



HOW TO BUILD A CLUB WEBSITE FOR FREE!

PAGE 1

A SIMPLE WEBSITE THAT GETS NEW DANCERS IN THE DOOR

You do NOT need a complicated website.

If your club doesn't have a website—or your current website is difficult to maintain—you can create a simple one-page website that does the most important job:

Tell a potential dancer why they should come and make it easy for them to do it.

- You don't need 25 pages.
- You don't need paragraphs explaining your club's history.
- You don't need a biography of every officer.
- You don't need every dance you've ever scheduled.

You need a great first impression.

A newcomer should be able to answer these questions in seconds:

- What is this?
- When can I try it?
- Where is it?
- Will I have fun?
- How do I find out more?

Everything else can come later.

FIRST: THE GOLDEN RULE

START WITH THE LESSON.

Your homepage should not begin with: Welcome to the XYZ Square Dance Club, established in 1967...

It should begin with:

TRY SQUARE DANCING!

Get Your Steps In: Fun. Music. Friends.

BEGINNER LESSONS

Tuesdays • 7:00 PM

September 9 – November 18

Community Center • 123 Main Street

NO EXPERIENCE NECESSARY

NO PARTNER NECESSARY

[GET DIRECTIONS]

[CONTACT US]



Then show a great photograph of your actual dancers dancing, twirling, and having fun.

That's what a newcomer needs first.



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WHAT SHOULD THE ONE-PAGE SITE CONTAIN?

Think of your page as a series of simple sections:

1. BEGINNER LESSONS

Put this first.

2. WHAT IS SQUARE DANCING?

A few words (no insider jargon) and a great photograph or short video.

3. WHY TRY IT?

Fun • Friends • Music • Movement • Community

4. WHERE & WHEN

Location, dates, times, parking information if necessary.

5. WHAT SHOULD I KNOW?

Partner? Cost? What to wear? Age? Accessibility?

Keep these answers extremely short.

6. WHO ARE WE?

A photograph and a sentence or two.

7. CONTACT / NEXT STEP

Phone, email, registration link, Facebook, etc.

8. OTHER DANCES

A simple link to your regular dance schedule or calendar.

WHAT DOESN'T BELONG ON THE HOME PAGE?

Move the following to additional pages if you need them:

- Club history
- Long biographies
- Officer lists
- Detailed dance schedules
- Caller biographies
- Extensive rules
- Constitution/bylaws
- Minutes
- Newsletters
- Detailed choreography information
- Long explanations of square dance levels
- Huge photo galleries

Consider the homepage as the front door welcoming potential dancers — not the club member information catalog.

Step-by-step instructions are provided below for creating a homepage website using Google Sites (p. 3), Canva (p. 7), or Wix (p. 10), from simplest to most complex.

Choose one, or review all three to find the best fit for your club.



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WHICH PLATFORM SHOULD YOUR CLUB CHOOSE?

If your club wants..

- The simplest possible website: Google Sites
- A beautiful visual one-page site: Canva
- More flexibility and future expansion — and has someone comfortable with technology: Wix

Our recommendation for most volunteer-run clubs:

- Google Sites if simplicity and easy maintenance are the priority.
- Canva if someone in the club is already comfortable with Canva.
- Wix if the club wants more flexibility and has someone willing to learn a more complicated platform.

The platform matters much less than what you put on it.

DON'T HAVE GOOD VIDEO?

You don't have to create everything yourself.

Square Dance Revival! has round dance video interviews available at: squaredancerevival.org Go to the "Resources" page.

These can give potential dancers a chance to see and hear real people talking about their experiences.

There are also square dance video interviews available through Rhythm & Roots Marketing: rhythmnrootsmarketing.org

Use these videos to help introduce people to square and round dancing and show the real people and real experiences behind the activity.

Don't bury the videos.

Put a short video or two of someone testifying how wonderful square dancing is near your lesson information.

For example:

WHAT IS SQUARE DANCING REALLY LIKE?

Hear what dancers have to say.

