san studio

WEBSITE STRATEGY

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WHAT IS WEBSITE STRATEGY?

A website strategy is a comprehensive plan that outlines the goals, objectives, target audience, design elements, content structure, functionality, and overall approach for a website. It's a detailed roadmap that guides the creation and management of a Showit, Squarespace, or Shopify website to ensure it effectively serves its intended purpose.

Designing intentional and effective websites takes time and a systematic approach. It requires you to not only develop a website layout, but to also have a deep understanding of both your personal brand and your ideal customer.

UNDERSTANDING YOUR WEBSITE

WEBSITE STRATEGY ——————— PART ONE

THE BRIEF

San Studio, founded by Alexandra Hesse, is a new XFormer fitness studio opening in Bentonville, Arkansas in early 2024. San Studio needs a website that allows their users to book classes in a simple way, has a luxe, elegant interface that inspires, and authentically shows the uniqueness of their studio and brand.

Key Project Notes

- ❯ Website will need to integrate with Mariana Tek for class scheduling and payment
- ❯ Website will need to be designed in a way that allows for franchising in the future

Considerations

- ❯ Alex is working with a domain name broker to check into san-studio.com

The Story So Far

Problems They Solve

San Studio is adding soul and dimension to the group fitness classes of Northwest Arkansas. They are creating a high end fitness experience to help people feel physically, emotionally, and spiritually strong.

What Makes San Studio Unique

They are the first exclusive XFormer studio in the region and one of the few studios to carry high end activewear and athleisure brands.

Price Rance

Mid Range - Luxe

Primary Website Uses

Making the business discoverable, educating clients about the studio and fitness classes, class registration, newsletter signup, inquiry form

Prefered Website Styles

Sleek, Minimal, Modern, Elegant, and Clean
Not too busy, no bright colors

WEBSITE GOALS

Website goals are crucial because they provide a clear direction and purpose for a website's existence. It is important to define the objectives so in the future I can measure whether or not a website is succeeding at its intended purpose. These goals will also help guide any ongoing improvements made to the website to ensure it continues to be effective.

Mobile Class Booking / Mobile Optimization

Based on the target audience for San Studio, and data regarding the primary method of booking fitness classes at gyms, the website for San Studio should be mobile focused.

Build Customer Trust

As a new business, it is very important for San Studio to establish itself as an expert in the Pilates field from the kick-off. As soon as they are available, real customer testimonials should be displayed on the website. We will also include a contact form for customer service.

Build Email Subscriber List

Your email subscriber list is the best way to speak directly to your most receptive audience and typically provides a high ROI. As a new business, using your website to help build this list over time can prove to be an invaluable marketing resource.

DOMAIN NAME SUGGESTIONS

Domain names should be concise, relevant to the purpose of the website, and on-brand for the business. It can sometimes be a good idea to also match your domain name to your social media account names to avoid customer confusion.

.com

This is the most popular extension, and typically holds the highest value for professional websites.

sanstudioofficial.com
sanstudiopilates.com
san-studio.com (under negotiation)*
sanstudios.com (available for broker negotiation)*
san-studios.com (available for broker negotiation)*

.net

This is the second most popular extension, and is the recommended alternative to .com if your domain is not available.

sanstudio.net
san-studios.net

* In some cases it is possible to employ a domain broker to negotiate for your preferred domain name should it already be registered to another organization. Foxtail Tech is not a domain broker and does not deal with brokers directly.

WEBSITE PLATFORM & INTEGRATIONS

Foxtail Tech typically builds informational websites using Showit or Squarespace, and e-commerce based websites using Shopify. I prefer using these platforms so my clients have dependable, secure, and easy to update websites in the future. Any custom integrations will be based on client's requests and business needs.

Squarespace

The San Studio website will be built using Squarespace. This project will require custom coding for certain integrations, so San Studio will need at least the 'Business' tier account from Squarespace.

Mariana Tek

Mariana Tek will integrate with Squarespace and provide a booking platform for San Studio's customers. This program will need to be coded in to function properly.

