

# Silvia Furia

Web 160: Writing for the Web

Assignment 6: Headlines & Paragraphs

## Page 1: Main page (index.html)

**Title:** Seattle Pilates Studio | Metropolitan Pilates | University Village – Seattle, WA

### Headline (h1):

“Best Pilates in Seattle!” –John Olerud, former first baseman for the Seattle Mariners

(Add image – Pilates Starter Set Sale! (5 private sessions) Our best price for new clients)

Now \$300 >[Buy now](#)

### Sub-heads (h2):

#### [About](#)<sup>1</sup>

Metropolitan Pilates is an authentic Pilates studio in Seattle. Dedicated to the original Pilates method developed by Joseph Pilates, our studio is committed to delivering the best fitness instruction and always addressing our client’s physical needs, fitness goals, and previous injuries. Our Pilates workouts are designed to build strength, control, and flexibility. We are located in the University Village shopping center in north Seattle. We offer [private](#)<sup>2</sup> and [semi-private](#)<sup>3</sup> sessions, [group classes](#),<sup>4</sup> teacher certification and [continuing education](#)<sup>5</sup>.

#### [Getting Started](#)<sup>6</sup>

We offer new clients different ways to start Pilates. [Private sessions](#)<sup>7</sup> are the best way to start because this Pilates workout is specifically tailored for each client. [Pilates classes](#)<sup>8</sup> are a good option if you are looking to make a smaller initial investment but still want to work on the Pilates equipment. We also offer a [mat class](#)<sup>9</sup> tailored for beginners. Once you become more proficient, you can start [semi-privates](#)<sup>10</sup> or the [wall unit/tower class](#)<sup>11</sup>.

#### [Teacher Certification](#)<sup>12</sup>

Metropolitan Pilates is a Pilates training center and a licensed vocational school in the State of Washington. We offer the M.A.T. Pilates Teacher Certification. Our Pilates instructor training program is an exciting, immersive learning experience designed by renowned master teacher Dorothee VandeWalle. As a protégé of Romana Kryzanowska, Dorothee teaches in the tradition of the authentic Pilates method using the techniques developed by Joseph Pilates. For more information about instructor certification, visit the [M.A.T. Pilates](#)<sup>13</sup> website.

**Keywords:** Pilates seattle, northwest, U-Village, University Village, Fitness instruction, Pilates studio, Pilates classes, Pilates workouts, Physical fitness, Pilates exercises, Resistance training, Exercise balls, Pilates training, Pilates certification, Pilates instructor certification, Pilates teacher certification, Pilates instructor training, Joseph Pilates, Romana Kryzanowska, Dorothee VandeWalle, Privates, Semi-privates, Wall unit, Tower classes, Reformer classes, Equipment classes, Mat class

---

<sup>1</sup> Link to about page

<sup>2</sup> Link to sessions page

<sup>3</sup> Link to sessions page

<sup>4</sup> Link to classes page

<sup>5</sup> Link to continuing education page

<sup>6</sup> Link to starting Pilates page

<sup>7</sup> Link to sessions page

<sup>8</sup> Link to Pilates classes page

<sup>9</sup> Link to mat classes page

<sup>10</sup> Link to sessions page

<sup>11</sup> Link to wall unit page

<sup>12</sup> Link to M.A.T. Pilates home page

<sup>13</sup> Link to M.A.T. Pilates home page

## Page 2: About page (about-metropolitan-pilates.html)

**Title:** About | Metropolitan Pilates | Seattle, WA

### **Headline (h1):**

#### About our Pilates studio in Seattle

Metropolitan Pilates offers private sessions, semi-private sessions and group classes. Our privates and semi-privates are composed of a combination of apparatus and matwork. Clients work one-on-one with an instructor in private sessions<sup>14</sup> or in small groups of three or four in semi-private sessions<sup>15</sup>. Our beginner group classes<sup>16</sup> (a.k.a reformer classes) include work on apparatus and mat and are offered to new clients. Wall unit classes<sup>17</sup> (a.k.a tower classes) are offered to strong intermediate and advanced clients. Mat classes<sup>18</sup> are open to all clients.

### **Sub-heads (h2):**

#### We're state-of-the-art

Metropolitan Pilates teaches only authentic Pilates, using top-of-the-line Gratz apparatus built from the original design specifications and mechanics of Joseph Pilates's own equipment. Our state-of-the-art studio features 15 foot ceilings and spacious locker rooms complete with shower facilities. Our instructors have been rigorously trained to develop a system of Pilates exercises tailored specifically for each client. They have each undergone over 700 hours of training and have completed the M.A.T. Pilates Teacher Certification Program<sup>19</sup>. At Metropolitan Pilates, you will experience the very best in fitness instruction.

