

Websites: Creation, Content, Cost, and Creativity

ISMTA
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Website creation

Why have a website?

- Professional brochure
- Shows tech savvy
- Link to others in your field
- Be seen by your peers
- Refer people there for testimonials, pricing, upcoming events

What to use it for

- Display credentials
- Attract students
- Show credibility
- As an online brochure
- Link to your music or teaching photos



Definitions and terminology

??????????

Browser	Free software to display web pages: Some browsers: Internet Explorer, Chrome, Firefox, Opera, Safari
CSS	Cascading style sheets (web templates)
HTML	Hypertext markup language (web pages end in .htm or .html)
HTTP	Hypertext transmission protocol
ISP	Internet service provider
METATAG	Phrases and words for search engines
PHP	Pretty high privacy (secure transaction pages)
URL	Uniform resource locator (web address)

Resource sheet for more computer acronyms at cclarity.com/computerease.html



Web issues to consider

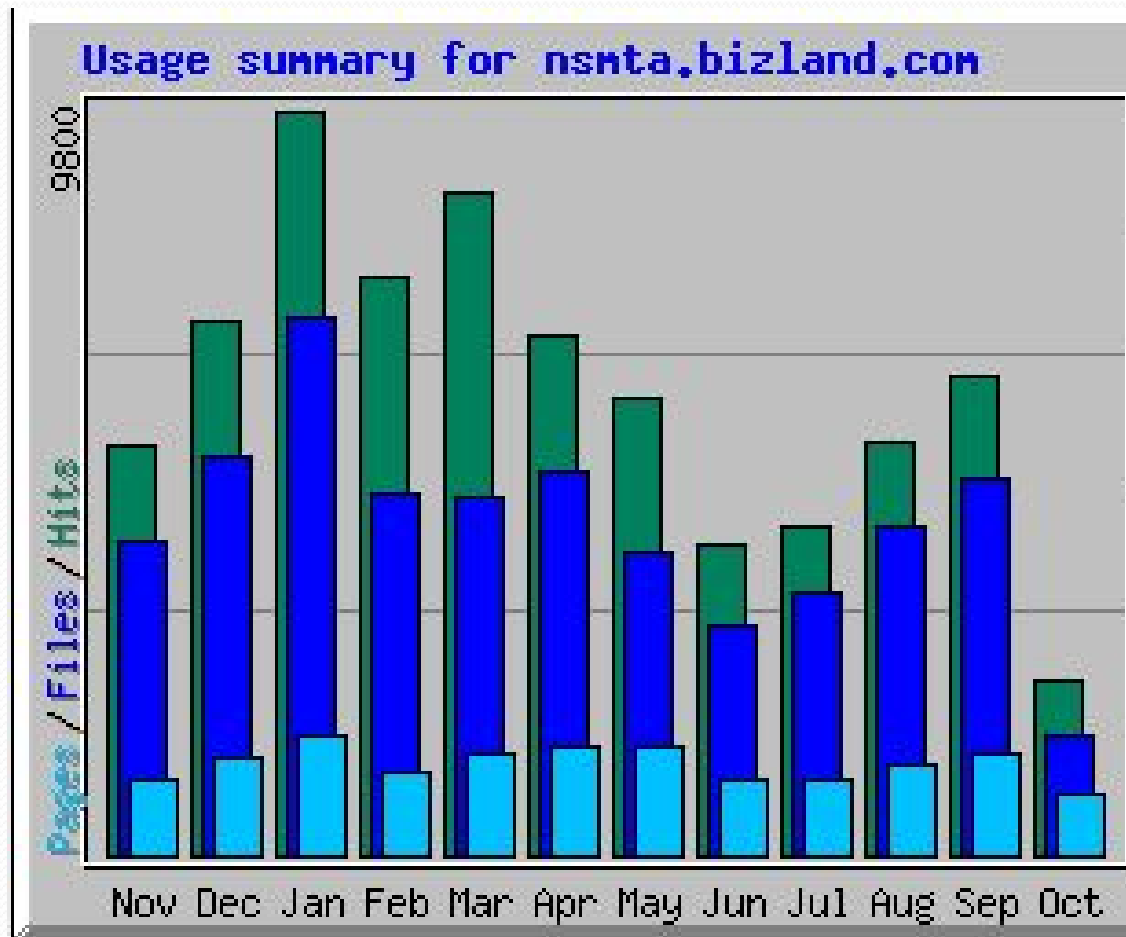
1. Domain name: Your own dot-com or .org.
Low cost, (under \$20/year) brand identity.
Purchase online at GoDaddy, Bizland, Yahoo
2. Website vs. blog : A site has hosting fees, a blog is free. Both display your text, photos and links. Blogs are much easier to update.

