

**BANDZOOGL**E  
presents...

# Quick Fix

12 Ways to Instantly Improve Your Band Website

**BANDZOOGL**E

Band websites that work

# BUILD A MUSICIAN WEBSITE THAT WORKS!



**THOUSANDS OF MUSICIANS USE BANDZOOGLER TO BUILD  
EFFECTIVE WEBSITES FOR THEIR MUSIC.  
HERE'S WHY:**

- Professional results in minutes
- All the tools you need, like a store, mailing list, and blog are built-in
- No HTML, no software to download, no hassles.
- Choose from 100s of styles, or build your own in a few clicks.
- Musician-friendly support 7 days/week

**NOT A BANDZOOGLER MEMBER? USE  
THE PROMO CODE “QUICKFIX” AND  
GET 3 MONTHS FREE.**

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# Introduction

## Greetings !

At Bandzoogle we are extremely fortunate to build tools that allow thousands of musicians and artists to quickly build effective and powerful pro websites.

However, having the tech tools at your disposal is only one step in making an amazing website. How you design it, how you organize the content, and the content itself are key to building a site that will impress new visitors, where your fans will want to stay and explore, and come back to buy from your online store.

During the last few years we've reviewed thousands of musician websites through our member forums, by email, and at music conferences around the world. We know how to optimize a website, depending on what your goals are. We often see the same issues come up over and over again. Most of the time, just a few minor changes can make a musician's website look more professional and be more effective.

This eBook is a collection of 12 quick ways that musicians can improve their websites. We hope you find them helpful. Follow us on our [blog](#), on [Facebook](#), and on [Twitter](#) to keep up to date with future tips and advice.

If you have any questions, or would like to have your website reviewed, feel free to reach out to us anytime: [reviews@bandzoogle.com](mailto:reviews@bandzoogle.com)

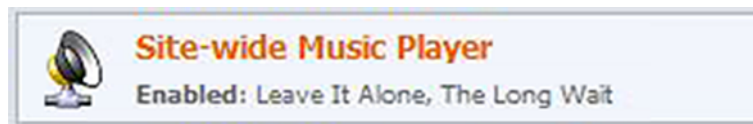
- The Bandzoogle Team

 [Bandzoogle.com](http://Bandzoogle.com)

 [Facebook.com/Bandzoogle](https://Facebook.com/Bandzoogle)

 [Twitter.com/Bandzoogle](https://Twitter.com/Bandzoogle)

# Turn off auto-start music



This first one not everyone will agree with, and even within the Bandzoogle team, folks have different opinions. But here are the top reasons why you should not have auto-start music on your website:

## Top 5 reasons why you should not have auto-start

1. Remember, your fans are music fans. There's an excellent chance when they visit your site that they're already listening to music (on iTunes, Pandora, Spotify, their stereo, etc.). Forcing your best track to get mixed with the latest Gaga single isn't the experience you want them to have.
2. You have no idea what volume setting their speakers or headphones are on when they reach your site. It can make for very unpleasant surprises, especially if at work, or at the library. And especially if you're a screamo metal band.
3. Tabs. More and more people use multiple tabs when they're browsing the Internet, and they might "right-click-open-in-new-tab" your website. So auto-start music can startle the person, and with multiple tabs open, they're probably not sure which tab it's from. Spooky, and a bad first impression.

## Quick Fix #1 - Turn off auto-start music

4. The music that auto-plays competes with your own content. You have a cool new video? Folks are then forced to pause or stop the player (if they can find it) and then start the video, or the one song they're curious about. It can be annoying. Give them control.

5. Waste. Often people will have their speakers muted or mute them when music auto-starts. That can mean a lot of wasted bandwidth for that fan, potentially slowing down your site for them.

OK, even with those 5 points, we know some people really do like having their music auto-start on their site. If you're looking for reasons to justify it, here they are:

