

# BUILDING YOU A STEP-BY-STEP **GUIDE FOR** BANDSAND MUSICIANS

BAND WEBSITES

# Introduction

#### **Greetings!**

At Bandzoogle we're extremely fortunate to help thousands of musicians and bands from around the world quickly build effective and powerful pro websites. However, having the tech tools at your disposal is only one step in making an amazing website.

Whether you use Bandzoogle or a different platform for your website, this guide will help you organize and create the content for your site, which are key to building a site that will not only impress new visitors, but determine whether your fans will want to stay and explore, sign-up to your mailing list, and shop from your online store.

If you have any questions, or would like to have your website reviewed, feel free to reach out to us anytime: <a href="mailto:reviews@bandzoogle.com">reviews@bandzoogle.com</a>

And follow us on our **blog**, on **Facebook**, and on **Twitter** to keep up to date with future tips and advice.

#### - The Bandzoogle Team

- Bandzoogle.com
- Facebook.com/Bandzoogle
- Twitter.com/Bandzoogle

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Thousands of musicians use Bandzoogle to build effective websites for their music.

# HERE'S WHY

- Professional results in minutes.
- Plans start at only \$10/month.



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- All the tools you need, like a store, mailing list, and blog are built-in.
- Choose from 100s of styles, or build your own in a few clicks.
  - Musician-friendly support 7 days/week.

When you're building a website for your band, one of the most important decisions you'll need to make is what main menu options to have. The key thing to keep in mind when deciding on your menu options is to **make navigating your website easy** for everyone who visits your site.

Those visitors might be **loyal fans** who are just coming to read the latest news and check out your tour dates. They might be **potential fans**, who want to hear one or two tracks, and read your bio. They might also be **industry people** (labels, promoters, bookers, etc.) looking for specific information, or a blogger looking for a photo they can use.

The best way to keep navigation simple and quick is to **limit your main menu buttons to roughly 8 choices**. You can push that to 9, or even 10, but after that, it starts to get messy.

On the flipside, if you only have 5 or 6 menu options, that's fine, but any less than that, chances are you're leaving out some key content from your site, or some of your sections end up being too cluttered.

#### Where should the menu be?

We're big fans of nice and clear horizontal menus at the top of the page, which can be under or over the header image, like on Laura Marie's website:



We're less enthusiastic about vertical, side-bar type menus. Our brains are getting used to tuning out side-bars because that's where ads and static widgets are usually found on most popular websites.

#### **One Clear Purpose Per Section**

When creating your menu options, a good rule of thumb is to have one clear purpose per section of your website. So don't add a Fan Forum to your Bio page, or have a blog on your Music page.

#### What's in a name?

When naming your main menu buttons, remember to **keep the names simple**. People have very short attention spans, and not a lot of time. If they have to think about what content might be in a certain section of your site because the name is fancy/cute/artsy, chances are, they're going to skip it.

So stick to names like "About", "Music", "Store". Avoid vague names like "Experience", "Discover", "My World", etc.

So which menu options should you have on your website? Here are the eight that we think are the most important:

#### 1. Home

Your Homepage is arguably the most important page on your website. It's where people will most often land on your site first. This is where you can help guide people to which information you want them to see, and what action you want them to take.

#### 2. Bio

Next up is your Bio page. This is important for potential new fans to get to know your background, as well as for media and industry people to get your story.

#### 3. Music

Seems like a no-brainer, but some bands don't put an actual "Music" section on their site because they already have a music player on their Homepage. A music player is essential to have on your site, but give people the opportunity to get even more information about your music with a specific "Music" section.

#### 4. Shows/Calendar

Another essential section to have on your website. Having a Shows section makes it really easy for fans to get info about your upcoming gigs.

#### 5. Photos

It's no secret that fans love to look at photos of their favorite bands. So be sure to include a "Photos" section, which will also help keep fans on your website longer.

#### 6. Videos

Some musicians simply send people to their YouTube channel to watch their videos. In doing that, you're sending them to a site that is filled with distractions, with tons of ads and lots of other unrelated videos to watch. Instead, create a "Videos" section on your site and embed your best videos there.

#### 7. Store

Another section that is too often overlooked. Instead of simply providing links sending people away to iTunes or Amazon, why not sell music and merch directly to your fans? You'll get a higher % of the money (ahem, with the Bandzoogle store you get 100% of your sales), and also collect email addresses in the process.