TIP>>

Best two **free** blog resources:
Blogger.com wordpress.com

Site Stats

Learn to watch the “hits” on your site or blog to know how many visitors you get and which pages they view. Any web host or blog software will track this data for you.





Search Engines

Be found on
Google

Web sites are found via search engines such as Yahoo, Bing, Google. You embed keywords and description (metatags) so your pages show up under specific searches. **Repetition is key!**

```
<meta NAME="Keywords" Content="simply music, piano lessons, piano instruction, dancing keys piano studio, private piano lessons, group piano lessons, simply music piano lessons ">
```

```
<meta NAME="Description" Content="Dancing Keys Piano Studio offers private and group piano lessons, piano instruction with Simply Music method in Orange County. Learn to play piano quickly and easily ">
```

If you want to be found as a 'music teacher' that phrase should appear frequently in your site. If want to be found as a specialist in working with children, or for evening appointments, use those words. Make your site rich with content for best search engine visibility.



Website examples

Visit sites to compare their features:

Content, design, purpose, ease of use for visitors
are as varied as the people who create and who visit them

Samples

NSMTA.org

www.nsmta.org

ISMTA.org

www.ismta.org

Lyndcorley.com

www.lyndcorley.com

Yours???

Lynd Corley

Adult and Teen Piano

-2009 ISMTA conference

LYND CORLEY

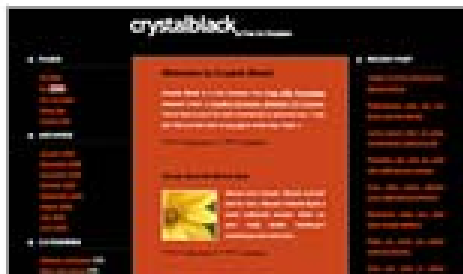
Lynd Corley, NCTM, holds a Masters degree in Music Education from the University of Illinois, Urbana where she studied piano, organ, voice and oboe. Her doctoral degree in public policy analysis from Loyola is A.B.D. She has studied piano with Theodore Edel and Soulima Stravinsky.

Among other positions, Lynd has served as Director of Bands for the Glenview public school district for over twenty years, sang professionally with the Chicago Symphony Chorus for ten years and maintains a private piano studio in Glenview, Illinois.

She serves on the **Illinois State Music Teacher's Association** board, is Past-President of the **North Shore Music Teacher's Association**, and is a member of Pi Kappa Lambda.

Corley Studio
Offers private and class lessons
in Piano, Band Instruments
in Glenview, Illinois.

Contact:
Lynd Corley, NCTM
Ph: 847-729-0230



Preview



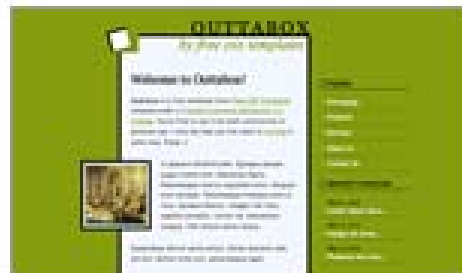
Preview



Preview



Preview



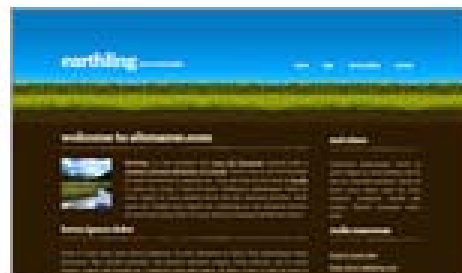
Preview



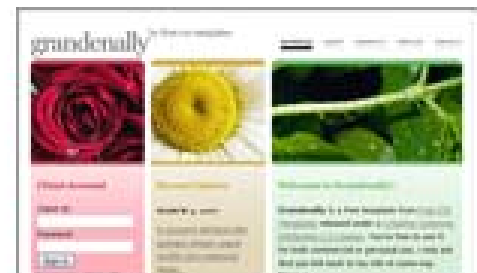
Preview



Preview



Preview



Preview



YAHOO!

