

Website Makeover: What I've Learned

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Grow Your Business

2017 Summer NAMM



Dan Fugate, Blues Angel Music

- Marketing Director (and sole re-designer of website)
- Full-line music dealer in Pensacola, FL
Founded 1997
- Named to NAMM Top 100 six years in a row
- Blues Angel Music Foundation promotes music education, instruction and therapy in the Greater Pensacola Area





Allen McBroom, Backstage Music

- Partner/Retail Manager/Grand Imagineer/Janitor
- AV Equipment Shop in Starkville, MS
Founded 1978
They also rent band instruments
- Named to NAMM Top 100 in 2017
- Website redesign was a “100% solo act”
on his end





Tracy Leenman, Musical Innovations

- Owner (100%) – website redesign by staff graphic artist
- Full-line school music dealer in Greenville, SC
Founded 2009
- Named to NAMM Top 100 five years in a row
Top 100 Dealer of the Year in 2015
- M.I. Conservatory (“MIC”) teaching studios,
Carolina Flutes, SC Strings specialty shops





Both Dan and Allen redesigned their sites in 2016 when their old sites crashed.

What happened? And what goals did you set for your new site?

What would your perfect site look like?

What's your backup plan now?

Let's start with Allen!

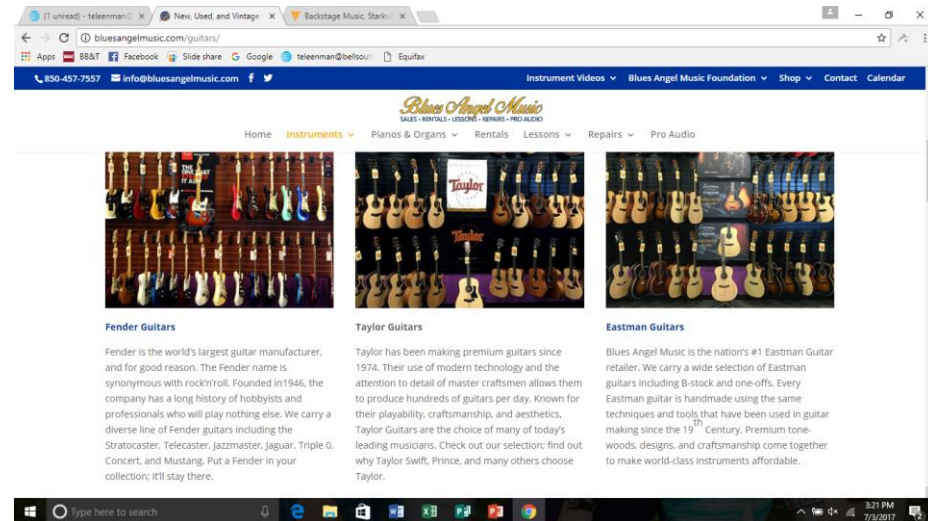




Allen equates not having a website in 2017 with not having a business telephone in 1930. How does your new site reach new customers and keep returning ones too?

- Speed and intuitiveness
- Modern, clean look
- Arrangement of content
- Mobile-friendly

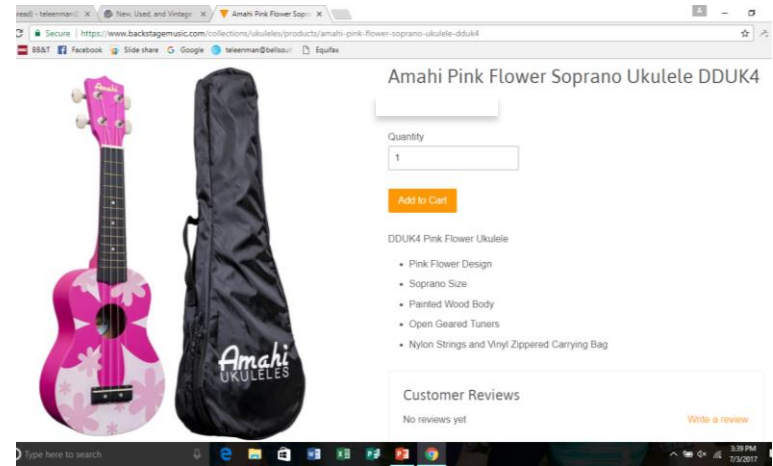
Let's start with Dan!





