

Website Facelift



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A New Facelift for the Anusara® Website

The Anusara School of Hatha Yoga website has been a central point of reference since its inception in 2013. However, with financial resources going towards the growth of other sectors in the School, little had been done to update the website since then. As such, in August 2018, Will Doran and Jeannine Plaiche volunteered to take on what became the “Website Facelift Project.” Together with their team, months of labor and many volunteer hours donated, the updated site was launched on the auspicious solstice date of December 21, 2018.

The Facelift project was a collaborative effort to update the presentation, content, flow and functionality of the School’s website. The project’s goal was to transform the website into a user- friendly, student- and teacher-oriented resource, while at the same time keeping costs to an absolute minimum.

Some of the exciting work done on the new site includes:

- A new redesigned Home page;
- New pictures added throughout the site to add some Anusara flare;
- Edits and updates to all pages;
- A new Teacher Support and [Teaching Tips & Tools](#) section (a project set forth and developed by Will Doran and Madhuri Martin in 2016)
- A new [library](#)
- Protection of the School’s intellectual property by limiting access to licensed Anusara teachers through the Teacher’s Lounge;
- Trademark, branding and Search Engine optimization

Editing will continue as new content becomes available and areas to be refined are identified. Licensed teachers are invited to contribute to the continued expansion of the website’s content by submitting their own material for:

- The new Teaching Tips & Tools section, such as: class sequences, teaching tips, and exercises that can be added to the UPA sections.
- Teaching resources such as links to available videos on YouTube or other platforms.

The web team will also consider other ideas that the community might have to help add value to the site. **Please send your ideas and submissions to Will Doran at will@anusarayoga.com.**

Will and Jeannine will continue to update the live site and will serve as website liaisons for the School. For them, this project was and is an act of love and seva. The Website Facelift team's vision is for the School's website to be a valuable tool for both seekers looking for information about Anusara yoga and for our School's licensed teachers. As experienced teachers share their knowledge on the site, the more informative it will become and the more value it will bring to others.

Visit and interact with the new website at www.anusarayoga.com!

The Website Facelift Team

Project managers: Jeannine Plaiche & Will Doran

Project Supervisor: Kim Friedman

Webmaster: Bahman Mahdavi

Team members: Laura Casini, Leigh Ann Kittell, Brigitte Heinz, Adolfo Fernandez Sauri

Collaborating members: Regional Community Outreach Coordinators and select Operations Team members