#### 8. Contact

Last but not least, make sure to include a "Contact" page on your site. Some people bury contact info in the footer of their site, but you'll want to make it easy to get in touch with you, especially for media or industry people.

#### **Order Matters**

These eight sections were listed in a specific order. It's become standard to have the "Contact" page at the end of the menu, and the "Store" also towards the end. A "Homepage" is usually the first option on the menu, with "About", "Music" and "Shows" coming next. It's become so common, that people's eyes have been trained to navigate a band website in a certain way.

So try to more or less stick to this order when creating the navigation on your own site. Maybe that's boring, but your website is your "business", and we sure hope your content and design is what actually makes your website interesting.

#### What about sub-menus?

In some cases, you'll have information that doesn't quite fit into your main menu options, but is related to them. This is where a sub-menu, or sub-page, can be useful.

For example, if you wanted to have all the lyrics for your songs on your website, you could make that a sub-menu option of your "Music" page. If you've decided to have a "Media" section instead of separate "Photos" and "Videos" sections, you can have those as sub-pages of "Media".

**Use sub-pages sparingly.** You want to keep navigation as simple as possible, and having too many sub-menus can really make navigating your site a messy experience.

Now let's take a detailed look at the different pages of your site and go over which elements and content should be included on each...

Your homepage is usually the first page visitors to your website will see, so it's important to make sure that you have the right elements in place to grab their attention, make a strong first impression, and keep them on your site.

A well-designed homepage can get you more sign-ups for your newsletter, more sales from your online store, and convert first-time visitors to becoming active and engaged fans.

Here are some essential elements to have on your Homepage that will help you do that:

#### **Great Header Image**

Your header image is arguably the most important element of your homepage. It's likely to be the first thing that people see on your website, so think about what image can best represent your music.

Having a great photo of your band along with your band name is a classic example of an effective header image. Here's a nice one from singer-songwriter <u>Tyler Kealey</u>:



From the picture and description, you know Tyler's name, what he does, and you can already get a sense of his music just based on that image.

#### **Short Bio**

You should never take for granted that people visiting your site already know who you are or what you do. Yes, your current fans will be visiting your site, but so will lots of potential new fans, as well as journalists, bloggers, promoters, bookers, etc. People you want to impress.

Having a short bio, or an "elevator pitch" right there on the homepage will let a potential new fan immediately know who you are and what your music is all about.

For tips on creating your pitch, check out this blog post by Music PR superstar Ariel Hyatt: "Creating a Perfect Pitch - Laser Focus Your Message"

#### Music/Video

First time visitors should be able to **sample your music in one, easy, obvious click.** So the next element you should have on your homepage is a song that people can listen to right away.

This **can also be an embedded video** they can watch. Adding visuals to the experience means that you can grab their attention through both their ears and their eyes.

For both audio and video, be sure that it's a song that you think best represents your band.

#### Call-to-action

The next element to have on your homepage is a call-to-action.

A call-to-action is designed to direct people's attention to something specific that you want them to do while on your website. It could be to join your mailing list, buy your latest album, listen to your latest track, or donate to your fan-funding campaign.

What your call-to-action is depends on what your goals are for your career. For an emerging band, collecting email addresses to build up your mailing list would be a good goal to have. For a more established artist with a solid fan base, directing people to purchase new music & merch through your online store might be the way to go.

But it's best to limit yourself to one, maximum two calls-to-action.

Here's a good example of a call-to-action from **Erna and the Erratics**:



#### **Latest News**

With this next feature, it can come down to personal preference. Some artists have a full blog on their homepage, others have a news feed with some news from the past few months. Just remember that your website should have a blog, but it shouldn't be a blog.

Many people don't scroll down on a web page, and will only read what they can immediately see on their screens. So put the top news items on your homepage (maybe 3-5 items), and direct people to your full blog from there to see more. Info about your new album, a new show announcement, or a press article/interview are all things to feature proudly on your homepage.

