

WEBSITE DEVELOPMENT



WWW.ONLINEMUSICGUILD.COM

MAIN SERVICES & FEATURES:

- Domain.....** We purchase the domain for you. Having a domain registered via the OMG provides an extra layer of security about your personal information.
- Hosting.....** We serve your new site via our private servers so you do not have to worry about learning how to do that.
- Design.....** Our designs are visually appealing and tailored to our customer’s needs. We want us to reflect your image as best as possible.
- Optimization.....** Your site will be visible, search engine friendly and will load fast without compromising the essential functionalities you will need.
- Promotion.....** Your website will be featured via our entire network. Every musician’s site will be connected as they promote each other in an Internet based strategy.
- Maintenance.....** Updates of the CMS and the Extensions we provide is a vital task. We do that for you. Backup of your site is also included. Since your site will contain static material, we include a blogging extension to make your site organic and social media integrated. We also coach you how to use those resources.

ONLINE GUILD DYNAMICS:

The network's power is the foundation concept of the Online Guild Dynamics. The Internet provides access to resources that are not in the location you are. This facilitates the possibility of learning, teaching, marketing and connecting with newer, better and more effective methods. The word Guild implies the congregation of people who have the same purpose. Therefore the concept of a Guild is a bonding experience in the network with the objective of career advancement and achievement.

Dynamics implies the acknowledgement of the direction and the pace for every person. This is why the Online Music Guild focuses in every aspect that a musician needs at a professional level: Building the Talent, Building the Value, and Delivering the Talent. The result of the Online Guild Dynamics in the world of music results in our Motto: **Learn + Apply + Perform**. Every service we provide is made to fit one of the three Fundamental Categories.

HOSTING, DESIGN AND OPTIMIZATION:

SERVER:

This is the technology that delivers your website to your visitors. A Server is a fundamentally a computer that is in a specific location that is accessed remotely when your domain is open. We use GoDaddy because they have one of the most reliable services in the world. Consult for pricing for useful security Add-Ons. Also they count with very important security Add-Ons:

✔ **SSL (Secure Socket Layer):**

is a standard security technology for establishing an encrypted link between a server and a client.

✔ **SiteLock Security:**

it scans your site, looking for anything that shouldn't be there like malware, harmful code, etc.

✔ **Domain Privacy:**

GoDaddy is responsible for the Domain.

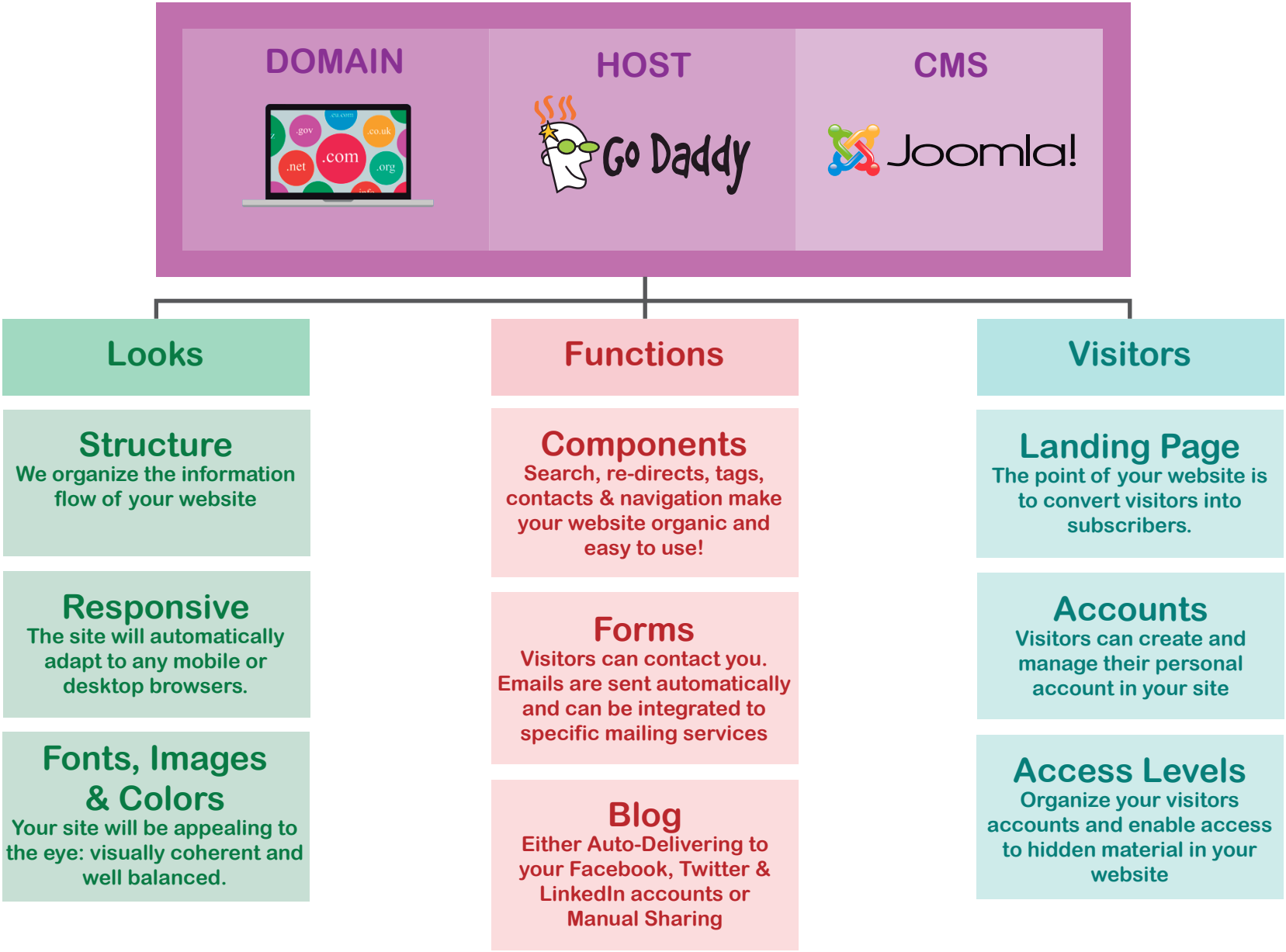
CONTENT MANAGEMENT SYSTEM (CMS):