Third Party Email Provider / Squarespace Email

We will install an email newsletter signup block for San Studios customers using the standard Squarespace-provided functionality. If San Studio chooses to use a third-party email provider, we will require an HTML or JavaScript code block from the provider to embed into the website.

MARKET RESEARCH

WEBSITE STRATEGY ——————— PART TWO

TARGET AUDIENCE

Meagan is 38 years old and moved to Bentonville from LA for her husband's work. She has two kids under 6
and wants to get in the best shape possible. She loves working out but misses the group fitness offerings the
east and west coast has. She works part time and lives in downtown Bentonville with a high household
income.

Communication Channels

Instagram

Facebook

Website

Google Business Profile

Key Demographics

Age range
28—45 years

Gender
Female

Location
Bentonville, AR

Occupation
Employed Part Time, Mom

Education or Training
Likely higher levels of education & training

Interests

The target audience would ideally appreciate things like high-end fashion, luxe interior design, holistic health and wellness, mental health practices, and living an active lifestyle.

Goals & Aspirations

She aspires to rekindle her love for group fitness classes and to get in the best shape possible. Her goals are to feel better both physically and mentally. Being and mom, and new to town, she may also aspire to build a sense of community and make friends.

Pain-points & Frustrations

- She may struggle to find a soulful pilates group fitness class in her area.

- She may struggle to find a gym that offers daytime or mom friendly class times.

- Wants to be sure that her investment of time and money in these classes will actually give her the results and sense of community she is looking for.

- As a mom with two young children, who works part time, she most likely prefers the convenience of an online booking platform.

- Inadequate class or instructor information could cause her to question the studio's expertise and ability to provide the high-end experience she is in search of.

PROBLEMS
& SOLUTIONS

Here are a list of your audience's problems and solutions to them. It's great to figure out their problems along with how we can solve these using your website.

Problem One

Customer most likely won't book classes unless the studio has a mobile booking system.

Solution: A mobile optimized website design and the Mariana Tek integration will help to provide your target audience with a booking system that is both approachable and easy to use.

Problem Two

Customer is worried about lack of adequate information about class schedules.

Solution: The website will include easily accessible and clear class schedules and timelines. There should also be a page, or large section of a high-traffic page, that is dedicated solely to the class schedule.

Problem Three

Customer is worried about lack of adequate information about instructors/class offerings.

Solution: The website will have a page dedicated to informing potential clients on who their instructors are, the credentials of both the instructors as well as the studio itself. An FAQ page or section will help answer any final questions and set the client's mind at ease.

COMPETITOR WEBSITE ANALYSIS

Analyzing the competitive landscape (specifically their websites) is important so we know to set your business apart. It helps me make informed decisions about your website design, shows us which opportunities we can capitalize on, and will hopefully help your business maintain a competitive edge in the future.

	Strengths	Weaknesses	Opportunities	Threats
Jaybird Studio	Beautiful visuals, aesthetically pleasing brand photography, includes video content. Online booking w/ instructor info	No real information on the homepage, just calls to action. Clients like some info before commiting to any clicks	Niched to Canada specifically, so not a US competitor	Geared strongly to both men and women.
SLT	Lots of easy to access class and studio information that is targeted to their specific audience	Website layout and branding doesn't speak as well to the current high-end market	SLT appeals to a different client base than San Studio will	They have a lot of locations and beginner friendly atmosphere.
O2 Aspen	Use of brand photography and product photography that matches their business's vibes	Their three-businesses-in-one layout of their website could be confusing to inexperienced users	Located In CO and TX, so not a direct locational competitor	Inclusion of high-end ecommerce merchandise
The Art of Pilates	Use lots of real client testimonials, and have many years of experience.	Their branding feels very dated, and they don't include much information and do not have professional brand photography	The Art of Pilates appeals to a different client base than San Studio will	They feel approachable for beginners and for clients who prefer smaller, more private class sizes
Club Pilates	Their website offers a plethora of information about their classes, instructors, and schedule.	Their website copy is blocked into fairly large paragraphs, which users sometimes skip over entirely.	They do not offer the same level of mental health and meditational focus as San Studio	Closest locational competitor

SEO CAMPAIGN

WEBSITE STRATEGY ———————— PART THREE

USING YOUR KEYWORDS

Incorporating SEO keywords into your website content is crucial for improving search engine visibility and attracting organic traffic, but their frequency should be natural and relevant to the content rather than forced, ensuring a balance between readability and optimization.