Here <u>Della Mae</u> announce right at the top of their Homepage that they've been nominated for a Grammy:

#### NEWS: with love from The Dellas

#### WE ARE NOMINATED FOR A GRAMMY!!!!!!!!!

We are so humbled and honored to be nominated for Best Bluegrass Album alongside The Del McCoury Band, James King, Official Dailey & Vincent and The Boxcars!It's really special that so many of our friends are nominated for GRAMMY's this year as well! Huge congratulations to Sarah Jarosz, The Greencards ,Kacey Musgraves, Kai Welch, Alastair Moock Music, Jim Lauderdale, Steve Martin, Tim O'Brien, and... Read more

#### Social Media Links

People might only have a short time to check out your website, so it's a good idea to give them a quick link to connect with you on social media sites. That way, if they only have a minute, they can go to your Facebook page and "Like" it, or follow you on Twitter, right from your homepage.

Don't overdo it, simply list the social media networks that you're most active on. The goal isn't to send people away to 10 different places other than your website, but to make it easy for them to keep up with your latest activity. Then you can draw them back to your website with the content you put out through those social media profiles.

Here's an example from <u>Steve Strongman's</u> homepage, where the social media icons are right below the header image:



Chapter 2

# **Essential Elements for Your Homepage**

#### **Keep it Clean**

One last thing to keep in mind is that an overly-cluttered homepage is not a good thing either. You'll want to stick to these 6 elements for the most part, and use them to direct people to other sections of your site effectively. If people have too many options/links/images to look at, they might simply ignore it all and leave your site.

# **Give Your Site a Great Bio Page**

If reality television, blogging, and social networking has taught us anything, it's that fans want to know more about the real you. The Bio page can be a huge source of traffic for your website.

Think about the people who are visiting your website. Maybe you opened for a band and their fans want to see what you're about. Maybe a journalist or blogger needs material in order to review your show, or your new album.

They're interested in finding out more - it's up to you to give them a great first impression. A good Bio page gives context to your music, and that enables the listener to better appreciate it.

Here are some things you should think about including on your Bio page:

#### The 5 W's. Who, what, when, where, why and how

Keep these in mind as you write out a bio for yourself. Imagine you're describing yourself to a stranger. You might give them some kind of reference to relate to such as a familiar genre, band, or style of music that they can identify with. But you wouldn't go into every itty bitty detail of your history. Same thing here. Keep it short, sweet, and relevant.

#### Mention your name

Consider writing your Bio page in the third person. It might seem a bit impersonal not to use "I" when talking about yourself, but using your name will give your bio text a professional edge.

It will also **help your website rank for keyword searches in Google** done on your name (or your band name), and allows journalists, bloggers, show promoters, etc. to indulge in a bit of copying and pasting when they want to talk about you.

# **Give Your Site a Great Bio Page**

#### List your accomplishments

This is the time to brag about yourself! Write out all of the interesting things you have done. Use a great quote from the press, list places you have played, or bands you've played with. This could be in paragraph form or even as a list. Once you've written everything out, trim it down to the most relevant and most attention-grabbing information.

#### Tell your story

What sets you apart from everyone else? What makes you different and special? In other words, what's your story? Give your fans a reason to go to your next show, buy your album, or join your mailing list.

#### **Include a Photo**

Include a photo of yourself or your band on your Bio Page. Putting a face to your words will give your page a personal touch as well as making it more visually appealing.

#### Keep it current

Revisit your Bio page every few months and update it accordingly with your latest and greatest musical activities.

#### And... Action!

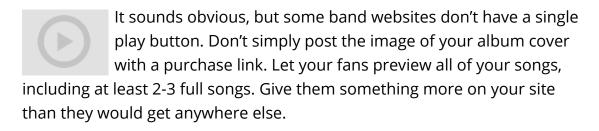
Now that they know all about you, make it easy for your visitors to contact you and buy your music by including some kind of action. You can include a contact form, a link to your store, or even just your email address.

#### **Create a Perfect Music Section**

it comes to having music on your website, installing a site-wide music player or embedding a player on your Homepage just isn't enough. Remember, your website is your main hub on the Internet. If there's any place that fans should be able to find all of your music, lyrics, and some free downloads, it's on your own website.

Here are some essential elements to include on your Music page that will give fans a great experience, and help you to collect emails and generate sales in the process:

#### Have a PLAY button



#### Offer free digital downloads

Speaking of giving more to your fans through your website, offer a free downloadable song on your Music page. Even better than that, offer free songs in exchange for their email address.

