SaaSTech Servers

INDUSTRY WEBSITE GUIDE
Workshop workbook

DOMAINS / WEBSITES / BRANDED EMAIL

Dance, Music & Art Schools



Find a creative starting point that feels like yours.



Explore a practical website plan and download the guide and planning resources.

Microsoft 365 for your organization.

Make every page useful.

- Separate dance, music and art pathways
- Show teachers and permission-cleared work
- Explain enrolment questions and studio visits

Register or transfer your domain to SaaSTech Servers.

saastech.net/industry/dance-music-art-schools

Scan for the guide and downloadable resources.

SCAN TO EXPLORE

SaaSTech Servers

SERVING CANADIAN BUSINESSES
Since 1999

Everything your business needs to move online.

Your name. Your website. Your business email.



DOMAIN CITY

Make a name.

Find your domain name or bring one you own.

WEBSITE VILLAGE

Build your online home.

Start with Website Builder or explore WordPress.

EMAIL TOWN

Look the part.

Use your business name in your team's email.

Not sure where to start?

Take a walk down Main Street.

Explore industry guides, website ideas and practical steps for your business.

Start at **saastech.net**

SCAN TO EXPLORE

Getting started with SaaSTech Servers

Create your free account before contacting support. Keep the detachable record private.

1 Create or sign in to your account

Use an email you can access and follow the secure account prompts. No purchase is required.

2 Keep your customer number and call-in PIN ready

Support may ask for both during a call you initiated through verified Contact Us.

3 Enable two-step verification

Have your registered phone or authenticator device with you when calling SaaSTech Servers; you may need it to sign in or verify the account yourself.

Create My Account | saastech.net/create-account

Contact Us	Account Learning Centre	Delegate access playlist

On Contact Us, check your language/region and currency settings, then use the local contact number shown there.

The Account Learning Centre covers setup and delegation for Website Builder and other services. Choose Work with delegates.

Cut or tear out the card below before sharing this workbook

PRIVATE account reference and call-in authentication

Organization or name _____

Account sign-in email _____

Customer number _____

Call-in PIN _____

Domain names _____

Reviewed on _____

Update your call-in PIN at pin.saastech.net or in My Account after signing in.

Never share your account password or call-in PIN with someone helping manage your services. Each helper should create their own SaaSTech Servers account and receive only the delegated permissions they need. Review purchase/payment and account-security permissions carefully.

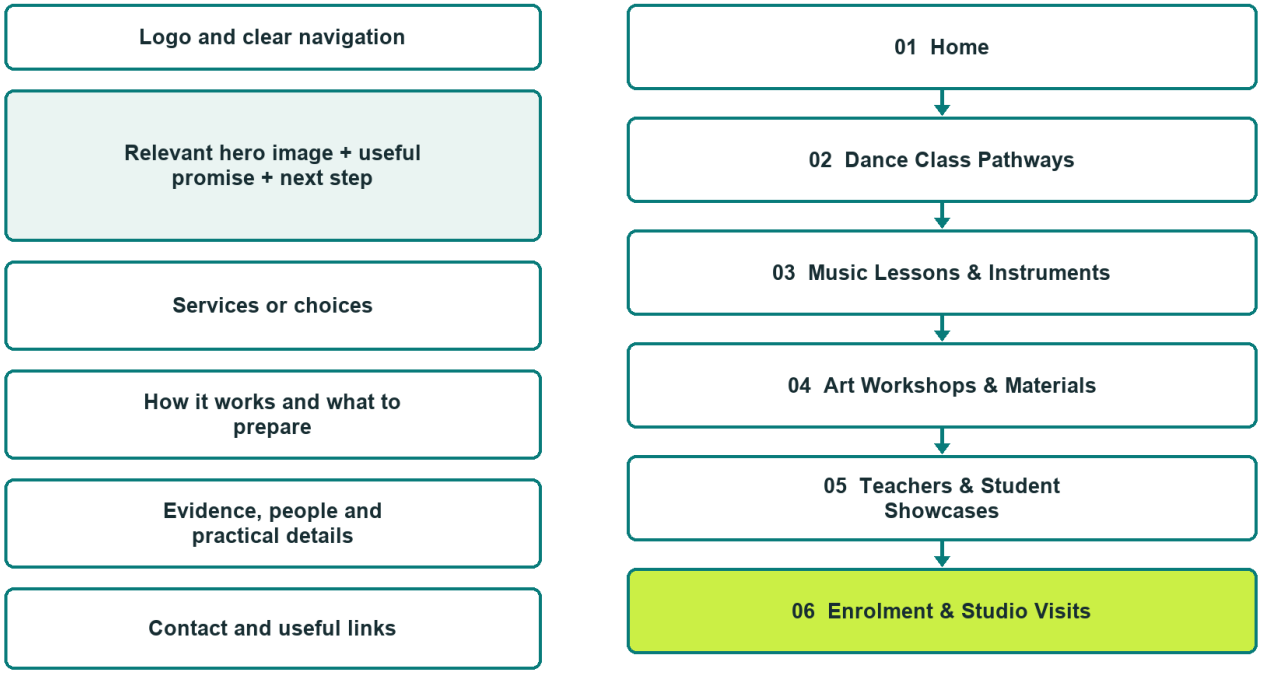
For official support, give the call-in PIN only during a call you initiated through verified Contact Us. Never share passwords, sign-in verification codes or recovery codes.

