



WEBSITE WARRIOR

5-DAY BOOTCAMP

workbook and training
created by Ashley Hagen
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Welcome to Website Warrior Bootcamp!

Thank you for joining me on this journey to build a professional, student-friendly yoga website!

Truth is, I've been building websites since 2008—way before I had anything to offer, and long before I was a yoga teacher! But back then, I did everything the hard way. I spent hours coding from scratch, struggled to figure out hosting and WordPress, and felt completely overwhelmed. It took me weeks (sometimes months) to piece it all together.

But the good news? You don't have to go through that! Now, there are simpler, faster ways to build a professional website—without the tech headaches. And that's exactly what I'm here to show you.

A well-crafted website is more than just a digital business card—it's your online home. It helps you attract students, showcase your offerings, and grow your yoga business in a way that feels aligned and sustainable. And the best part? It doesn't have to be overwhelming or complicated.

That's exactly why I created *Website Warrior Bootcamp*—to show you, step by step, how to create (or refresh) your website with confidence. By the end of these five days, you'll have a clear plan, essential pages in place, and a website that feels authentic to you.

Let's do this together!

Make sure to connect with me through social media on all the sites [@ashesyoga](#).

Ashley Hagen
Owner, Ashes Yoga LLC
Creator, *Wellness Website in a Week*





DAY 1: WEBSITE FOUNDATIONS & ORGANIZATION

Goal: Set up your website workspace and clarify your website goals

Action Steps:

- Set up a Google Drive folder for website content
- Define the purpose of your website:
 - studio (virtual or in-person)
 - private sessions
 - memberships
 - online courses
 - other _____
- Identify your brand elements: colors, fonts, vibe

Write a simple mission statement for your yoga business:

Brainstorm 3 key things you want visitors to do on your site:



DAY 2: CRAFTING YOUR CORE WEBSITE CONTENT

Goal: Write your About page & key class descriptions

Action Steps:

- Write a short third-person bio
- Write a longer first-person “About Me” page
- Find or take a good quality headshot photo
- Draft descriptions for your
 - yoga classes
 - memberships
 - private sessions
 - discovery call
- Gather high-quality images for your website

Yoga Teacher Introduction Template

I teach _____ [yoga style]

to _____ [audience]

to do/have _____ [goal]

- with less [negative] and more [positive]
- without [negative thing]
- so they can [achieve higher goal]



5-PART CLASS DESCRIPTION TEMPLATE

Title of Offering: Duration + Class Style + Location

5 Part Description Details

Part 1: Repeat full title. Add a paragraph description that highlights the benefits and explains to students what they can expect. Keep your description clear and less creative.

Part 2: List the price, or payment options, and include links to additional pricing options if you have them.

Part 3: Write out a full step-by-step on how the full process works from registering to showing up. Try to keep this 5 or less steps.

Part 4: Cancellation and/or refund policy

Part 5: Bio paragraph relevant to offering with headshot image

OPTIONAL: Photos, mock-up images, disclaimers, links to resources



DAY 3: BUILDING YOUR HOME PAGE & ESSENTIAL PAGES

Goal: Set up the most important pages of your site

Action Steps:

- Structure your homepage with a clear call-to-action (CTA)
- Create an easy-to-navigate menu for your website
- Draft content for at least 3 core pages (Home, About, Offerings)

Website Host _____

Email Software _____

Scheduling Software _____

Notes:



Why I Recommend OfferingTree

If you're just getting started with your yoga website and want an **all-in-one solution** that's easy to use, I highly recommend **OfferingTree**. It's specifically designed for yoga teachers and wellness professionals, making it a perfect choice if you're looking for a simple, professional website that does it all.

OfferingTree replaced at least 5 other softwares I was using and recommending.

OfferingTree is an all-in-one platform that allows you to:

- Build and manage your **website** without any coding
- **Schedule classes, workshops, and private sessions** with ease
- **Accept payments** and set up flexible pricing options (like donations!)
- Send **email newsletters** and manage your email list
- Create **memberships, on-demand video libraries, or online courses**

Pro Plan – \$59/month or \$49/month (when paid annually)

Essentials Plan – \$35/month or \$26/month (when paid annually)

Discount – Get 50% off your first 3 months or 15% off annual



Sign Up for OfferingTree

<http://offeringtree.com/ashes>



KEY ELEMENTS OF AN EFFECTIVE HOME PAGE

1. Clear Headline

- Does your headline clearly state who you are and how you help?
Example: “Helping Busy Moms Find Balance Through Yoga”

2. Compelling Call-to-Action (CTA)

- Do you have at least one clear CTA (e.g., “Join a Class,” “Book a Free Call,” or “Sign Up for Updates”)?
- Is the CTA button easy to find and visually stands out?

3. Easy Navigation

- Is your menu simple and intuitive? (Home, About, Classes, Contact)
- Can visitors easily find what they’re looking for?

4. Introduction & Social Proof

- Did you include a brief introduction or welcome section with your photo?
- Do you have testimonials or quotes from satisfied students?

5. Featured Offerings

- Are your main offerings or services highlighted on the home page?
- Are there links to learn more or sign up for each offering?

6. Visuals & Design

- Are your images high-quality and aligned with your brand style?
- Do your colors and fonts create a cohesive, professional look?



