📍 **PILATES CLUB - WEBSITE STRUCTURE & SITEMAP**

(Optimized for Squarespace & Acuity)

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1. Homepage – The First Impression

📌 **Purpose: Welcome visitors, establish brand identity, drive bookings.**

🔹 **Hero Section (Full-Screen Image or Video)**

• Large striking visual (e.g., Isabelle in action).

• Logo & tagline: "Your Health. Your Club."

• Call-to-Action: "Book Your Class" (linked to Acuity).

🔹 **What is The Pilates Club? (Short Intro)**

• 2-3 punchy sentences explaining the club's philosophy.

• Example: *"Movement is a gift—discover strength, balance, and well-being through Pilates."*

🔹 **The Courses (Overview & Quick Links)**

• Clickable tiles for each course with short descriptions & "Book Now" button.

🔹 **What Makes Us Special?**

• Unique value proposition: Physiotherapy Expertise, Small Groups, Personalized Coaching.

🔹 **Footer: Quick Access**

• Booking Button | Contact Info | Social Links | Legal Links

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2. About Isabelle - The Expert Behind Pilates Club

📌 **Purpose: Build trust through Isabelle's story, qualifications, and philosophy.**

🔹 **Who is Isabelle?**

• Short professional bio (Physiotherapy, Osteopathy, Pilates expertise).

• Personal motivation: *"Pilates is more than movement—it's a way to reconnect with your body."*

🔹 **My Journey (Timeline Style)**

- **Education & Key Milestones:**

- **Physiotherapy & Osteopathy studies.**

- **Pilates certifications (Art of Motion, etc.).**

- **Years of experience in clinics and independent practice.**

  - **Call-to-Action: "Try a Class" (Button to Acuity)**

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3. Courses & Pricing – Where the Magic Happens

📌 **Purpose: Clearly showcase courses & make booking effortless.**

- **Class Overview Section (Grid or Tiles)**

Each course gets:

✅ **Title & Subtitle (e.g., Classic Core Club – Standardkurs).**

✅ **Short Description.**

✅ **Booking Button (Linked to Acuity).**

📍 **Course List:**

- **Classic Core Club (Standardkurs) – Core Strength & Posture.**

- **Early Bird Club (Morgenaktivierung) – Morning Energy & Activation.**

- **Silver Stretch Club (Seniorenkurs) – Gentle Movement & Joint Health.**

- **Back Attack Club (Rückentraining) – Strengthening for Back & Spine.**

- **Power Floor Club (Rückbildungskurs) – Postnatal Recovery (Bring Your Baby).**

- **The One Club (Einzellektion) – Personalized One-on-One Training.**

  - **Pricing Section (Simple & Clear)**

- **Group Drop-In: CHF 35**

- **10-Class Pass: CHF 320 (valid 3 months)**

- **One-on-One: CHF 130/h**

  - **Call-to-Action: "Find Your Class" (Links to Acuity Booking Page)**

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4. Booking & Schedule (Direct Integration with Acuity)

📌 **Purpose: Seamless booking flow – no friction.**

- ◆ **Embedded Acuity Booking System**

• **Users can select class, time slot, and pay directly.**

• **Filters by Class Type & Instructor.**

• **Sync with Google Calendar & Reminders.**

- ◆ **Subscription & Membership Option** *(if available in Acuity)*.

• **Option to buy a package instead of single sessions.**

- ◆ **FAQs About Booking**

• **What if I miss a class?**

• **Can I reschedule?**

• **How do I pay?**

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5. Location & Studio

📌 **Purpose: Help clients find & visualize the space.**

- ◆ **Address:**

📍 **Yoga am Zürichberg, Mommsenstrasse 2, 8044 Zurich**

- ◆ **Google Maps Embed**

- ◆ **Gallery of the Studio**

• **Cozy, clean, and professional Pilates space.**

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6. Contact & Community

📌 **Purpose: Connect with clients & encourage engagement.**

- ◆ **Contact Info**

• **Email: isabelle@pilatesclub.ch**

• **Phone: +41 76 277 02 22**

- ◆ **Contact Form (Simple & Quick)**

• **"Ask a Question" Form.**

- ◆ **Newsletter Signup**

• **"Stay updated on new classes & special offers!"**

    ◆ **Social Media Links**

• **Instagram | LinkedIn | WhatsApp**

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7. Legal & Policies (Footer Section)

📌 **Purpose: Ensure compliance with Swiss regulations.**

    ◆ **Terms & Conditions**

    ◆ **Privacy Policy (DSGVO Compliant)**

    ◆ **Cancellation & Refund Policy**

🛠️ **Next Steps for Implementation**

|1| **Define Brand Colors & Fonts (Consistent with Flyers & Insta).**

|2| **Set Up Acuity Scheduling & Payment Integration.**

|3| **Choose or Create High-Quality Visuals (Hero Images, Course Tiles, Studio Gallery).**

|4| **Build Wireframe in Squarespace & Embed Booking System.**

|5| **Optimize for Mobile (since most bookings will be via phone).**

|6| **Test User Flow & Launch.**

🎯 **Key Takeaways:**

✅ **A visually clean, easy-to-navigate site that drives bookings.**

✅ **Direct integration with Acuity for a smooth payment & scheduling flow.**

✅ **Balanced between striking imagery & concise, actionable content.**

✅ **Mobile-first design to match user behavior.**

💡 **Questions to Consider:**

• **Do we want a Blog/News section to share updates & Pilates tips?**

• **Should we include a FAQ section for first-time visitors?**

• **Do we want email automation (e.g., Welcome Email after sign-up)?**

Let me know if this sitemap works or if you'd like adjustments! 🚀