



# Fraser Churchill

Singer, Songwriter, Guitarist, Musician

Sebastian Belfiore  
Web Development

## Fraser Churchill

Singer, Song-writer, Guitarist, Producer

Bio: Fraser Churchill is a London based artist from an intense musical upbringing. His rhythmic guitar playing is heavily influenced by his background as a drummer, and his vocals are influenced through singing in gospel choirs and attending jazz courses from an early age.

Fraser's background in music has played a major role in the artist he has become. In his shows, Fraser's connection with the audience makes him the kind of performer that you want to see. He is releasing his debut album in March, 2013, with a mixture of sounds influenced by Stevie Wonder, John Mayer, John Legend, Alain Clark and Jamie Cullum.

Fraser Churchill "has great musicality" (Leona Lewis) and is certainly one to watch out for!

"Churchill's onstage demeanor is confident and warming" – ReverbSounds

"Great connection with the audience" – Gary Barlow

---

The purpose of creating this website was to promote Fraser Churchill and enhance his music career and public appearance. As stated above Fraser is surrounded by musical talent all around him. Knowing him for many years helped me develop a site that would fit the mood and feeling of him and his music. The website provides an online source for him to sell his music using an e-commerce plugin. Gigs and a small widget shop are displayed on most pages to provide easy access for an album purchase.

We stumbled across a company that produces regular ID size cards that has a little usb that slides out. These actually proved to be cheaper than getting all the work printed on paper and have the cds published. Using a USB we are able to store contact information and any 'special' extras from creating his album. That way, if someone looking to sign him on a record deal when receiving the USB stick, they would know exactly where to go. Not only this but it will create a better following if the USB contains videos of Fraser outside his music career and through the pubs and musical nightlife of London. There is a section dedicated to keeping his fans updated with his upcoming Gigs. This is connected a to a widget called Gigpress, which Fraser can himself easily update it. He will be self sustaining now that I have taught him how to easily login into the CMS to update the content he needs to keep his users engaged. Using the installed Google Analytics Fraser is also able to monitor the traffic being brought into his website everyday.

# Fraser Churchill Mobile Layout