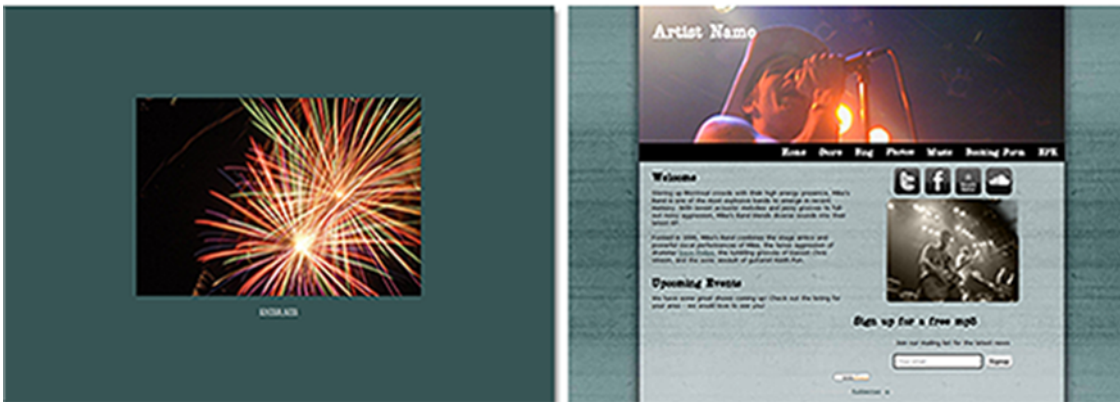
### Top 2 reasons why it's ok to have music auto-start on your site:

1. People know they're coming to a band website, so they should be expecting to hear music. (Restaurant sites however, please...).
2. It's your site, and you should have it the way you want (and we like it that way).

In the Bandzoogle control panel, to toggle it on and off for your site-wide music player, go to "Edit Pages", click on the "Site-wide Music Player" and then "Options".

# Lose the Intro Page

Many people like to add an Intro page to their website, but depending on how you use them, Intro pages can actually work against you.



## Top 3 reasons NOT to have an Intro page

Here's why you should lose the Intro page on your site:

1. It's annoying to your returning visitors – clicking "Enter Site" or "Skip Intro" is one extra click every single time they visit your website, before they can get to the good stuff (your blog, your music, your merch...and so on!) Extra clicks can mean people might not bother returning to the content.
2. It can hurt your rank with the search engines. Google picks up text content on your page and if the first page of your website is an Intro page, there isn't much to tell Google if and how your site is relevant to search queries.

## Quick Fix #2 - Lose the Intro Page

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3. Confusing Navigation. Intro pages don't have a menu like the inner website pages and this can be confusing to visitors landing on your page, especially if your "Enter Site" link is hard to see, or below the fold (meaning they would have to scroll down the page to even see it).

This is not to say you can never have an Intro page on your website, but there must be a specific purpose for it, and it should be temporary. Here are the 3 top uses for an Intro page:

### Top 3 ways to properly use an Intro page on your site:

1. You are promoting something in the short term, like a CD which is being released very soon. Adding a single call to action (Buy my CD here!) can focus your visitor's attention to one thing.
2. Your website is under construction, and you want your visitors to know that you are still there even though your site isn't accessible.
3. You have more than one website (one for your band, and one for your sound engineer business) and want your user to choose between these two website options right away when they land on your page.



# Focus on one Call-to-Action

One easy thing you can do to improve your website is to focus your homepage design on one main **call-to-action**. A call-to-action is designed to direct people's attention to something specific that you want them to do when they get to your website. This is the website equivalent of the over-friendly store clerk that welcomes you and says "Hey there! Did you know we have a 2-for-1 sale on men's underwear?" and then gently leads you towards the display.

Take a few seconds and go to [www.bandzoogle.com](http://www.bandzoogle.com) and look at our home page. What do you think our main call-to-action is?

That's right... "Try It Free" (as in... "Dear Musician, please sign up for a Bandzoogle account right now"). We have it big, and green, and we have that call-to-action 2 more times on the homepage above the fold (meaning you don't have to scroll down to see it), and one more time at the bottom, just to make sure no one missed it.

Go to our Features Pages ([www.bandzoogle.com/features](http://www.bandzoogle.com/features)) and you'll see it there too, in the details for each of our features... (And, hey, wow, we do have a lot of features, don't we ? Tell your friends!)

## **What do you really want people to do while visiting your website?**

That's your decision to make, and it depends what your goals are, right now. It could be to get people to join your mailing list, buy your latest album, listen to your latest track, or donate to your fan-funding campaign. If you assume they'll spend exactly 30 seconds on your site, where do you want them to spend those precious seconds ?

## Quick Fix #3 - Focus on one Call-to-Action

In the early stages of acquiring fans, collecting email addresses to build up your mailing list would be a good goal to have. For a more established artist with a solid and loyal fan base, directing people to purchase music and merch through your online store might be the way to go. If you're raising money to fund your new album, you can direct people to your fan-funding campaign. If you're packing your bags for a big tour, you want to make sure visitors see your calendar.

### Where should you put your call-to-action?

Your main call-to-action should be clearly visible on your website. The most important place to have it is right on your homepage, preferably towards the top of the page so that visitors to your site can see it right away without having to scroll down (remember the Bandzoogle.com example). You can also place your call-to-action on other important pages on your website like your Bio, Music, or Contact sections, or simply have it as a constant on all of your website pages. You should also keep that call-to-action in mind when updating your Twitter or Facebook accounts.