#### Pilates is the ultimate workout

Pilates is a method that trains the mind and body to work together toward the goal of overall physical fitness. Each exercise is done in a particular sequence, with a minimum number of repetitions and a high degree of precision and mental focus. Pilates exercises are more effective than other types of exercise because they work several muscle groups at the same time. The movements stretch one muscle group while strengthening another, and require a great deal of abdominal control. Other forms of exercise and athletic activities develop strength in the arms and legs but largely ignore the core because these muscles are difficult to isolate and strengthen. In Pilates, all movements are initiated from the core and the result is a toned body without the bulk developed by conventional exercise methods.

#### All Pilates is not the same

The popularity of Pilates has grown in recent years and many health clubs and studios have begun offering Pilates-based programs or contemporary Pilates. These different methods have degraded the original system by changing the exercises and using props such as exercise balls and resistance bands. The original Pilates method is a unique and powerful method that has stood the test of time. It uses only springs to provide resistance training and really does deliver results. At Metropolitan Pilates we offer only authentic Pilates.

#### Benefits of Pilates

Pilates benefits people at all levels of fitness. Anyone can do it: men and women, the young and athletic, or the older individual. The benefits range from helping the average person become more physically fit to perfecting the performance of the elite athlete. Regardless of your physical ability, the Pilates method teaches you a way of life. You sit better, you sleep better, you stand better, you're stronger and more in control of your body.

---

<sup>14</sup> Link to sessions page

<sup>15</sup> Link to sessions page

<sup>16</sup> Link to beginner group classes page

<sup>17</sup> Link to wall unit page

<sup>18</sup> Link to mat classes page

<sup>19</sup> Link to M.A.T. Pilates home page

### How to find us

Our Seattle Pilates studio is located in the University Village shopping center next to Crate & Barrel and above Jamba Juice. For easy access to the studio, please park in the garage. All parking in the [U-Village](#)<sup>20</sup> is free.

### Studio policies:

- Sessions and wall unit classes are by appointment only.
- Pre-registration and prepayment are required.
- We have a 24-hour cancellation policy. You will be charged for your session or wall unit class unless you call to cancel at least 24 hours in advance.
- Mat classes are drop-in.
- You must wear socks to all sessions and classes.
- We ask that you do not wear jewelry or scented lotions and perfume.

**Keywords:** Pilates Seattle, Northwest, U-Village, University Village, Fitness instruction, Pilates studio, Pilates classes, Pilates workouts, Physical fitness, Pilates exercises, Resistance training, Exercise balls, Pilates training, Pilates certification, Pilates instructor certification, Pilates teacher certification, Pilates instructor training, Joseph Pilates, Romana Kryzanowska, Dorothee VandeWalle, Privates, Semi-privates, Wall unit, Tower classes, Reformer classes, Equipment classes, Mat class, Contemporary Pilates

---

<sup>20</sup> [Link to u-village home page](#)

### Page 3: Starting Pilates page (starting-pilates.html)

**Title:** Starting Pilates | Metropolitan Pilates | Seattle, WA

#### **Headline (h1):**

##### How to start Pilates

Starting Pilates can be daunting, so we offer our new clients three different ways to get started. Privates are the best way to start because of the individual focus of these sessions. In a private session<sup>21</sup> you work one-on-one with the instructor. The workout is tailored specifically for you based on your age, fitness goals, and the presence of any prior injuries. Another option to start is with our beginner classes<sup>22</sup> (also known as Reformer classes). These classes include equipment and matwork and are for those who want to fully experience Pilates but wish to make a smaller initial investment. We also offer a beginner mat class<sup>23</sup> for those who want to get started on the mat only.

#### **Sub-heads (h2):**

##### Your first Pilates visit

Please arrive 15 minutes before your first Pilates session or class to fill out a registration form. For your own comfort, do not eat heavily two hours before your workout. Please do not wear jewelry or scented lotions and perfume. You can park in the University Village garage for easy access to the studio.

##### What to wear to Pilates

Wear comfortable leggings or shorts, a t-shirt, and socks. You must wear socks to all sessions and group classes. Barefoot is not allowed at the studio. For your convenience, we carry non-slip ExerSocks for sale at the front desk.

