

NATS Membership Helps New Singing Students Find You

Thursday, 02 June 2011 13:58

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Did you know that the [Teacher Finder](#) and [Find A Teacher](#) pages on the NATS website rank second and third* in traffic to the NATS home page? With the popularity of singing competitions growing world-wide, there are more budding vocalists than ever looking for singing teachers: In the last month, there have been approximately 25% more hits* on the NATS Teacher Finder page compared to the same period of time last year.

"The NATS Executive Office staff receives inquiries every week from students looking for singing teachers," says Susan Grizzard, Membership Services Coordinator. "We direct everyone to Find a Teacher. The Find a Teacher page gives NATS members an opportunity to introduce themselves to potential students."

Is your NATS Teacher Profile complete and visible so that new singing students can find you? If you have not logged in to the NATS website and [manually opted-in to participate](#) in the Find A Teacher membership benefit, then you might be losing opportunities to build your business.

"NATS is involved in several emerging partnerships that will continue to drive even more traffic to our website, particularly the Find A Teacher page," says Allen Henderson, Executive Director. "With over 7,000 members teaching over 150,000 students each year, those who share their profiles will continue to be the first ones who are sought out by those seeking voice instruction."

Recognizing that increased visibility and accessibility of the NATS Find A Teacher pages will improve the likelihood of NATS members being found by students looking for singing teachers, NATS recently purchased the internet domains [www.FindASingingTeacher.com](#) and [www.FindAVoiceTeacher.com](#), which are now forwarded to the NATS Find A Teacher page. As part of the [new partnership with Virtually Vocal](#), NATS began a banner ad campaign on [www.VirtuallyVocal.com](#) to build awareness of the NATS Find A Teacher pages.

Between May 9 and May 29 (the first three weeks of the VirtuallyVocal.com banner ad campaign), there were 24,888 ad impressions and 79 clicks with a click-thru rate of 0.32%. While click-thru rates are only one way of measuring the effectiveness of a campaign, more significant are changes in traffic on the NATS Find A Teacher pages. Comparing the first three weeks during which the banners were visible on VirtuallyVocal.com with the previous three weeks, there was a 27.51% increase in pageviews and a 6.77% increase in unique pageviews on the Find A Teacher pages.

Here are some more interesting stats:

NATS.org Website Stats

*Comparing Period of May 9 to May 29 to previous three weeks**

Metric	Teacher Finder	Find A Teacher	Both Pages Combined
Pageviews	33.16% ↑	8.61% ↑	27.51% ↑
Unique Pageviews	6.98% ↑	5.96% ↑	6.77% ↑
Avg Time on Page	41.9% ↑	16.05% ↓	
Bounce Rate	61.9% ↓	8.54% ↓	
Exit Rate	16.5% ↓	1.21% ↓	

Don't know how to make your NATS Teacher Profile visible online? The NATS Executive Office staff hears you, and we have developed a downloadable FAQ (Frequently Asked Questions) document to explain how you can participate in NATS Find A Teacher and the get the most out of your NATS membership. Download the  [NATS Website User Guide**](#) and update your Teacher Profile to get found by new voice students today!

*Source: Google Analytics for NATS.org and VirtuallyVocal.com

**Depending on your internet bandwidth, the  [3MB PDF file](#) may take a few minutes to download.