



# SQUARE DANCE REVIVAL BASICS!

## Design a Simple Website Home Page

PAGE 1

*Designed for curious non-dancers and easy for low-tech clubs to maintain*

### WEBSITE GOALS

Your homepage has one job:

Help a curious visitor quickly decide:

- This looks fun
- I would feel welcome
- I could try this

Avoid technical dance terms, long histories, or clutter.

### SIMPLE HOME PAGE STRUCTURE

#### TOP SECTION (Hero Area)

Large Background Photo

Use:

- Photo of smiling dancers
- Movement and energy
- Casual or modern clothing
- Real people having fun

Avoid:

- Empty halls
- Formal group photos
- Complex formations

#### HEADLINE (Large Bold Text)

Examples:

“Fun, Friends, and Dancing”

“Try Something Different This Week”

“No Experience Needed”

“It’s Not What You Think”

#### SHORT SUBHEADLINE

Example:

Fun beginner-friendly square and round dancing for adults of all ages.

#### MAIN BUTTON (Very Important)

Large bright button:

TRY YOUR FIRST NIGHT FREE

Second smaller button:

SEE BEGINNER CLASS DETAILS



# SQUARE DANCE REVIVAL BASICS!

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### QUICK REASSURANCE SECTION

Use large simple icons.

- ✓ No partner needed
- ✓ No experience required
- ✓ We teach everything
- ✓ Casual dress welcome

Keep this section very short.

### “WHAT IS THIS?” SECTION

Heading:

What to Expect

Short paragraph:

Square and round dancing are fun social activities where people laugh, move, meet friends, and learn together.

Beginners are always welcome, and we make it easy to get started.

### BEGINNER INFO SECTION

Heading:

Beginner Lessons

Keep details simple:

- Day and time
- Location
- Cost
- Parking info
- What to wear

Example:

A dark blue banner with yellow text and graphics. At the top, it says "TRY MODERN SQUARE DANCE" in large, bold, yellow letters. Below this, there's a circular photo of a man in a pink shirt and a woman in a floral dress dancing. To the left of the photo, there's a yellow circle containing the text "FREE!" and "Pueblo Pepper Steppers, sponsors" followed by "May 16, 3:30-4:30". Below that, it says "No partner needed", "No experience needed", and "Casual attire". To the right of the photo, there's another yellow circle containing the text "LEARN MORE:", "719-686-0513", "3913 Sandalwood Lane, Pueblo, Colorado", and "peppersteppers.org". The banner also features white double arrow symbols pointing left and right.



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### PHOTO GALLERY SECTION

Use:

- 4–6 fun photos
- Smiling faces
- Couples and groups
- Energy and movement

Caption examples:

*“Lots of laughter”*

*“New friends”*

*“Easy to learn”*

*“Fun for all ages”*

### TESTIMONIAL SECTION

Use short quotes only.

Examples:

*“Everyone was welcoming from the first night.”*

*“Much more fun than I expected.”*

*“We made friends immediately.”*

### SIMPLE VIDEO SECTION (Optional but Powerful)

Add:

- Short 30–60 second dance video
- Beginners laughing and dancing
- Simple music

Text above video:

*See What Beginner Night Looks Like*

### CALL TO ACTION SECTION

Large bold section near bottom.

Heading:

*Come Try It!*

Text:

*No pressure. No experience needed. Just show up and have fun.*

Large button:

**START WITH YOUR FIRST NIGHT FREE**



# SQUARE DANCE REVIVAL BASICS!

## Design a Simple Website Home Page

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### CONTACT SECTION

Keep simple:

- Phone
- Email
- Facebook link
- Google Maps link

Avoid listing too many officers or committee members.

### SIMPLE FOOTER

Include:

- Club name
- Facebook icon
- Website email
- Beginner lesson reminder

Example: *Beginners always welcome!*

### DESIGN RULES: Keep It Clean

Use:

- Lots of white space
- Large readable sans serif fonts
- Simple navigation
- One main message per section

Avoid:

- Too much text
- Flashing graphics
- Technical dance terms
- Busy multi-colored or patterned backgrounds

### BEST COLORS

Use 2–3 colors max:

Primary Color

- Warm orange

Secondary Color

- Deep blue
- Accent Color
- Bright yellow

This combination communicates:

- Fun (orange)
- Friendship and trust (blue)
- Energy and optimism (yellow)



**SQUARE DANCE  
REVIVAL!**

# SQUARE DANCE REVIVAL BASICS!

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### BEST FREE FONTS

Headlines:

- Montserrat Bold
- Bebas Neue
- League Spartan

Body:

- Open Sans
- Poppins

### SIMPLE NAVIGATION MENU

Keep only:

- Home
- Beginner Lessons
- Photos
- Calendar
- Contact

Optional:

- FAQ

Avoid complicated menus.

