



A Complete Guide to

# SEO

## for Musicians

The hard-working musician's  
practical guide to optimizing  
your band's presence  
in search engines

**BANDZOOGLE**

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## Table of Contents

Introduction	4
Chapter 1: Music SEO Strategy - The Fan Journey	6
Discovery	8
Exploration	10
Purchase	13
Retention	16
Advocacy	17
Chapter 1 Key Takeaway: Get To Know Your Fan Journey	18
Chapter 2: Find Your Band Keywords	19
A Basic Law of SEO: No Two Keywords Are Equal	20
The Most Important Keywords for Your Band	22
How To Research Your Band Keywords	23
Building Your Master Band Keyword List	26
Other Ways to Brainstorm Band Keywords	29
What To Do When You Get No Searches	30
What To Do When Your Band Name Isn't Unique	31
Understanding The Long Tail Keywords	37
Chapter 2 Key Takeaway: Build Your Master Keyword List	40
Chapter 3: Get To Know Your SERPs	41
Your Band Name SERP	43
Your Tour Date SERPs	46
Your Album Name SERPs	49
Your Song Name SERPs	54
Chapter 3 Key Takeaway: Get To Know Your SERPs	56
Chapter 4: Optimize Your Band Website for SEO	57
Key Factors for Band Website SEO	57
Your Band Website as Your Hub	59
Linking Up the Hub	62
Optimizing Navigation & Indexation	64
Title Tags & Meta Descriptions	70
Content Pages for Keywords	73

Be Wise About Widgets	78
PR, Not Backlinks	80
Chapter 4 Key Takeaway: Optimize Your Band Website for SEO	83
Chapter 5: Get a Band Knowledge Panel	84
Establish Your Google Accounts	87
Create a Wikipedia Entry	92
Create a Wikidata.org Entry	93
Create a MusicBrainz Entry	95
Optimize Your Images	96
Chapter 5 Key Takeaway: Introduce Your Music to Google	100
Chapter 6: Optimize Your Band Schema for SEO	101
MusicGroup Schema Markup	104
MusicAlbum Schema Markup	107
Event Schema Markup	111
Chapter 6 Key Takeaway: Add Schema to Your Website	114
Chapter 7: Optimize Your Videos for SEO	115
Chapter 7 Key Takeaway: Optimize Your Videos for SEO	121
Chapter 8: Measuring Your SEO Results	122
Chapter 8 Key Takeaway: Track Your SEO Results	126
About Bandzoogle	127

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## Introduction

When we talk to other musicians about music marketing, SEO is a topic that comes up often. And why not?



### The good

- ▶ SEO is free!
- ▶ It's known as a highly effective marketing channel for millions of businesses.
- ▶ It works!



### The not so good

- ▶ SEO is complex.
- ▶ It's time consuming.
- ▶ It requires patience, since it tends to take a while to see results.

SEO is known as a bit of a dark art. It's not particularly easy to do well, and as a musician you just don't have time to become an SEO rockstar. You have songs to write, tours to plan, rehearsals to organize.



## You don't have time to become an SEO rockstar

A lot of the SEO advice out there for musicians skims the surface: optimize your title tags, get backlinks, create content, and such. This is all relevant and useful advice, but we need to address the critical strategic aspect that makes SEO for musicians a little bit different than SEO for everyone else.

In this eBook we'll cover the bigger picture - the abstract and conceptual. We'll address the big question, which is: "How can SEO actually help me as a musician?"



We're going to give you  
an entire process.

This is a question you need to have the answer to, in practical terms, before you start investing your time in your SEO. Just because certain SEO strategies work for millions of businesses, doesn't necessarily mean they will work for musicians.

Musicians need a unique SEO strategy with its own unique set of tactics. We'll try to give you a complete SEO advice package, an entire process, to work with.

#### The Bandzooglé Team

 [bandzooglé.com](https://bandzooglé.com)

 [facebook.com/Bandzooglé](https://facebook.com/Bandzooglé)

 [twitter.com/Bandzooglé](https://twitter.com/Bandzooglé)

 [instagram.com/Bandzooglé](https://instagram.com/Bandzooglé)

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## Chapter 1: Music SEO Strategy - The Fan Journey

It all starts with your fans.

For artists, SEO is all about using search engines to help create a **positive experience** for your fans.

As you build your fan base, your audience will move through some series of steps to eventually reach whatever goal they had in mind. Throughout those steps, they will have experiences online as they **engage with your music** and brand.



