Empowering a Small Business: Multi-Page Website for Dance Meditation

Ben Christiansen-Developer & Designer

Designed and developed a 4-page website for a dance meditation instructor, including service descriptions, a contact form, a resume, and social media integration, helping the business connect with more clients online.

Outcome Statement

Expanded reach for a dance meditation instructor, enabling him to connect with clients and volunteer opportunities through a new website.

Setting the Stage

The client, a dance meditation instructor and community volunteer, wanted to create an inclusive, safe space for anyone seeking the emotional benefits of movement. Dance has been shown to help release emotions and promote overall wellness. The goal of the project was to build a website that advertised his services while providing a platform for community volunteering. After discussing his vision, we decided a 4-page site—including Home, About, Contact, and Photo Gallery—would best showcase his offerings and connect with clients and the community.

My role in the project

I partnered with the business owner to turn his initial sketch into a functional website. Together, we explored design and functionality options, and I recommended features to make the site intuitive for users. I coded the entire site from scratch using HTML, CSS, and JavaScript.

One Month to Launch a Professional Website

We had just one month to launch a professional website. The client was eager to start teaching healing sessions and needed a site fast to reach new clients and engage with the community.

Note:

AI tools were used to assist with research, debugging, and code explanation. All design decisions, implementation, and final testing were completed by me.

Week 1 - Built the foundation of the site with core structure, branding, and the first interactive logo prototype

The basic site structure and styling were built using HTML and CSS, with key UX/UI features implemented, including a contact form and an interactively mapped logo linking to internal pages. Initially, the logo was mapped using HTML `<map>` elements, but after testing, I realized this limited styling and interactivity. I transitioned to an SVG overlay, added custom styling, and implemented JavaScript event listeners to create dynamic tooltips as a visual link tree.

Throughout this phase, I collaborated with the client to review the color palette, logo design, and interactive features, ensuring alignment with his vision. Feedback from these meetings informed layout adjustments, typography choices, and accessibility improvements, including responsive navigation and enhanced contrast for readability.
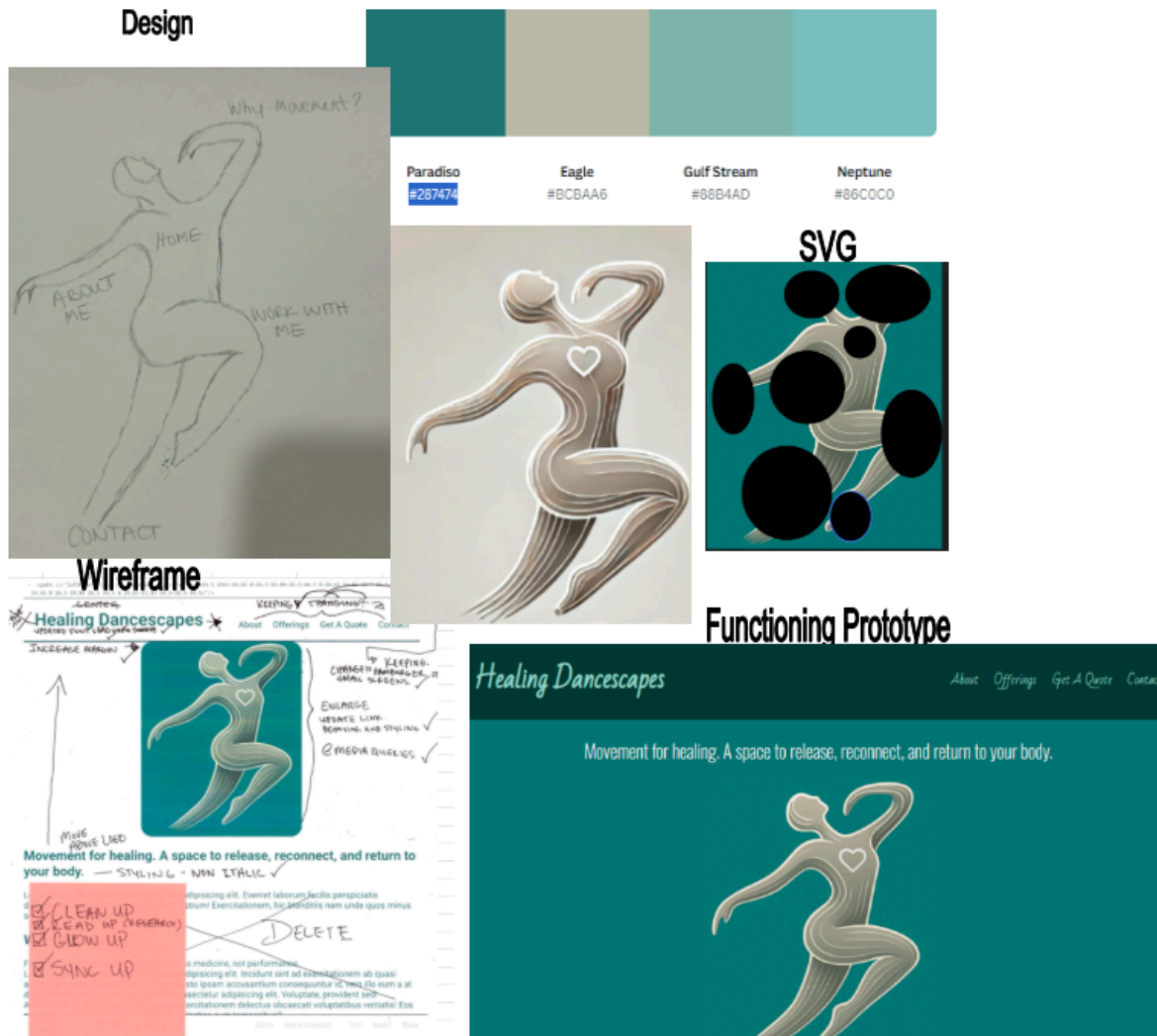
Week 2 - Refined layouts and typography while enhancing interactivity and responsiveness across devices.