### Bonus tip: Building your mailing list? Offer an incentive.

If you decide that your call-to-action will be to encourage visitors to sign-up to your mailing list, try to offer some kind of incentive. A free MP3, a free live EP, a "mixtape" download, exclusive content (videos, never released tracks, etc.). People's inboxes are already flooded with emails, it doesn't hurt to offer a little extra incentive to entice people to give you their email permission. After all, it's still the **most effective marketing tool for musicians**. So try to do whatever you can to sweeten the deal to get those email addresses.

### Examples of Calls-to-Action

Here are a few good bandzooglin' examples of calls-to-action:

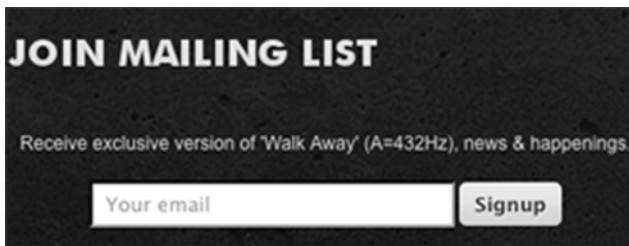
## Quick Fix #3

### - Focus on one Call-to-Action

[August Rising](#) (email address for free exclusive content):



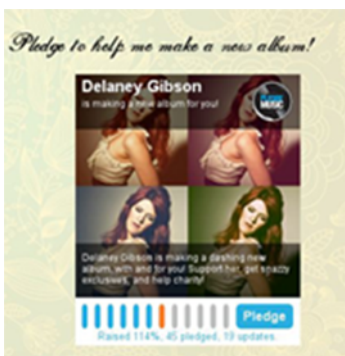
[5th Projekt](#) (email address for free exclusive song):



[Rob Lutes](#) (new album now available):



[Delaney Gibson](#) (PledgeMusic fan-funding campaign):



# Make it Easy to Listen to Your Music

Another quick improvement you can make to your website is to make it easy for people to listen to your music. First time visitors should be able to sample your music in one, easy, and obvious click.

## Make a first impression: Music to listen to, not only purchase

Keep in mind that a lot of your traffic is from people who aren't your fans yet. Maybe they've heard about you. Maybe one of their friends posted your website somewhere. Maybe you're opening for a band they like and they want to decide if you're worth showing up early for. Think of them by putting your best track right there, at the top of your homepage in high bitrate glory (good sound quality). A good video? Even better. That way you're grabbing their viewing as well as their listening attention.

All too often music pages only have music for sale that at best offer 30-60 second sample clips. Sometimes there is only music available to purchase with no music samples at all, or worse yet, only links to external sites to purchase music, with no music available on the artist's site whatsoever. You should definitely have your music for sale on your website, but make sure to also have at least 1 or 2 songs people can listen to, from start to finish, so they can get a good taste of what your music is all about.

## Make it clear where to listen to your music

Once your music is available to listen to on your site, make it very easy for people to find it. Again, best thing to do would be to have a music player right on your homepage.

## Quick Fix #4 - Make it Easy to Listen to Your Music

You can also use a site-wide music player that can continue to play while people surf the different sections of your site. Once they start listening, having a “playlist” of your best songs that keeps playing is definitely better than forcing them to hit “play” for each track (because chances are, they won’t).

Speaking of the different sections of your website, “Music” should be in the main menu of your website. This sounds like common sense, but there are still too many websites that either try to be fancy with sections like “Experience” or “Discover”, or have the music buried within another section of the site like “Media” or “Store”. You might only have that person’s attention for a minute (maybe less), so make it clear right on the main menu where they can find your music.

### Your website is your hub, give people every reason to stay

Your website is your hub, and you should have everything available on it, including full songs to listen to. If your fans can listen to your songs on Facebook, Myspace, music blogs, etc., then they should be able to listen to them right on your website, which is where you really want fans to spend their time.

This way, they can stick around, listen to your music, look at your photos, read your blog posts, and hopefully sign-up to your newsletter or shop at your online store. If you don’t have any music for them to listen to while they’re on your site, they might leave and go to your Facebook page (or your rarely updated Myspace page), or worse, just leave your site and move onto something else entirely to pass the time.

