

The Flatops Company Web Site

What does your company do?

We want to create a new business web site that buyers can go to and buy used, and occasionally new, flattop guitars. The site will also sell advertising space. The site will also sell a few unique accessories such as guitar straps, picks, and stands.

I want to attract returning customers back to the site with articles/resources that interest them.

Do you have a published description that we could use on the site?

“Flatops is your home if you are an artist, a guitar enthusiast, a guitar buyer, or a collector of fine instruments. We sell the highest quality collectable and professional-grade instruments. At Flatops, every instrument is closely inspected and played before it is presented for sale. We also provide valuable information on performance, care, restoration, and history of flat top guitars. Finally, we sell only the stretchy-est straps and the fastest picks available. We are especially picky about picks. Also, our stands stand up to abuse most stands can’t stand.”

What brands of guitars do you sell?

Most will be Martin, Gibson, Guild, Taylor.

Also Walker, Leach, McPherson, Lowden, Beneteau, and others.

Possible keywords?

vintage, professional grade, collectable, martin, Gibson, Taylor, guild, guitar, acoustic guitars, musical instruments, guitar articles, learn guitar, free mp3s, guitar tone tips, music news, guitar news, guitar care

What is your address?

707 E. Wrocki Road

Spokane WA 99699

Phone 1-800-ILIKEGUITARS

Email webmaster@flatops.com

Do you have any preferences for a color scheme?

I would like warm, friendly, natural colors. Sunburst might be a nice sub-color theme because it is used to decorate many guitars.

Black seems to be a popular color for the page backgrounds of a number of guitar manufacturers. That would be OK. White is good also. It is clean and sets off the colors of the guitars. Other possible desirable colors include the blond color of an acoustic guitar top, or the rich wood colors of rosewood, walnut, and maple.

Do you have a logo already?

Yes, see the FlatopLogoToUse.gif file included. You may modify it a little or you can change the font, but we like the yellow graphic concept.

Do you have competitors?

Gruhn Guitars at <http://www.gruhn.com/>

Mandolin Brothers at <http://www.mandolinbrothers.com/>

Are there any sites you like the look of?

Gibson <http://www2.gibson.com/Products/Acoustic-Instruments.aspx>

What impression do you want to make?

Friendly and conversational, but also organized, knowledgeable and trustworthy.

How much graphics do you want on the pages?

Not too many graphics, but try to make the most out of a few well-placed graphics. Probably would not use animation unless it is very clever and understated. Animation is OK in the advertisements if it is tasteful.

In our pages that list guitars for sale, we would try to keep the size of the images consistent, perhaps about 1.5 x 3"

Describe the customers you want to visit and return to the web site.

People who prefer "natural" things, and who are generally not interested in glamour or decoration. Mature adults. Some customers who are collectors would most often be middle-aged males who grew up listening to guitar music but did not have the money to buy a better quality guitar until their children were raised. Also, articles about the artists, the guitars, and about collectors of guitars would attract them.

Describe the customers you do not want.

Teenagers without money who might want to browse, download images, and tie up the server.

What are examples of classic collectable acoustic guitars that I can use for my filler text?

Any model Martin guitar (typical models are D45, D28, D18) from the 30s to the 90s, Gibson J-185s and J-200s from the 40s to the 90s (with the exception of about 69 to 85, not the best years for Gibson). Also Guild guitars, Epiphone guitars up to about 1965.

Other good quality acoustic guitar makers: Takamini, Yamaha, Ibanez, Taylor, Tacoma

Do you have sample text elements I can use on the site mockup?

Disclaimer

Flatops guarantees all instruments listed on the site. It is up to the buyer to contact the us should problems be found when the instrument arrives. Flatops is not happy when there are payment problems. As a matter of fact, some of the individuals buying guitars at Flatops may actually be flakes. As an example, Karen Feeding of Arkansas still owes us \$14 for the homemade guitar made out of an old computer case that she claims never arrived. We could go on and on. Also, Cornelius Cobb of Cobb's Corndogs owes us \$.47 for the banner ads we featured last October. You just can't tell about some people.

How Our Selling Service Works

On each page with items for sale, buttons are provided for selection. Also on the page is a button "Proceed to checkout."

At the checkout page, customer will fill out the form in full, including name, address, phone number, VISA or MasterCharge buttons, card number, and the expiration date. Also an email address so we can send a copy of the invoice.

Shipping is free to the lower 48 states. Please contact Flatops for information about shipping elsewhere.

Ads

Ad space will be 1" x 3" either vertical or horizontal. The designer should pick one.

Sample Article

How to set up neck curve (warp), and string height.

Virtually all the adjustments to string height can be made with the truss rod. To lower the strings, turn the trussrod wheel clockwise. To raise the action, turn the wheel counter-clockwise. The ideal string height is 2/32" between the bottom of the string to the top of the fret on both the low E and high E strings. The high E string can be slightly lower due to the fact that it is the smallest string. This of course also affects the bow of the neck.

Sample Article

How to maintain the neck on a guitar.

If the neck is unfinished, it is more susceptible to humidity changes. A very occasional dose of gunstock oil will help to keep the neck maintained; we use Birchwood-Casey Tru-Oil, but any good quality gunstock oil will work.

As far as cleaning, if the neck gets really dirty, you can use a high grade of lemon oil to clean it. You can even use a little bit of Murphy's Oil Soap, diluted 3:1 to clean it. Keep in mind that if the dirt has gotten into the wood, it cannot be removed except by sanding it down, which we do not recommend. It is better to keep it clean in the first place.

Washing your hands first helps!

On an unfinished neck, some discoloration after many hours of playing is normal. It means you're playing it, and that's a good thing.

Sample Listing

J-200 Standard

From its inaugural appearance in 1937, Gibson's J-200 set a standard others have been trying to match ever since. Today—nearly 71 years later—the legacy of Gibson's "King of the Flat-tops" lives on in this J-200 Standard. Upon its introduction in the late 1930s, the J-200 immediately filled a need for a deeper, more balanced and powerful sound. It gave purveyors of the new American music scene of the 1930s a reliable, well-built instrument, capable of projecting the sound of the guitar well beyond that of any other acoustic on the market—a fact that still holds true today. It is simply the world's most famous acoustic guitar, and certainly one of most popular, as evidenced by the list of players that have made it their primary acoustic instrument, among them Ray Whitley, Emmylou Harris, Roy Rogers, Gene Autry, Gram Parsons, and Pete Townshend.

Sample Listing

\$700. This fine old Gibson L00 was only used for slow tunes. The owner's wife would never let him wear spandex so he couldn't do any of the faster stuff.