This week was all about refining the layout and making the site feel more polished and interactive. I enlarged the logo to fill some of the extra space on the page, then used a media query to keep it from getting too big on larger screens. I also removed the logo's background so it blended better with the page color. To balance things visually, I adjusted the <h2> margin to create a bit more breathing room below the navigation bar. The text for the heading and navigation links was made larger for better readability, and I added responsive tweaks to keep text from wrapping awkwardly on smaller screens.

Once the layout felt right, I focused on interactivity. I refined the logo tooltips with internal links, smooth transitions, and small styling updates to make them more engaging and easier to use. Each SVG shape was given its own link pathway, and I updated the JavaScript so the title values would appear on scroll. I also added a subtle animation for the <h2> that plays when the page loads to give the site a little life.

When I tested it, the animation wasn't showing up — the text just disappeared. After checking opacity, content, and my JavaScript logic, I found the problem was a CSS rule that targeted both #fancy-heading and .fancy-word. Removing the redundant selector fixed it, and the animation displayed exactly as intended.

Week 3 - Expanded the site with new pages, added professional content, and improved credibility through design and UX updates.

This week focused on expanding the site beyond the homepage and bringing more personality and professionalism to the design. I created two new internal pages—**About / What I Do** and **Contact**—to make the site easier to navigate and more useful for visitors. Consistent styling was applied with CSS to match the homepage, and a smaller version of the logo was added in each header for brand continuity. The About page was updated with a photo of the business owner, refreshed headings, and clear descriptions of his background and work. The Contact page included a simple form with text and select inputs, plus LinkedIn and phone icons for multiple contact options.

To strengthen the client's credibility, I added a new **"Worked-With"** section to the About page, featuring logos of organizations he has collaborated with. Each logo was clickable and opened the organization's site in a new tab. I used CSS filters, blend modes, and hover effects to keep the section visually cohesive while revealing full-color logos when interacted with.

Week 3 continued:

I also restructured the About section using a flex layout—placing the headshot on the left and the text on the right, with a styled border and softer background to improve readability. Important phrases were bolded for easy scanning by recruiters or community partners, and media queries ensured the layout stacked neatly on smaller screens.

To add some light interactivity, I wrote a JavaScript function that swaps the profile image when hovered over, giving the page a more dynamic feel. I included a contextual link to the Contact page within the About text, styled to match the site's theme, and added buttons at the bottom of the page for viewing, downloading, and printing the client's resume.