### IMPORTANT WORDING RULES

Use:

- Fun
- Friendly
- Social
- Beginner-friendly
- No experience needed

Avoid:

- SSD
- Mainstream
- Phase II
- Callerlab terminology
- Insider jargon

**SQUARE DANCE  
REVIVAL!**

# SQUARE DANCE REVIVAL BASICS!

## Design a Simple Website Home Page

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### SIMPLE HOME PAGE EXAMPLE

#### HEADLINE

Try Something Fun This Week

#### SUBHEADLINE

Friendly beginner square and round dance lessons for adults of all ages.

#### BUTTON

TRY YOUR FIRST NIGHT FREE

#### QUICK REASSURANCE

No partner • No experience • We teach everything

#### BEGINNER DETAILS

Tuesdays at 7 PM

Community Center Main Hall

First night FREE

#### SHORT DESCRIPTION

Meet people, laugh, move, and learn something new in a welcoming environment.

#### FINAL CTA

Just show up – we'll help with the rest.

#### FINAL THOUGHT

Your website home page is not for dancers.

(Dancer information can go on a members page.)

It's for curious *non-dancers* deciding:

**“Could I see myself doing this?”**

Design everything around answering YES!



SQUARE DANCE REVIVAL!

# SQUARE DANCE REVIVAL BASICS!

## Design a Simple Website Home Page

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[Home](#) | [Beginner Lessons](#) | [Photos](#) | [Calendar](#) | [Contact](#) | [Try a Class!](#)

# Fun, Friends, and Dancing!

Friendly square and round dance lessons for adults of all ages.

[TRY YOUR FIRST NIGHT FREE!](#) | [SEE BEGINNER CLASS DETAILS](#)

- No partner needed
- No experience required
- We teach everything
- Casual dress welcome

### What to Expect

Square and round dancing are fun, social activities where people laugh, move, meet friends, and learn together. Beginners are always welcome, and we make it easy to get started!

### Beginner Lessons

- Tuesdays 7:00 PM
- Community Center Main Hall
- First night FREE!
- Wear comfortable clothes & shoes

### What You'll Get

- ✓ Fun, welcoming atmosphere
- ✓ Easy, step-by-step instruction
- ✓ Great exercise
- ✓ New friends and lots of laughs!

### Real People. Real Fun.

- Lots of Laughter
- New Friends
- Easy to Learn
- Fun for All Ages

### What Beginners Say

- ♥ "Everyone was so welcoming from the first night." - Lisa
- ♥ "Much more fun than I expected!" - Mark
- ♥ "We made friends immediately." - Susan

## Come Try It! ♥

No pressure. No experience needed. Just show up and have fun!

[START WITH YOUR FIRST NIGHT FREE!](#)

123 Dance Lane | 555-123-4567 | info@rivervalleydance.org | Follow us on Facebook! Beginners always welcome!

SQUARE DANCE REVIVAL!

# SQUARE DANCE REVIVAL BASICS!

## Design a Simple Website Home Page

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HOME BEGINNER LESSONS PHOTOS CALENDAR CONTACT FAQ

### TRY SOMETHING FUN THIS WEEK

Friendly beginner square and round dance lessons for adults of all ages.

[TRY YOUR FIRST NIGHT FREE](#)

[SEE BEGINNER CLASS DETAILS](#)

No partner needed

No experience required

We teach everything

Casual dress welcome

#### WHAT IS THIS?

Square and round dancing are fun social activities where people laugh, move, meet friends, and learn together. It's easy to start, and beginners are always welcome!

[LEARN MORE](#)

#### BEGINNER LESSONS

- Tuesdays at 7:00 PM
- Community Center Main Hall  
123 Main Street, Yourtown
- First night **FREE**  
\$5 per night after that
- Wear comfortable clothes and shoes

#### FUN, FRIENDS, AND DANCING!

Lots of laughter

New friends

Easy to learn

Great exercise

Fun for all ages

Memories made

#### WHAT PEOPLE ARE SAYING

“

Everyone was welcoming from the very first night. We had so much fun!

– Lisa R.

“

Much more fun than I expected. Can't wait to go every week!

– Mark T.

“

We made friends immediately. Best decision we made!

– Karen & Dave

#### SEE WHAT BEGINNER NIGHT LOOKS LIKE

### COME TRY IT!

No pressure. No experience needed. Just show up and have fun.

[START WITH YOUR FIRST NIGHT FREE](#)

CONTACT US

- (555) 123-4567
- info@rivercitydancers.org
- facebook.com/rivercitydancers
- 123 Main Street, Yourtown, ST

EVERYONE WELCOME.  
YOU'LL FIT RIGHT IN.

BEGINNERS ALWAYS WELCOME!

We can't wait to meet you on the dance floor. Your first night is on us!

[VIEW BEGINNER LESSON DETAILS](#)

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Fun • Friends • Community