Yahoo! Web Hosting

- 12 mos. **\$4.98** month For first 3 mos.¹
(\$9.95/mo. after)
- 3 mos. **\$5.98** month For first 3 mos.¹
(\$11.95/mo. after)
- 1 mo. **\$12.95** month

No setup fee (save \$25)¹ [Pricing details](#)

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One dream at a time



ECONOMY PLAN

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Unlimited Bandwidth
100 Email Accounts
10 MySQL Databases

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- 12mos: ~~\$4.74/mo~~ \$3.99/mo
On Sale! Save 20% †
- 24mos: ~~\$4.49/mo~~ \$3.99/mo
On Sale! Save 20% †
- 36mos: ~~\$4.24/mo~~ \$2.99/mo
On Sale! Save 40% †

Charter Membership

New to building websites? Charter Membership gives you all the tools to put your business online.

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- ShopSite Online Store
- **All for just \$5.95/month!**

Disk Space
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Gigabytes

Bandwidth
2000
GB / Month

Shopsite
FREE
Online Store

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10 Best Web Hosting Sites Build Your Website



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BlueHost

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Top 10 Web Hosting Review

Updated Mon, Oct 04,2010

We review 10 best web hosting with free unlimited domain & webspace. We have put our experience to work for you in selecting the Top 10 hosting companies on the Internet based on pricing, reliability, features, performance and overall customer service. We are your personal resource for obtaining expert advice in choosing the best hosting company for your web site.

RANK	WEB HOST	PRICE	DISK SPACE	BANDWIDTH	RATING	REVIEW	VISIT SITE
1.		\$3.95	Unlimited	Unlimited	98%	Free Domain forever, Site Promotion Package, Top pick for personal site, 24/7 Support, Free Blog, Forum, Board Read Review »	GO
2.		\$3.50	Unlimited	Unlimited	95%	Unlimited storage space and data transfer, 24/7 support, Free domain and setup, easy to use control panel Read Review »	GO
3.		\$3.67	Unlimited	Unlimited	94%	FREE Domain & Setup, Instant Activation, Free Website Builder, Green Hosting Read Review »	GO

Download from <http://www.hosting-review-center.com/>



Website costs

Typical costs may include:

Site design

Domain name purchase

Web hosting and changes

Where you might need to pay for help

Adding video clips

Mp3 downloads options

Have visitors click to pay for your music
or books via PayPal



What about a blog?

Blogs are free, so you can avoid web hosting charges, and you can change the design and content without help.

Rules:

1. Know what you want to say
2. Keep the content fresh

Where to start:

1. Blogger.com
2. Wordpress.com

Both offer you a professional image and can appear at your domain name

Sample music blogs



Susan Paradis' Piano Teacher Resources

Music, teaching materials, and ideas for piano teachers

Home Music Worksheets Composing Games Teaching Aids Blog Contact Store

Music and Teaching Materials by Susan Paradis

Use sub-menus to filter materials by sub-type.

[See entire catalog](#)

It's October
(SP048)

Level: Pre-reading

Type: Music

Sub-type2: Seasonal



If you have a new student in the autumn, this is something she can play at her very first lesson. Play on the group of three black keys, dropping into the keys with arm weight. There are 3 boxes for the student to fill in the finger numbers.

[Download PDF document.](#)

Elementary Music Teacher Blog

Weather & Holidays

Posted by admin on October 24, 2010 in Elementary Music with No Comments



If you are looking for lesson plans or resources about the fall & winter season, or to use around the next two holidays - Halloween & Thanksgiving – please check in my lessons plans for information. Or if you prefer to write your own, here are some of the resources I am using this year:

HALLOWEEN

- *Five Little Jack-O-Lanterns* from In All Kinds of Weather, Kids Make Music! by Lynn Kleiner
- *The Little Old Woman Who Was Not Afraid of Anything* – Improvisation & sound story
- *Witch, Witch* from Singing Games Children Love , Volume 1
- *Pumpkin Fat, Costume Fun & Pass the Broom* from Singing Games Children Love, Volume 3
- *There Was an Old Lady Who Swallowed a Bat* – Filler story, fun for the kids to sing.

THANKSGIVING

- *Shoo Turkey & Turkey Feathers* from Farm Songs and the Sounds of Moo-sic! by Lynn Kleiner
- *Turkey in the Barnyard* from Singing Games Children Love, Volume 3
- *I'm the Fastest Turkey & Five Fat Turkeys* games

AUTUMN


Elliott Music Studio

What I'm reading; what I'm working on; what musical ideas I am passionate about. It's a forum to share my thoughts on more than just music. It's about the sounds, the people, and the experiences that inspire me, every day, to do what I love. "Enriching people's lives with music."

