

Top 5 Website Mistakes

By Music Retailers



POS | Website | Mobile | Social

Sean Roylance

- Co-founder and President of Rain
- Started programming in 1985
- B.S. in Computer Science: 1996
- Internet Marketing Instructor at Utah Valley University Business Development Center
- Worked with over 2,000 stores to improve their online presence and performance
- RAIN specializes in easy-to-manage websites & P.O.S. systems

Top 5 Website Mistakes

#1 – Unrealistic expectations

- If you have a brick & mortar store, a website can be a great ***complement*** to it
- It takes time & persistence to build an effective web presence
- You'll miss out on roughly 25% of your potential business by not doing effective internet marketing
- Local customers interact with your website before coming to your store to purchase something

#2 – Poor Webpage Content

- Images
 - Amateur
 - Too big / Too small / pixelated
 - Missing images
- Less-than-desirable font faces and font colors
- Out-dated information
 - Calendars
 - Products
 - Sales



Home

[Like us on Facebook to get the latest updates and deals! CLICK HERE!](#)

****NEW** SHOP MOUNTAIN ROCK MUSIC ONLINE, CLICK HERE!!**



At Mountain Rock Music, our goal is to share our passion for music with you and your family, and help you with all of your musical needs. We pride ourselves for our musical knowledge, and will provide you the best customer service experience you'll ever find in a music store.

We are proud to provide you with guitars, drums, band & orchestra instruments, print music (including a full line of piano method books), rentals, repairs, and of course any musical accessory you can imagine. If we don't have something we will be glad to get it for you! Our goal is to be your #1 music store!

News

NEW FROM NAMM!!

January 27, 2016

Hey guys, we have tons of new product starting to roll in from the 2016 NAMM show! Come in and check it out! And as such, we are clearing out some of our 2015 gear, so come see what kind of deals we have!

WE RENT!!

20-08-2015

DID YOU KNOW WE RENT BAND & ORCHESTRA INSTRUMENTS? COME IN TODAY TO GET YOURS! PRICES STARTING AT \$15/MONTH!

ANNIVERSARY BASH MAY 24TH!!!

May 06, 2014

DON'T MISS OUT ON OUR HUGE ANNIVERSARY PARTY ON SATURDAY MAY 24TH!! 8 YEARS IN BUSINESS AND GOING STRONG, AND WE WANT TO THANK YOU! FREE FOOD, LIVE MUSIC, \$1000'S IN FREE GIVEAWAYS, KILLER DEALS AND MORE! THANK YOU!!!

Don't forget to say you are 'attending' the event on facebook for an automatic free prize (use the link below)!!

RSVP ON FACEBOOK

The Web is overrated.

Come visit Guitar Maniacs at 737 St. Helens Ave. 253-272-4741

Buy, Sell, and Trade Vintage Guitars, Amplifies, and Drums.

TRI-CITY MUSIC - Richland, Washington



TRI-CITY MUSIC

Tri-Cities' authorized dealer for:

- YAMAHA pianos - grand and vertical,
- YAMAHA Silent pianos,
- YAMAHA Hybrid pianos,
- YAMAHA Clavinova digital pianos!

At TRI-CITY MUSIC, you'll find QUALITY, VALUE, and SERVICE.

My goal is your COMPLETE satisfaction with our products and with our service.

You are invited to view the largest selection of pianos between Spokane and Portland, and between Seattle and Boise. We will be honored to assist you in selecting the instrument that is just right for your home, school, business, or place of worship. BEST Selection - BEST Prices - BEST Service - is why TRI-CITY MUSIC is the **Number ONE** keyboard store in the area.

TRI-CITY MUSIC is located in
the Uptown Shopping Center
1330 Jadwin Avenue
Richland WA 99354
509 222 9829

HOURS

10am - 4pm -- Tuesday thru Saturday
Closed Sunday & Monday

CLOSED Sunday, June 19, thru Tuesday, July 5, on Vacation





Search

Search
Advanced Search

Manufacturers

Please Select
 Otto Bruckner
 3 Leaf Audio
 A. schmidt

- Categories**
- BAND, ORCHESTRA->
 - EFFECT PEDAL->
 - GUITARS, ETC.->
 - GUITAR AMPLIFIER->
 - DRUMS->
 - PRO AUDIO->
 - KEYBOARD->
 - MISC.->
- New Products ...

The best selection of **used musical instruments** on the internet!
90-Day Warranties on ALL USED MUSICAL GEAR!!!
FREE SHIPPING on all orders over \$49.

FREE SHIPPING
ON ORDERS OVER \$49

Login

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Sign In

New Products For May

11" Quinto Z Series - Hand Picked
\$59.99



1 Meg Ohm Pot -
\$4.00

Tremolo Arm - Black
\$19.99

20" Ambassador Bass - Clear
\$29.99



Strat Standard - 20th Ann.
\$159.99



Regular Open Black -
\$19.99



Usb Recording System - 2x2
\$99.99



Jackplate Football B - Black
\$5.99

Compact D.i. Box -
\$24.99



#3 – Not having a “Responsive” website design

- What is a “Responsive” Website?

