



WEBSITE WARRIOR

bootcamp


Day 3 - Homepage Basics





RECAP DAY 2


- Wrote your bio? Got a headshot?
- Asked for a testimonial?
- Wrote a description for 1 class & 1 service?
- (bonus) Made a list of 3-5 resources?




 **Kathryn Pol** 11:24 AM
So wonderful and helpful! Thank you so much -
Take away is requesting a testimonial. Also love
how you are breaking down the steps- feels
less daunting

 **Jenny Lu Yoga+** 11:25 AM
Takeaway: No need to be a perfectionist. Put
out the most essential info to help people get
to know me and what I offer

 **Rosa Guilfoyle** 11:23 AM
impressed with the chat gpt text

 **Kris Kramer** 11:28 AM
Today insight is I have what I need to get a
website started I just needed the structure and
this class to get going.

 **Encounter Yoga** 11:26 AM
thanks again Ashley! your breakdown really
takes away the overwhelm



5 DAY AGENDA

1. Getting Organized
2. Gathering Core Content
3. Building Web Pages
4. Email List Building
5. SEO and Next Steps



5 DAY AGENDA

1. Getting Organized
2. Gathering Core Content
- 3. Building Web Pages (today)**
4. Email List Building
5. SEO and Next Steps



What we're covering today:

1. The role of a homepage
(It's not just pretty, it's functional!)
2. The essential sections every homepage needs
3. Sketching your homepage layout
(Yes, on paper!)



Think of your homepage like the **front desk or lobby** of a yoga studio.

When a new student walks in, they don't want to feel lost or overwhelmed—they need a friendly, clear starting point that helps them understand what to expect.



**LET'S LOOK AT SOME
WEBSITES TOGETHER**



Just like a well-sequenced class has a warm-up, peak, and cool-down, your homepage needs a **structured flow** that helps visitors understand who you are and how you can help them.



YOGA CLASS MAP

CLASS NAME
PEAK POSE
THEME





10 STEP YOGA CLASS MAP

CLASS NAME
PEAK POSE
THEME

1. **START: Introduce Yourself!**

2. **STARTING POSE**

- Child's Pose
- Easy Seated
- Laying on Back
- Standing
- Standing Fold
- Other

3. **BREATH SET-UP**

- Connect to moment
- Circular breath
- How to use breath

Here's a good place to set an intention.

4. **SPINAL WARM UPS**

- Twists
- Side Bends
- Cat/Cow
- Other

5. **SUN SALUTATION A**

- 1x
- 2x
- 3x
- 4x
- 5x

SUN SALUTATION B

- 1x
- 2x
- 3x
- 4x
- 5x

CORE WORK FOCUS

- Before Standing Sequences
- In-between Standing Series
- After Standing Sequences

Choose a place to add these elements

MORE BREATH WORK

6.

STANDING POSES
(External Hip Rotation)

Vinyasa and repeat on other side

STANDING POSES
(Internal Hip Rotation)

Vinyasa and repeat on other side

Vinyasa in between

STANDING BALANCE POSE(S)

7.

Sequence Leading to Peak Pose

PEAK POSE and variations

Counter Pose

8.

SEATED POSES

9.

SUPINE POSES

10.

SAVASANA / RELAXATION



created by Ashley Hagen
ASHESYOGA.COM



3-PART YOGA CLASS MAP

CLASS NAME
DATE/TIME
PEAK POSE
THEME

ONE: WARM UP

START: Introduce Yourself!

STARTING POSE

- Child's Pose
- Easy Seated
- Laying on Back
- Standing
- Standing Fold
- Other

BREATH SET-UP

- Connect to moment
- Circular breath
- How to use breath

Here's a good place to set an intention.

SPINAL WARM UPS

- Twists
- Side Bands
- Cat/Cow
- Other

TWO: HEAT BUILDING

SUN SALUTATION A 1x 2x 3x 4x 5x

SUN SALUTATION B 1x 2x 3x 4x 5x

STANDING POSES #1

VINYASA IN BETWEEN

VINYASA AND REPEAT OTHER SIDE

STANDING POSES #2

VINYASA IN BETWEEN

VINYASA AND REPEAT OTHER SIDE

SEQUENCE LEADING TO PEAK POSE

PEAK POSE AND VARIATIONS

COUNTER POSE

You can get way more creative here.

THREE: COOL DOWN

SEATED POSES

SUPINE POSES

SAVASANA

Leave space for silence.

STRUCTURE OF A HOME PAGE



1. Clear & Simple Headline (who you are + who you help)

Example: “Helping Busy Moms Find Peace & Strength Through Yoga”

This should immediately tell visitors if they’re in the right place.



2. Eye-Catching Image or Video (show YOUR presence!)

A photo of you teaching or practicing works best.

Avoid generic stock photos!



3. Call-to-Action (the #1 thing you want them to do next)

Examples:

“Join My Next Class” or
“Download My Free Yoga Guide”



4. Brief About Section (who you are & why they should trust you)

3-5 sentences — keep it short & clear.

Add a headshot image.

Make sure your name is clearly stated!



5. Offerings Section (how can they work with you?)

Examples: Classes, Private Sessions, On-Demand, Retreats

Use **simple descriptions** and a button to learn more.



6. Testimonials (Social Proof Matters!)

A quick, powerful review from a student builds trust.



7. Email Sign-Up (start building your list!)

Offer a freebie
(like a class recording, guide, or playlist)



8. Footer with Contact Info & Social Links

So people can easily stay connected with you.


SKETCH TIME!



NAME home about services resources contact

who you are + who you work with

START HERE

 about me and what to expect when you work with me.

Service Service Service

“Testimonial or review of someone you’ve worked with.”

JOIN THE EMAIL LIST

Header

Hero Image
Call-to-Action

About Me Bio

Main services

Testimonial

Email opt-in

FAQs, footer info, etc...

BONUS!

CREATING A MOOD BOARD



Day 3 homework

1. Sketch out your homepage
2. Start creating a mood board



WEBSITE WARRIOR

bootcamp

Day 3 - Homepage Basics



What's coming up:

We're diving into email list building—because getting visitors to your site is great, but keeping them engaged is even better!