SEO for artists is about creating a positive experience for your fans.

Some of those experiences will involve **search engines**. So, what we need to do first is understand where search engines get involved.

Wait.... don't get bored!! Check it out.

To help us visualize, let's adapt a classic marketing framework, the customer journey, and apply it to the average music fan, as it relates to a typical band. We'll call it the **Fan Journey**.

We made a fun colourful graph for you (yay!).

# The Fan Journey

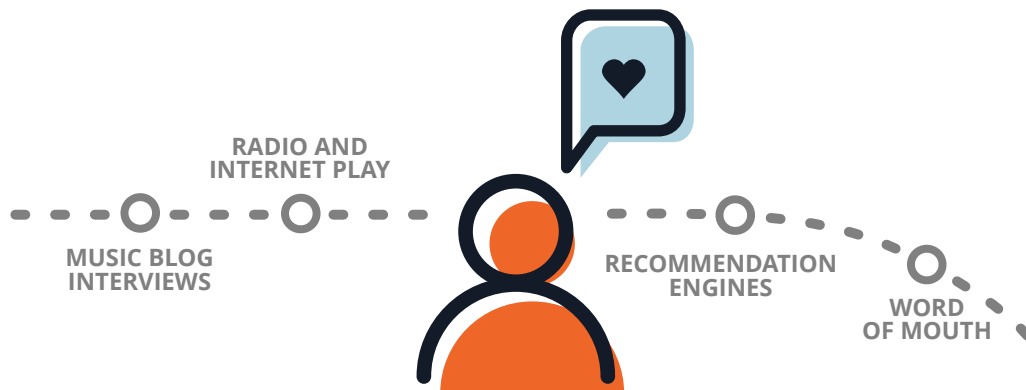


If you're feeling ambitious, you might want to take some time to map out the Fan Journey for your band, taking into account your unique circumstances.

So, now... "At what point do search engines come into play?"

Take a second to stop and think about it...

OK, let's break it down by phase.



## Discovery

In marketing, the first step is usually called "Awareness" and it's where SEO does its magic for most businesses.

Here's an example: say you want to build a website for your band, so you go to Google and type in "band websites". There, you'll find Bandzooglé. Now you're aware of our company. And that's very important to us.



Nobody discovers new bands by searching in Google.



But, what if you're a band that plays original music? How are **search engines going to help you** here?

Well, they're not.

Nobody discovers new bands by searching on Google. Nobody types in "new band I'm going to love" and expects to actually find a new band they're going to love. Nobody searches "indie band in toledo" to find new local music in Toledo.

Ever played to an empty room? Yeah.....

This is what an empty room looks like in SEO.

Search terms	Avg. monthly searches ?
indie band in toledo	—

*No one searches for this keyword.*

Womp womp wommmmp.

Not only would you go through a lot of pain trying to rank for a search term like that, you probably won't manage to do it.

And most importantly, that just **isn't how people discover music** right now.

For bands, the Discovery phase of the Fan Journey is probably the hardest - just getting your music in front of people who want to listen. Search engines are not likely to help you directly with this.



## Exploration

Exploration happens after a fan discovers you, likes what they hear, and **wants to hear or learn more.**

This is where search engines start to really matter for most bands.

Ask yourself: “What will most people do after they hear my song, and they really love it, but they don’t know my band yet?”

They’ll probably want to know what you look like, where you come from, what other people think of you, what your other music sounds like, where you’re playing next, etc.



There’s probably a good chance they’ll Google your band name.

One of the first things they might do is **Google your band name...** Or maybe the song name.... Or maybe some lyrics that got stuck in their head....

Let’s say you just discovered this awesome song you’ve never heard by Elephant Stone. You search their name and.... ding!!!

Google elephant stone

All Videos Images News Maps More Search tools

About 2,960,000 results (0.31 seconds)

**Elephant Stone**  
[www.elephantstone.ca/](http://www.elephantstone.ca/)  
 Home page of Elephant Stone, a Bollywood/tollywood group from Montreal. Formed in Montreal in 2009, Elephant Stone is the brainchild of vocalist, bassist, ...