# Add a Mailing List Sign-Up

Another element you should have on your website is a sign-up form for your mailing list. Email sounds pretty old-school, but the reality is that a mailing list is still the best way to stay in touch with your fans. Here's why:

## Top 3 Reasons to Have a Mailing List

### 1- You own it

Remember all those fans you had on MySpace? Well, MySpace owned their data, not you, and chances are if you didn't get them signed-up to your mailing list, you lost contact with many of them.

Facebook? Same deal. They own the data, and they too can disappear. Or, as it seems to be happening, it gets too crowded and noisy. Statistics regularly show that only a very small percentage of people actually see your updates. So if you have important news to announce, your mailing list is your best bet to reach most of your fan base.

Twitter? Same issue with data, and again, it's hard to tell how many of your followers are actually seeing your updates.

Bottom line is that social media sites are great tools for interacting with current fans and finding new ones, but you'll want to get them signed-up to your mailing list so you can stay in touch with your fans over the long-term, regardless of which social media site is popular at the time.

### 2- It's the ultimate permission marketing

An email list is the ultimate in **permission marketing**. Once a fan gives you their email address, they're telling you that they want to hear about your career, that they want to know about your latest album, your next show, your new merchandise, etc. That's an incredibly powerful thing, and those email addresses should be treated like gold.

## Quick Fix #5 - Add a Mailing List Sign-Up

*Note: Don't ever, EVER add people to your mailing list without their permission. Spamming people can do irreparable harm to your career, as you will likely lose those people as potential fans forever.*

### 3- Best way to sell to your fans

And finally, when it comes to cold, hard cash, both inside and outside the music industry, email newsletters are still the **best way to convert fans to paying customers**. As noted artist manager **Emily White** has said, an email list "is an artist's retirement plan".

#### Where to position your sign-up form

So where do you place your mailing list sign-up form on your website? Right on the Homepage, "above the fold"; which is to say visible right away, without having to scroll down. In fact, you should make your mailing list sign-up your primary call-to-action on your website.

If you're an emerging artist, focus on building that mailing list before anything. Don't worry so much about selling music & merch just yet, build a strong mailing list and over the long term it will be worth much more than trying to get that 0.99\$ download right away when people visit your site.

#### Offer an incentive

And finally, don't forget to offer an incentive to the person who will be giving you their email address. Getting the "latest news" or "inside scoop" on your career is nice, but offering a little something more might be the difference between getting that email or not. It could be as simple as a free MP3, but even better would be an exclusive track that can't be found anywhere else.

Some bands use their live recordings to offer up a free/exclusive Live EP in exchange for an email address, or even a free download of an older album. Use your creativity to find something unique, exclusive, and fun that will give a potential new fan no choice but to hand over their email address.

# Host Your Own Blog

When we do website evaluations here at Bandzoogle, there are two broad categories we look at: Design and Content. With poor design, it will be hard to find interesting content on the site. With great design and poor content, there is little reason for fans to visit. With that second category in mind, let's talk about blogging.

## Why Should You Blog?

There are plenty of reasons for musicians to blog on a regular basis:

### Drives people to your website

First and foremost, blogging is one of the best ways to drive people to your website. Every time you create a new blog post, it's an excuse for you to invite fans to check out your website. Some artists create a blog separate from their website and host it on one of the various blogging platforms, but why give traffic to a site that you don't own?

Instead, host the blog on your website that you own, where you can collect valuable data to know where those fans are from, what songs they listened to, how long they stayed on your site, etc. And by using your call-to-action, get them to sign up to your mailing list, or shop in your online store.

### Gives you content for social media

Many artists struggle with what they should talk about on Facebook and Twitter. Creating new blog posts gives you great original content to push out to your social media profiles, and in turn, drives people to your website.



### Shows that you're active

Blogging is one of the best ways to show that you are active in your career. If a potential fan visits your site, enjoys your music, and then sees that you have months of regular blogging under your belt, they might click on a few posts to get a better sense of your personality. If they really like what they read, you might have a fan for life.

*Note: If you do decide to start blogging, it's really important to keep it up to date. Just as an updated blog can show that you're active in your career, if your last post is from a year ago, a potential fan might think you're no longer active.*

### Creates stronger connection with your fans

Blogging is a great way to show your personality and give insight into your career, allowing fans to get to know you better. This can help turn a casual fan into a super fan by creating a stronger connection with them.

For the fan, reading about you on your blog adds some context to the music, and that's how they'll come to value it more. They might be fans of your music already, but if they become fans of you on top of that, then the music gains an increased perceived value. Our CEO David Dufresne likes to make the comparison of [having your music in a gallery versus at IKEA](#).