Website Copy

It is important to include your SEO keywords throughout all pages of your website within your headings, subheadings, and body copy. Pass this list of keywords onto your website copywriter.

Blog Posts

For the most competitive SEO performance, a blog can be incredibly important. Choose 2-3 specific keywords from the list to add to each post, and use them 20-30 times per post. Note: with blogs, it is important to stay consistent for best results.

Image ALT Text

I will do this for you during the first launch of your website. If you change or add in new images later on, be sure to go back in to your SEO settings and add image alt text. Dont forget your keywords!

TARGET KEYWORDS

Target SEO keywords are vital as they serve as the bridge connecting your website with potential customers, ensuring your content appears in search results and drives relevant organic traffic to your site. You will naturally start to rank for far more keywords than are listed here, these are just a few pertinent options to start with.

Pilates Classes Near Me

Intent: Local, Commercial
Difficulty Level: High
Search Volume: 40.5K / month

The Benefits of Pilates

Intent: Informational
Difficulty Level: Medium
Search Volume: 9.9K / month

Pilates for Weight Loss

Intent: Local, Informational
Difficulty Level: Low-Medium
Search Volume: 3.6K / month

Megaformer

Intent: Commercial
Difficulty Level: Low
Search Volume: 3.2K / month

Bentonville Pilates Classes

Intent: Local, Commercial
Difficulty Level: Low
Search Volume: 200-300 / month

Reformer/XFormer Pilates Class

Intent: Local, Commercial
Difficulty Level: Low
Search Volume: 1.9K / month

XFormer

Intent: Informational
Difficulty Level: Low
Search Volume: 480 / month

Taoist Meditation Techniques

Intent: Informational
Difficulty Level: Low
Search Volume: 50 / month

Pilates Reformer

Intent: Informational, Commercial
Difficulty Level: High
Search Volume: 90.5K / month

Lagree

Intent: Local, Navigational
Difficulty Level: Low
Search Volume: 12.1K / month

Workouts for Mental Health

Intent: Informational
Difficulty Level: Medium
Search Volume: 320 / month

Bentonville Gyms

Intent: Local, Commercial
Difficulty Level: Low
Search Volume: 1K / month

Arkansas Pilates

Intent: Local, Commercial
Difficulty Level: Low
Search Volume: 10 / month

Pilates Studio

Intent: Local, Commercial
Difficulty Level: Medium
Search Volume: 8.1K / month

Pilates Reformer Classes

Intent: Local, Commercial
Difficulty Level: Low
Search Volume: 1.9K / month

Lagree Pilates

Intent: Local, Navigational
Difficulty Level: Low
Search Volume: 9.9K / month

SEO TITLES & META DESCRIPTIONS

SEO page titles, also known as title tags, provide concise and descriptive titles for web pages, playing a crucial role in both search engine optimization and user engagement. Meta descriptions are brief snippets that summarize page content and appear in search results, influencing click-through rates by enticing users to visit the page. In order for your website to reach it's full SEO potential, we need to thoughtfully incorporate keywords and make sure to not exceed the character limits set by Google.

SEO Page Titles: 60-70 characters maximum
Meta Descriptions: 150-160 characters maximum

Home

Title: Transform Your Body and Mind | XFormer Pilates & Meditation | San Studio

Meta: Experience holistic fitness with our XFormer workouts, blending mindful practices, binaural music therapy, and Taoist meditation for body, mind, and soul wellness.

Classes

Title: Strength, Sculpt, or Stretch | XFormer Pilates & Meditation | San Studio

Meta: Our three signature journeys are all full body experiences curated for different workout preferences. Strength, Sculpt, or Stretch with one of our XFormer pilates workouts.

