



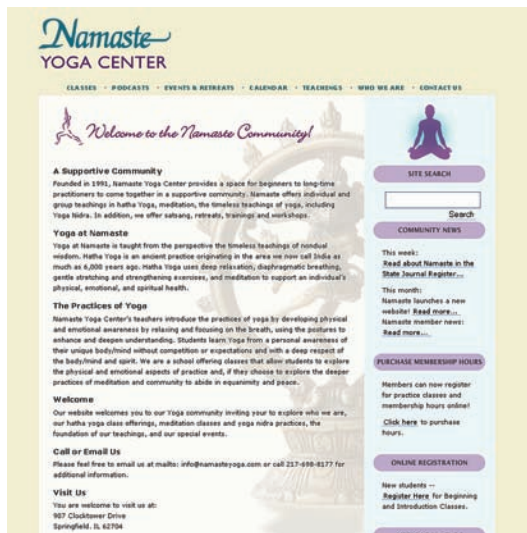
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O₃ INTERNET CONSULTING Case Study

Namaste Yoga Center

The redesign of NamasteYoga.com features a clean and simple layout with soft colors that emphasize the Namaste philosophy and teachings.



www.NamasteYoga.com

Namaste wanted their website to help support their growing community of members and students by providing up-to-date information.

The content for the website was expanded and organized to better support Namaste's mission and goals. The site and content were optimized to be easy to find using Internet search engines.

Every page contains a Community News section, allowing Namaste staff to communicate timely information. A printable custom Google map provides new visitors with the exact location of the Namaste entrance, which is set back from Clocktower Drive. Namaste's newsletters are now optimized for faster download, and archives provide a sense of Namaste's 17-year history in Springfield.

The new website now has more pages and content to keep fresh, so ease of maintenance is important.

Namaste wanted to publish their full calendar of classes on the web, but didn't want to maintain two separate calendars. The new online calendar is generated from Namaste's existing Microsoft Outlook calendar and integrates design elements from the main website using an external style sheet. The calendar page displays four months of classes with links to each month. Namaste can now publish their online calendar in five minutes – providing a current listing of all scheduled class dates and times with minimal effort.

Namaste Class Calendar

Nov • Jan • Feb • Namaste Home as of 08/19/2007

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1					8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice
2	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
3	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
4	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
5	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
6	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
7	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
8	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
9	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
10	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
11	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
12	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
13	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
14	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
15	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
16	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
17	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
18	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
19	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
20	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
21	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
22	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
23	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
24	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
25	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
26	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
27	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
28	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
29	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
30	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
31	8:00 am-11:00 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2	8:00 am-9:45 am Beginner Practice	8:00 am-9:45 am Beginner Practice	8:00 am-11:45 am Foundation 1 & 2
December 2007							

All 12 months' content for the monthly practice focus is now maintained in one place and changes automatically at the beginning of each month. Class details are maintained in one place and can be flexibly included into pages as needed.

Personalized training and step-by-step documentation will help Namaste staff maintain the website with less work and expense over time.

Namaste's new website was designed by Julie Roland of BeCreativeWeb.com.

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 How can I help you meet your goals? Contact me for a free evaluation.