What platforms do you use or think beneficial in web design?

- Photoshop for images
- Excel for file manipulations
- Shopify apps for eBay, Reverb
- Wordpress, Squarespace
- Retail Up!, Active-e, Pro-Active
(plusses and minuses)



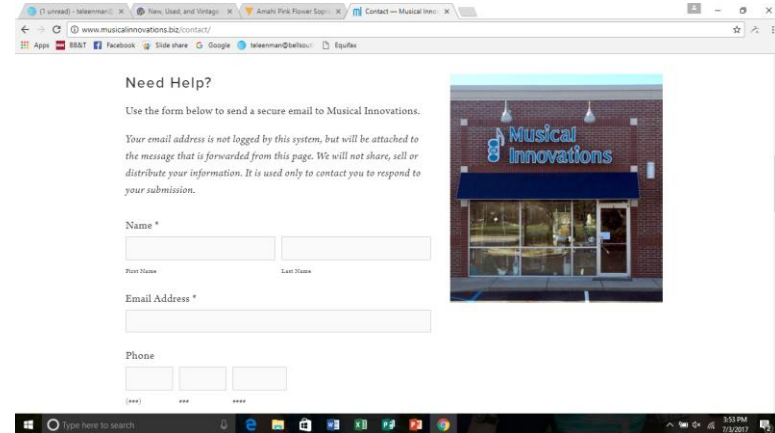
Is your site eCommerce? Why or why not?

Are you using an eCommerce site with your own product list?



How do you judge the success of your website?

- What do you want your website to do (specifically)?
Is it doing that?
- How do you handle sales follow-up?
- Designing effective SEO
without being penalized

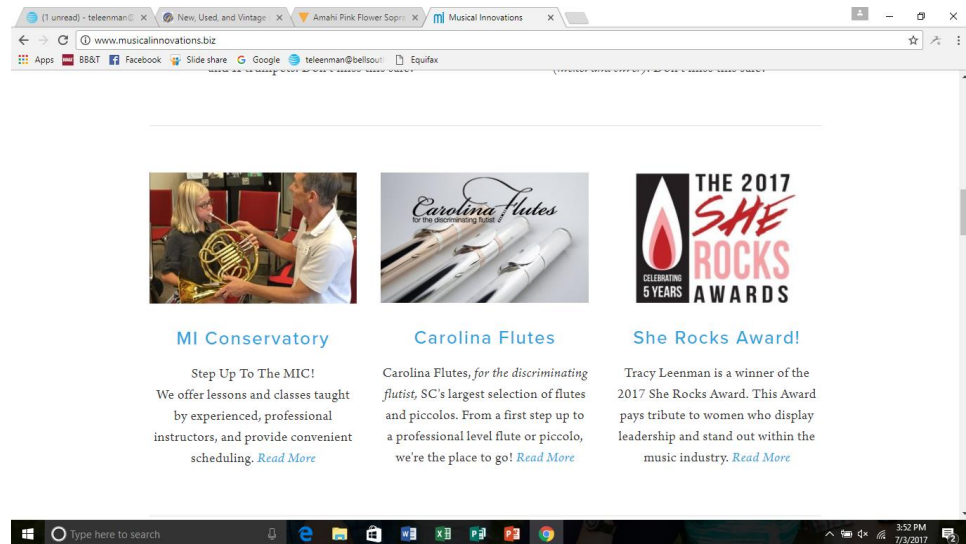




Time vs. cost vs. benefits of designing in-house vs. hiring?

- Site upkeep
- Website “staff”
- Website and social media “budget” - \$\$ and time

What does it take to get started?





So call us, maybe?

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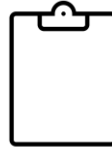


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