Getting a fan's email is worth much more than getting \$0.99 for a song download. That way you can keep in touch with them over the long term to let them know about upcoming shows, new music, new merch, etc.

#### Have digital downloads for sale

Don't simply send fans away to iTunes to buy your music. You should have ecommerce setup on your own site where you can offer digital downloads for sale. This way you get to keep the majority of the money, plus collect their email addresses.

#### **Create a Perfect Music Section**

Note: With Bandzoogle's Album feature, you can offer downloads for free, pay-what-you-want, or a set price, and you keep 100% of sales (\$\frac{\$11 \text{ million and counting}}{\$\text{counting}}\).

#### Have physical option(s)

Don't believe the hype, there is still a demand for physical merch. <u>Pledgemusic</u> revealed that 82% of the pledges are going to physical product. So besides digital music, you should also offer physical options for your albums.

Note: You can use the Bandzoogle Store feature to offer physical merch for sale, and again, you keep 100% of those sales.

#### **Include lyrics**

Did you know that people search for "lyrics" just as much as "sex" on Google? With digital downloads and streaming, gone are the CD liner notes with lyrics, but clearly fans still want to see them. So on your Music page, be sure to also include lyrics for your songs.

Another option is to create a "Lyrics" submenu page for your Music section and post all of your lyrics there. Just make sure that fans can find them somewhere on your website.

### Add album info & descriptions

Another important element to add to your music page is info about the albums/songs.

When/where was it recorded? With who? What was the inspiration behind the creation of the album? How was the experience? Why are you excited about it?

## **Create a Perfect Music Section**

Give your fans some <u>context</u>. Let them read the story about your music while they're listening to it, it might help inspire them to buy it.

#### Offer other purchase options

Although you should emphasize selling music through your own website, some people simply prefer to buy through stores that they're familiar with. So at the bottom of your Music page, include links to stores like iTunes and Amazon, but don't bring more attention to them than that.

Again, your focus should be on selling directly to your fans and getting most of the money, and more importantly, collecting email addresses to stay in touch with those fans.

# Do More with a Shows Page

Some band websites simply have a calendar widget somewhere on their Homepage, but once a fan clicks away to another page on your site, the information isn't obvious for them to find again quickly, if they even noticed it in the first place.

Other sites place a calendar widget in a sidebar that appears on every page. Although this is better than simply embedding a widget on the Homepage, it can cause clutter on pages where that information isn't relevant.

By having a Shows page (or "Events" / "Calendar") as part of your main menu, it ensures that no matter where a fan is on your site, with one click they can easily find your upcoming gig dates.

Here are some things to keep in mind when setting up your Shows page to make sure that fans, industry, and media have all the information they need:

#### Add relevant show info

Of course it all starts with having the info that people need to know about your upcoming shows:

Date: Include the day, date, and year.

**Time:** Besides when the show starts, you can also add details for when the doors open, and when exactly you're scheduled to go on.

**Venue:** The venue name, address, link to the venue's website, a link to a map, and directions to get there. You could also mention if there's parking at the venue.

**Ticket Info:** How much is the show? Is it pay at the door? Can tickets be purchased in advance? If so, include a link to buy tickets.

#### Other info you can include:

- Info about other bands performing
- Is the show All Ages?

# Do More with a Shows Page

#### Important dates to include

Besides your "regular" shows at music venues and bars, it's important to include these other dates:

**Private events:** Although your fans can't go, it shows that you're active and open to performing private functions, which can be good paying gigs.

**House Concerts:** Sometimes house concerts can be invite-only, but again, it's important to show your activity, and it lets people know that you're available for house concert gigs.

**Conference showcases:** Though not open to the public, when bookers visit your website, having conference showcases listed looks good. Also, for industry people at the conference, they'll sometimes want to get details about your showcase, so it's a good idea to list it on your website.

**College & University gigs:** Once again, it might be the case that these are not open to the general public, but it's important to list them to show that you're getting hired by colleges & universities. This could help lead to more college & university gigs, which tend to be well-paid.

**Fundraising events:** If you're playing an event to raise money for a charity or an organization you support, list it as well. It shows that you're active in your community and are willing to play benefit shows, which can make for feel-good stories in the media, and lead to increased exposure for your band.