Do not record passwords, verification/recovery codes, security answers or payment details here. Keep this card safe and cut or tear it out before sharing the workbook.

Use a secure password manager for passwords and recovery information.

Dance, Music & Art Schools Website workbook

A practical workshop for a 6-page website. Study the example, plan the content and draft your own version in Word or on paper.



Plan → Draft → Build → Test

Website Builder capture edition: six desktop excerpts from the fictional demo; the wireframe remains a planning illustration.

Explore Website Builder and compare plans

Before you build

Your business supplies the facts. Prairie Lantern Arts School is a fictional teaching example, not a live service.



- ☐ Ask about a class pathway
- ☐ Verified business identity, services and current contact information
- ☐ A clear enquiry, review and confirmation process
- ☐ Choose original photographs and confirm permission to use them.
- ☐ Keep private customer records out of public website forms.

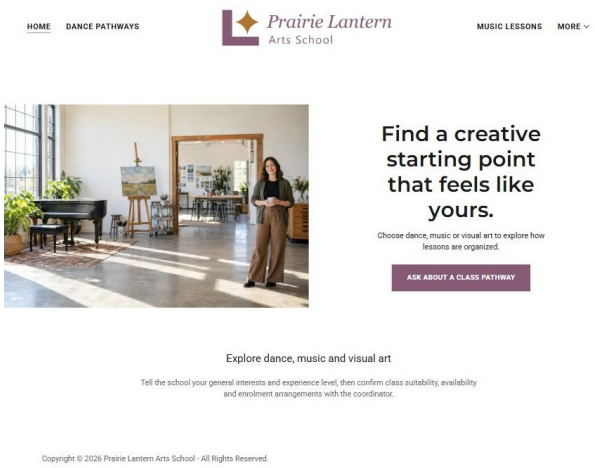
Your audience and the action you want them to take

Facts to verify and people who must approve them

Create your SaaSTech Servers account

01 Home

Give this page one clear job in the customer journey.



Actual Website Builder desktop excerpt from the fictional demo

Sample wording — adapt and verify

Find a creative starting point that feels like yours.

Choose dance, music or visual art to explore how lessons are organized.

Tell the school your general interests and experience level, then confirm class suitability, availability and enrolment arrangements with the coordinator.

Suggested button: Ask about a class pathway

Website advice

Separate dance classes, music tuition and visual-art workshops with discipline-specific pathways, enrolment questions and permission-cleared showcases.



