



**making
music**

16th June 2025
Presented by Barry Holloway & Stephen McNally

Get seen, get heard

Supercharge your group's visibility with the Making Music website

Why this matters

Every month, thousands of people visit the Making Music website looking for concerts to attend, groups to join, or roles to apply for.

But many member groups aren't taking full advantage - simply because their pages aren't up to date.

Overview

01

Why the Making Music website is a powerful tool

02

Real-life examples from member groups

03

Live Q&A and tailored advice

01

Introduction to the Making Music website

A free and powerful marketing tool – included in your membership

Making Music's website



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★ Trustpilot



TrustScore 4.7 57 reviews

MEMBERSHIP & INSURANCE

RESOURCES

EVENTS

OPPORTUNITIES

CAMPAIGNS

NEWS

SEARCH



Resources and support for leisure-time music groups

FIND OUT MORE

High volumes of users

In 2024 the Making Music website had over 200,000 individual visitors

Our members' pages are some of the most popular:

- Group pages
- Events
- Vacancies

Members' pages

Group pages

Your group's page is your digital home on the Making Music website – and you're in control.

In 2024, group pages had over 65,000 views.

[Find A Group](#) is our website's search tool for groups.

York Light Orchestra



The York Light Orchestra is a local amateur orchestra of approximately 40 talented amateur musicians who meet on a weekly basis in Acomb in York. We prepare a wide range of repertoire to appeal to both players and audiences.

The York Light Orchestra was founded in 1947 by York musicians to accompany local theatre performances of Gilbert and Sullivan operetta. The first public performance took place on the 6th October 1948. In past years the orchestra received funding from York City Council however since the 1970's the orchestra has been self-funded from members subscriptions and concert donations.

The current membership the orchestra is some 40 players who meet on a weekly basis and the current players have continued the orchestra's 70 year commitment to providing performances - without wage- in aid of local charitable causes. Our 2016/17 season saw performances in Poppleton in aid of the British Heart Foundation, Acomb Methodist Church in aid of the church Jubilee fund and Selby Abbey. In addition we perform regularly at a care home in Fulford and a school in Linton-on-Ouse -ensuring that live music is available to those who are not always able to attend concert venues.

YLO welcomes all orchestral musicians (subject to space) of any age, no auditions necessary. We perform around 5 concerts per year for local community groups and raise money for charity.

Members' pages

Vacancy pages

Promote open roles in your group – from new members to paid professionals.

In 2024, vacancy pages had over 70,000 views.

[Find A Musical Vacancy](#) is our website's search tool for vacancies.

Musical Director

Vacancy Type:

[Conductor/Music Director](#)

Application deadline:

Monday, 8 July 2024

Description of vacancy:

Musical Director Role Description for the London Video Game Orchestra

[Full description click here](#)

Any questions and all applications to: team@lvgo.co.uk

London Video Game Orchestra – Seeking a new Musical Director

The London Video Game Orchestra (LVGO) is seeking a new musical director for our 2024/25 season.

This sixty-strong vanguard amateur community orchestra is based in central London and performs concerts two-three times a year, welcoming a diverse audience of all ages.

We are an un-auditioned orchestra who rehearse on Thursday evenings 7.15 - 9.30pm near Old Street/Barbican Stations and as our name suggests, LVGO's aim is to bring the music of video games to the concert hall at prices everyone can afford.

We arrange and obtain the rights for most of our repertoire which spans the last 40 years of gaming in every genre under the sun.

This part time position includes a per-rehearsal fee of £100 and a per-performance fee of £220.

The musical director will conduct the orchestra, plan and oversee/edit arrangements and work with the committee on concert logistics.

Members' pages

Events pages

Showcase your upcoming concerts, workshops, and more — and reach new audiences.

In 2024, event pages had over 54,000 views.

Around 25% of members post events on our site.

[Events](#) is our website's search tool for events.

The West Wycombe Chamber Music Festival 2024



The West Wycombe Chamber Music Festival was established thirteen years ago by the internationally acclaimed viola player Lawrence Power. Each September he returns to the area to direct and perform in this three-day festival which attracts an array of top flight musicians who join him to take part in this exclusive series of concerts.