**Previous dates:** Although not necessarily relevant for your fans, it can be a good idea to list your previous events to show bookers/festivals/media how active you are. This could be a full list of your previous events, or you could simply highlight some of your bigger shows.

Important note: If you don't have any upcoming dates, **don't leave your** calendar page blank. Let people know what you're up to by adding a message saying that you're currently looking to book shows, writing material for a new album, or in the studio recording.

# Do More with a Shows Page

#### Spice up the page: add visuals

Many websites that have a Shows page simply have a listing of upcoming dates. This definitely serves the purpose of the page, but you can make your live shows even more enticing by adding some visuals.

The first thing you can do to make your calendar page more visually appealing is to include a show poster/image for each upcoming show. You can also **add some of your best live photos to the page** to give fans an idea of what the experience of seeing you live is like. Gal Holiday's Shows page is a nice example of this: <a href="https://www.galholiday.com/shows">www.galholiday.com/shows</a>

Even better than adding some live photos? **Add your best live video** to your Shows page. Maybe a friend of one of your fans is checking out your page to get details on the show to decide if they're going to attend or not. A great live video might help get that person to leave the comfort of their home to come check out your set.

Also, bookers will often visit the Shows page of a band's website to see their activity and make a decision whether to book them or not. A good quality live video can say a lot to a booker about the level of performance you can offer, and the experience you can give to an audience.

#### Add a call-to-action

Last but not least, you should add a call-to-action to your Shows page. Again, a call-to-action is meant to direct people to do something specific while on the page.

For your calendar page, you could add a call-to-action encouraging people to contact you for booking information. Mention what types of gigs you're available for (private events, fundraisers, house concerts, etc.), then provide a link directly to your Contact page, or have a contact form for booking requests right on the Shows page.

# **Organizing Your Photos**

Photos can often be the most popular content on a musician's site, but having a Photos section on your site is just the first step. How you present the photos can make a big difference in whether people spend time on that page and stay on your site or not.

Here are some tips to help you setup and organize the Photos section on your website:

#### **Create separate galleries**

The most important thing to do when setting up your Photos page is to create separate galleries for different kinds of photos. This will make it easier for people to find the content that they're looking for.

Some galleries that you should think about including:

**Official Photos:** Have the latest official promotional photos of your band front and center. This is especially important if you don't have a Press Kit page on your site. Include color, black & white, as well as horizontal and vertical options. You never know what format a blogger or promoter might need, so make their lives easy by offering several different options.

**Live Photos:** Showcase your best live photos. You can even create galleries for specific shows or festival gigs.

**Artwork:** In this gallery you can show off your album covers and show posters.

**Fan Photos:** You can create a Fan Photos gallery for photos of you with your fans, as well as photos of the crowds at your shows.

#### **Curate the content**

When it comes to photo galleries, it's important to remember to not overdo it. If you post too many photos and galleries, people might be overwhelmed with the choices and simply not click on any of them. Curate the galleries to display only your best photos for each category.

# **Organizing Your Photos**

#### Add new photos regularly

Keep the content fresh in your Photos section. Have some new promotional photos? Filter out the old ones and add the new photos. Played a festival gig and have some awesome pics? Create a new gallery for those.

Your website should not be static, and adding photos is a simple way to keep your site updated, giving fans a reason to keep coming back.

## Yes, You Need a Videos Section!

It's no secret that video is one of the most popular content formats online. So a great way to keep fans on your website is by embedding videos. However, many musician websites either don't have a Videos page, or simply send people away to YouTube.

As was mentioned in the first chapter on Navigation, YouTube is a noisy site with tons of ads and lots of other unrelated videos to watch (cat videos anyone?). **Once you send someone away to YouTube, you've lost them.** In today's music industry, a fan's attention is the most precious and scarce commodity. Don't waste it!

With YouTube, there also might be hundreds of live videos filmed by fans that likely aren't the greatest quality. Embedding videos on your site **allows you to curate which videos people see** so you can put your best foot forward.

#### Organize the videos

Embedding video on your site allows you to showcase your best quality videos in a controlled environment, but chances are you have several different types of videos to choose from.

Similar to how you would organize photos on your website, create different galleries for each type of video and post a few for each category. For example, you could create separate galleries for Official videos, Live videos, and Cover songs.

