**Web Page Audit - Music Lessons**

Company: Gaurav Guitar Training. http://www.guitargaurav.com/

Google Business Page URL: https://www.google.co.in/?gfe\_rd=cr&ei=xedtWLXbJ5Ty8AeZ\_63IAg#q=music%20lessons&tbs=lf\_od:-1,lf\_oh:-1,lf:1,lf\_ui:2,lf\_pqs:EAE&rflfq=1&rlha=0&rllag=37941790,-121721289,3186&tbm=lcl&rldimm=2352024922472480189&dlnr=1&rlfi=hd:;si:14672882571188469661;mv:!1m3!1d109337.56088595032!2d72.8690725!3d19.09621005!2m3!1f0!2f0!3f0!3m2!1i144!2i348!4f13.1

**Google Business Page Audit**

* Website: Business page has a link to the website, http://www.guitargaurav.com/
* Category: The business is listed under “Music lessons’’ this should be under Music school category
* Name/Address/Phone: Contact information is incorrect, Phone number is wrong which needs to be corrected.
* Introduction/Tagline: There is no tagline. I would recommend “Music lessons for the life’’
* Photos: The owners haven’t submitted photos for use in the Google Business page, some photos should be added.
* Reviews: There are no summaries or reviews, they should start adding the reviews of existing customers and past customers quickly. In my opinion about 25-30 reviews are enough.

**Website Audit**

Name, address & phone number are listed in the header of each page, and surrounding cities are listed in the footer.

Page title is “Guitar Gaurav which should be made some profound like Gaurav Music School etc.

The H1 tag is only used for the name of the business, this should be changed and content added so that they can put “Music Lessons” in an H1 tag.

There is currently no blog or updating/fresh content, this is just a static homepage. With a lot of the instructors having their own websites, blogs, YouTube channels, etc., I would recommend reaching out to them about providing blog content, guest posts about how they teach their instrument, who they work with (adults/children, styles, etc.) along with information on how to set up lessons with each through the website.

Specific Pages - Music Lessons

http://www.guitargaurav.com/about-us.html

Page headers (H1 tags) are used only for the name of the business and this is the case throughout the website. I would recommend not using H1 for the name, but use different H1 tags for different pages. For example, under the Music Lessons menu in the header, you can click Violin Teachers, which brings you to a page with the different instructors. I would recommend incorporating “violin lessons” into the page and using the H1 tag there. This should be done on each of the instrument lesson pages (bass, clarinet, drum, flute, guitar, piano, saxophone, violin and voice.)

Photos and images on the site should make use of alt tags, this is currently not being done. For each instructor page, they should include an alt image referencing the type of teacher they are, “bass teacher”, “violin teacher”, etc. There are multiple opportunities on each of the 11 instrument pages and it would be good to have “(instrument name) teacher” to cover that lesser-used search term (most look for “(instrument name) lessons”, which is what they should mainly focus on.) On every page header there is a trumpet in the header, I would recommend updating the image on each page so that it matches the instrument described on the page.

Page titles should be updated, they’re currently in this format:

The site was created with a template, so all of the above regarding H1 tags apply on these pages as well, but rather than “violin lessons”, etc. in the H1 tags, they should be “violin rentals”.

The rental pages have photos specific to the instrument, but there are no alt tags, so I would recommend adding those.

Page titles should be updated, same as the titles of the lesson pages, current is not optimized, would recommend or something similar.

URLs are currently in a format like /violin, /saxophone, etc., would recommend /violin-rental, /saxophone-rental and other terms that people would be more likely to search when looking for instrument rentals.

**Link Opportunities**

* Local independent news website is enormously popular on social media, more so than the local newspapers. Advertisements are available, but are of poor quality. They offer event listings and free inclusion in their business directory for local businesses, which would be useful.
* Many instructors are professional musicians, many of whom have their own YouTube channels and blogs, but they’re not linked anywhere. There’s a lot of quality content, both information and free music that’s hidden away for no good reason. They’d likely be happy to post about the business on their own sites as they offer lessons through them.
* As stated previously, a blog is needed, as it stands the site is static with no current content (it hasn’t really been updated since they changed their address.) Instructors would likely be happy to blog for them, as it would promote their own sites and music instruction as well, and could provide a wealth of quality content.
* Local community websites post about local concerts by local musicians. Most of them offer to link local business, especially longtime local businesses They’re usually happy to post information and/or content for companies where relevant (concert pages, etc.)
* All of the local schools have webpages set up for each teacher describing curriculum, contact info and often the pages have links regarding tutoring. Music teachers don’t usually have those types of links and would likely be happy to link to the site as they’re a reputable business that offers lessons to children.