



Alexander Technique Websites

Step by Step Guide to Your Website Design

by Imogen Ragone, M.AmSAT

Thank you for choosing me to create your website for you. This guide is to help you step by step through the design process, and gives you details on all your design choices, and what information I need from you. Once I have all your material, it won't take long for you to have a fully operational website.

Your Website

1. The Layout

First choose which layout you would like for your website. Each page of your website will use the same layout. I have created three basic layouts from which you can choose. The main distinguishing feature of each layout is the positioning of the links to the different pages of your website. *Layout 1* has a bar across the top of the page, *Layout 2* has a column on the left side of the page, and *Layout 3* has a column on the right of the page. If you are looking for a design that can handle many additional pages (either now or in the future), *Layouts 2* or *3* are the most suitable as the column format allows much more room to add as many links as you wish.

2. The Color Scheme

You may choose two or three colors to personalize your website. Your color combination will have one main color, used predominantly for text, and one or two accent color, to be used mostly for shading, boxes and borders. I will work with you to find the color combination best for you.

3. Logos/Graphics

I can incorporate graphics or a logo in the header of your webpage. If you do not have your own logo, a simple graphic like one of these can be incorporated instead:



Whatever graphic you choose will take on one of the colors of your website. Another alternative is to use a photograph or photographs in your header that make some sort of statement about your practice.

Once you have chosen your layout, color scheme and graphic, I can get the basic template of your website set up.

4. Your Website Pages

Included in the price of your website are five linked pages. You may also add extra pages for an additional fee. Every website will have a home page, which is the page through which most visitors will access your website. You may choose the names of all the other pages. Some popular choices for Alexander teachers are:

- Alexander Technique/What is the Alexander Technique?
- Lessons
- Benefits
- Testimonials
- Links
- About Me
- Qualifications
- Back pain...
- Performance/Performing Arts and the AT
- Frequently Asked Questions
- Location/Rates

There are many variations on these ideas, and you may have something else in mind. I suggest you look at other websites and get ideas how you might best organize your site – you can see lots of examples at www.alexandertechnique.com/teacher.

5. The Text of your Website

You supply the text for your website. If possible please send the unformatted text in a Word document attached to an email – if not, in the body of your email will be fine.

I recommend you keep the text as short and to-the-point as possible, using words that are easy for people outside the Alexander community to understand. Use of **bullet points, headings, bold, indented or italicized text** is very effective in a website, as visitors tend to scan through quickly to see if the site has what they are looking for. We can also use **text boxes** to break up the text and make an important point stand out (www.imogenragone.com/websites shows many examples). Think about which text you would like highlighted in this way, or I can help you with suggestions.

6. Links

You may include links to other websites from your website. In fact, this is the way the World Wide Web operates, and I highly recommend you include some links to other sites on your website. This is one of the key ways to improve the visibility of your website, and will make it more likely people will find you! All my websites include a link to *The Complete Guide to the Alexander Technique* (www.alexandertechnique.com), and in return your website will be listed at www.alexandertechnique.com/teacher, the main web portal for finding Alexander Technique teachers. You should also include links to any professional societies of which you are a member (e.g. AmSAT, ATI, STAT, etc.).

You may include these links to other websites on any page you wish. You may decide to have one of your web pages specifically designated as a links page.

Another way to provide visitors to your website with more information on certain topics is to include links to articles on other websites. For instance, if you have a page on back pain, you may want to link to a more in-depth article on back pain, such as the article by Deborah Caplan on the AmSAT website. You may also want to link to the information on the ATEAM back pain study at the British Medical Journal Website. In this way visitors can find more detailed information if they need it, but the key facts you want to present are not overwhelmed by too many details. Look at my website (www.imogenragone.com) and others to get an idea of how links can be used.

7. Photos/Images

I can incorporate photos or images into your website. This not only makes your pages more interesting visually, but can help potential students have a better idea about what goes on in a lesson, for instance. People always like to know what someone looks like, so a photo of you for your home page or bio page is highly recommended. You can email me your images as an attachment. (If you have never done this before, just let me know and I will help you.)

8. Audio Interview

Enhance your website with an audio interview. Through a special offer from Robert Rickover, you can include a link to an MP3 audio interview about your teaching on your website. You can arrange a telephone interview with Robert at no charge (\$40 value). For more details about this offer go to <http://alexanderaudio.com/teachers/interview>.

9. Video and Social Media

If you wish, I can add any YouTube video to your page (or create a link to video pages anywhere in the world). If you are on Twitter, Facebook or other social media, we can link directly to your pages from your website. You can even have your twitter feed show up on one of your website pages. Look at www.imogenragone.com/websites/websites12.html for examples.

Once I receive all your page titles, text, photos and details of the links you would like to include, I can put together your complete website. We will consult together as I go through this process to make sure it is to your liking.

10. The Final Website

Once you have approved the final version of website your final payment is due. Once payment has been received the files for your website will be transferred to your web host, Robert Rickover of *The Complete Guide to the Alexander Technique*, so they can be posted on the web. Robert will list your site at www.alexandertechnique.com/teacher, the main web portal for finding AT teachers, and will also submit your site to all the major search engines.

11. Futures Changes to Your Website

Minor Changes: If necessary, infrequent, minor changes to the text on your website can be made by Robert as part of your annual web hosting fee. If changes are requested on a regular basis a fee will be charged.

Major Changes: If, in the future, major changes to text and/or layout are required, or you wish to add extra web pages, I will be happy to make these for you for a small fee.