



Johns Hopkins University Center for Leadership Education
Baltimore, MD
May 2024

The Voice Within Studio

Table of Contents

Introduction	2
Client Team	3
Deliverable 1: E-Commerce Implementation	4
Rationale and Objectives:	4
Design Process:	4
Deliverables:	5
Recommendations and Next Steps:	7
Deliverable 2: Search Engine Optimization	9
Rationale and Objectives:	9
Design Process:	9
Deliverables:	10
Recommendations and Next Steps:	10
Deliverable 3: Social Media Strategy	11
Rationale and Objectives:	11
Design Process:	11
Deliverables:	12
Recommendations and Next Steps:	12
Summary	14
Next with NEST:	14

Introduction

Nest Strategies x The Voice Within Studio

Over the course of the Spring 2024 semester, the Voice Within Studio client team within JHU Nest Strategies has been working hard to design the deliverables as requested by the client Carol Westcott, founder of The Voice Within Studio. Through multiple draft iterations of each deliverable, we've created the three deliverables outlined in this document and summarized our work in the following slidedeck and presentation video.

[Final Presentation Slide Deck](#)

[Final Presentation Video](#)

The following three deliverables are detailed in this document and full pdfs of the work can be found in [this Google Drive folder](#) and linked individually throughout the doc.

1. E-Commerce Implementation
2. Search Engine Optimization
3. Social Media Strategy

It was a pleasure working with you this semester and if you have any further questions please reach out!

Client Team

Account Executive:

Caroline Zhao '27

czhao67@jh.edu

Electrical Engineering & Computer Science

Analysts:

Rohit Satish '27

Biomedical Engineering

Yeninda Tjoa '26

Applied Math and Statistics

Sarah Aronson

Deliverable 1: E-Commerce Implementation

Paid Video-Pack Storefront & Product Storefront

Rationale and Objectives:

- Successful implementation of e-commerce requires well-designed and organized product pages so that clients can easily explore their options and are ultimately drawn to making a purchase.
- Through designing two new webpages for the existing site, we aimed to help VWS achieve its goals of creating an engaging and easy to navigate e-store, thus allowing the studio to harness the power of an increasingly digital society to expand its business to a global, online audience.
- Splitting the video-packs and products into two separate storefronts achieves the joint effect of improving site navigation while also emphasizing the wide range of products and services that VWS provides.

Design Process:

- While we initially discussed designing a pay-per-view storefront for the lesson videos, upon working within the website's host domain, Squarespace, it became evident that there was no straightforward solution from within the software to easily build a

webpage using the pay-per-view format. Implementation of a “pay-per-view” format for the video lessons would create an unnecessarily intricate website which would be both difficult to navigate for potential consumers, but also difficult to update behind-the-scenes.

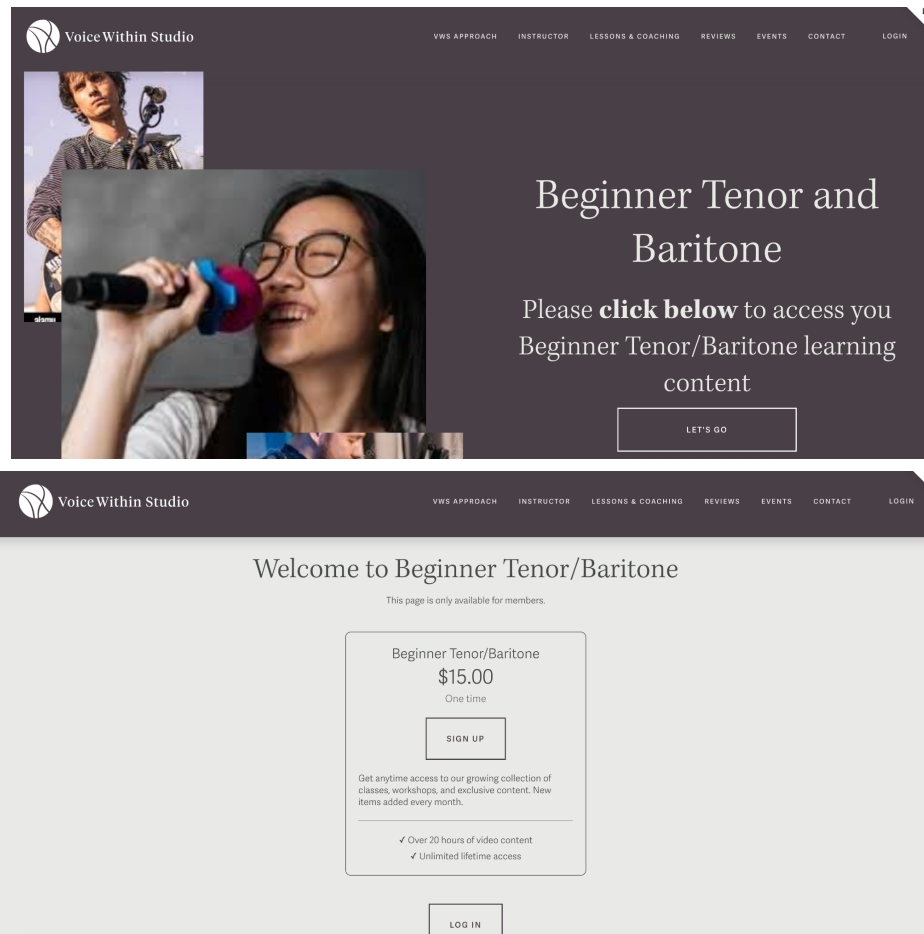
- Instead, after discussing with Carol, we agreed on a paid video pack format for the video lessons storefront. In this organizational structure, videos are grouped together by theme - for example, soprano vs baritone, contemporary vs classical, beginner vs advanced. Consumers pay for a group of themed videos. This format is easy to update and change from within Squarespace (as demonstrated in the tutorial video linked below), and easy to navigate for consumers, making it the optimal setup to design a storefront for the video lessons.
- After creating the website components on Squarespace, we have additionally put together a series of 3 videos detailing how to use the new website which includes how to add and remove videos, navigation through pages, and demonstrations of the paywall’s functionality for both the video pack storefront and the product e-store.