**Elephant Stone (band) - Wikipedia, the free encyclopedia**  
[https://en.wikipedia.org/wiki/Elephant\\_Stone\\_\(band\)](https://en.wikipedia.org/wiki/Elephant_Stone_(band))  
 Elephant Stone is a Canadian indie rock band. Fronted by Rishi Dhir the band's style incorporates aspects of traditional Indian music including the sitar, tabla, ...  
 History · Discography · Personnel · See also

**Elephant Stone | Facebook**  
<https://www.facebook.com/ElephantStoneHQ/>  
 Elephant Stone. 16548 likes · 527 talking about this: Formed in Montreal in 2009, Elephant Stone is the brainchild of vocalist, bassist, songwriter, and...

**Elephant Stone | Free Listening on SoundCloud**  
<https://soundcloud.com/elephantstone>  
 Discover the sound of Elephant Stone (the good, the bad, and the chutney). Montréal. 57 Tracks. 2078 Followers. Stream Tracks and Playlists from Elephant ...

**Elephant Stone - I Am Blind | Official Video - YouTube**  
[https://www.youtube.com/watch?v=pV1\\_s\\_YbF18](https://www.youtube.com/watch?v=pV1_s_YbF18)  
 Apr 7, 2010 · Uploaded by Rishi Dhir  
 Elephant Stone - I Am Blind Directed by Patrick Andrew Boivin and Richmond Lam From the 2009 Polaris ...

**The Stone Roses - Elephant Stone (audio only) - YouTube**  
<https://www.youtube.com/watch?v=jKDPv3ZLDjI>  
 Aug 2, 2007 · Uploaded by MarkTurner1990  
 From the single Elephant Stone. ... "Elephant Stone" by The Stone Roses Listen ad-free with YouTube Red ...

**Elephant Stone - Three Poisons - YouTube**  
[https://www.youtube.com/watch?v=f\\_moJiezb28](https://www.youtube.com/watch?v=f_moJiezb28)  
 Jun 3, 2014 · Uploaded by Rishi Dhir  
 From Elephant Stone's new album "The Three Poisons" out August 28th, 2014 on Hidden Pony Records (US) ...

**THE STONE ROSES LYRICS - Elephant Stone - A-Z Lyrics**  
[www.azlyrics.com/lyrics/stoneroseselephantstone.html](http://www.azlyrics.com/lyrics/stoneroseselephantstone.html)  
 "Elephant Stone". Burst into heaven. Kiss in the cotton clouds. Arctic sheets and fields of wheat. I can't stop coming down. Your shrunken head. Looking down on ...


**Elephant Stone (@ElephantStoneHQ) | Twitter**  
<https://twitter.com/elephantstonehq>  
 The latest Tweets from Elephant Stone (@ElephantStoneHQ): "RIP Alan Vega <https://t.co/As95CmVb1S>"

**Elephant Stone Tickets, Tour Dates 2016 & Concerts – Songkick**  
[www.songkick.com/artists/1049353-elephant-stone](http://www.songkick.com/artists/1049353-elephant-stone)  
 Buy tickets for an upcoming Elephant Stone concert near you. List of all Elephant Stone tickets and tour dates for 2016.

Sat, Jul 23	Ti-Petac, Trois-Rivières, QC, Canada
Thu, Jul 28	Divan Orange, Montreal, QC, Canada
Jul 29 - Jul 31	Parc Jean-Drapeau, Montreal, QC, Canada

**Elephant Stone** <

Rock band



Elephant Stone is a Canadian indie rock band. Fronted by Rishi Dhir, the band's style incorporates aspects of traditional Indian music including the sitar, tabla, and dilruba with Western psychedelic rock. [Wikipedia](#)

Lead singer: Rishi Dhir  
 Origin: Montreal (2009)

Albums: The Three Poisons, The Seven Seas, Elephant Stone, The Glass Box EP

Members: Rishi Dhir, Miles Dupire, Jean-Gabriel Lambert, Stephen Venkataramam

Genres: Indie rock, Psychedelic rock






**Songs**

Heavy Moon	2013	Elephant Stone
Love the Sinner, Hate ...	2013	Elephant Stone
Three Poisons	2014	The Three Poisons
A Silent Moment	2013	Elephant Stone
Setting Sun	2013	Elephant Stone

**Profiles**

[Facebook](#) [Twitter](#) [Instagram](#)

**People also search for** [View 16+ more](#)

				
Alex Mbas	The Black Angels	The Brian Jonestown Massacre	The High Dials	Night Beats

[Feedback](#)

*A typical-looking Google search result for an established band.*

Awesome, so much great stuff!!

