

In the light of these comments, I have tidied up the website a little and have:

- reduced the content on the front page by removing the duplication of information about past concerts – leaving only our next concert
 - to ensure that our next concert is prominent for concert-goers
- added a preliminary paragraph at the top of the front page about the choir that mentions Edinburgh but explains our national coverage
 - to try to increase the visibility of the site (by mentioning “Edinburgh”)
 - it needs to be checked and, if possible, shortened
- placed a duplicate button at the top of the CONCERTS page that leads to a complete list of concert programmes since 2005
 - for potential new singers / members

Additionally, I have investigated how easy it is to find our concerts by searching the internet:

Finding our concerts using Search Engines

There does not seem to be a prominent website for musical events in Edinburgh which we would use and various search terms which might be expected to provide links to choir websites are not effective?

Our website has some success in being found when a user searches for choral concerts, however? Using Norton Safe Search with the search term “Choral concerts in Edinburgh” or “Choir concerts in Edinburgh” produces a list of results in which we come 7th (the 5th named choir) and the link is to our “CONCERTS” page with a very positive clip from a review quoted? The search term “choral performances in Scotland” brings us up as first in the list!

Both TicketSource and Eventbrite list our events as posters with links to tickets? A search of TicketSource selecting Edinburgh>choir>next month leads to our next concert as first in the list together with ERCU at Greyfriars?

There is also site called “Concert-diary.com” which is a UK site? If the search terms “Classical”, “Concerts” and “Edinburgh” are used finds Carlton Consort’s next concert but nothing else? The site is very complicated to use, however?

“Stockbridge Church Events” have a Facebook page but, although it includes information about musical events, the last one shown is in the 2024 Fringe, together with ones in December 2023? Stockbridge Church website, however, is currently advertising 4 musical events in February, and the same are displayed on the Stockbridge Music Hub website?

Jim Murdoch, February 2025