Deliverables:

Please note that storefronts are currently designed using mock products and mock images.

- 2 brand new webpages
- 3 videos including 1 web page tutorial

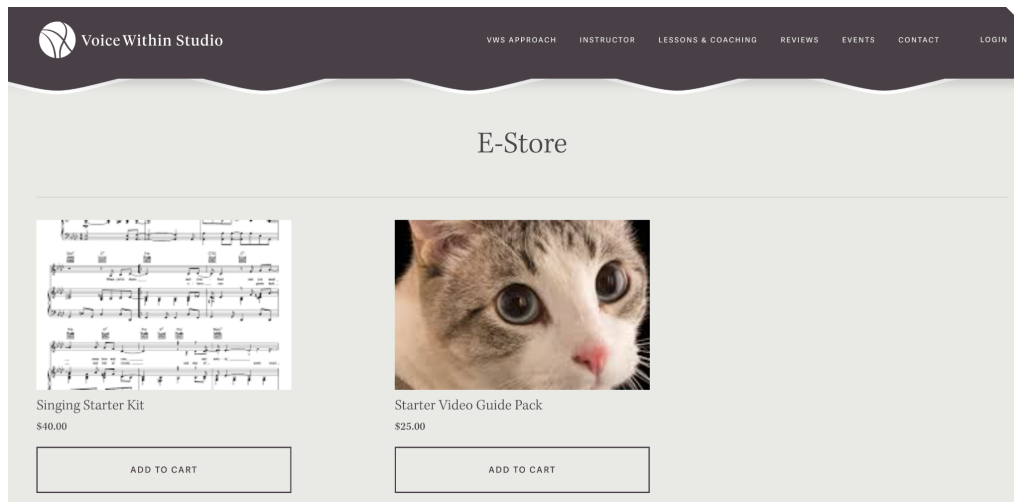
Webpage 1: Video Pack Storefront



This page is designed to sell video content. Videos are grouped together into “packs” which can be purchased (by first-time users) and/or accessed once they log in to their accounts.

VIDEO WALKTHROUGH OF WEBPAGE: <https://youtu.be/6rvx0SK5Fjs?si=1CXX9uSGj1BPdAaL>
VIDEO WALKTHROUGH OF PAYWALL: <https://youtu.be/L09LoUTwwhs?si=xlalOJFDUV2bjtco>

Webpage 2: Product e-store



This page is intended to sell physical products such as sheet music and musical tools.

Tutorial: adding new content to video pack storefront

<https://youtu.be/hnUcBPbfaUI?si=M29DX0gyh1Xj3qlly>

We would strongly recommend downloading the above videos as they are published using our personal accounts and may be taken off of YouTube in the future.

Recommendations and Next Steps:

- We would recommend marketing the videos not as one-time lessons, but in packs of 3 or so, as optimized by the current webpage design.