##### Studio policies:

- Sessions and wall unit classes are by appointment only.
- Pre-registration and prepayment are required.
- We have a 24-hour cancellation policy. You will be charged for your session or wall unit class unless you call to cancel at least 24 hours in advance.
- Mat classes are drop-in.
- You must wear socks to all sessions and classes.
- We ask that you do not wear jewelry or scented lotions and perfume.

**Keywords:** Pilates Seattle, University Village, Pilates studio, Pilates classes, Beginner classes, Group classes, Mat classes, Reformer classes, Pilates equipment, Pilates workout, Pilates clothes, What to wear to Pilates, How to start Pilates, Getting started with Pilates, Starting Pilates, Private sessions, Privates

---

<sup>21</sup> Link to sessions page

<sup>22</sup> Link to beginner classes page

<sup>23</sup> Link to mat classes page

## Page 4: Pilates sessions page (pilates-sessions.html)

Title: Pilates Sessions | Metropolitan Pilates | Seattle, WA

### Headline (h1):

#### Pilates sessions

A Pilates session is about 55 minutes in length and is composed of a combination of apparatus and matwork. Metropolitan Pilates offers private and semi-private sessions. Sessions can be scheduled on the hour from 7am to 7pm. Our [24-hour cancellation policy](#)<sup>24</sup> applies to all sessions.

### Sub-heads (h2):

#### Private sessions

New clients begin with a series of private sessions. This initial group of privates is important in setting the basic foundation for Pilates work. Through careful one-on-one teaching, clients learn the order of the exercises, the principles of Pilates, equipment setup, and the system of exercises that is right for their body and their personal fitness goals.

Private sessions allow the instructor to develop a customized system of exercises to address each new client's needs, goals, and previous injuries. More advanced clients benefit from private instruction to improve precision, add new exercises to their Pilates workout, work on a specific issue or on rehabilitation from injury.

[Private session rates/packages](#)<sup>25</sup>

[Schedule a private session](#)<sup>26</sup>

Please note that our [24-hour cancellation policy](#)<sup>27</sup> applies to all private sessions.

#### Semi-private sessions

In a semi-private session, three to four clients work together with an instructor. These sessions are lively and motivating, and when done 2-3 times each week they deliver visible and lasting results. Many clients take a mix of semi-private and private sessions.

Semi-privates require a minimum of two participants and can be cancelled due to low enrollment. If your semi-private is cancelled, you can join another semi-private at a different time or take a private session instead.

### Sub-subhead (h3):

#### Getting ready for semi-privates

You can transition to semi-privates when:

1. You know the names of the exercises in your program
2. You know the order in which the exercises are performed
3. You know how to set up your equipment and can work independently

If you think you want to start semi-privates, let your instructor know. He/she will make sure that you are prepared for this new step.

[Semi-private session rates/packages](#)<sup>28</sup>

[Schedule a semi-private session](#)<sup>29</sup>

---

<sup>24</sup> 24-hour cancellation policy pop-up

<sup>25</sup> Pop-up private session rates/packages

<sup>26</sup> Link to private sessions buy/schedule page

<sup>27</sup> 24-hour cancellation policy pop-up

<sup>28</sup> Pop-up semi-private session rates/packages

<sup>29</sup> Pop-up semi-private session scheduling

Please note that our 24-hour cancellation policy<sup>30</sup> applies to all semi-private sessions.

(POP-UP – Scheduling a semi-private session must be done through the front desk. Because three to four clients work together in a semi-private, we'd like to make sure they're a good match. In a semi-private session it's not always possible to request an instructor as these sessions are assigned to teachers based on experience and seniority. To schedule a semi-private session, call (206) 525-9900 or email [scheduling@metropolitanpilates.com](mailto:scheduling@metropolitanpilates.com)<sup>31</sup>.)

**Keywords:** Pilates Seattle, Fitness instruction, Pilates studio, Pilates classes, Physical fitness, Pilates exercises, Resistance training, Privates, Semi-privates, Wall unit, Tower classes, Reformer classes, Equipment classes, Pilates workout

---

<sup>30</sup> 24-hour cancellation policy pop-up

<sup>31</sup> Link to email

## Page 5: Pilates classes page (pilates-classes.html)

Title: Pilates Classes | Metropolitan Pilates | Seattle, WA

### Headline (h1):

#### Pilates classes

Metropolitan Pilates offers group classes to beginners as well as advanced clients. Our Pilates for beginners classes include apparatus and matwork and are offered to clients who are new to Pilates. For the more advanced client, we offer the wall unit/tower class. Mat classes are offered to all levels. All classes are 50 minutes.