About

Title: Bentonville Group Fitness | XFormer Pilates & Meditation | San Studio

Meta: A Bentonville, AR XFormer pilates studio to nourish your body, mind, and soul. San Studio offers holistic workouts, luxe womens workout and athleisure clothing, and an integrative group experience.

Book

Title: Book Your San Studio Experience | Group XFormer Pilates | San Studio

Meta: Discover Bentonville's premier group fitness experience at San Studio. Elevate body, mind, and soul with XFormer Pilates & Meditation. Book now!

Contact

Title: Contact San Studio | Reach Out for Holistic Fitness & Wellness

Meta: Connect with San Studio's team for inquiries, appointments, and information on our holistic fitness and wellness offerings. We're here to help you transform!

LAYOUT & DESIGN

WEBSITE STRATEGY —————————— PART FOUR

SITEMAP

A website sitemap is like a blueprint that shows all the pages on a website and how they are connected, making it easier for people and search engines to find and explore the site's content. I will use this sitemap to build the next step of our design, which is the website wireframe.
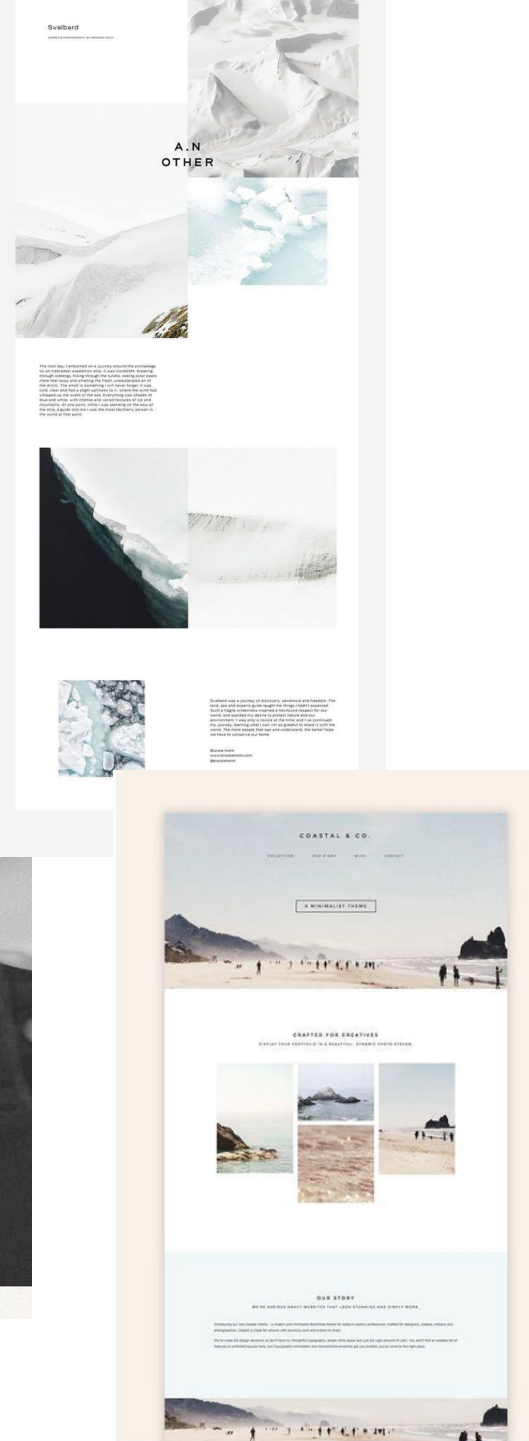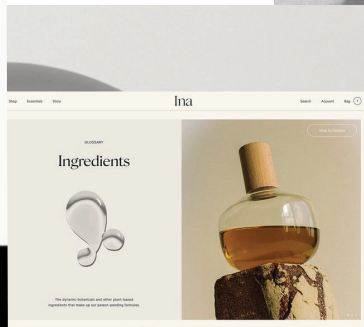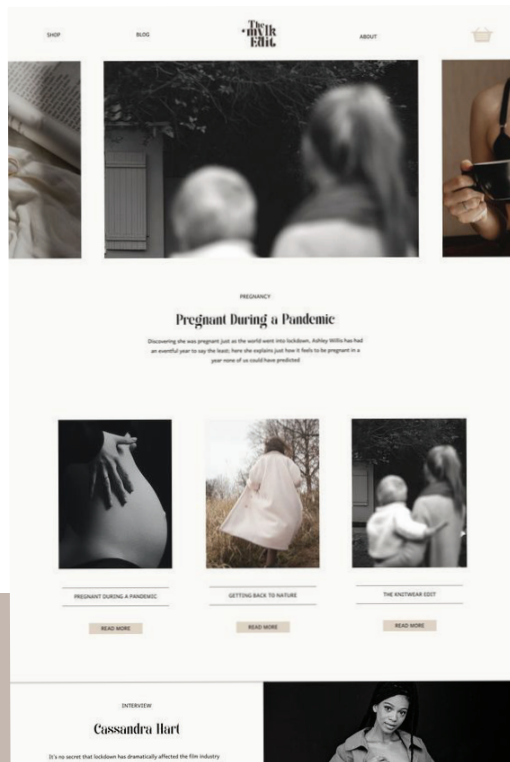
SUCCESS