Mike Masnick, of the blog [Techdirt](#) even turned it into a formula:

Connect with Fans (CwF) + Reason to Buy (RtB) = The Business Model

### Blogging is great for SEO

Improving your SEO (search engine optimization) is another great reason to blog. Simply put, the more you blog, the more Google can find you, and the higher in the search results you will potentially appear based on the keywords, titles and content of your blog posts.

For example, let's say you're a ukulele player, and besides blogging about your career you also blog about how to tune a ukulele, how to repair a ukulele, what to look for when purchasing a new ukulele, etc. Chances are, people who are passionate about ukuleles might stumble on one of your helpful blog posts, and while they're on your site, they're exposed to your music, your personality, and you might gain a new fan.

### Where to place a blog on your website

Your blog should ideally be part of your main menu navigation with its own section, and not a sub-menu item. You'll want people to be able to find it easily if they want to find out more about you.

Many artists put their blog right on their [Homepage](#). If you do this, make sure to limit the amount of entries that appear on that page, then direct people to your full blog on a separate page. You don't want to have a Homepage that scrolls down forever, as you'll want to use it as a welcoming page for potential new fans to give them a taste of who you are as an artist, and focusing their attention on your call-to-action.

### Bonus: 10 Blogging ideas

Not sure what to blog about? Here's a quick brainstorm of 10 things you can blog about that might help trigger even more ideas:

- Preview an upcoming show
- Review a recent show
- Stories from tour
- Blog about rehearsals
- Stories from the [studio](#)
- New gear
- Talk about other great bands/musicians in your genre
- Stories from your personal life (if you're comfortable with it)
- Talk about your crazy pet(s)
- Talk about a passion outside of music (maybe you're a big sci-fi geek, or have a favorite sports team)

### Photos & Videos

Some of you might be thinking, "Well, that's sounds great, but I'm not good at writing blog posts". That's ok, your blog posts can contain mostly photos, or can even be videos. Whichever method you are most comfortable communicating with, go for it. The important thing is to post new content on your site on a regular basis where fans can gain some insight into who you are as an artist.

# Add Social Links

We always say that your website needs to be the hub of your online strategy (and we [mean it](#)). But, when people visit your website, they might only have a short time to check out your content. Also, let's face it, social network sites are amazing tools to engage with fans and create frequent, short-lived interactions with them.

If you add quick and easy ways to connect with you on your social media profiles, it will capture even the most casual fans. That way, even if they spent a minute on your website, they can quickly "Like" your Facebook page or follow you on Twitter. Then, you can draw them back to your website with the content you put out through those social media profiles.

## Where to place widgets and icons on your website

### Widgets:

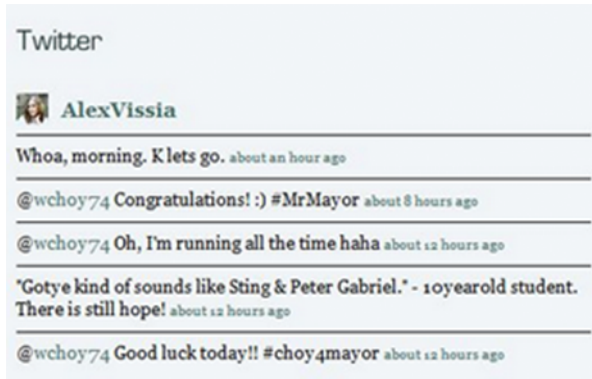
Social media widgets work best right on your Homepage. If you're active on those networks, you can place a Facebook "Like" box, as well as a Twitter Feed on the sidebar (left or right side of the page), so people can find and connect with you right away when they land on your site.

Here's an example of a Facebook "Like box" from Bandzoogle member Sara Tindley's [website](#):



## Quick Fix #7 - Add Social Links

And here's an example of a Twitter feed from Bandzoogle member Alex Vissia's [website](#):



**Facebook Like box:** <https://developers.facebook.com/docs/reference/plugins/like-box/>

**Twitter feed widget:** <https://twitter.com/about/resources/widgets> (if you're a Bandzoogle member, there is an option to add a Twitter feed through your account, as Alex Vissia did on her website)

*Note: Having these widgets on every page of your site isn't necessary. Just placing them on your Homepage would be enough.*

### Icons:

Another option to get people to connect with you on social media through your website is to display icons that link to the various social media sites you're most active on.

Here's an example from Static Cycle's [Homepage](#), where the social media icons are right below the header image:

## Quick Fix #7 - Add Social Links



These icons can be displayed throughout your site, either running along the top of the page, sidebar, or footer. But besides your Homepage, another section of your site where you want to be sure to have social media links is on your Contact page. Often people click on a Contact page to see how and where they can connect with you, so it's a good idea to have your social media links included in that section.