[WATCH THE VIDEO]

A newcomer can learn more from a short authentic interview than from reading 500 words about your club.



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THE FINAL TEST

- Before you publish, give your website to someone who has never square danced.
- Don't explain anything.
- Tell them: "Pretend you're thinking about trying this. Find out when and where you can take a beginner lesson."
- Then watch them.
- Don't help them.
- If they can't find the answer quickly: The website needs work.
- And finally ask: "After looking at this website, would you want to try it?"
- That answer may be more important than whether the website is technically perfect.

REMEMBER:

YOUR WEBSITE HOMEPAGE IS NOT A SCRAPBOOK.
IT IS NOT A CLUB HISTORY BOOK.
IT IS NOT A DATABASE OF EVERYTHING YOUR CLUB DOES.
IT IS YOUR FRONT DOOR.

When a potential dancer arrives, they should see:

- People having fun.
- A welcoming environment.
- A clear opportunity to try it.
- And an easy way to take the next step.

Show them the fun.
Tell them when to come.
Make it easy to say yes.





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ONE-PAGE WEBSITE MUST-HAVES CHECKLIST

THE FIRST 5 SECONDS

- Club name is obvious
- Club logo is visible
- Beginner lesson information is immediately visible
- A compelling real photograph is visible
- There is an obvious next step

LESSON INFORMATION

- Beginner lesson date
- Day of week
- Start time
- Location
- Cost
- Registration information, if required
- Whether a partner is needed
- What to wear
- Contact person

Keep each answer short.

PHOTOS

- Uses actual club members whenever possible
- Shows people having fun
- Shows movement and energy
- Shows interaction
- Includes a variety of ages and people
- Photos are current
- Photos are good enough quality for a website
- No photos where everyone looks stiff and posed

Authentic beats glamorous.

VIDEO

- At least one short, engaging video if available
- Video shows real people
- Video helps answer "What is this?"
- Video works on a phone

NAVIGATION

- Beginner lessons come first
- Regular dance information comes second
- Contact information is easy to find
- Directions/map are easy to find
- Links actually work
- Important information isn't buried



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TEXT

- Short headlines
- Short paragraphs
- Bullets instead of long explanations
- No unnecessary club history on the homepage
- No insider terminology without explanation
- No giant blocks of text
- No unnecessary information
- If you can delete a sentence without hurting the visitor's ability to attend, delete it.

BRANDING

- Consistent club logo
- Consistent club colors
- Consistent fonts
- Same visual identity as flyers and social media
- Easy-to-read text
- Good contrast
- Plenty of empty space
- Looks modern rather than dated

MOBILE

- Looks good on a phone
- Lesson information is readable without zooming
- Buttons are easy to tap
- Photos aren't cut off awkwardly
- Phone/email links work
- Map works
- Registration works

Make it easy to say yes!





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OPTION 1: GOOGLE SITES

Best for the club that wants something free, simple and easy to maintain.

Google Sites is one of the easiest choices for a club with a volunteer who doesn't consider themselves "technical." Google provides templates, and you can add text, images, video and other content directly in the browser. (Google Help)

STEP-BY-STEP HOW TO

Step 1 — Get a Google account

Go to Google Sites and sign in with the club's Google account.

- Important: Avoid building the site under one volunteer's personal account.
- Create a club Google account with a club Gmail that future leaders can access.

Step 2 — Start a new site

Choose Blank or a simple template.

Don't choose the most elaborate design.

Simple is better.

Step 3 — Settings

Click on the settings symbol at the top right side.

We suggest this setup. If you are more tech-savvy, choose what works for you:

- Under "Navigation," select Top and Transparent
- Under "Brand Images," Upload your club logo. If your club logo is a square or circle, or can be cropped to one, upload your logo as your Favicon.
- If you own a website address, connect it under "Custom Domains"
- If you want to keep this simple, leave "Analytics" and "Announcement Banner" for another time, they aren't necessary.

Step 4 - Put your club name and a banner photo at the top

In the top section, click "image" and upload a wide (landscape) group or dance photo of your club.