So this is where SEO first comes into play for you, in a big way. It's your opportunity to **show your new fans everything you've got**. You want to make sure that when they search for your band or music, you've got a really pro selection of content for them to check out.

Your audience, at this stage of the Fan Journey, are really potential fans who **want to get to know you**. You can use SEO to help them do that.

## Things your fans might want to find during Exploration:

- Your website, so they can learn about you
- Your social profiles, so they can see what kind of things you say
- Music to stream, so they can sample your sound and decide whether they like it
- Videos and images, so they can get a feel for what you look like
- Interviews and reviews, so they can get a sense of who you are and what others say about you
- Tour dates, so they can see that you're active and whether you're playing in their town

You want potential fans to be able to easily find all of that wonderful stuff you've poured your heart, soul, and bank account into.

So the Exploration phase of the Fan Journey is where search engines can really help you the most, and it's where strategically you should spend most of your SEO efforts.



## Purchase

The Purchase phase of the Fan Journey is - no surprise - hugely important for any artist who wants to build a sustainable career. Like any business or entrepreneur, you have a bottom line. You need to make money to keep going.

**Make more money as a musician!** 📄💰

23 Ways Musicians Can Make Money: [Download the free ebook now](#)

Search engines can help you here.

The key is making it quick and easy for fans to **spend their money on you**, when they're ready. As it happens, search engines are really useful when people want to **find things online** quickly and easily.

Bingo.

Let's look at Delaney Gibson as an example. If a fan searches for "delaney gibson tickets" or "buy delaney gibson music", that fan is probably ready to spend money on her.



Make it easy for fans to spend their money on you.

If you, as a musician, want money from your fans (and we know you do), then you had better be sure they can spend it on you without much hassle.

So pave the way for them. Heck, sprinkle a little trail of skittles if that's what it takes! Of course, this is about more than just search engines. You have to sprinkle skittles all over the place, like on your website and other profile pages. But sprinkle some on the search engines too.

Let's see what Delaney did.

The image shows a Google search results page for the query "buy delaney gibson music". The search bar at the top shows the query and a magnifying glass icon. Below the search bar, there are tabs for "All", "News", "Images", "Videos", "Shopping", "More", and "Search tools". The search results are displayed in a list format, with each result including a title, a URL, and a brief description. The results include:

- Delaney Gibson** - www.delaneygibson.com/ - Home page of Delaney Gibson, an indie artist from Ventura, CA. Buy physical cd's in my Store ... "GIVE UP THE GHOST" OFFICIAL MUSIC VIDEO ...
- DELANEY GIBSON "When We Were Young" Official Music Video** - https://www.youtube.com/watch?v=5W0mGHahkD - Aug 9, 2014 - Uploaded by Delaney Gibson
- Delaney Gibson - Wikipedia**, the free encyclopedia - https://en.wikipedia.org/wiki/Delaney\_Gibson - Delaney Gibson is an American singer-songwriter who has recorded three solo albums, The Worst Kind of Way, Hurricanes and Forget Me Nots and Tall Like the Tree. Her song "La Di Da" was placed in the long running MTV show The Real ...
- Delaney Gibson | Tall Like the Tree | CD Baby Music Store** - www.cdbaby.com - Delaney Gibson - Listen to and buy Delaney Gibson music on CD Baby. Download or buy the CD Tall Like the Tree by Delaney Gibson on the independent record store by ...
- Delaney Gibson | Facebook** - https://www.facebook.com/DelaneyGibsonMusic/ - See more of Delaney Gibson by logging into Facebook: ... @1199770800035457:274:ASCAP "I Create Music" EXPOJ panelists: ... More here: http://www.delaneygibson.com Buy here: http://bit.ly/talllikeethetree Thank you to Tim LeDallo and ...
- Delaney Gibson - Apollo Music Store** - https://www.apollomusicstore.com/artist/delaney-gibson/ - Apollo Music Store: 0 Sign Up Free Log In Sign Up Buy Add to project Share Download Lions by Delaney Gibson. 4:14. Build your license. Versions: ...
- Delaney Gibson on iTunes** - https://itunes.apple.com/us/artist/delaney-gibson/id16464810 - Preview and download songs and albums by Delaney Gibson, including "Tall ... Open iTunes to buy and download music. ... Tall Like the Tree, Delaney Gibson.
- Delaney Gibson: New album - Tall Like the Tree on PledgeMusic** - www.pledgemusic.com/projects/delaneygibson - Be sure to follow Delaney Gibson to be the first to know next time a project is ... I wrote a special song just for you pledgers to explain this exciting journey I'd like ...