*Note: For Bandzoogle members, this is easily done using the "My Sites" feature, which has 32 different sites to choose from, as well as several different icon styles.*

### Don't Over Do It

You should simply link to the social media networks that you are 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.

Chances are, people will click on the link to the social media site that they themselves are most active on, so if they see a page that hasn't been updated for months, it will create a negative impression. Don't feel like you have to put a link to every social media site that you've created a profile for. Your website isn't a display for your collection of website profiles! If you're most active on Facebook, Twitter, and YouTube, you can simply display those links.

# Use a Contact Form

When musicians put contact information on their websites, most will include a hyperlinked email address. It seems like the easiest, most logical thing to do, but here are 3 reasons why you should use a contact form rather than an email address:

## 1. Email spam

Ah, email spam. We all get it, we're all annoyed by it, but it can be a mystery where it comes from. Well, one surefire way to get spam is to include an email address on your website, and/or a "mailto" hyperlink. Spambots love to scan websites and retrieve those addresses, and one way to easily avoid this is by using a contact form. Your second best option is to create an image with your email address embedded into it (but no actual text, or link). But this forces your contact to type in your address in their mailing program or service.

## 2. Email programs create unwanted hassle

Another reason to use a contact form is that a lot of people use web-based email like Gmail, Yahoo, Hotmail, etc., as their primary email. Unless they've set-up their computer properly, when they click on a hyperlinked email, it will likely open whatever email program is installed on their computer (Outlook, Windows Mail, Apple Mail, etc.). This isn't necessarily how they want to send an email, so they'll have to close the program, go back to your website, copy & paste the email, then open their webmail client of choice and paste it into a new email.

## 3. It's quicker for everyone

With a contact form, people don't even have to sign in to their web-based email to send you a message. They can simply enter their email address and type their message, which will go straight to the email address of your choosing.

## Quick Fix #8 - Use a Contact Form

### Where to place a Contact Form on your website

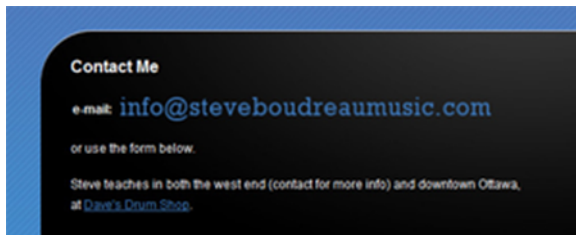
It's pretty simple where to place your contact form: on your "Contact" page. This is where people will look to get in touch with you; not on your Homepage, Music page, or Videos page.

A couple of exceptions to the rule would be if you placed a contact form that went to a booking email address through your "Shows" page, or through a specific "Book Me" page on your website.

Also, if you have a Store page with lots of items and purchase options, having a contact form specifically for questions regarding purchases on your website might not be a bad idea either.

### OK, still want to include your email address on your site?

If you still really want to show your email address on your website, you can create an image of your email address so that spambots can't catch it:



But this isn't practical for a few reasons: People can't copy and paste the email address (so they'll have to type it from memory), and they can't click on it to send a message directly (if they do have their computer properly set-up to open their email program of choice).

# Add a Digital Press Kit

When creating your website, you have to think about the different kinds of people that will be visiting it. These can be your current fans, potential new fans, as well as media and industry people.

For that latter group, they're likely looking for different information than your fans are, and you have to be sure to make it easy for them to find it.



Here are the essential elements to include in your digital press kit:

## 6 Essential Elements for your Digital Press Kit

### 1. Bio

First and foremost, have your most current bio available. It would also be a good idea to have a few different versions of your bio, like an elevator pitch, a short bio (1 paragraph), a medium bio (a few paragraphs), and a long bio (4+ paragraphs). This way you'll have options for whatever length bio the media or industry person might need.

### 2. Images

The next element to have in your digital press kit is a section with images available for download. Make sure some of these are hi-resolution images in case the media person or festival programmer needs to use the image for print.



## Quick Fix #9 - Add a Digital Press Kit

You should include a few different band photos, with vertical and horizontal options, as well as black & white versions. Be sure to also include the image for your most recent album cover.

### 3. Music

Of course, you'll need to have your music available to listen to. You should also make a few tracks available to download and/or embed, and if a media person wants to have a copy of your full album or EP, place clear information on who they can contact to get a copy.

### 4. Video

Many blogs and online newspapers love to embed videos of the artists they're covering to make the article more visual and engaging. Embed your best 1 or 2 videos in your digital press kit to make it easy to find a quality video that best represents your band.