- Rationale: Able to offer competitive and profitable pricing and consumers are more incentivized to purchase because there is more content per price point.
- We also suggest that uploaded videos include engaging visuals and editing personal to VWS's branding and that creative thumbnails are added to enhance the webpage and captivate consumer attention.

Deliverable 2: Search Engine Optimization

Keywords & Product Descriptions

Rationale and Objectives:

- By improving the search engine optimization (SEO) of The Voice Within Studio's website, we aimed to significantly enhance the studio's digital visibility and further brand awareness. In today's increasingly digital world, it is of utmost importance that a website ranks high in search engine results, thus attracting more relevant traffic to the website, potentially leading to higher consumer engagement and sales.

Design Process:

- Creation of this deliverable took two distinct phases.
- The first - Establishing a list of relevant keywords for VWS: each search engine crawls through millions of web pages, indexing each for its contained keywords. Therefore, we believed it to be crucial to identify the highly-searched keywords of interest to the Voice Within Studio so as to best understand which words should be incorporated throughout the website to boost its rankings within search results.
- The second - Writing examples of optimized product and video descriptions that achieve the dual goals of both swaying potential consumers to make a purchase and boosting

each web page higher in search query results by ensuring that each description contains several relevant, highly-searched keywords.

Deliverables:

[List of SEO optimized Keywords](#)

Most commonly searched terms associated with the voice lessons market, with monthly search volume data listed as well

[Product Descriptions optimized for SEO](#)

Descriptions for mock products/videos to serve as templates & examples

Recommendations and Next Steps:

- Within Squarespace there is an option to add an SEO description to each video / product being sold. We would strongly recommend using this feature for every product being sold as doing so allows each product itself to rank high within the search results.
- We also suggest publishing blog posts which incorporate SEO keywords to the website
 - The addition of blog posts would help solve the issues as identified by Semrush (an SEO auditing tool) of low Text-to-HTML ratio (search engines will have a hard time finding searchable keywords relative to the complexity of the underlying code of the webpage) and low word count.
 - Furthermore, the blog posts themselves are an excellent space to naturally integrate more SEO keywords into the website.

Deliverable 3: Social Media Strategy

Templates for Branded Instagram Posts

Rationale and Objectives:

- With the sheer number of competitors in the market for voice lessons, it is essential to establish a strong presence on social media platforms such as Instagram and YouTube. Effective utilization of such platforms allow instructors to reach a broader audience, showcasing their expertise and building a personal brand. By posting engaging content on social media, instructors can attract potential students from around the world by demonstrating the value and effectiveness of their lessons.
- In this social media deliverable, we strived to help the Voice Within Studio create a more professional online presence on Instagram - like those established by the studio's competitors. Through posts artfully designed to match the VWS's website color palette, font, and minimalistic design, we highlight student testimonials, the benefits of VWS coaching, and introduce a wider, online, consumerbase to Carol and her business.

Design Process:

- Before beginning to design the template Instagram posts for VWS, we analyzed several competitors' Instagram accounts, making note of the type of content being posted and how information was being visually presented.

- We then modeled the posts that we created off of the insights we gained from our competitor analysis, paying careful attention to maintain a consistent color palette and style to VWS's current website branding.
- In addition to creating 10 different templates for Instagram posts and stories which match with the studio's current website style, we created 3 additional templates as alternative options which experiment beyond minimalistic styles (while maintaining the established color palette for the Voice Within Studio).

Deliverables:

[Link to Edit for Templates](#)

Each template is linked here, allowing for direct edit access

[Folder of templates](#)

Folder which contains pdf versions of each created template

Recommendations and Next Steps:

- To effectively utilize these platforms, we recommend that VWS should maintain separate personal and professional social media accounts.
- More promotional content can be posted on the professional accounts, including singing-related short videos (reels, tiktoks, YouTube shorts) focusing on vocal tips, daily warm-ups, debunking singing myths, and more.

- These short clips can serve as teasers, with links to longer, more detailed videos on VWS's paid video pack platform.
- Additionally, VWS could post clips of private and group lessons to showcase Carol's teaching style and expertise.
- We would also recommend posting student video testimonials to social media, building trust and credibility with potential students.

Summary

All the work referenced in this document can be found in this folder:

https://drive.google.com/drive/folders/1U5lXrxuiUh8s8r-2CQt6VoN5l_6CRdhk?usp=drive_link

Next with NEST:

- Creation of video editing templates or video editing tutorials to help produce more effective and engaging video content.
- Scheduled photography shoot with NEST to help replace the current stock images on the website with images more personal to VWS.
- Development of an E-Newsletter to strengthen the connections to potential consumers and further bolster the trust and credibility between VWS and the community.