Before uploading, make sure the photo is cropped to eliminate unnecessary background, has good lighting, and even if you didn't know anyone in the photograph, they look so energetic, enthusiastic, fun and joyful that you would want to get to know them and do what they are doing.

The banner photo should be one of your best photos and must be 1920 pixels wide with a 16:9 aspect ratio, so it scales cleanly across desktop and mobile screens.

In the text box, enter your club name. You can also add a tag line such as Fun! Friendship! Fitness!



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Step 5 – Establish Your Club Brand

Just below the header on the right-hand side of the page is a sidebar.

Click: “Themes”

Load your club logo and the banner photo (or one just as good as the one you just loaded) you chose for the top of the page. Click “next.”

Google tries to give you a color set that matches your logo. If you see one that matches, click it, then click “next.”

If you don’t see one that matches, click Custom and select three colors that best represent your club colors, then click “next.”

Pick two fonts: a bold one for titles and headlines, and an easy-to-read one for text.

Simple is better. Flowery, curly, or serif fonts are hard to read.

Something that has character but is simple and not so fancy that you notice the font design before you notice what the words are trying to tell you is the way to go.

The important thing is to convey your message, not a fancy font.

You’ve done it! You have created a theme that matches your brand!

Use the same colors and logo you use everywhere else.

Your website should look like your Facebook page, flyers and other club materials.

Build a club identity—not a generic website.

Step 6 – Create the content of the home page

On the same sidebar, click “Insert” at the top. These are elements you add to build your page.

Below the section showing the text, image, embed and drive elements, you’ll see content blocks.

These are layout options. Choose one and fill in the text and images. The simplest one that we recommend shows one image with one text box beside it.

The image loader gives you ability to crop your image. Remove unnecessary backgrounds and zero in on the people moving around with the most fun and joy on their faces. Then put your best action photograph – a close up of people having a great time dancing - beside or immediately below it.



Click on the “text” element and type in your text information. Or you can copy and paste information.



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Here you want to reach potential new members first. Enter something like:

TRY SQUARE DANCING! (or if you are Round Dance Club, ROUND DANCING!)

Fun • Friends • Music • Movement

BEGINNER LESSONS

Day | Time | Location

[LEARN MORE / REGISTER]

Remember: Add your best photographs
Avoid use of a generic stock or AI generated photo.
Use a photograph of your actual dancers.

Look for:

- Genuine smiles
- Movement
- Interaction
- Different ages
- Different body types
- People laughing
- Energy

Avoid a photograph where everyone is standing stiffly and staring at the camera.

Warm, natural smiles are more attractive than posed, forced smiles.
Wholesome fun and silliness is attractive, have fun with your photos.

Step 7 – Add a very short “Why Try It?” section

For example:

WHY SQUARE DANCE?

Move. Laugh. Meet people. Have fun.

That's enough.

You don't need a paragraph explaining the health benefits of square dancing.

Step 8 – Add location and dance information

Make it extremely easy to find:

WHERE: Community Center

123 Main Street

Anytown, State

WHEN: Beginner lessons: Tuesdays, 7 PM

COST

\$XX per person / first night free



Include a Google Map if appropriate. Also, a photo of your building can be helpful.



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Step 9 — Add a short “What should I know?” section

For example:

Do I need a partner?

No.

What should I wear?

Comfortable clothes and shoes.

Do I need experience?

No.

Am I too old/young?

No. Come give it a try.

Notice the pattern:

**Question → One-sentence answer.
Not a paragraph.**

Step 10 — Add your contact information

Under Register:

Make registration the easiest way possible.

- Just tell people to show up. A lot of clubs do a free party or community dance to kick off lessons and then capture lesson registration at that event, collect names and emails from attendees, and send out follow-up emails.
- Use a club generic email such as yourclubname@gmail.com. We do not recommend using either personal emails or phone numbers as the likelihood you will get unwanted contacts is high.
- If you want to do have a more formal registration form, you can create a free one on Google forms and put the link to it in this section.

Step 11 — Under your beginner information: A section with regular dance information

Your beginner information comes first.

