Website Workshop

Project Jumpstart – Joanna Helms and Lindsay Medina
February 11 & 12, 2013
What’s Available?

- Wordpress
- Weebly
- Wix
- Presskit.to
- Social Media Fan Pages
- Flavors.me
- Jimdo
What is your purpose?
Possible Purposes

- Sell CDs
- Get commissions
- Build a Fan Base
- Attract students
- Accumulate work
What is your website’s purpose?

- After visiting your website, what action would you like people to take?

- What might a visitor find on your website?

- What might a visitor do on your website?
What should I include?

- Blog
- Bio
- Performance Calendar
- Audio
- Purchase page/store
- Photos
- Videos
- Philosophy
- Educational Pages
- Press/testimonial
- Electronic Press Kit
- Links
- FAQ
- Contact
- Mailing List Sign-up
- Interactive Elements
- Studio Policies
- Practice Guides
“Any item that does not invite onlookers to take action is a squandered opportunity.”

-David Cutler, The Savvy Musician
Pros and Cons
Demonstrations
Wordpress