SKETCH OR OUTLINE YOUR HOMEPAGE LAYOUT

Grab a pen and paper (or use a digital drawing tool) to sketch the layout of your homepage. This helps you visualize the flow and placement of each section before you start building.

Suggested Layout Guide:

Header & Navigation:

- Logo on the left
- Menu links on the right (Home, About, Classes, Blog, Contact)
- CTA button (e.g., “Book Now” or “Get Started”)

Hero Section (Top of the Page):

- Headline: State who you help and how
- Subheadline: Brief one-liner about your teaching style or values
- CTA Button: Link to sign-up, booking, or email list opt-in
- Background Image: High-quality, welcoming photo (e.g., you teaching or smiling)

Introduction/Welcome Message:

- Short bio with a friendly headshot
- CTA to learn more on the About page

Featured Offerings:

- Highlight your main classes, memberships, or services
- Include brief descriptions and CTA buttons (e.g., “Join Now” or “Learn More”)

Testimonials/Social Proof:

- Include 2-3 short quotes from happy students
- Optional: Photos of students (with permission)

Footer

- Social media links
- Copyright notice
- Secondary navigation (Privacy Policy, Terms, Contact)



DAY 4: EMAIL LIST & LEAD GENERATION

Goal: Set up an email opt-in to start building your community

Action Steps:

- Choose a freebie or lead magnet idea (e.g., yoga class video, PDF guide)
- Set up a simple email opt-in page
- Write a welcome email for new subscribers

Brainstorm 3-5 freebie ideas

Write a draft of your welcome email



DAY 5: SEO BASICS + NEXT STEPS

Goal: Make your site look professional and easy to find online

Action Steps:

- Optimize images for fast loading speeds
- Add keywords to your pages for search visibility
- Test your website on desktop & mobile

SEO Quick Win (Write a title & meta description for your homepage)

Write a few specific keyword phrases for your website



WEBSITE OPTIMIZING CHECKLIST

Consistent Branding:

- Are your colors, fonts, and images consistent throughout the site?
- Does your site reflect your yoga brand's personality and vibe?

Clear Navigation:

- Is your menu easy to find and intuitive to use?
- Are your menu items simple and relevant? (e.g., Home, About, Classes, Contact)

Mobile Responsiveness:

- Does your site look good and function well on mobile devices and tablets?
- Are buttons and links easy to click on smaller screens?

Fast Loading Speed:

- Do all pages load quickly (under 3 seconds)?
- Are images optimized for web use without losing quality?

Accessibility:

- Is your text easy to read with sufficient contrast against the background?
- Do all images have descriptive alt text for screen readers?

High-Quality Images:

- Are all photos clear and high resolution?
- Do your images align with your brand and messaging?

Engaging Headlines & Copy:

- Does each page have a clear headline that grabs attention?
- Is your messaging concise and relevant to your target audience?

Call-to-Action (CTA):

- Do all key pages have a clear CTA (e.g., "Book Now," "Sign Up," "Contact Me")?
- Are your CTA buttons prominent and easy to find?

Home Page:

- Does it clearly communicate who you are and what you offer?
- Is there at least one CTA guiding visitors to take the next step?

About Page:

- Does it include a personal, relatable story and professional bio?
- Are there images to connect with your audience (e.g., headshots, teaching photos)?

Offerings/Services Page:

- Are your classes, workshops, or services clearly listed with descriptions?
- Is pricing transparent, or is there a CTA to learn more?

Contact Page:

- Is your contact information up-to-date?
- Are there multiple ways to contact you (form, email, social media links)?



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Keywords & Meta Descriptions:

- Have you included relevant keywords on each page?
- Do all pages have unique meta descriptions to help with search engine ranking?

Image Optimization:

- Do images have keyword-rich file names and alt text?
- Are images compressed for fast loading speeds?

Internal & External Links:

- Are there internal links connecting related pages on your site?
- Are any external links relevant and open in a new tab?

Working Links & Buttons:

- Do all links and buttons work correctly (no broken links)?
- Are CTAs directing users to the right pages or actions?

Forms & Opt-Ins:

- Are all contact forms and email opt-ins functioning?
- Do you receive confirmation emails when someone fills out a form?

Social Media Integration:

- Are social media icons linked to your active accounts?
- Do share buttons work correctly on blog posts or content pages?

SSL Certificate:

- Is your site secure with “https” in the URL?
- Do visitors see a padlock icon next to your URL?

Privacy Policy & Terms:

- Are privacy policies and terms of service pages linked in the footer?
- Is your email opt-in compliant with GDPR or other regulations?

Proofreading:

- Have you double-checked for spelling and grammar errors?
- Is your messaging clear and consistent?

Cross-Browser Testing:

- Does your site look and function well on different browsers (Chrome, Safari, Firefox)?

Final Review:

- Are you proud of how your website looks and feels?
- Does it align with your brand and speak to your ideal audience?



Thanks for taking part in the Website Warrior Bootcamp!

Do you want to start, grow or revamp your online yoga business with a solid foundation that keeps people coming back?

My online course, *Wellness Website in a Week*, may be your best next step. This online course will walk you through each step of the online business building process to help you enhance your digital presence. Click the link below to learn more.

Enroll in Wellness Website in a Week

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