What counts as a success or conversion for your website? Where do we want your users to go?

Book A Class
Sign Up for Newsletter
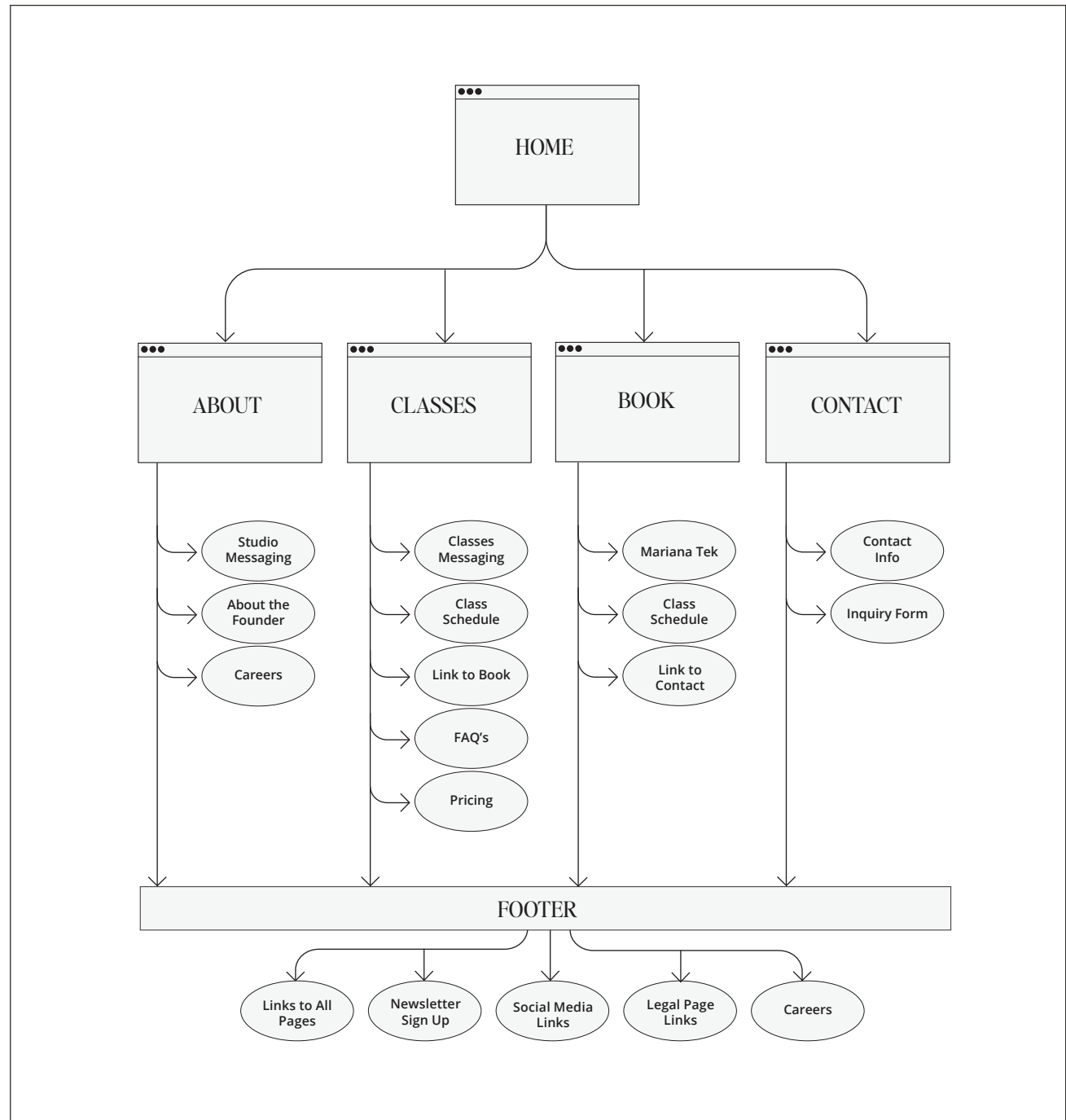
LAYOUT
INSPIRATION