Joomla is our CMS of choice, all our sites are designed and administrated under this system. With their flexibility in terms of content, look and tools we can build either a typical website or a simple blog page while the other CMS's just manage poor options in this matter and do not work with an open source, that means less freedom.



We have a systematic approach and a set of Joomla designed Tools that makes our time very efficient as we provide great quality. The design remains clean, free of advertising and focused on showing your visitors a sincere and attractive representation of who you are.

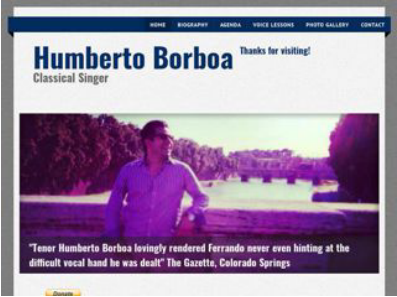
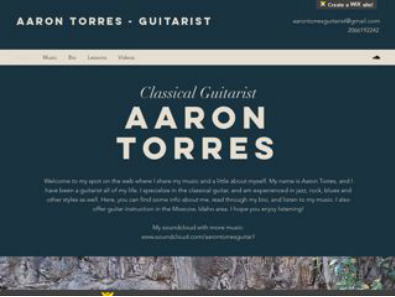


INFORMATION FLOW TREE:



OPTIMIZATION:

There are two reasons for your website to be optimized. Primarily you want your users to experience ease of navigation, flow, coherency and velocity. This makes them get what they want fast and will make them return to your site. On the other side, search engines like Google do look at the stats of your websites to make sure they give their users the best options. This means if your site needs to score high according to their standards, load fast, have a low number of request an be as light as possible.

This is a GT Metrix comparison of one of our sites against 3 of our competitors. The first two sites range between \$179.40 and \$463.08 per year every year. They score very low and their loading time is too high. The third site is a Guild Site. It loads in only 2.3 seconds and it costs \$600 the first year and only \$150 year to for hosting and updates. The last website is a \$6,000 website. Here you can see that the main difference is the low number of requests the site has. Very good but very expensive. We offer almost the same quality for a tenth of the cost.

				
PageSpeed Grade	E (58%) -40%	B (89%) -9%	A (95%) -3%	A (98%)
Fully Loaded Time	6.8s +4.5s	7.1s +4.8s	2.3s	2.3s
Total Page Size	1.79MB +961KB	1.62MB +785KB	1.08MB +231KB	873KB
Total # of requests	85 +61	183 +159	57 +33	24

PROMOTION:

Optimizing a website is not enough. There is a very good reason for this to be called a Web-Site: it's a location in the web. Search Engines not only look for MetaTags to point people to your site, they also look for how many avenues are there pointing to your website. This means that your site, to be visible, needs to be connected to other sites in the web.

Social Media helps because of the traffic that goes through. The problem is that the links in Social Media are very weak and they loose power. For example, the half-life of a tweet is under 20 minutes. The quick solution is posting something every hour but that eats away your valued time. The real solution is establishing long-lasting avenues pointing to your website. We embed those avenues in your website for your site to automatically start receiving traffic.



BLOG:

The Blog extension we provide is powerful and reliable. Releasing blog posts at regular time intervals is a big element in SEO, Visibility and Promotion. The integration with Social Media is essential to multiply your reach and sustain the interest of your audience. We have a vested interest in promoting your site and enhancing your reach. Promoting your site is the main focus of our team after your site is complete.



This little girl composes so naturally!

Alma Deutscher (born Feb 2005 in Oxford) is an English composer, pianist, violinist, and child prodigy. At age six she composed her first piano sonata. At age seven, she completed her first major...