Depending on the device

- Images display at different sizes
- Blocks of content reposition themselves
- Main Menus display fully on larger devices and shrink to smaller, touch-friendly buttons for smaller devices

#3 – Not having a “Responsive” website design

- Why are Responsive designs important?
 - Google says about 60% of web traffic is from mobile devices
 - Mobile-friendly sites – especially sites with Responsive Designs – are significantly favored in Google’s search results above all other sites
 - This is a very rare thing for Google...they have specifically said they recommend responsive websites
 - 10% increase in visitors to websites with Responsive Designs

#3 – Not having a “Responsive” website design

Example

<http://www.musiciansupply.com/>



Featured Products



musician
supply



EXPLORE THE STORE...



803-957-3707 / 803-732-6900

☰ Menu



lessons



rentals



#4 – Incomplete or outdated information

CONSUMERS ACT QUICKLY AFTER THEIR LOCAL SEARCH

% of consumers who visit a store within a day of their local search:

Smartphone

50%



Computer/Tablet

34%



Consumer behavior before visiting store and while in-store:

1 in 3

searches on smartphone occur right before consumers visit a store



CONSUMERS SEARCH FOR A VARIETY OF LOCAL INFORMATION



SMARTPHONE



Business hours



Directions to local store



Local store address



COMPUTER/TABLET



Availability of product at local store

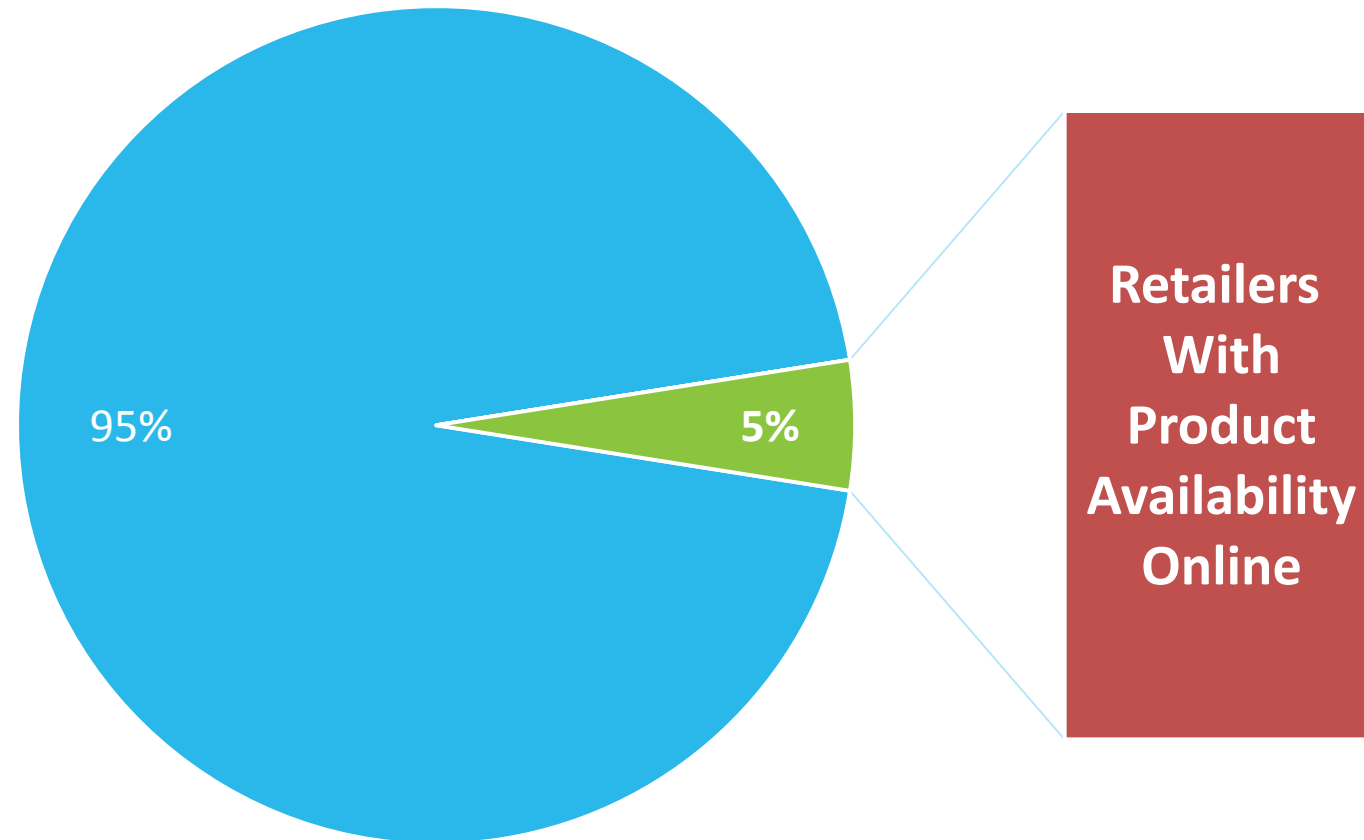


Business hours



Local store address

And Yet



#5 – Not doing the basics of web marketing

- Do
 - Basic Search Engine Optimization (SEO)
 - Consistent Email Marketing
 - Facebook Marketing
- Don't (in most cases)
 - Youtube, Twitter, Google+, LinkedIn, Blogs, Groupon, etc