On the right side of the search results, there is a sponsored advertisement for "Tall Like the Tree - Delaney Gibson (2014, Cd New) \$24.38 - eBay". A central callout box with the text "Lots of different ways to spend money" has several orange arrows pointing to various links in the search results, including the CD Baby store, the Facebook page, the Apollo Music Store, the iTunes page, and the PledgeMusic page.

*An example of a good experience for a fan who wants to buy.*

Nice.

Delaney has done the legwork and provided her fans with a wealth of different ways to spend their money on her, in whatever way is most

convenient, useful or interesting to them. It's all very easy to find by doing just one Google search.

📌 **Learn how to create a perfect page to sell music on your website**

Skittles.....

So we want to make sure your fans can easily find ways to spend money on you.

### Things your fans might want to find during Purchase:

- Tour date information and concert tickets
- Somewhere to buy your music for download
- A store to buy physical music formats and merch
- Your profile on major streaming services to easily listen to your music

And here are some skittles you can start sprinkling around.



For the Purchase phase of the Fan Journey, you can use search engines to help your fans find different ways to spend money on you, without having to do any digging around.



## Retention

In today's music industry attention spans are short, fans are fickle, and thousands of talented artists are constantly releasing great new music and content. It's not guaranteed that you'll keep the attention of your hard-won fans, even after they've downloaded your album or gone to your show.

Which makes fan Retention more important than ever.

As far as search engines go, though, there isn't a lot that SEO can help you with here. Once your fan has gone to your concert and downloaded your album, most of your **Retention is going to happen everywhere else *but* search engines.**

So, for example, stuff like this comes into play for retaining your fans.



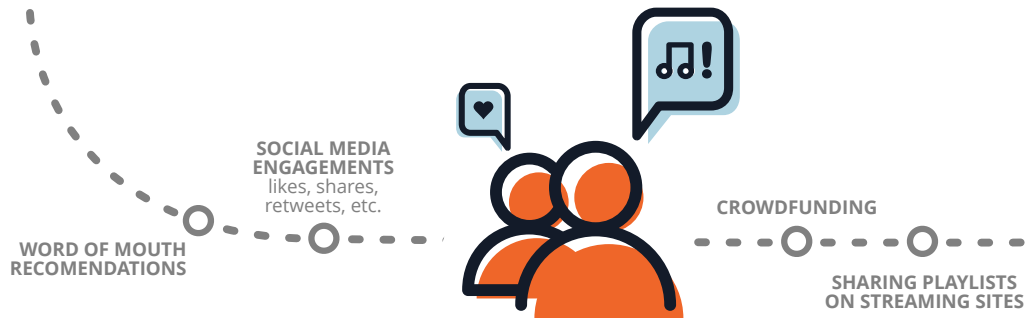
*Social media links on a band website.*

Things like: signing fans up to your mailing list, or growing your audience on social media. Maybe fans follow you on Spotify. That sort of thing helps you with fan Retention.

 **9 ways to build your mailing list**



As long as your fans can still find you when they do look for you, that's all the search engines need to do at the Retention stage of the Fan Journey. So it won't be a focus of your SEO strategy as a musician.



## Advocacy

The Advocacy stage of the Fan Journey is where you've already won your fan over to the point where they become a super fan. He or she follows you, and you've created some sort of relationship with them. They feel invested in your success. They want to share your music with other people, to help build the movement. They're the ideal, devoted fan.

Of course Advocacy is a very important Fan Journey stage for your band. But search engines probably won't be especially useful to you here, because at this point your super fans don't need Google to find you - they already know where you are.

## Chapter 1 Key Takeaway: Get To Know Your Fan Journey

At this point you're probably thinking "Great, this makes sense and all, but how do I actually start doing SEO?"

### What you need to do now

Get to know your Fan Journey. Map it out and explore it. Use the graphic we made as a starting point, and think about what kind of marketing channel your band has. Find out where you're weak, and where you're strong.

As far as SEO goes, you should focus on the Engagement and Purchase steps of the Fan Journey. But look at the other steps too. Maybe there is something specific to your band where SEO can help with your Discovery, Retention or Advocacy strategies.

Later in this eBook we'll dig deeper into the technical and tactical advice you can use to create a positive search engine experience for your fans.

