



# CREATING PERFECT CALLS-TO-ACTION FOR YOUR DANCE STUDIO'S WEBSITE

A How-To in 5 Actionable Steps



## Calls to Action

TELL YOUR WEBSITE VISITORS WHAT TO DO NEXT. LEAD THEM TO AND THROUGH REGISTRATION!

To turn website visitors into one of your dance families, you need a clear & compelling call-to-action on *each* of your webpages. If your website's calls to action are weak (or non-existent), well, we can fix that right now!

Use this printable worksheet to brainstorm and decide upon on the best calls-to-action for your dance studio.

You'll find written instructions and a working example below. The last 4 pages of this document are the worksheet pages for you to use when deciding on your own calls to action.

**Let's Get Started!**

# 5 Steps to the Perfect Calls to Action

1. List Your Website's Pages on the Provided Worksheets
2. Decide on the Most Important Outcome for Each Page
3. Choose Your Calls-to-Action from the Handy Dandy List
4. Decide Whether to Show the Call-to-Action as Text or a Button
5. Determine How the Calls-to-Action will be Added & Take Action!

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## Step 1 List Your Website's Pages

Go to the homepage on your dance studio's website. Looking at your navigation bar, list each page on the worksheets at the end of this document. Print out more worksheet pages if needed!

Does your studio's website have a ton of pages? Not sure which pages you have and don't want to have to list them off of your navigation bar? You can grab an easy list by going to <https://hackertarget.com/extract-links/>. Just enter your homepage address and it will display a list of all webpages linked to the page.



*Studio Mission Page*

Webpage Name



**Step 1**

List a Webpage

*Inspire them to take  
a small action*



**Step 2**

Decide On Your Desired  
Outcome for the Page

Most Important Outcome  
for the Page

*Read how our dance studio*

*prepares students for university*

*and/or a career in the*

*performing arts*



**Step 3**

Choose Your Call-to-Action  
for the Page

Call to action for the page

Call to ACTION will be TEXT

Call to ACTION will be BUTTON



**Step 4**

Decide Between  
a Text or a Button

*Assigned to our office  
manager Debra. She  
will do the website  
updates on Thursday.*



**Step 5**

Assign the Change to  
Someone & Make It Happen!

Delegate? Hire someone?  
How will I make It Happen?

## Step 2 Decide on the Most Important Outcome for Each Page

Using the list below, decide which outcome - or "next action" - makes the most sense for each webpage, and put it under the webpage name on the worksheets. For best results, choose only desired outcome one per page!

### What is the step you want people to take after viewing each of your webpages?

You will have a different answer depending on the page in question. For example, after viewing your About the Studio page, the next logical step might be for visitors to view your class schedule. From the class schedule page, it makes sense to prompt visitors to register their child for classes.



Select one of the following outcomes for each of your webpages and write them into the worksheet, as shown in the example on page 4 above.

### Outcomes List - Choose One For Each Webpage!

- Suggest visitors explore your classes & programs
- Inspire them to take a small action
- Prompt them to make contact with you
- Give them incentive to sign up with your studio!
- Encourage them to be part of your community
- Give them opportunities to learn more
- Help them to experience your studio
- Show them how to get & stay connected
- Lead them to registration!

# Step 3 Decide on Your Call-to-Action for Each of Your Pages

Keeping in mind the most important outcome for each webpage, choose a call-to-action from this page or the next two pages. Put your choices on the worksheet as indicated in the example above.

## Outcome – Suggest visitors explore your classes & programs

### Call-to-Action possibilities:

- Give our schedule of dance, music & tumbling classes a peek!
- Learn how our summer dance and music classes benefit a child's development.
- Does your child want to flip and tumble? Check out our new acro classes.
- See here how we determine which dance class is right for your child!

## Outcome – Inspire them to take a small action

### Call-to-Action possibilities:

- Find out what makes our dance faculty so special!
- Read how our dance studio prepares students for university and/or a career in the performing arts.
- See what our dance studio alumni are doing now.



## Outcome – Prompt them to make contact with you

### Call-to-Action possibilities:

- Call now to find out about the many performing opportunities available for your child.
- Connect with us through our contact form. The answers to your burning questions are just a click away!
- Call us at 234-5555 today to find out about our family and multi-class discounts.

