connecting with you.