



SQUARE DANCE REVIVAL BASICS!

Website Do's & Don'ts

Website Home Page: Do's

Post a lively, energetic, fun group photo of your club at the top. Silliness is encouraged! Include younger people in the photo. If you don't have any, ask another club with younger people to come to a dance and be in the photo. Focus in on people, minimize background. Some good examples:



Avoid this:

Staged, no joy or energy.



Great photo, too much background.





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If you have a great photo with too much background, you can crop it like this:



The symbol for a crop tool is typically this:



Drag the corners to crop.

Next, first Text box:

Make it about people considering square dancing, not the club. You can provide member information below the first text addressing dancer interest.

Lead With Benefits (Not History)

- “Fun. Friends, Fitness, Laughter.”
- “No partner needed.”
- “No fancy clothes required.”

Make it about people considering square dancing, not the club.

Use Modern Language

Say:

- “Dance in a group of eight”
- “Beginner-friendly”
- “High-energy community fun”

At the top of the home page, avoid insider jargon like:

- “Mainstream/Plus level”
- “SSD”
- “Phase II Rounds”

(That can come later.)



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Use Real, Joyful Photos throughout the site.

Images attract visitors far more than text.

- Smiling dancers – wearing a variety of clothing (not just square dance attire)
- Mixed ages
- Action shots (movement!)
- Casual, welcoming atmosphere

Energy sells. Empty halls don't.

Make the Next Step Obvious

On your home page, encourage visitors to try out dance sessions.

- If you are offering lessons, post the information on your home page, or display a button that goes directly to your lesson information.
- If you aren't offering lessons, invite people to contact you about when lessons start.

Have one clear call to action:

- "Try It Free"
- "Join Our Next Beginner Night"

Be bold and use graphics and minimal text. Make it impossible to miss.

If you make it wordy, people will not read it.

Instead of:

Amazing Square Dance Club monthly dances are on the third Saturday and our next dance on June 20th is the 70's Dance called by Darren Gallina and cued by Jim Smith. We are dancing an SSD tip (patter and singing call), followed by one Round Dance, followed by a Plus patter tip, followed by one Round Dance. We have found that this dance rotation works very well for both our new SSD dancers and Plus experts.

In other news, the new dancer SSD class that started on Thursday February 12th is doing well. But we could use some Angels.... It goes from 7 to 8:30PM, with a Plus level workshop continuing from 8:30 to 9:15, Dale Hoppers calling. The class will continue on Thursdays through about half the year. Looking forward to seeing our new dancers at our dances and classes - if you have ever danced before, this is the ideal class to get back into square dancing. If you have never square danced, this is the perfect way to get into this activity. Dancing, and in particular Square Dancing, has been proven to benefit both mind and body and to extend your active life span. So join us at the Riviera United Methodist Church, Laguna...



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Try using ChatGPT to reduce the wordiness:

Welcome to Amazing Square Dance Club!

Looking for a fun way to stay active, meet new friends, and enjoy great music? Join us at Amazing, where square dancing brings people together for laughter, friendship, and exercise in a welcoming community.

Next Dance: June 20 – 70's Theme Dance

Put on your favorite 70's attire and join us for an evening of dancing and fun! Caller Darren Gallina and cuer Jim Smith will lead a lively program designed for both newer dancers and experienced Plus dancers, making it easy for everyone to enjoy the evening together.

New Dancers Welcome!

Whether you've never square danced before or you're returning after years away, this is the perfect time to join us. Our Thursday evening SSD classes provide a friendly, relaxed introduction to square dancing, with plenty of support from experienced dancers.

Class Schedule

- Thursdays, 7:00–8:30 PM
- Plus Workshop, 8:30–9:15 PM
- Caller: Dale Hoppers

Square dancing is a great way to stay physically active, keep your mind engaged, and build lasting friendships. Best of all, no experience is required—we'll teach you everything you need to know.

Join Us

*Riviera United Methodist Church
Laguna, CA*

Come see why so many people are discovering that square dancing is one of the most enjoyable and social activities around. We'd love to welcome you to the dance floor!

Keep It Simple

- Date
- Time
- Location
- Cost
- Who it's for

If someone has to hunt for basic info, you lose them.

Add a Club Dance Info button to the home page and post your schedule and location on a separate page. Avoid listing unnecessary rules like dress codes and partner requirements, they discourage younger dancers.



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Make It Mobile-Friendly

Most visitors will view your site on their phone.

If it's hard to read or navigate on mobile, they won't return.