For more ideas on the types of videos you can create, check out the blog post <u>Musicians: 8 Killer, Cost-Effective Videos To Add To Your YouTube Strategy</u>

#### Don't overdo it

Remember, the point of embedding videos on your site is to curate the content, so don't overdo it. Having too many videos creates a similar problem for the visitor as going to YouTube: which video should they watch?

## Yes, You Need a Videos Section!

Plus, embedding tons of videos on your page really slows down your site, taking more time to load, and chances are a person isn't going to keep scrolling down and down to find more videos. Having between 2 and 8 videos embedded on your Videos page is probably the sweet spot.

With fewer videos, you should also take advantage of the design flexibility you have with your own website and **embed large videos**. Don't make people watch tiny videos on your site, or worse, force them to click away to YouTube to see large versions. Give them nice big videos to watch right on your website.

If you really want to have lots of videos on your site, one option is to create a playlist for specific types of videos and embed the playlists onto your site.

Not sure how to create a YouTube playlist? Read this post: <u>How to add a video playlist to your band website</u>

#### Add context: titles & descriptions

By posting videos on your website, it also allows you to add context to them. Sometimes embedded videos from YouTube don't show the video titles properly, so first make sure you add a title for each video.

Then to really add context, **write a description for each video**, telling the story behind it. Is it for a cover song? Why did you choose that song? Is it an original song? From which album? Where was the video shot? By who? Did anything funny happen during the shoot? Is there anything you're particularly proud of with this video? Give people as much information as you can to encourage them to click play.

#### Keep it fresh

As with your Photos page, **don't let your Videos page go stale**. Have a new official video? Add it to the top of the page and filter older videos out.

That being said, if you have older videos that are still getting lots of views, by all means, keep them on your site. But if you have videos that are performing better and you need the space on your site, don't be afraid of doing a little cleanup on your Videos page on a regular basis.

# **Setting Up Your Online Store**

If there's any place online that fans should be able to buy your merch, it's on your own website.

Just like with selling your music, selling merch direct to your fans means you not only get most of the money (100% using the Bandzoogle Store Feature), you also get their email addresses. That way, you can keep in touch with those fans over the long term to let them know about upcoming shows, new music, and new merch.

#### What merch to sell?

If you're just starting out, you might only have music to sell for now. If that's the case, refer back to Chapter 4 about setting up the Music page on your site.

But even if you are just starting out, it's not that difficult to start selling other merch items, which can be as simple as buttons and stickers, or a small run of t-shirts. As you can see on this chart from Jakprints, smaller merch items are actually the most profitable.

For tips about getting your merch made, read this post: <u>Get Your Merch On:</u> <u>Generating Revenue from Merchandise</u>

Here are some tips to help with setting up your Store page:

#### Organize

First and foremost, your online store needs to be organized. Keep the page simple and clean to navigate. If it's too messy, people might just leave the page without making a purchase.

Organize your Store by creating different sections for music, clothing, other merch items, and special package deals. If you don't have a lot of merch, this can be done all on the same page.

If you do have a lot of merch items, consider creating separate pages for each type of merch, and linking to them from the main Store page like A Primitive Evolution have done on their site:

# **Setting Up Your Online Store**



For Bandzoogle members, you can use our new <u>content layout options</u> to help organize your Store with single column, 2 column, or 3 column layouts for your Store items.

#### Have images for every item

For each item in your Store, you should have an image. For t-shirts, you can feature the front and back of the shirts, as well as different color options. Even for stickers and buttons, you should include an image of what they look like.

#### Add context: describe each item

Also for each item in your Store, you should add context. What's the story behind the item? Who designed it? Briefly explain the merch item and why you think your fans will enjoy it.

For example, A Primitive Evolution have a <u>Handmade Voodoo Doll Plushie</u> for sale with this great short description:



"Printed, sewed and stuffed by us for you! Cast a curse on an enemy or a crappy band perhaps... or just cuddle up with this little guy on those lonely nights."

# **Setting Up Your Online Store**

#### Offer something for everyone

It's important to keep in mind that you'll have casual fans as well as <u>superfans</u> visiting your Store. So you should have a range of items that would be of interest for all of these fans.

For more casual fans, stickers, buttons, or maybe a t-shirt would be of interest to them. For your super fans, you'll want to offer more exclusive things. Signed items, limited editions, specialty merch items, and deluxe packages would be better suited for them.

