

# Music Website Checklist

Be sure to include these items on your band's website.

Find more resources for musicians and bands at [AudioTheme.com](http://AudioTheme.com)



## 1. Contact Information

This seems obvious, but you want people to be able to reach out to you. Whether they are fans or potential venue owners looking to book your band, you want to be sure they have a valid email address or other form of contact. Be sure to frequently check your inbox and respond to those who are reaching out to you. Digital channels of communication are appreciated because people can reach out instantly, or on their own time.

## 2. Social Media Links



Give fans the option to find you across the web so they can check up on you whenever and wherever they want.



## 3. A Way to Listen...and buy

Whether they've heard your stuff before or are just dying to hear their favorite song again, make it easy for fans to find your mp3s and purchase links.

## 4. Gigs

25

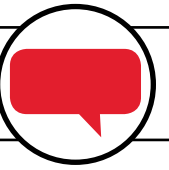
Make it easy for fans to find when you're playing and how to get there. Provide as much information as you can. Addresses, start times, ticket fees or door charges, and any insight you have about the venue.



## 5. Biography

Spill a little bit about yourself. If a venue is trying to let people know what to expect when you play your show, they'll often visit your bio and borrow what you've written. Go beyond the typical elements of a biography and really share your story. If you're a band, explain how you all met, what your influences are. Add something personal about each of the members if you can. If you're a solo artist, share how you got started with music.

## 6. Blog or Video Blog



Your fans want to hear from and feel connected to you. A blog or video blog is one of the best and easiest ways to keep in touch with them. It also gives people incentive to return to your site frequently.



## 7. Newsletter Sign Up

Use your list to promote gigs, merchandise, events, and anything else that you want your fans to know about.

## 8. Photos



You've invested time and resources into making sure your website is polished, make sure your photos are too. Make sure your images are high enough resolution to fit their intended space without being stretched.



## 9. Links to Any Press

Did your local paper write about you? Did a venue or fan post a review of one of your shows? Link to the articles so people can get some outside perspective about your music.

## 10. A Way to Track Visitors



Using the basic features of Google Analytics or Jetpack for WordPress can give you great deals of insight. Check up on your traffic and analyze it to see how effective your social media promotions, new releases, and blog posts have been. When you see something that is working to drive traffic to your site, you can start to tailor your strategy around what has been most effective.

AudioTheme was born out of the needs of music makers who want an awesome site, but don't have the time to struggle with complicated setups or money to afford a totally custom solution. AudioTheme creates premium WordPress themes and plugins meant to help musicians easily manage their online presence. Learn more and find more resources at [AudioTheme.com](http://AudioTheme.com)