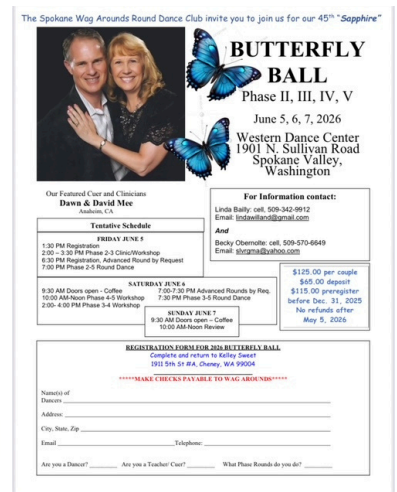
Consider Adding These Pages

From squaredancerevival.com For The Square And Round Dance Curious:

- About Square Dancing:
- About Round Dancing:
- For Men:

You can copy the content on the above pages and use them directly. The About Square and Round Dancing pages are in the public domain, and the For Men page was created by the Glenview Squares of Illinois and used with permission.

- **Contact** Form Page: We don't recommend using personal emails or phone numbers directly on the website. A contact page will filter out most nefarious information seekers and prevent them for obtaining personal information.
- Consider an **Events** Page for your members. You can post images of flyers there and link them to more information.



See the website design template at the end of this training material.



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I did research on ChatGPT for and asked for the best square dance club websites in the US?

Here is what AI said verbatim:

The Most Modern-Looking Club Website

If I had to pick one club website that feels closest to a modern recreational activity website, it would be:

Square Halos Square Dance Club

It combines:

- *Good photography.*
- *Beginner-friendly language.*
- *Modern casual culture.*
- *Strong branding.*
- *Clear navigation.*
- *Reduced emphasis on square dance jargon.*

What the Best Sites Still Lack

Even the strongest square dance club websites generally lag behind modern:

- *pickleball clubs,*
- *salsa studios,*
- *ballroom studios,*
- *community theaters,*
- *fitness clubs,*

Because they often still:

- *contain too much text,*
- *have too many menu choices,*
- *lack short homepage video,*
- *bury the main call-to-action,*
- *explain dance levels before selling the experience.*

The ideal recruitment homepage today would probably look more like a boutique fitness studio or community arts organization:

- *full-width hero image/video,*
- *one headline,*
- *one button,*
- *beginner invitation,*
- *testimonials,*
- *photos,*
- *then logistics.*

Among current square dance clubs, Square Halos comes closest to that model.

Food for Thought!

Home Page

Example at: monarchmavericks.com

Universal header w/logo, club name & menu

Photo or video introducing the club
Overlay brief welcoming words

Either sign up for future class info or upcoming class announcement with graphics and very basic info, clicks through to page with detailed information

Basic dance info with side button that clicks through to calendar

Welcome message

Button that clicks through newsletters & button that clicks through to event flyer(s)/info

Universal footer with menu, copywrite info and contact email or link to contact page

About

Example at: <https://peppersteppers.org/about-pp/>

Universal header w/logo, club name & menu

Title: About (insert club name)

Insert club content

Universal footer with menu, copywrite info and contact email or link to contact page

About Square Dance

Example at: <https://peppersteppers.org/about-square-dance/>

Universal header w/logo, club name & menu

Title: About Square Dance

Insert content provided by R&R

Universal footer with menu, copywrite info and contact email or link to contact page

About Round Dance

Example at: <https://peppersteppers.org/about-square-dance/>

Universal header w/logo, club name & menu

Title: About Round Dance

Insert content provided by R&R

Universal footer with menu, copywrite info and contact email or link to contact page

Detailed Class Information

Example at: <https://glenviewsquares.org/for-and-by-men>

Universal header w/logo, club name & menu

Title: About Classes

Insert content provided by club with photos and videos provided

FAQs about classes

Universal footer with menu, copywrite info and contact email or link to contact page

Calendar

Example at: <https://peppersteppers.org/about-round-dance/>

Universal header w/logo, club name & menu

Title: Calendar

Calendar

Clubs have three choices:

1. a scrolling calendar app. example at:
<https://capitalsquares.org/calendar/>
2. posting a printable pdf of their calendar example
at: <https://monarchmavericks.com/>
3. or both on the same page

Insert club content

Universal footer with menu, copywrite info and contact
email or link to contact page

Contact

Example at: <https://capitalsquares.org/contact/>

Universal header w/logo, club name & menu

Title: Contact

Insert content provided by club with app provided by R&R

Universal footer with menu, copywrite info and contact email or link to contact page

