



A Real Audit — Studio Name Removed

An anonymized real dance studio's website | Conducted July 2026

This is an actual inquiry-path audit we ran on a real dance studio's website, delivered exactly as the studio received it. We've removed the studio's name and identifying details — nothing else has been changed. It is not a testimonial, endorsement, or client case study.

A note on the fix tags below — every fix is tagged by who can do it. Some are things you can do yourself or hand to whoever helps with your site; some are changes to your existing site that you may want a web person's help with; and a few may need outside help to build — meaning a new piece that doesn't exist on your site yet, not just an edit to what's there. Which tag a fix gets depends on how a studio's website is set up. On a drag-and-drop platform (Wix, Squarespace, and similar), most copy and text fixes are genuinely do-it-yourself. On a custom-built site, many of those same fixes go through whoever built it — not because they're harder, but because there's no visual editor to change them in. Every real audit we deliver is tiered to the studio's actual setup, which we ask about up front. The tags shown here reflect a typical do-it-yourself platform.

What this audit looks for

A dance studio's website should look nice, but more importantly, it should make a busy parent's path easy and direct — from “I'm interested” to “I know what to do next” without a single dead end.

This review looks at the public parent path:

Homepage → getting started page → programs/classes → inquiry form or registration portal → parent decides whether to take the next step.

Overall diagnosis

The studio had a credible public presence, useful program information, visible contact options, and a registration portal. The main roadblock was not that the website was bad. The roadblock was that the parent had to make too many decisions too early. In other words: the website was giving dance studio information, but not enough parent decision support. Six roadblocks follow, ranked by parent impact.

Roadblock 1: The registration portal appears too early for new families

What I saw: The public path gave parents a “register now” option that led straight into the studio's account/registration portal — helpful for existing families and ready-to-enroll parents, but too abrupt for someone brand new.

Why it's a roadblock: A new parent may click “register” before they know which class to choose. Landing in an account/login screen, they wonder:

- Am I registering for a class, a trial, or just an account?
- Am I committing to something?
- Which class am I supposed to pick?
- Should I talk to someone first?

That moment of uncertainty is small, but small uncertainty is often enough to delay action. Then life eats the follow-up.

Recommended fix:

[This one may need outside help to build — it's a new piece that doesn't exist on your site yet, not just an edit to what's there]

- 1) In your site builder, add a new page called “Find the Right Class” (Wix: Pages → Add Page; Squarespace: Pages → Add a Page).
- 2) Add a short 4–5 field form there: parent name, email, phone, dancer's age and experience.
- 3) Change the homepage's primary button to link to this new page instead of straight to registration.
- 4) Keep “Register Now” as a smaller, secondary button for parents who already know what they want.
- 5) On submission, show a simple confirmation: “Thanks! We'll recommend the right class and follow up within 1 business day.”

Roadblock 2: The inquiry form collects interest, but does not fully guide the parent

What I saw: The public inquiry path invited parents to request more information, a trial, or a tour. That is a strong start. But the surrounding copy did not clearly tell the parent what happens after they submit.

Why it's a roadblock: A parent filling out a form wants reassurance. They want to know someone will help them choose, not just receive their message. Missing reassurance often sounds like:

- How soon will someone respond?
- Will they recommend a class?
- Do I need to know the right level first?
- Is the trial actually free?
- Should I register before hearing back?



Recommended fix:

[You can do this yourself, or hand it to whoever helps with your site]

- 1) Open the page containing your inquiry form in your site editor.
- 2) Add one sentence directly above the form fields: “Not sure which class is right? Tell us your dancer's age, experience, and interests below, and we'll recommend the best fit. Most families hear back within 1 business day.”
- 3) Rename the submit button from “Send Message” to “Help Me Find a Class” (Wix: click the button → Settings → Button Text; Squarespace: double-click the button text directly).
- 4) Publish the page.

Roadblock 3: Program information is useful, but the decision path is scattered

What I saw: The studio had multiple program categories, schedules, tuition details, and registration options. That is useful information, but a new parent still had to interpret the structure alone.