Your draft: Home

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

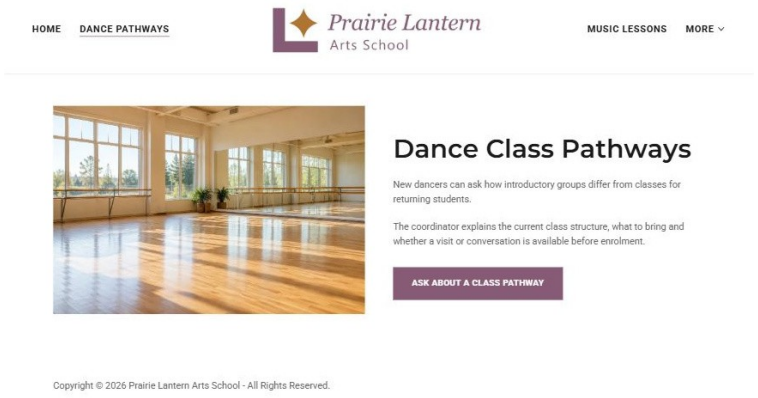
Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

02 Dance Class Pathways

Give this page one clear job in the customer journey.



Actual Website Builder desktop excerpt from the fictional demo

Sample wording — adapt and verify

Dance Class Pathways

New dancers can ask how introductory groups differ from classes for returning students.

The coordinator explains the current class structure, what to bring and whether a visit or conversation is available before enrolment.

Suggested button: Ask about a class pathway

Website advice

Organize dance enquiries by style, experience and class format without inventing timetables or competition results.



Your draft: Dance Class Pathways

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

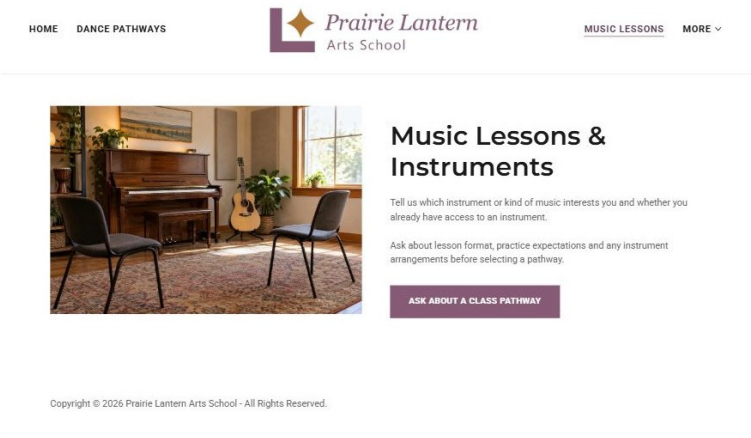
Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

03 Music Lessons & Instruments

Give this page one clear job in the customer journey.



Actual Website Builder desktop excerpt from the fictional demo

Sample wording — adapt and verify

Music Lessons & Instruments

Tell us which instrument or kind of music interests you and whether you already have access to an instrument.

Ask about lesson format, practice expectations and any instrument arrangements before selecting a pathway.

Suggested button: Ask about a class pathway

Website advice

Distinguish individual tuition, group learning and instrument enquiries; confirm what the school actually offers.



Your draft: Music Lessons & Instruments

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

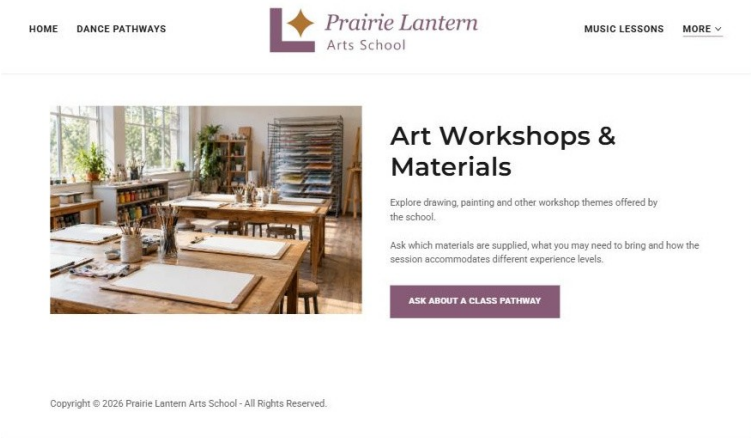
Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

04 Art Workshops & Materials

Give this page one clear job in the customer journey.



Actual Website Builder desktop excerpt from the fictional demo

Sample wording — adapt and verify

Art Workshops & Materials

Explore drawing, painting and other workshop themes offered by the school.

Ask which materials are supplied, what you may need to bring and how the session accommodates different experience levels.

Suggested button: Ask about a class pathway

Website advice

Explain visual-art workshop themes and materials arrangements without assuming all supplies are included.