### 5. Press Articles/Reviews

It wouldn't be a press kit without some press, so post links to a few of your best reviews and interviews. Be sure to pull the best quote from each review and include it underneath the link, don't assume that people will click on each article and read them in full.

### 6. Contact info

Even though you might have a "Contact" section on your website, include detailed contact info in your digital press kit to have everything in one place. You might also want to put a phone # where a media person can reach you if they need to speak to you in a hurry.

### Where to place a Digital Press Kit on your Website

A digital press kit is an important element of your website, so create a "Press" or "Press Kit" section and include it as part of your main menu navigation. This will make it easy for bloggers, bookers, and festival programmers to find the information that they're looking for, and hopefully help you gain more exposure for your music and get more bookings for your band.

# Embed Video

We often talk about “[hub and spokes](#)” here at Bandzoogle, which is the concept of making your artist website your “hub” of online activity, and using your social media “spokes” to draw people back to your hub.

The idea is to bring people into an environment online that you own and control (i.e. no ads/distractions), where you can sell merch directly, get fans signed up to your mailing list, and turn them into super-fans with engaging content on your website.

It’s no secret that video is one of the most popular content formats online. So a great way to keep fans engaging with the content on your website is by embedding video on your site. We see many artist websites where the “Videos” section is simply a link to their YouTube channel. What this does is send fans away to a different website where there are countless ads and hundreds of other links to click. In other words, they’ll be watching [Ninja Kittens](#) in no time, and you’ve lost them from your website.

*In today’s music industry, a fan’s attention is the most precious and scarce commodity. Don’t waste it!*

Embedding video on your website also allows you to curate the content. As much as it’s great that your fans record videos of your live shows with their cellphone cameras and upload them to YouTube, you can use your website as a filter to display only your best quality videos.

## Where to place Video on your website

Video is important enough to have its own section on your website. Create a Video section, then make a video gallery with your best videos. If you have too many menu options already and want to cut down on navigation buttons, you can create a “Media” section which then has galleries for both Photos and Videos. But if you have the room on your navigation menu (if you have a total of roughly 8 main menu options or less), give “Video” its own section.

## Quick Fix #10 - Embed Video

Other sections of your website where you could embed video:

**Homepage:** You can display your best or most recent video on your Homepage for new visitors to your site to see right away. Keep this to 1 or 2 videos maximum for your Homepage, as you don't want to clutter it up with too much content (Note: For tips on creating an effective Homepage, check out our blog post [6 Essential Elements for Your Band's Website Homepage](#))

**Shows:** You can display 1 or 2 of your best live videos in your "Shows" section along with your listing of upcoming gigs to give people a taste of your live show.

**Blog:** Of course, you can and should use videos in your blog posts.

**Press:** If you have a digital press kit on your website, be sure to include 1 or 2 videos that media/bloggers can embed with any reviews/previews that they write about you and your music.

### **Bonus: Looking for video ideas? Here are 10 types of videos you can use on your website:**

1. Official Music Videos
2. Live Videos
3. Trailers/Teasers for a live show, tour, new album, etc.
4. Cover song videos
5. Video messages for fans
6. Interviews in media
7. Videos from tour
8. Videos from backstage at shows
9. Video from rehearsals
10. Video from studio sessions

# Give it a Great ABOUT Page

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

Think about the people who are visiting your website. Maybe your band opened for another 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 About page gives context to your music, and that enables the listener to better appreciate it.

So what should you include on your About page?

**Back to Basics: The 5 W's. Who, what, when, where, why and how.** Keep these in mind as you write out a bio for yourself. Tell a story that you'd be interested in reading. 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.

**Make sure to mention your name.** Consider writing your About page in the third person, just like you'd introduce yourself at a live show. 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 it allows journalists, bloggers, show promoters, etc. to indulge in a bit of copying and pasting when they want to talk about you.

## Quick Fix #11 - Give it a Great ABOUT Page

**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, attention-grabbing information.

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

**Make it Personal.** Include a photo of yourself or your band on your About 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 About 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, or a link to your store or album feature.

**Last but not least.** Read your About page out loud to make sure it flows nicely. Double-check your spelling and grammar, and then have someone else check it as well.