Why it's a roadblock: Dance people understand program levels. New parents often do not. They may not know whether their child belongs in a beginner class, performance track, pre-professional track, trial class, summer program, or something else entirely. This is a common pattern worth naming on its own: studios often use internal program names that make complete sense to staff and current families, but carry no meaning for someone brand new. The fix here is never to rename these — those names likely carry real internal meaning, and changing them risks confusing existing families to solve a problem for new ones, trading one roadblock for another.

Recommended fix:

[You can do this yourself, or hand it to whoever helps with your site]

- 1) Go to your Programs/Classes page in your site editor.
- 2) Under each program name, add one plain-language sentence in a text block below the heading — e.g. “Ages 4–6, no experience needed” — keeping the program name exactly as-is.
- 3) Add a short new section near the top of the page titled “Not Sure Where to Start?” with 3–4 lines grouping programs by age and experience level.
- 4) End that section with: “Not sure? Request a free trial and we'll place your dancer.”
- 5) Publish.



Roadblock 4: The site has too many calls to action competing at once

What I saw: The public path included several possible actions: getting started, registering, viewing programs, buying tickets, learning more, contacting the studio, using the parent portal, and browsing schedules. None of those are wrong. The issue is priority.

Why it's a roadblock: A homepage often has to serve new families, current families, ticket buyers, summer camp families, serious-track dancers, and general browsers. But if every action looks equally important, new parents may not know which door is for them.

Recommended fix:

[This one's a change to your existing site — you may want a web person's help]

- 1) Open your homepage in the site editor and list every current button/link at the top of the page.
- 2) Group them into two rows: Row 1 (top, larger, primary) — just two buttons: “Find the Right Class” and “Request a Free Trial.” Row 2 (below, smaller) — existing-family, ticket, and other links.
- 3) Most builders let you resize and reorder these by drag-and-drop; if the buttons live in a fixed navigation bar, this step may need a web person's help.
- 4) Publish and check the layout on both desktop and phone.

Roadblock 5: The inquiry form is not asking the most useful questions

What I saw: The current form captured basic interest but left out the details that let the studio respond with an actual recommendation — things like the dancer's experience, preferred contact method, and what the family is actually looking for.

Why it's a roadblock: Without those details, the studio may receive leads like “Interested in hip hop. Age 9–12. Message: info please.” Staff then has to manually chase follow-up questions. Every extra back-and-forth is a place the inquiry can slow down or disappear.

Recommended fix:

[You can do this yourself, or hand it to whoever helps with your site]

- 1) Open your form's field settings (Wix: click the form → Manage Fields; Squarespace: Form Block → edit fields).
- 2) Add fields for: dancer's name, dancer's age, dance experience (none / some / experienced), what they're interested in (trial, weekly classes, summer camp, or not sure yet), preferred contact method (text, email, or phone), and best days/times.
- 3) Save and publish.
- 4) If your form is embedded from a separate signup tool rather than built into your site, you may need a web person's help to add fields there instead.



Roadblock 6: Small trust and consistency issues add quiet friction

What I saw: Across the public pages there were small inconsistencies: a navigation link pointing to a different contact email than the one shown elsewhere, two different zip codes between the contact page and footer, a stray error message in a page footer, a couple of typos in class/camp listings, and a few likely AM/PM time errors in schedules.

Why it's a roadblock: None of these are catastrophic on their own. But each tiny inconsistency makes a parent think “Is this up to date?” Tiny doubt adds up to a lost inquiry.

Recommended fix:

[You can do this yourself, or hand it to whoever helps with your site]

- 1) Search your site for every place your contact email appears (footer, header, contact page, navigation) and confirm they all match.
- 2) Do the same check for your phone number, address, and zip code.
- 3) Check every page footer for leftover error messages or placeholder text — a common leftover from initial site setup — and delete it.
- 4) Read every class/camp listing and schedule time once, out loud, as if you were a brand-new parent, and correct any typos or AM/PM mistakes you find.

How this applies to the full Inquiry Roadblock Audit

A full audit reviews the public parent path from first interest → inquiry/trial → enrollment and identifies the places families may be pausing, getting confused, or choosing the exit. This sample shows the kind of practical review a studio receives: not vague marketing advice, not “just post more on Instagram,” and not a 40-page PDF that immediately goes to live in a folder called Later. Just the roadblocks, the reason they matter, and the fixes.

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