Finally, I helped update the client's résumé and LinkedIn profile and created both PDF and plain-text versions for accessibility and consistency across platforms.
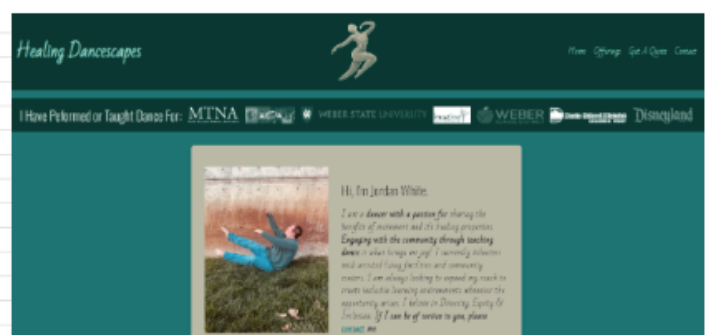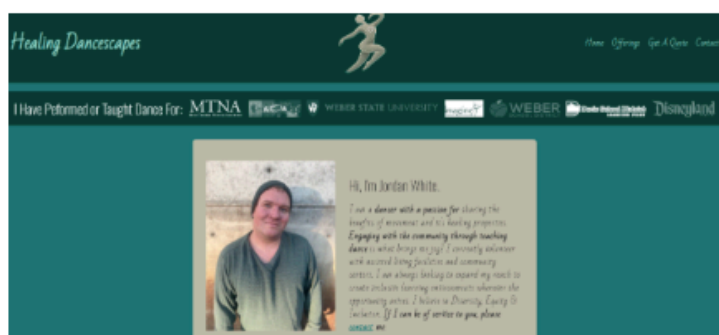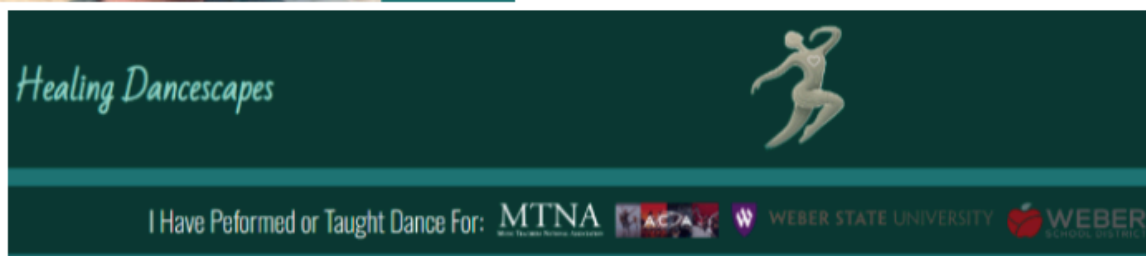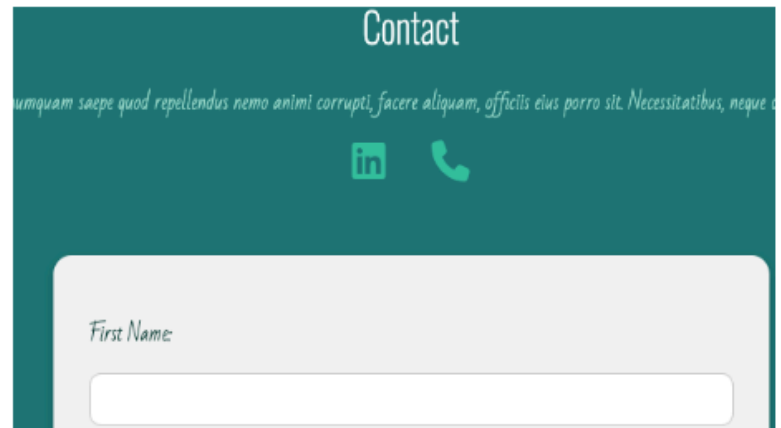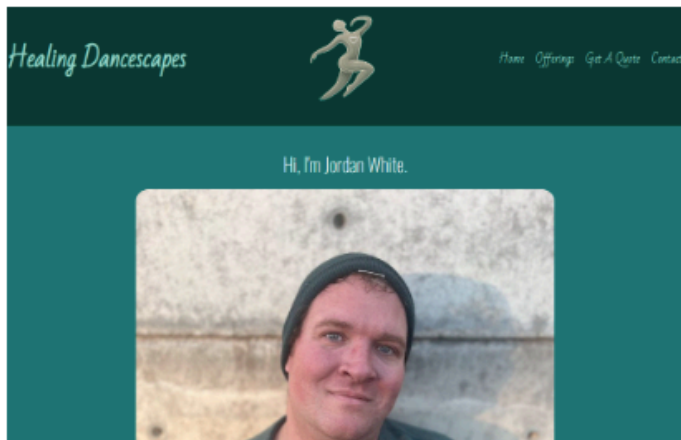
Week 4 - Redesigned the contact page, improved service selection, cleaned and optimized CSS, and finalized the site for launch.

Week 4 focused on improving the Contact page, optimizing the site's CSS, and preparing the project for launch. After discussing the client's needs, I redesigned the Contact form to make service selection clearer and more user-friendly. I replaced the original dropdown with styled checkbox "chips" so visitors could easily see all available sessions and select multiple options.

While implementing this, I noticed repeated and inconsistent CSS across pages. I completed a full stylesheet cleanup using DRY principles, consolidated redundant rules, and introduced utility classes for layout, spacing, and typography. This improved maintainability and reduced visual inconsistencies between pages.

I continued refining the site's responsiveness and accessibility, correcting issues like distorted images, disappearing headings on small screens, and uneven spacing. I also expanded the site with new supporting pages—including FAQs and Terms & Conditions—and updated icons, internal navigation paths, and content structure for better clarity and flow.

To prepare the project for launch, I improved SEO and accessibility by adding descriptive meta tags, alt text, Open Graph data, schema markup, a hidden semantic <h1>, and ARIA attributes. I implemented Formspree for submissions and added a honeypot field to reduce spam. These updates made the site easier to navigate, more professional, and ready for external visitors.