A large pipe organ is centered in the frame, its pipes reaching from the bottom to the top. Behind the organ, several arched stained-glass windows are visible, each featuring a central star or floral design. The organ itself has a dark wooden case with decorative carvings.

Website Needs Analysis *for* Church Musician Services

Prepared by
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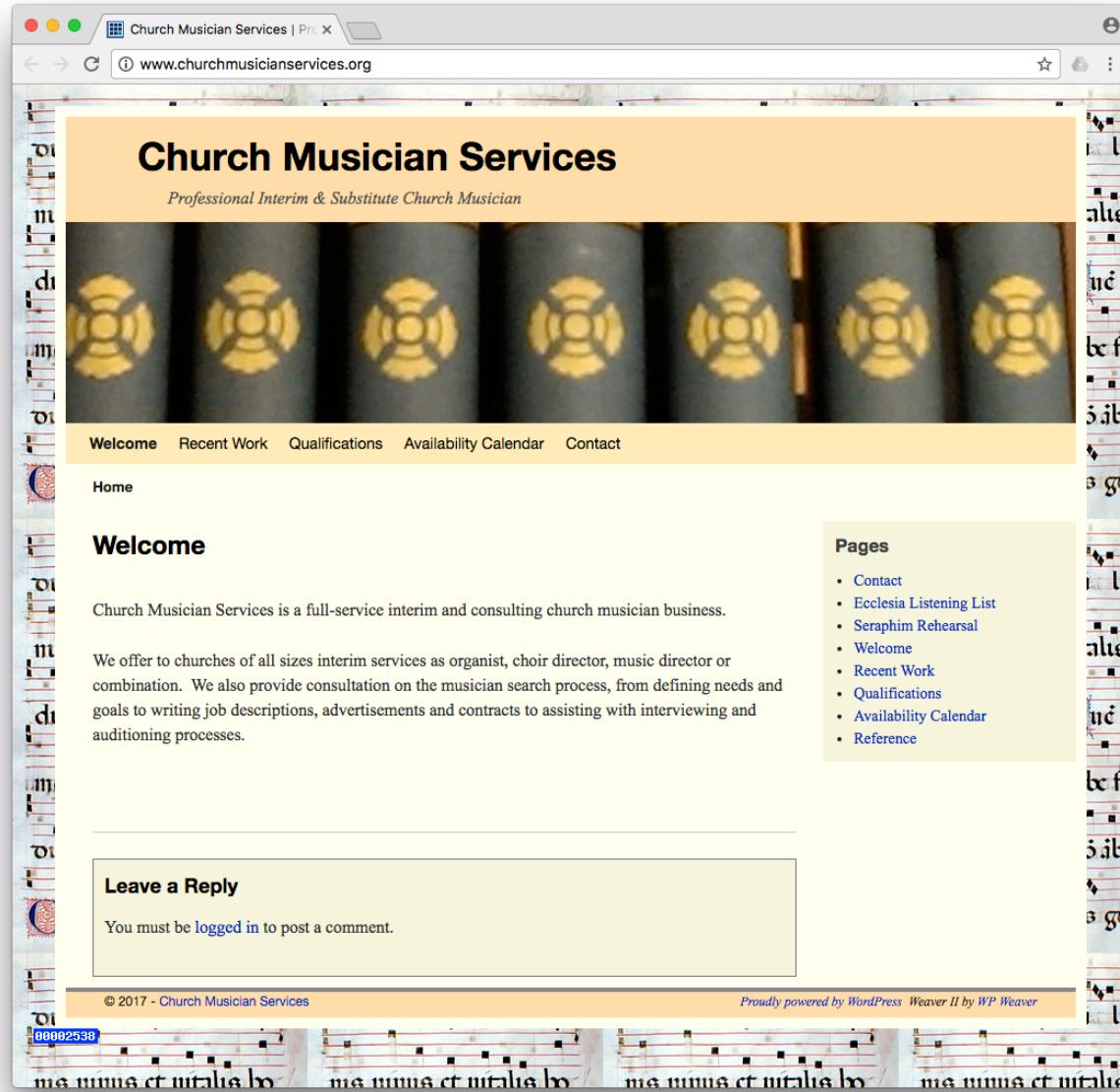
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I. Business Overview

Church Musician Services is a sole proprietorship, run by John Totter, an organist with approximately 30 years of experience in the field. Since 2003, he has been working in the church music world as an interim musician, taking over when there has been a sudden departure by the incumbent organist/choirmaster, providing short- and intermediate-term support, and thus allowing those organizations to make a more well-thought-out hire, rather than rushing into a new employment relationship. His business also includes providing consultative services to parishes seeking to hire a long-term employee, helping those organizations to discern their needs and make appropriate hiring decisions.

As part of his business, he also makes some referrals for parishes seeking musicians (e.g., brass, string players) for special events as well as one-off substitute musicians (e.g., substitute section leaders).





II. Current Website

The existing website, which was self-designed by the proprietor, has been in place for approximately four years. Its primary purpose is advertising, subsidiarily providing qualification information, which is to say CV information, such as recent employment. It also provides an availability calendar, a means to request references, as well as a means of contacting the proprietor to arrange possible employment, via a link to Google Forms. The website as it currently stands is a relatively simple, basic set of eight pages, built on a WordPress theme. Some of the features (for example, the conflicts calendar) do not appear to work.

Apart from a page view counter, no mechanisms exist for determining additional information about visitors to the page.

III. Website Improvements

The website has been described both by the customers and by the owner as “dry”, and “in need of refreshing”. While it is not intended to be edgy or challenging, given the customer base, it does need to be made more accessible to a broader and younger demographic, which might entail including links to the proprietor’s social media presence, and general ‘refreshing’ of how the site looks, so as to provide a more professional appearance overall.

Overall, the refresh should focus on making the website more coherent, with a better logical ‘flow’. Cosmetic upgrades would include the color scheme, improvements to typography (currently Helvetica and Times New Roman), and improvements to the set of images, currently consisting of a background, one image used throughout the website as a header, and a headshot of the proprietor. Upgrades in this area would give the website overall a more professional look and feel.

The proprietor indicates that he has made no efforts towards search engine optimization. Improvements here should also lead to increased page views and improved rate of customer contact., as most page views are driven by business card referral, some by word of mouth, and a few by search engine.





IV. Measuring success

Increased page views would be a useful measurement of how effectively search engine optimization and increased word-of-mouth advertising enlarges the potential customer list. Feedback from colleagues and customers will also give some measure of how an improved appearance relates to an improved perception of the business. Ultimately, for the client, the success of the website refresh will be determined by increased business contacts, inquiries, and commercial engagements.





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