### Sub-heads (h2):

#### Pilates for beginners intro (reformer class)

This introductory class is a series of 4 Pilates workouts limited to six participants only. It is designed to set the basic foundation for Pilates work. Clients must sign up for the series. There's no refund for classes missed. This series is offered every month on **Sundays at 10am**.

Sign up for September series<sup>32</sup> (September 11, 18, 25 and October 2)

#### Pilates for beginners intensive (reformer class)

This beginner class is a series of 12 Pilates workouts limited to six participants only. It is designed for beginners who want to achieve faster results by committing to a Pilates routine of three times a week. Clients must sign up for the series. There's no refund for classes missed. This series is offered every month on **Mondays at 4pm, Wednesdays at 4pm, and Saturdays at 10am**.

Sign up for October series<sup>33</sup> (October 3, 5, 8, 10, 12, 15, 17, 19, 22, 24, 26, 29)

#### Wall unit classes

Our wall unit/tower classes combine matwork with specific spring exercises that target strengthening the joints and elongating bulky muscles. This is a rigorous Pilates workout for intermediate and advanced students. Instructor permission and advanced registration are required. Our 24-hour cancellation policy<sup>34</sup> applies. Meets on **Mondays at 6pm** with Christopher.

Wall unit classes rates/packages<sup>35</sup>

Sign up for a wall unit class<sup>36</sup>

#### Mat classes

Mat classes are offered on weekends to those who wish to complement private and semi-private sessions. Clients new to Pilates should attend the Pilates Fundamentals class. Mat classes are drop-in.

Saturdays	9:00am	<u>Cardio Mat</u> <sup>37</sup>	with Ilia
	10:00am	<u>Pilates Fundamentals</u> <sup>38</sup>	with Adrianna
Sundays	10:00am	<u>Intermediate Mat</u> <sup>39</sup>	with Tracey

Mat classes rates/packages<sup>40</sup>

---

<sup>32</sup> Link to sign up/payment page

<sup>33</sup> Link to sign up/payment page

<sup>34</sup> 24-hour cancellation policy pop-up

<sup>35</sup> Pop-up wall unit rates/packages

<sup>36</sup> Pop-up semi-private session scheduling

<sup>37</sup> Pop-up with description

<sup>38</sup> Pop-up with description

<sup>39</sup> Pop-up with description

**Keywords:** Pilates Seattle, Fitness instruction, Pilates studio, Pilates classes, Physical fitness, Pilates exercises, Resistance training, Privates, Semi-privates, Wall unit, Tower classes, Reformer classes, Equipment classes, Pilates workout



## Page 6: Rates page (pilates-rates.html)

**Title:** Pilates Rates | Metropolitan Pilates | Seattle, WA

### Headline (h1):

#### Metropolitan Pilates rates

Metropolitan Pilates is pleased to offer a variety of affordable Pilates packages at competitive rates to suit every client's needs at a cost they can afford. In addition, we offer a number of Pilates Specials throughout the year that discount both beginner and advanced packages.

### Sub-heads (h2):

#### New Client Special

Starter Set – SALE! | 5 private sessions                      \$300

#### Private session packages

Solo 5 | 5 private sessions    \$400  
Solo 10 | 10 private sessions    \$740  
Combo | 15 private sessions    \$1,050  
Jumbo Combo | 20 private sessions    \$1,360  
Single private session    \$85  
Dorothee's premium | additional    \$15

#### Semi-private session packages

Metro 10 | 10 semi-private sessions    \$430  
Metro 20 | 20 semi-private sessions    \$800  
Combo | 30 semi-private sessions    \$1,050  
Jumbo Combo | 40 semi-private sessions    \$1,360  
Single semi-private session    \$48  
Duet premium | additional per person    \$10

#### Pilates for beginners series

Pilates for beginners Intro | 4 classes    \$100  
Pilates for beginners intensive | 12 classes    \$300

#### Wall unit classes

Wall unit 10 | 10 classes    \$310  
Single wall unit class    \$34

#### Mat classes

Mat 5 | 5 classes    \$100  
Single mat class    \$20

**Keywords:** Pilates Seattle, Pilates studio, Pilates classes, Pilates rates, Pilates prices, Pilates cost, affordable Pilates, competitive Pilates rates, pilates special promotion