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Art 117: Design for the Web II

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**Market Research**

**Website #1**  
**Business Name:** The Savannah Hatcher Music Studio   
**Website Address:** https://www.savannahhatchermusic.com  
**What do you appreciate about this website?**

I really appreciated the transparency and personal nature of this website. There is no doubt about who Savannah Hatcher is, and that she is proud of her work. She posted numerous photos of herself in a very professional manner. I also appreciate that she has content other than lessons available through her site- such as a Facebook Page and an Instagram. She has photos of her student events, and even little milestones- this is very attractive for prospective students. This site rises to the top of Google, possibly in part because of how much content is involved.   
**What would you change or customize?**

This is a great website. The only thing I would change is the fact that Savannah has not updated her social media since 2022. Her content is great, but I think it is important to keep links up to date. Otherwise, it causes me to wonder whether the site is being monitored and whether I can be confident that my correspondence will be answered.

**Website #2**  
**Business Name:** Greater Richmond School of Music **Website Address:** https://grsm.net **What do you appreciate about this website?**

I appreciate that this website has a wealth of information. I appreciate that the Social Media links work and are very much up to date with current events.  **What would you change or customize?**

While this is clearly a large and flourishing school, I think that the layout and graphics of this site need some work. The site’s information could benefit from pruning and organization. The colors are somewhat jarring, and the photography is generally uncomfortable. The social media is very much up to date, and I am sure is generating recognition for the school, but I think the content is sometimes low quality in terms of graphic value and relevance. I think the site could also benefit from a more personal focus on the instructors, especially by featuring them in photos.

**Website #3  
Business Name:** School of Rock, Midlothian  **Website Address:** https://www.schoolofrock.com/locations/midlothian **What do you appreciate about this website?**

I appreciate that this website is unapologetically charismatic, and has a very well-defined brand. It combines different elements into a single on-brand whole, such as posting all instructor photos in greyscale. It’s a simple site, with just enough information.

**What would you change or customize?**

If I could change this site, I might make it slightly less immediately apparent that it operates as a franchise. That is fine, but my immediate reaction is to wonder whether the quality of the original is actually maintained in all of the extension schools, as unfortunately is my usual experience.