Check out some of these About Pages as examples:

<http://www.leralynn.com/about>

<http://www.seconddan.com/aboutus>

<http://www.sierranoble.com/aboutsierra>

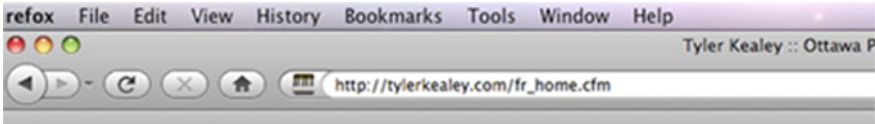
<http://www.jennifergrassman.com/about>

<http://milestodayton.net/bio>

# Add a Favicon

Most Internet users probably don't give much thought to favicons, but it's a great way to add a touch of individuality to your website and take your own branding just one little step further. So what is a favicon anyways? Also called a favorites icon, a favicon is the little image that shows up in 3 places in your web browser.

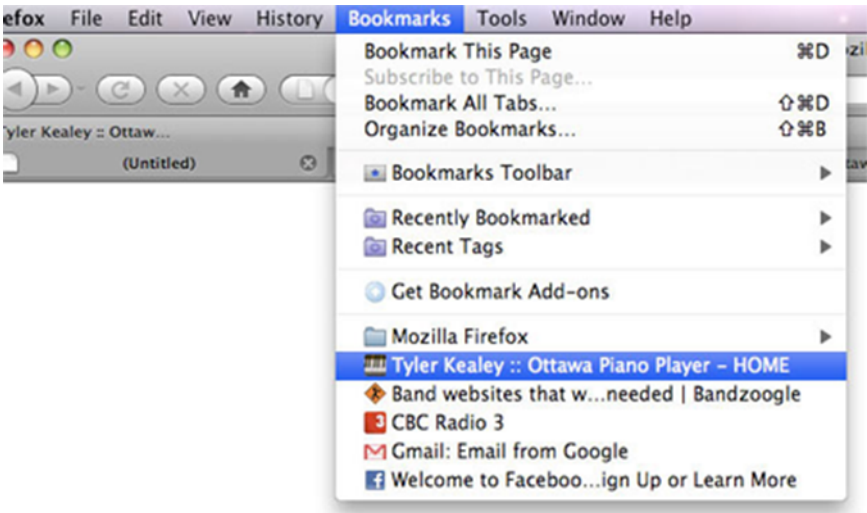
Next to your domain name:



In the tab, if you use tabbed browsing:



And, in the bookmark menu when someone bookmarks your page.



## Quick Fix #12 - Add a Favicon

If your favicon is unique and visually appealing, it'll stand out, making it easy to find when someone has lots of tabs open, or lots of pages saved in a bookmarks menu.

### How to make a great favicon

#### Keep it simple

Favicons are 16px wide by 16px tall. That's pretty tiny, so don't worry about including text or lots of detail. A logo or simple image is probably best. When you're creating yours, just make sure it's using square dimensions (same size wide as it is tall).

#### Make it meaningful

If you don't have a logo, try creating an image that relates to you in some way. Maybe a tiny version of your latest CD, or your initials. If you want to use an interesting shape, create your favicon with a transparent background and save it as a .png file.

### Now put it to use on your Bandzoogle website!

Once your image is ready, click on your Design and Options tab, then Favorites icon. You'll see a browse button to click and locate the file on your computer. You can upload your image file directly, and we'll convert it to a .ico file (the file type for all favicons) and scale it down to the right size. And that's all there is to it!

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# Need More Help With Your Website?

We hope that you found these 12 Quick Fixes helpful. We're confident that if you make even just some of these changes, your website will look more professional and be much more effective.

Be sure to follow us on our [blog](#), on [Facebook](#), and on [Twitter](#) to keep up to date with future tips and advice. And if you have any questions, or would like to have your website reviewed, feel free to reach out to us anytime: [reviews@bandzoogle.com](mailto:reviews@bandzoogle.com)

- The Bandzoogle Team

 [Bandzoogle.com](http://Bandzoogle.com)

 [Facebook.com/Bandzoogle](https://Facebook.com/Bandzoogle)

 [Twitter.com/Bandzoogle](https://Twitter.com/Bandzoogle)

## About **BANDZOOGL**E

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!



# BUILD A MUSICIAN WEBSITE THAT WORKS!



**THOUSANDS OF MUSICIANS USE BANDZOOGLER TO BUILD  
EFFECTIVE WEBSITES FOR THEIR MUSIC.  
HERE'S WHY:**

- Professional results in minutes
- All the tools you need, like a store, mailing list, and blog are built-in
- No HTML, no software to download, no hassles.
- Choose from 100s of styles, or build your own in a few clicks.
- Musician-friendly support 7 days/week

**NOT A BANDZOOGLER MEMBER? USE  
THE PROMO CODE “QUICKFIX” AND  
GET 3 MONTHS FREE.**