Remember, you can now sell any digital item through the Bandzoogle Store feature, so it doesn't have to be something that is manufactured physically. Get creative!

Need some ideas? Read this: <u>Using the new File Download feature</u>: <u>20 Items you can now sell</u>

#### Clear way to contact you

When people are shopping online, they want to know that they can easily contact the seller if they have any questions. On your Store page you can include a contact form specific to sales, or a call-to-action with a link to your Contact section.

#### Add new merch regularly

Keep your Store page updated with your latest merch items. Each time you add a new merch item is a great excuse to reach out to your fans and drive them back to your site to gain valuable data about them, get them signed up to your mailing list, and of course, shopping in your Store.

# **Make it Easy to Contact You**

One of the biggest frustrations for media or industry people can be trying to get in touch with a band. Social media is great for many things, but for "official" communication, not so much.

By having a Contact page on your website, you'll be making it much easier for your fans, as well as media, bookers, and other industry people to get in touch with you.

Here are some essential elements to have on your Contact page to make sure that you're not losing out on any opportunities to connect with the industry and with your fans:

#### **Band contact**

First and foremost, you should have a general contact for the band. Some bands only put booking info, but **fans should be able to reach the band directly as well.** 

Many people simply include a hyperlinked email address, but we strongly suggest using a <u>contact form</u> to avoid spam.

#### **Booking info**

This could very well be the same contact info as the general band contact, but make it clear that bookers should also contact you that way.

If you have a booking agent, you should put their contact information and **include a phone number if possible**. Sometimes last-minute gig opportunities come up and you'll want a booker to be able to reach you as quickly as possible.

#### Media inquiries

Same thing goes for a media contact. Even if it's the same as the general contact, make that clear. You could say something like:

"For booking, media inquiries, or to show the band some love, use the contact form below."

# **Make it Easy to Contact You**

That way your fans, bookers, and media people know to use the same contact.

However, if you do have a publicist, put their contact information on your Contact page, and again, include a phone # if possible.

Having a phone contact is especially important for media, who might need some info in a hurry to meet a deadline. It could be the difference in getting featured or not.

#### Mailing list signup

You should also include a <u>mailing list signup form</u> on your Contact page. Since a fan might be clicking on your Contact page to try and reach out to you, why not offer an easy way for that fan to stay up to date with your latest news?

Plus, if you offer an incentive like free exclusive content in return, you'll give the fan no choice but to hand over that valuable email address, which you can then use to let them know about your new music and upcoming shows.

#### Social media links

Having your social media links on your Contact page is a good idea so that all of the ways people can connect with you are in one place.

Some bands create a dedicated page on their website for their social links, but it's not necessary to take up a valuable main menu spot just for your social links.

# Need More Help With Your Website?

We hope that you found this guide helpful with setting up your website. If you have any questions, or would like to have your website reviewed, feel free to reach out to us anytime: <a href="mailto:reviews@bandzoogle.com">reviews@bandzoogle.com</a>

Be sure to follow us on our <u>blog</u>, on <u>Facebook</u>, and on <u>Twitter</u> to keep up to date with future tips and advice.

#### - The Bandzoogle Team

- Bandzoogle.com
- **f** <u>Facebook.com/Bandzoogle</u>
- Twitter.com/Bandzoogle

# About BANDZOOGLE

In the late 90s, Bandzoogle's founder Chris played in a rock band called Rubberman. The band played big festivals, toured, made videos, and did all the crazy things rock bands do. And like many rock bands, had a parting of ways with their singer and broke up.

Their record label liked the website Chris built for Rubberman, so they hired him as a web designer for their multi-platinum artists. Over time, he got overloaded with requests to update the websites. So, he created a "control panel" to let managers make the changes themselves. Chris realized that the program could also help indie bands build and update their own websites. Bandzoogle was born.

Now, thousands of bands around the world use Bandzoogle to build their websites, and it is still growing!





Thousands of musicians use Bandzoogle to build effective websites for their music.



- Professional results in minutes.
- Plans start at only \$10/month.



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- All the tools you need, like a store, mailing list, and blog are built-in.
  - Choose from 100s of styles, or build your own in a few clicks.
    - Musician-friendly support 7 days/week.