The Guardian newspaper, hailed the 2021 Festival as “One of the top ten classical music events of 2021”

Search engine visibility

Around 60% of Making Music's website visitors come from search engines such as Google, from over 3,600 search terms.

We rank well for search terms that drive traffic directly to your group's pages.

Search term	Searches per month	Our position
Singing groups near me	500	2
Music groups	250	5
Music vacancies	250	1
Music groups near me	200	2
Director of music jobs	150	4

02

Case studies

Let's look at how two member groups have optimised their presence — and what you can learn from them.

Black Cat Harmony

Our action plan:

- Up-to-date photo
- Link to website
- Full description
- Interested in joining?
- Link to upcoming event
- How to book us
- Social media links

Case studies



We sing Barbershop and non-Barbershop acapella arrangements.

Website

Post code

MK44 3RB

Type

Vocal

Sub-type

Barbershop

Size

21-40

Repertoire

Main: Barbershop

Other: Modern/contemporary classical, Barbershop

Black Cat Harmony

Our action plan:

- Up-to-date photo
- Link to website
- Full description
- Interested in joining?
- Link to upcoming event
How to book us
- Social media links

[New group page](#)

[New event page](#)

Waves of Harmony

Our action plan:

- Add photo
- Full description
- Link to a video
- Link to upcoming events
- How to book us
- Social media links
- Add a vacancy page

Waves Of Harmony

Songs from musicals, folk songs and sea shanties

Website

[Http://www.wavesofharmony.co.uk](http://www.wavesofharmony.co.uk)

Post code

BS24 8EE

Type

Vocal

Sub-type

Size

21-40

Repertoire

Main: Barbershop

Other: Musical theatre/cabaret, Folk/traditional, Other - please specify

Waves of Harmony

Our action plan:

- Add photo
- Full description
- Link to a video
- Link to upcoming events
- How to book us
- Social media links
- Add a vacancy page

[New group page](#)

[New event page](#)

[New vacancy](#)

South Somerset Music

Our action plan:

- Add logo
- Membership details
- Community Choir
- Link to upcoming events
- Social media links

South Somerset Music CIC

The South Somerset Music Centre's Crewkerne's dedicated concert venue and music teaching space and run by the South Somerset Music CIC. Our philosophy is to create an intimate and stimulating venue where musicians can express their creativity. We work with leading artists to present the very best in musical performances as well as showcasing the talents of local and young musicians. We also pride ourselves in offering high quality music educational activities through top quality piano and music theory lessons, the South Somerset Community Choir, workshops, masterclasses and more.

South Somerset Music

Our action plan:

- Add logo
- Membership details
- Community Choir
- Link to upcoming events
- Social media links

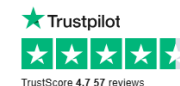
Case studies

[New group page](#)

[New event page](#)

How to edit and create pages

Case studies



Go to
dashboard



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Barry Holloway's Dashboard

[LOG OUT](#)

This is your dashboard, where you can view, edit and update details about you and your music groups. You can also save your favourite pages and explore recent updates here.

MY ACCOUNT +

MY GROUP: JAZZ PROMOTION NETWORK -

Group profile	Manage my group Update your members and roles	Full group membership - up to £31,000 Expires 31 Dec 2025	Email me my membership receipt	No Insurance Expires 31 Dec 2025	Remove this group from my account

View/edit group's sheet music listings	Add event	Add vacancy

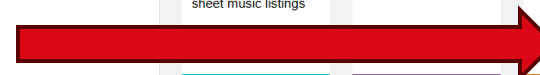
Edit group
page



Add event



Add vacancy



To recap...

1. Make the most of the reach and visibility the Making Music website offers
2. Creating and editing pages is **quick and easy**
3. Keep your pages up to date
4. Complements your other digital marketing initiatives

03

Questions & Answers



**making
music**

Don't let your group go unnoticed — log in, update, and get seen!

Thank you