Your draft: Art Workshops & Materials

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

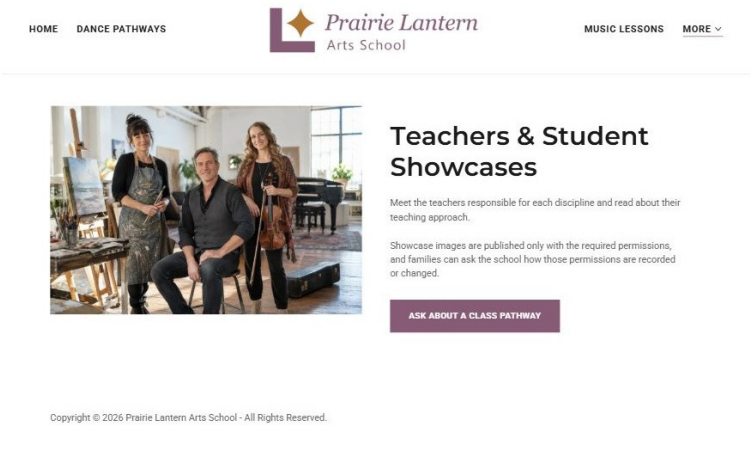
Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

05 Teachers & Student Showcases

Give this page one clear job in the customer journey.



Actual Website Builder desktop excerpt from the fictional demo

Sample wording — adapt and verify

Teachers & Student Showcases

Meet the teachers responsible for each discipline and read about their teaching approach.

Showcase images are published only with the required permissions, and families can ask the school how those permissions are recorded or changed.

Suggested button: Ask about a class pathway

Website advice

Provide a verified teacher profile structure and a consent-controlled showcase process.



Your draft: Teachers & Student Showcases

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

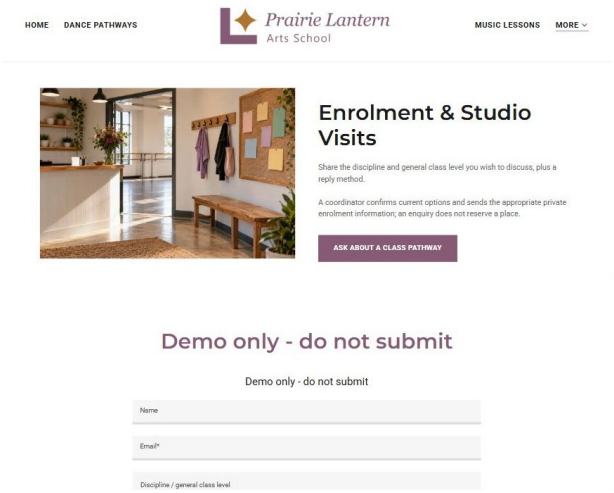
Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

06 Enrolment & Studio Visits

Give this page one clear job in the customer journey.



Actual Website Builder desktop excerpt from the fictional demo

Sample wording — adapt and verify

Enrolment & Studio Visits

Share the discipline and general class level you wish to discuss, plus a reply method.

A coordinator confirms current options and sends the appropriate private enrolment information; an enquiry does not reserve a place.

Suggested button: Ask about a class pathway

Website advice

Explain enquiry, class discussion, private enrolment and confirmation as separate steps.



Your draft: Enrolment & Studio Visits

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

Test before publishing

Review the whole journey on a desktop and phone. Use these first-screen examples to plan your own pages, then verify your complete website.

- ☐ Fictional demonstration only. Verify instructors, age bands, class requirements and enrolment terms. Do not collect children's names, schedules, photographs or personal information through public forms; use a guardian-led private enrolment process.
- ☐ Verify every service description, contact route and operating detail.
- ☐ Replace fictional identity and example information before a live launch.
- ☐ Test enquiries, links and downloads on desktop and mobile.
- ☐ Keep confidential records in approved private systems.
- ☐ Obtain operator approval for public wording and images.
- ☐ Check every link, form destination, download and confirmation message.
- ☐ Check logo contrast, hero framing, text sizes and image loading.
- ☐ Save a named backup and assign a content-review date.

Changes to finish and person responsible

Approval and next review date

Website Builder plans and signup