

PODCAST EPISODE 5: WEBSITE BASICS

Options for building a website

1. Build it yourself on your own web host

To do this you need a couple things:

- a) Purchase your own domain name (eg: joesguitarlessons.com). This can be done at a website such as godaddy.com
- b) Pay for website 'hosting'. This is where you pay for space on a server for your website. Check out a site like bluehost.com for an idea of the costs and features. Most hosting companies will give you a domain name for free when you sign up to their service

Once you have your hosting set up, you have a few options on how you build your website:

- a) Use Wordpress: this is a flexible website building platform used on a large number of websites today. While Wordpress was initially only for blogs, that's no longer the case. Wordpress is recommended if you do not have programming experience
- b) Build it from scratch. This is an option if you have extensive experience in HTML and other relevant languages
- c) Use Joomla: this is similar to Wordpress and has similar functionality
- d) There are other options but for most people one of the above will suit your needs

Advantages to this option:

- You have complete control over your website
- You can easily change hosting companies at any time and move your site across

Challenges to this option:

- You need to figure everything out on your own
- Hosting companies normally don't help you build your website
- There's a steep learning curve if this is your first website

2. Get a website as part of Live and Teach Guitar Membership

All Live and Teach Guitar Members can set up their own website for no additional cost. You receive a domain name such as joesmith.liveteachguitar.com and a website template is instantly created ready for you to customize. This option suits guitar teachers with little to no website building experience as we can directly help you customize your site to your liking. Find out more here:

<http://www.liveteachguitar.com/about/features/website/>

Advantages to this option:

- You have full support from us
- We can directly edit your website on your behalf
- There's no learning curve or need to purchase hosting

Challenges to this option:

- At the moment you cannot use your own domain name such as joesmith.com (it's something we're working on)

Building Traffic to Your Website

There are three main sources you can focus on to help you build traffic to your website:

1. Music Teacher Directories

List in as many music teacher directories as possible. Only use the free listings as premium listings normally aren't worth your money (unless you are in a very competitive area).

Set up your profile to encourage potential students to check out your website. You want to send those people to your website so they don't have the temptation to check out the other competing teacher's profiles.

Check out our guide [BMK-04](#) for a list of popular directories and how to set up your profile properly.

2. Social Media

Social media is a great way to generate traffic to your website because people are very likely to share your link around. As explained in the podcast you can start by asking your friends and family to share your link then you can look at using your guitar teacher pages and accounts to promote your website.

The BMK guide explains a few strategies to use various platforms such as Facebook and Twitter so check those guides out for more details.

3. Search Engines

The search engines are a huge source of visitors to your website so this is where you should focus your attention. Learning how to apply SEO and set up your website pages properly will greatly improve your ranking in search engines. Check out [BWS-02](#) to learn about SEO and how to make the most of search engines.

Keeping Potential Students Interested

The podcast briefly explained two options you can use to keep a potential student interested after they leave your website. This is crucial to your future as a guitar teacher.

1. Email List

Every guitar teacher should build their own email list. Don't underestimate how important this is. Read through [EXP-04](#) to learn how to do this.

2. Social Media

If you give people a good reason to follow you on social media it's an easy way to keep potential students interested in lessons with you even after they leave your website. That's why the content of your website is so important because if you have irrelevant content or content that doesn't interest the potential student, they won't want to follow you on social media. Read through [BWS-03](#) & [BWS-04](#) to learn more on this.

If you're serious about getting the most out of your website, we highly recommend you request one of our [Website Analysis Reports](#). Find out exactly what's working, what isn't and what to do about it. We've helped out a large number of guitar teachers using these reports and will be able to help you too.