Rate this blog entry: ★★★★★ 4
305 hits 0 comments



Great music for a great day

The Christmas Oratorio, BWV 248, is an oratorio by Johann Sebastian Bach intended for performance in church during the Christmas season. It was written for the Christmas season of 1734 and incorporate...

You have already rated this entry: ★★★★★ 4 ✓
415 hits 0 comments



Chopin. Polonaise in Ab Major, Op. 53. Heroic

The Polonaise in A-flat major, Op. 53 for solo piano, was written by Frédéric Chopin in 1842. This composition is one of Chopin's most admired compositions and has long been a favorite of th...

Rate this blog entry: ★★★★★ 3
595 hits 0 comments



Horowitz in session (1986)

Vladimir Samoylovich Horowitz (September 18 1903 – November 5, 1989) was a Russian-born American classical pianist and composer. He was known for his technique, use of tone color, ...

Rate this blog entry: ★★★★★ 3
527 hits 0 comments

MAINTENANCE:

Your site is built on Joomla and it uses extensions that add useful functions to your site. Both extensions and the CMS must be kept up to date for two very important reasons. First of all, you want your site to be using the latest technologies and features. On the other side, updates include security updates. Those are two very important things that our services include.

However our services include a third maintenance feature for your peace of mind: Back-ups. You can be sure that your site is backed up daily with the same system we use to back up all of our work. We hire the best services for our sites and we open the doors for you to take benefit of those features.

WHY IS THIS AN OPPORTUNITY?

The quality of services and final product is very high and our prices are significantly lower than independent designers or design companies. Furthermore, we are experts in the fields that you need: Music and Web Design. Hiring us will save you not only money but it will free up your calendar.

There are many companies that offer "DIY" (do it yourself) services. Those sites present you with the idea of a free site with advertisement and slowly they feed you monthly prices that stack up to ridiculous monthly fees. Our product is better, cheaper in after 2 years of service and far more attractive to your visitors especially if you are a musician. The Online Music Guild is committed to deliver a website that reflects the profile you need to give as a classical musician by highlighting your best qualities.

With DIY sites, you are required to spend time, money and become an expert. Furthermore, in the long run, you will spend more money on their limited services and your site will always need more work, optimizations and features.

The Online Music Guild offers you a website that can compete against the work of an independent designer as you can see in page 3.

The competition in a graphic perspective:

		Website Builders (No add ons)	Website Builders (With add ons)	ONLINE MUSIC GUILD	Independent Designer
Add Ons Billed Monthly	Hosting	14.95	14.95	12.50	4.95
	Forms	✗	3.99	✓	✓
	Social Media	✗	3.97	✓	✓
	Testimonials	✗	3.17	✓	✓
	On Site Search	✗	4.99	✓	✓
	FAQs	✗	1.95	✓	✓
	Facebook	✗	1.99	✓	✓
	Gallery	✗	3.58	✓	✓
	Professional Design	✗	✗	37.50	500.00 or more
	Quality	4 out of 10	6 out of 10	8 out of 10	10 out of 10
FIRST YEAR COST		\$179.40	\$463.08	\$600.00	\$6059.40
COST AFTER FIRST YEAR		SAME FEE EVERY YEAR	SAME FEE EVERY YEAR	ONLY \$150.00	*60.00 EVERY YEAR

WORK METHODOLOGY:

We are active performing musicians and we have built a community online to maximize resources and help each other reach the next level. A Guild website will reflect your personality and your art. Here is where you come in and work with us to develop the correct design that fits your style. Your Logo, your Fonts, your Colors are important and we will focus on every detail. To achieve such goal we will ask you for material. Quality Material. Hiring us will keep you accountable but will also end up giving you a sense of achievement and vision for the future because your website will be a work of art in only a month. You need to be methodical and follow our lead. Those are the 4 stages of developing a Website via the OMG.

1 THE FUNDAMENTALS:

We start talking about your needs and objectives (not billed):

- Domain and possible add-ons
- Menu Structure and Website Mapping
- Colors, Logo & titles
- **Content:** you send us the content in the best quality you can.

2 GENERAL CONFIGURATION:

Here is where our job starts. We upload and set the structures of the site:

- System Installation and necessary extensions
- Navigation Structures and Categories
- Metatags
- Configuration of the system and templates

3 DESIGN AND DISTRIBUTION:

Once this point is finished the site will be officially inaugurated:

- Fonts and Colors coherence
- Format of pictures and layout
- Texts and information layout
- Configuration of all the extensions

4 REFINEMENT:

Our eyes get opened to little details:

- Integration Social Media with Blog
- Fixing glitches and incidentals
- Ironing out design, media and static information

FINAL THOUGHTS:

The Online Music Guild Web Development Team understands that linking websites does wonders for every member in the network. If the visibility of one site goes up, every other site automatically is more visible. Purchasing our web development packet is not just for looks, it makes you grow as we grow.

Please contact us for more details:

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