Then:

Already dancing?

We meet at:

2nd and 4th Thursday nights at 6:30 pm

See our regular dance schedule →

You can enter a dance schedule PDF using the image element or on a separate page and link to it.

That serves experienced dancers' needs without confusing newcomers.



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Step 12 — Preview on a phone

Google Sites lets you preview the site before publishing.

Look at it on a phone.

Ask: Can I find the next beginner lesson in five seconds?

If not, simplify it.

Step 13 — Publish

Google's current process is essentially:

Create → Add content → Preview → Publish. (Google Help)

OPTION 2: CANVA WEBSITE

Best for: The club that wants a more visually attractive site and already uses Canva for flyers.

This is particularly attractive for square-dance clubs because someone who already knows Canva can use the same design skills to create the website. Canva allows you to start with a template or from scratch, add your branding, and preview the site across devices before publishing. (Canva)

STEP-BY-STEP HOW TO

Step 1 — Open Canva

Search for: Website

We recommend specifically searching for: Simple event website

Then choose a simple one-page website template.

Look for templates that have:

- one large photograph
- a big headline
- a short description
- date/time/location
- one obvious button
- a few additional sections

Don't choose one with complicated schedules, multiple event cards, animations, or lots of tiny text.

Don't choose one designed for a large business.

Look for something clean and image-focused.

TRY SOMETHING DIFFERENT!
SQUARE DANCE LESSONS

NO PARTNER NEEDED
We mix and match so everyone can dance!

NO EXPERIENCE REQUIRED
We teach everything — you just have fun!

FUN, FRIENDS & COMMUNITY
Great people, great music, great time!

BEGINNER LESSONS
TUESDAYS 7:00 PM
YOUR COMMUNITY CENTER
1234 Main Street
Yourtown, CO 12345
FIRST NIGHT FREE!
Come as you are!
Comfortable clothes & flat shoes recommended.

Meet great people, have fun, and learn something new!

ALL AGES. ALL WELCOME.

COME TRY IT!

Visit our website for more info!
www.yourclub.org
(555) 123-4567



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Canva makes it easy to change colors and fonts and add your own touches to your club's brand. Choose a layout and change everything else to your club's brand.

Some Canva templates that could work well:

Light Yellow White Photo and Videocentric Event Website

★ Excellent fit. Large visual emphasis and clean information structure.
Replace the event branding with club name and a great action photo

Dark Blue Photographic Conference Event Website

Strong, modern photograph-at-the-top approach; could appeal to men as well as women.
Use a bright dance photo and warmer accent colors

Cream Photographic Wedding Event Website

Very strong photo → title → text structure. The wedding styling can be stripped away.
Remove wedding-specific decorative elements and simplify

Event Website in Grey Blue Orange Bold & Poppy Style

Good if you want something energetic and contemporary rather than “old-fashioned square dance.”
Replace graphics with a real dance photograph

Commercial Event Website in Emerald, Black & White

Clean, bold hierarchy that could make a club look modern and organized.
Use club colors and a strong action photograph

Commercial Event Website in Beige Cream Warm & Modern Style

Particularly useful if you want a welcoming, friendly, less corporate look.
Replace commercial/event language with newcomer-oriented club information

Event Website in Grey Blue Orange Bold & Poppy

The bold typography is useful for the “TRY SQUARE DANCING!” approach we've been developing.
Make the first headline newcomer-focused

Cream and Brown Photographic Beauty Site Launch Website

Not an event template, but the large-photo/short-text landing-page structure is worth adapting.
Replace beauty imagery with dancing and remove decorative branding

Teal and Yellow Photographic Travel Service Website

Another good example of large photograph + simple headline + explanatory text.
Use a dance photo and convert the navigation/content to club information

White Photocentric Food & Restaurant Bio Link Website

Worth considering because restaurant sites are designed to get visitors to understand something quickly and take action.
Replace menu/service sections with “What is it?”, “When?”, “Where?”, and “Try it!”



