Site Plan content ideas

Why will people come to my website?

* People will come to my website to learn more about what my theatre has to offer them. It will mostly be teachers or conductors who want their students/ band to perform on stage. They will come for a personal setting where their band/students can be instructed by professional judges and performers. For teachers, it can be used as a setting for their concerts for their school that can have an audience of parents and friends.

What questions will your visitors expect your site to answer for them?

* One question would be, “How good is the audio equipment?”
* “How qualified are the judges?”
* “Will there be a place for parents/friends to sit”
* “Is there sufficient space for my band to warm up?”
* “What am I expected to bring as a band”
* “What is the recording equipment like?”
* “What will I be getting out of the 30 minutes with one of the qualified professionals?”
* “Will transportation be provided?”
* “What skill level is my group expected to have here?”

What types of activities will visitors want to complete on your site?

* They will want to reserve a day and time for their group to perform
* Register for our 1 on 1 time with a professional judge after their performance to learn from him/her about their music pieces.
* They can preview some past performances to see what it is like and know what they can expect from us.
* They can look at the type of equipment we use.
* They’ll find the judges we expect to have and the qualifications they need to meet
* They can find reviews and awards that the theatre has been awarded to know that we are professional in what we do.
* They can be navigated to our social media sites
* Reserve buses to and from the theatre if they need transportation.
* Learn what they need to bring as a band/group and what we can provide to them.
* They could register for a group picture taken professionally by a hired photographer free of charge if they performed for us.

What information is necessary to complete any actions your site offers?

* They will need to find out where we are in the U.S
* They will need to know the time of year we are available to let them perform for us.
* The dates that they would be able to sign up for as well.
* Who is able to perform here, (the age group such as high schools, middle schools or even colleges etc.)

Why will your visitors come to your site instead of another to get this information or complete the actions?

* They will come to our site instead of another because we promise high quality studio grade equipment.
* We have to best judges in the world who are professional in what they do and will give the best advice for your group.
* We are local and have many locations around the U.S for coinvent travel times.
* We can meet the needs of a music theatre performance company compared to the other due to our high-grade equipment and the other commodities that we offer compared to others like us out there.
* We are engaged with our groups online even after they perform with us. We keep up with them are social media and support all that they do.
* We welcome any skill level of groups and are willing to help them improve in any way that they see fit.

Main Ideas

**What we have to offer**

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* Register for our 1 on 1 time with a professional judge after their performance to learn from him/her about their music pieces.

**Who/what/when we are?**

* We have to best judges in the world who are professional in what they do and will give the best advice for your group.
* We have high-grade, professional equipment to record and produce your groups.
* We can offer professional photos of your group if they perform for us, free of charge.
* We operate all year round, excluding holidays.
* We have many locations around the U.S