# Step 3 Decide on Your Calls-to-Action, Continued...

Outcome - Give them incentive to sign up with your studio!

## Call-to-Action possibilities:

- Start your child on the road to higher self-esteem and confidence with a complimentary 7-day pass!
- Take 2 minutes to fill out our quick form and get started with a Free Week of dance classes!
- Try us out with a Free Dance Lesson!

Outcome - Encourage visitors to be part of your community

## Call-to-Action possibilities:

- Donate today to support the arts and help keep our organization strong!
- Is there a birthday coming up? Learn about our fabulous Birthday Parties!

Outcome - Give them opportunities to learn more

## Call-to-Action possibilities:

- Download our printable Academy brochure.
- Read here how ballet, contemporary, tap, and hip hop classes improve a child's social skills and problem solving abilities.
- Learn how to choose the perfect dance studio for your child, and avoid disappointment.

Outcome - Help them to experience your studio

## Call-to-Action possibilities:

- Watch this video tour of our dance academy facilities!
- Find out how our competition team performed at Nationals!
- See videos of our dancers in action!

# Step 3 Decide on Your Calls-to-Action, Continued...

Outcome - Show visitors how to get & stay connected

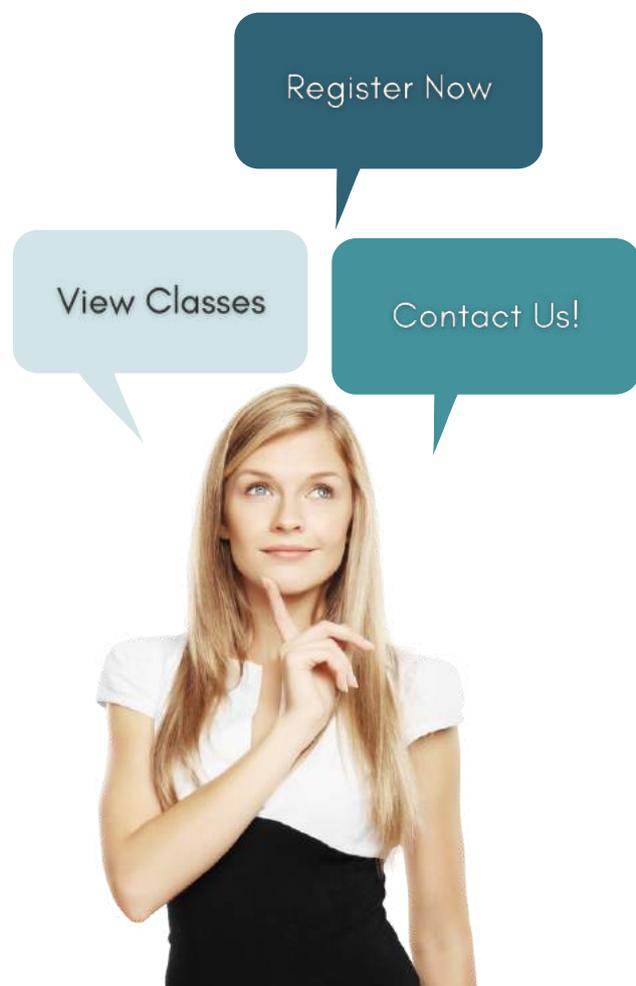
## Call-to-Action possibilities:

- Connect with us by signing up for our monthly newsletter!
- Email the studio today for further information about our summer programs.
- Sign up for our newsletter now to stay up on the latest studio goings-on.

Outcome - Lead them to registration!

## Call-to-Action possibilities:

- Register online today for dance and musical theatre classes!
- Enroll today for dance classes and watch your child's confidence increase.
- Early Bird Registration - Register by July 1st and receive a free dance tote!



# Step 4 Decide Whether to Show the Call-to-Action as Text or a Button

Should you use buttons for your calls-to-action, or hyperlinks (text)? Both have their pros and cons.



OR

[Register Online Now](#)  
for dance & acro classes!

## Text Link Pros:

- Text-based calls-to-action are easier to create. All that's needed is a text link and some font styling.
- Text links are excellent for your search engine optimization.

## Text Link Cons:

- Text links don't stand out as much as buttons, so they might be overlooked.