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Step 2 — Replace the template branding

Put your club's:

- Logo
- Club name
- Colors
- Fonts

on the page.

Delete anything that doesn't fit your club.

Step 3 — Build the first screen around the lesson

Your first screen should say something like:

TRY SQUARE DANCING!
Come have some fun.
Beginner Lessons
Tuesdays • 7 PM
Starting September 9
[REGISTER / LEARN MORE]

Then use a large, compelling photograph.

Step 4 — Use BIG photographs

Canva makes it easy to create image-heavy pages. Take advantage of that.

Use: One great photo

Rather than: six mediocre photos.

Your photographs should show energy and connection.

Step 5 — Add a “What is it?” section

Keep it short: It's music, movement, laughter and meeting new people—all guided by a caller.
That's enough.

Step 6 — Add your location

Use a map or link to Google Maps.

Make the location easy to find.

Step 7 — Add your beginner FAQs

Use short questions and answers.

Don't create a wall of text.



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Step 8 — Add your regular dance information

Put it after the beginner information. Label it clearly:

ALREADY A DANCER?
See our regular dance schedule →

This prevents your regular dance information from overwhelming the person who has never square danced.

Step 9 — Add a contact button

Create a button:

QUESTIONS? CONTACT US

Link it to email or a contact page/form.

Step 10 — Preview it on mobile

This is essential.

Canva specifically provides previews for mobile, desktop and tablet.

If your headline becomes tiny on a phone, fix it.

Step 11 — Publish

Canva currently offers a free my.canva.site publishing option; connecting a custom domain is available as an additional option.

OPTION 3: WIX

Best for: A club that wants more flexibility and may eventually grow into a larger website—and has someone who is reasonably comfortable with technology.

Wix can create a very good one-page website, but it is more complicated than Google Sites or Canva. It offers many more features and choices, which can be helpful if you eventually want a larger website, but those choices can also be overwhelming for someone who is not comfortable with technology.

IMPORTANT: Wix may look different when you first start

When you go to Wix, you may be taken through an AI website-building process that asks questions about your club and what you want your website to do. Wix uses your answers to generate a site for you.

You do not have to use the AI-generated site. Wix also provides a template library where you can choose a pre-designed site and edit it yourself. However, the exact screens and options may change as Wix updates its website-building system.

If you are not comfortable with technology, we recommend having someone who is reasonably tech-savvy help you get started with Wix.



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IMPORTANT: Free does not necessarily mean completely free

Wix allows you to create and publish a website using a free Wix address, such as: yourclub.wixsite.com/yourclub

The free version includes Wix branding and doesn't let you connect your own custom website address.

If you want to use an address such as: www.yourclub.org

You will need to upgrade to a paid Wix plan and connect a domain. Wix paid plans also add features and remove Wix branding. Prices and plans can change, so check Wix's current pricing before purchasing anything.

Don't enter payment information or buy a plan just because Wix offers you an upgrade while you are building your site. You can build and publish a basic club website using the free option. Decide first whether the additional features are actually necessary for your club.

STEP-BY-STEP HOW TO

Step 1 — Decide whether you want AI or a template

If Wix offers you the choice, you can either:

- Let Wix's AI create a starting point based on your answers, or
- Choose a pre-designed template and customize it yourself.

For a club that wants to follow the simple one-page approach in this guide, we recommend starting with a simple template if you can find one that fits your needs.

If Wix takes you directly into its AI questions, don't feel that you have to accept everything it creates. Review the result carefully and remove anything you don't need.

Step 2 — Keep the website simple

Wix templates may give you sections such as:

- About
- Services
- Testimonials
- Team
- Blog
- Gallery
- Contact
- News

You don't need all of these.

Delete anything that doesn't help a potential dancer decide whether to try square or round dancing, or anything you can't edit to use for your club's benefit.



