

7 Tips Artists & Musicians should know to prepare for creating a Website

If you have been contemplating on presenting your digital products and services to the world here is a checklist to help you



1. Understand that your website is the storefront of your business. Treat it with importance and care. Like the old saying goes, “You only get one chance to make a first impression”, so make the most of it.



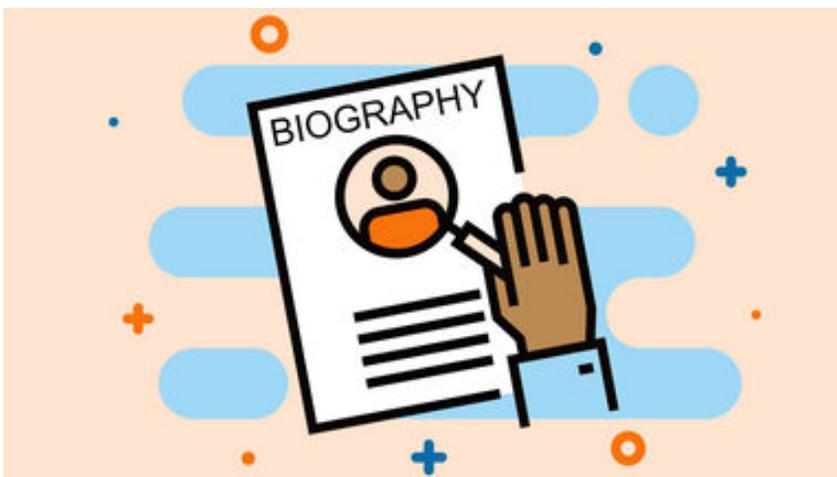
2. Think about your products and services and jot down a description of what you offer. Make your description marketable and welcoming.

3. Begin writing your biography. It imparts to those who visit your website (clients, fans, and supporters) an opportunity to know who you are while also providing your

business with a personal touch.

Most importantly, it lends credibility and legitimacy to your brand by identifying the

owner and by allowing engagement with potential clients.



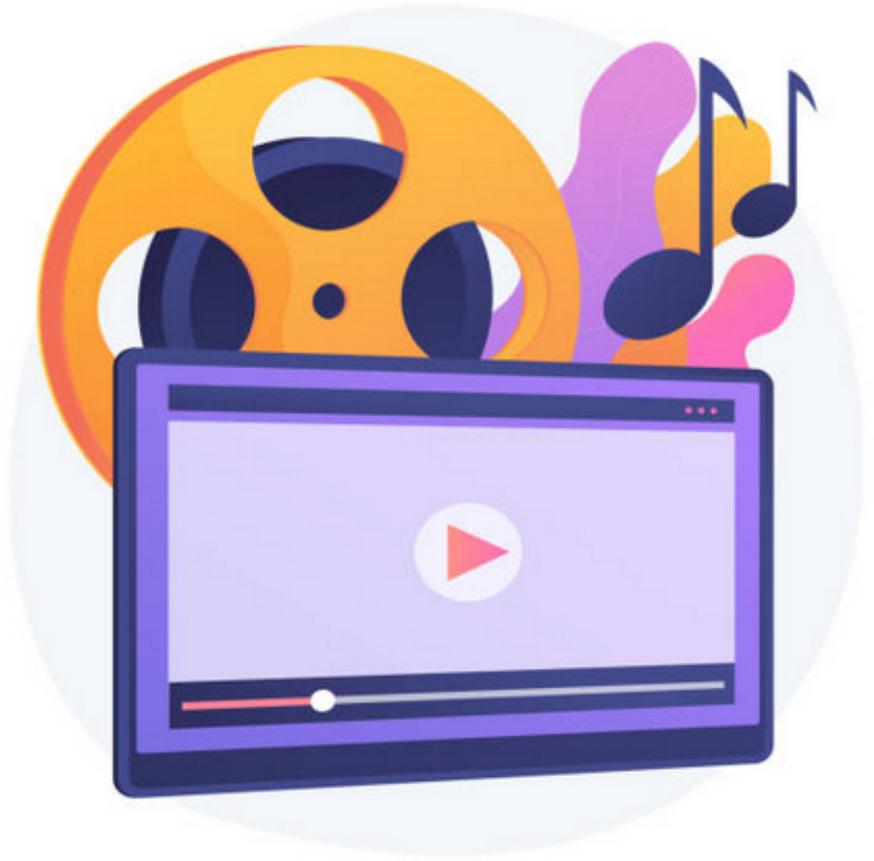
4. Get the best resolution pictures/ videos of you and your products. If you take the time to research website visuals, most will agree that the higher the resolution the greater the impact and the greater the engagement.



No Grainy Low Resolution Pictures or Videos for Your Site. Either **a)** hire a photographer, or **b)** get a high resolution camera *and* take as many pictures / videos of your products and of yourself as you can. Go through them while keeping in mind that the idea is to pick the ones that give you the greatest impact because they will also provide the greatest impact for your visitors.

5. Present your best digital works - Photos, Music, Videos.

All of this will keep visitors at your site longer and more often - eventually turning them into paying customers.



a. Portfolio **b.** Discography **c.** Video works **d.** Beats

6. Think about your domain name. Pick at least 3 and when you are ready, do a domain search.

When thinking of your name (Brand) keep in mind,



a. Length (keep it as short as possible)

and,

b. Ease (it *should be* easy to remember and easy to say).

7. Think about your target audience. Who are they?



The rest you can discuss with your web designer. The more you have ready in hand, the easier and faster your site can come to fruition.

As an artist myself, my goal is to make your site as wonderful as possible. Each website I create is a calling card for you as well as for my next clients, and me. All who enters your website should have the best possible experience - feeling your passion while learning all about your journey.

PoWwer Media is a multimedia/ website design agency passionate about showing the world your work. We collaborate with you from anywhere around the world to help you engage your audiences and build brand recognition. Streamline your web presence with High Impact Websites. Manage your art/music from one central hub.

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