Website layout inspiration and moodboards are important for me as a designer to help clarify your vision for your website and ensure we are communicating our ideas effectively. This helps me create a more cohesive and visually appealing website that will align with your goals and resonate with your target audience.

YOUR WEBSITE LONG TERM

WEBSITE STRATEGY ———————— PART FIVE

YOUR WEBSITE
LONGTERM

The success of any website is a lifelong journey. Think of your website as a tool that grows and changes as your business does, rather that something you build once and leave. It is important to adapt to customer needs, keep your interface error-free, and maintain updated content over time.

Google Analytics

I will work with you after your website's launch to install Google Analytics to track your websites performance. This will allow you to monitor your website traffic, how your users find you, and much more.

Google Search Console

Another tool we will be adding to your arsenal will be Google Search Console, which will give you all the information you will need about how your website is performing specifically in Google search results.

30 Days Post-Launch Support

Once your website has been published, I will be available to answer questions and fix any small errors or issues that may arise during the next 30 days.

WANT SOME EXTRA HELP?

Don't worry, you don't have to go on this website journey alone! Foxtail Tech is now offering quarterly metrics reports that will help you be confident your website is growing and helping your business.

What's Included

Google Analytics Review

This will cover everything from your website's traffic numbers, best/worst performing pages, best/worst performing blog posts, conversion rate, user flow information, and more.

Google Search Console Review

This metric is specifically your website's performance within Google. I will looks at factors such as how many times your website has been shown in search results overall, it's average position on the list, and clicks.

SEO Campaign Monitoring

I will use my SEO tools to analyze how your website is performing for each specific keyword on your list. I tell you if they are showing for these keywords, whether you are improving or worsening, and who your main competitors are for your keywords.

Website Health Report

To calculate how well your website is doing from a tech standpoint, I look at things such as your page speed, any updates that may be available, errors or issues, and website SSL security.

Domain Trust Ranking

Your Domain Trust Ranking has to do with how trustworthy Google thinks your website is and how likely they are to list it in search results. A few different things factor into this, such as backlinks and referring domains.

Foxtail Tech's Insights & Suggestions

I won't just throw a bunch of techy information your way and leave you to struggle through. I will translate the information for you, tell you what things are or are not working, and offer suggestions on how to continue to improve your website.

🕐 1 Year Commitment Required
💲 $250.00 / Quarter

THANK YOU.

Guideline prepared by:
Foxtail Tech, LLC
@foxtailtech

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399 Camas Creek Rd
Plains, MT 59859
(406) 471-1979
foxtailtechmt.com