UPDATES VIA RSS

10.25.2010

Mosaic Monday: Music Tee's



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Starting Young is Key to Success

By janice | October 18, 2010



"Learn as much as you can while you are young, since life becomes too busy later." ~Dana Stewart Scott

It's well known that Exposure to all sorts of experiences for children at young ages is very critical in their early development. Learning languages are a great example of this: the art of learning a whole new language happens best when children are **young**.

Literacy experts tell us that if want our children to love reading, then start young. So *Why should learning music or Music*

all

It's ~~None~~ of Your Business

Earn \$100,000 As An Independent Teacher? Yes!

At a conference last summer, I was intrigued by the title of Kristin Yost's session, "How I Made \$100,000 My First Year as a Piano Teacher." Yes, you read that correctly. Kristin did indeed earn \$100,000 (gross income) as an independent teacher after finishing her master's degree at Southern Methodist University a few years ago. And there was no magic formula or lottery winnings involved. In listening to Kristin's story, what I noticed was how smart, savvy and strategic she was at utilizing some very basic business principles.

results led Kristin to set up her studio in Frisco, Texas. (I tried out census.gov and found it very easy to use; it compares more than 30 statistical measures for your city to the national average—some fascinating information!)

Marketing Is Essential

Effective marketing is creative and innovative; effective marketing conveys

Kristin began marketing her studio before it opened, using three primary avenues—word of mouth, website and her city's online forum. Word of mouth began with the few students she taught while still in school. Given the demographics that Kristin targeted, a webpage was essential—it's where young parents seek information. She identified what made her business unique: a quality instrument (she invested in a grand piano), a welcoming yet professional environment and a fun factor (such as recitals that include live jazz combo accompaniment). She worked with a professional web designer to convey these messages. In her photograph, she was dressed professionally and smiling, setting a tone of being relaxed yet serious about what

tion and her credentials. The Frisco Online Forum is a website where the public can ask questions and anyone can respond; Kristin watched for postings inquiring about "good piano teachers" or "piano lessons" and responded quickly.



Kristin Yost, NCTM

Professionalism Is A Must

From day one, Kristin created a professional image and brand. Her first



"Given the demographic ... a website was essential"

MTNA article "American Music Teacher": April-May 2010 issue

EXCERPT

Kristin began marketing her studio before it opened, using three primary avenues--**word of mouth, website and her city's online forum.**

1. Word of mouth began with the few students she taught while still in school.
2. Given the demographics that Kristin targeted, a webpage was essential--it's where young parents seek information. She identified what made her business unique. She worked with a professional web designer . Her philosophy statement was the first thing one viewed on the webpage.

Kristin notes that the majority of people who contacted her were parents who had never studied piano, but wanted a great teacher for their children. Her webpage hooked them; the phone call reeled them,

3. The Frisco Online Forum is a website where the public can ask questions and anyone can respond; Kristin watched for postings inquiring about "good piano teachers" or "piano lessons" and responded quickly. Use Yahoo Groups to find similar forums.

What to display on your site or blog



1. Remain professional, not too personal
2. Include full contact information and credentials
3. List your specialty, hours, locations
4. Show your professional affiliations

5. On a blog: share knowledge, offer useful tips,
6. Link to articles of help to students and parents.
7. Ask questions, include music clips, make your blog a place people will return to.
8. Keep your blog fresh and lively.

If it is boring to you, it will be boring to your readers.

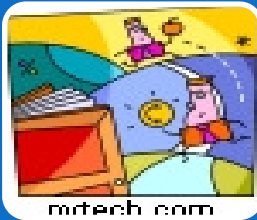


Building your site



Do it yourself

- Why? Low cost



Use template at web host

- Why? More professional



Hire help

- Why? Make the best impression



Recommended resources

Computer Ease by Helen Gallagher ISBN 1-58939-815-7, \$14.95 and
Blog Power & Social Media Handbook, by Helen Gallagher ISBN 1-
45373-798-7, \$12.00 Helen@cclarity.com, www.cclarity.com

*The Savvy Musician: Building a Career, Earning a Living, & Making a
Difference*, by David Curler, Helius Press, 2009, www.atlasbooks.com
(800)217-6553; \$19.99

American Music Teacher

April/May 2010

Page 43, 44 article:

It's All of Your Business column:

Earn \$100,000 As An Independent Teacher? Yes!



Websites:

Creation, Content, Cost, and Creativity,
presented by Lynd Corley, NCTM

ISMTA

November 12, 2010

Presenter: Lynd Corley, NCTM

www.lyndcorley.com

Download entire presentation
at www.lyndcorley.com/resources.htm