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Step 3 – Create your club identity

Use:

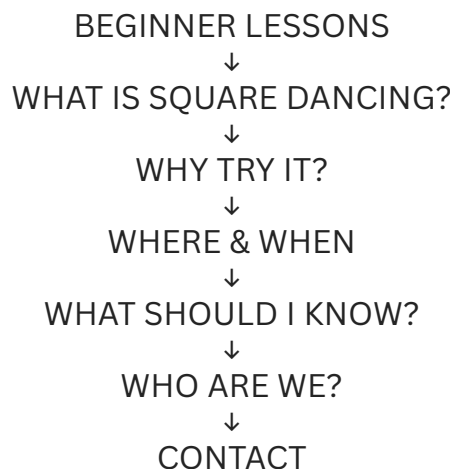
- Club logo
- Club colors
- One or two fonts
- Your own photographs

Don't use seven colors and five fonts.

Your website should look like the same club people see on your flyers and social media.

Step 4 – Make beginner lessons the first thing people see

Your page should flow something like:



The exact way you create these sections may vary depending on the Wix editor or template you are using.

Step 5 – Replace the stock photographs

Do this immediately. Don't leave the template's photographs in place.

Use photographs of your actual dancers showing:

- Energy
- Movement
- Interaction
- Genuine smiles
- People having fun

Your potential visitors need to see your people, not a generic or AI picture of people who look like models. They need to imagine themselves with you and know you are real people just like them.



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Step 6 – Put lesson information at the top

Make the beginner information prominent.

Don't bury it under:

Welcome to our club, established in 1967...

Instead, lead with:

TRY SQUARE DANCING!
Beginner Lessons
Tuesdays • 7:00 PM
September 9–November 18
Community Center • 123 Main Street
NO EXPERIENCE NECESSARY
NO PARTNER NECESSARY

Step 7 – Add your regular dance information later

Your regular dance schedule should be available, but it shouldn't be the first thing a new dancer sees.

Put it after the beginner information or provide a clear link:

ALREADY A DANCER?
See our regular dance schedule →

Step 8 – Use clear buttons

Good choices include:

TRY A LESSON
GET DIRECTIONS
ASK A QUESTION
SEE OUR DANCE SCHEDULE

Keep the number of choices manageable. Newcomers don't want to figure out where to click.

Step 9 – Check the mobile version

Don't assume that because the site looks good on your computer, it will look good on a phone.

Check the mobile version carefully. Ask:

- Can I immediately see when the beginner lessons are?
- Can I read the text without zooming?
- Can I easily tap the buttons?
- Are the photographs cropped correctly?
- Can I find the location?

Then check it again after making changes.



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Step 10 — Publish carefully.

You can start with Wix's free option. The free version uses a Wix-hosted web address and includes Wix branding.

If you want to use your own domain name, such as www.yourclub.org, you will need a paid Wix plan. Wix's current pricing and plan features are subject to change, so check the current pricing before purchasing.

Our advice: Don't pay for Wix unless you know why you need the paid features. For many clubs, the free Wix site may be enough to get started.

A WORD OF CAUTION

Wix is a powerful platform, but more powerful does not necessarily mean better for your club.

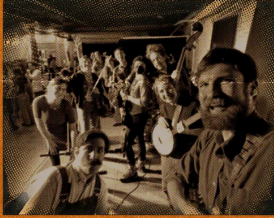
If the person responsible for the website becomes frustrated trying to manage it, the club may end up with a website that nobody updates.

If you want the simplest possible solution, consider Google Sites.

If someone in your club already knows Canva, consider Canva.

If you want more flexibility and have someone willing to learn Wix, Wix can be a good option.

THE FUN COMMITTEE PRESENTS
PARK SLOPE FOOD COOP'S
SQUARE DANCE ★



**THURS
MAY 21
7 PM**

SHAPESHIFTER 837 UNION STREET, BROOKLYN, NY 11215

DOORS: 6PM / LESSONS: 7PM / DANCE & MUSIC: 7:30PM

RSVP \$15 ALL AGES



eventbrite.com/e/psfc-square-dance-tickets-1988610999030

SQUARE DANCING
for Beginners



**January 27, February 24,
March 24, April 28**

4 – 5 p.m.

FREE. For Teens 13+ and Adults.

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