## Button Pros:

- Buttons are more commanding and stand out visually.
- Although typically code-based objects, it's also possible to create images and use them as buttons. Try [Canva.com](https://www.canva.com) if you'd like to create them yourself.

## Button Cons:

- Buttons are typically code-based objects that take time and effort to create.
- You may need to have your website designer create the buttons, so there may be a cost involved.

### PRO TIP #1:

An effective call-to-action can be created with simple text, but for it to work well, it has to stand out. Make the text a contrasting color, and consider making it bold or a larger font.

### PRO TIP #2:

If you definitely want buttons but don't have the time right now to create them, add textual calls-to-action for now, and then replace them with buttons down the line.

### PRO TIP #3:

For best effect, use both text & button calls-to-action! That way, you'll get the benefits of both types.

Put a checkmark next to your choices for each page in the worksheets below!

# Step 5 Determine How the Calls-to-Action will be Added, & Take Action!

Once you've decided upon your calls-to-action, you'll need to add them to your webpages or they'll be worthless.

Don't consider the session over until you've:

- a) set aside a time to add them to your website, *or*
- b) delegated the job to your office manager or other employee, with a specific completion date, *or*
- c) hired someone to make the changes to your website.

Decide now how the calls-to-action will be put in place, make a note on your worksheets, and if another person will be involved, alert them to the task.

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You'll feel so good with your new calls-to-action in place!



## Studio Mission Page

Webpage Name

*Inspire them to take  
a small action*

Most Important Outcome  
for the Page

*Read how our dance studio*

*prepares students for university*

*and/or a career in the*

*performing arts*

Call to action for the page

Call to ACTION will be TEXT

Call to ACTION will be BUTTON

*Assigned to our office  
manager Debra. She  
will do the website  
updates on Thursday.*

Delegate? Hire someone?  
How will I make It Happen?

Webpage Name

Most Important Outcome  
for the Page

Call to action for the page

Call to ACTION will be TEXT

Call to ACTION will be BUTTON

Delegate? Hire someone?  
How will I make It Happen?

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Webpage Name



Most Important Outcome  
for the Page

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Call to action for the page

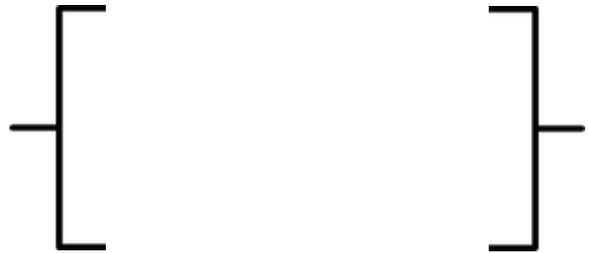
- Call to ACTION will be TEXT
- Call to ACTION will be BUTTON



Delegate? Hire someone?  
How will I make It Happen?

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Webpage Name



Most Important Outcome  
for the Page

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Call to action for the page

- Call to ACTION will be TEXT
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Delegate? Hire someone?  
How will I make It Happen?

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Webpage Name



Most Important Outcome  
for the Page

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Call to action for the page

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Webpage Name



Most Important Outcome  
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Most Important Outcome  
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Most Important Outcome  
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# Why Hello!

Stacey here! Thanks for joining me on this little call-to-action journey.

This guide + workbook was designed to help you put together one of the crucial pieces needed for a successful dance studio website - a site that not only looks beautiful but also brings new dancers through your doors. It was originally created as part of a 5-part email sequence I wrote called "Secrets of a Dance Studio Website Designer".



If you'd like more juicy tips 'n tricks that will help you make the most of your studio's website, please visit my blog at [www.dancestudiobreakthrough.com](http://www.dancestudiobreakthrough.com). Besides studio website strategies, you'll also find articles on dance studio marketing and branding.

If you don't have time to mess with your own website but sorely need an upgrade, feel free to [take a peek at our dance studio web design portfolio](#) over at Studio of Dance.com. You can [learn about what's included in our dance studio website design packages here](#).

Feel free to contact me personally at [stacey@studioofdance.com](mailto:stacey@studioofdance.com), or [set up a phone appointment with me here](#).

May your studio flourish & grow!

Best wishes,  
Stacey Marolf

[www.dancestudiobreakthrough.com](http://www.dancestudiobreakthrough.com)

[www.studioofdance.com](http://www.studioofdance.com)