Hopefully you now have an understanding of where SEO can fit into your overall band marketing mix.

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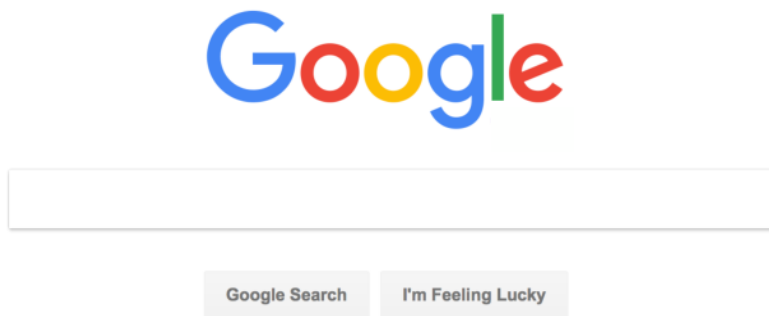
## Chapter 2: Find Your Band Keywords

Before you start optimizing, it's crucial that you **get to know your keywords**. This is always Step #1 in any SEO project, and it's no exception for musicians.

*OK, let's go.*

There is **nothing more fundamental** to search engines than **keywords**. Keywords are how we humans directly communicate with the search engines.

There's a reason the Google homepage is a search bar and nothing else.



*It all starts with a keyword.*

It's important for us to think about keywords first because **some keywords get searched more often, or less often**, than other keywords.



Nothing is more fundamental to SEO than keywords.

Later on, as you carry on doing SEO for your band, you'll work on things like optimizing your website pages, creating new content for your website, getting backlinks, and stuff like that. It's really important to know what keywords people are using to search for your band when doing that work.

SEO is hard work, and knowing your keywords up front will help you make the most of it.

## A Basic Law of SEO: No Two Keywords Are Equal

No two keywords are equal. Let's give you an example.

Say you're a piano teacher in Albany, NY. Without doing any research, you might assume that getting high search rankings for a keyword like "piano teacher albany" will bring traffic to your website.

But actually, people are more likely to search for "piano lessons albany". And they're even more likely to search for "piano lessons albany ny".

How do I know? Google told me:

Search terms	Avg. monthly searches 
piano lessons albany ny	 70
piano lessons albany	 10
piano teacher albany	–
piano lessons albany new york	–

*Some keywords get searched more often than others.*

(We'll show you how to get this data yourself in a minute).

What this chart says is that there are roughly **70 searches per month** for the exact keyword "piano lessons albany ny." There are almost **no searches at all** for "piano teacher albany."

So... that makes it pretty clear which keyword is going to **bring you more visitors**, if you have high search engine rankings for it. Right?



It's really important to know what keywords people search for.

Obviously **your top priority keyword is going to be "piano lessons albany ny,"** because that's what will get you the most visitors to your website.

If you put in a bunch of hard work to rank for the keyword that no one searches, you've kind of wasted your time. That's what we want to avoid!

Even if you're not a piano teacher, if you're planning to do your own SEO, this lesson applies to you no matter who you are.

## The Most Important Keywords for Your Band

We're going to talk a little about "brand" vs "non-brand" keywords here, because **this is where a lot of musicians go wrong** with SEO and waste their time.

As a musician, a "brand" keyword is any keyword that includes your band name, the names of people in your band, track titles, album names, tour names. **Anything that relates specifically to you** and your band and your music. It could be lines from your lyrics. It could even be something like "the song from that Samsung commercial", if it's your song that was in the commercial.

An example of a brand keyword is "elephant stone discography".

*These are the keywords that matter to you most as a musician!*

Remember the Engagement and Purchase steps of the Fan Journey? The basic idea here - *which is really important to you* - is that people are not going to find you in search engines **until they've already heard of you**. Once they have heard of you, they're going to look **specifically for you** or something to do with your music.



The Keywords that matter to you will be for searches specific to your band.

On the other hand, a "non-brand" keyword is any keyword that isn't specific to you, your band or your music.

An example of this would be "indie band in toledo."

As we explained in the first chapter of this eBook, non-brand keywords are not useful to you as a musician. (Unless you are a music teacher or another kind of local business, in which case your SEO strategy is going to be more typical, like most businesses).

## How To Research Your Band Keywords

Keyword research is what every SEO expert in the world starts with before they do any actual SEO work. Without it, you're just working blindly. Keyword research lights the way.

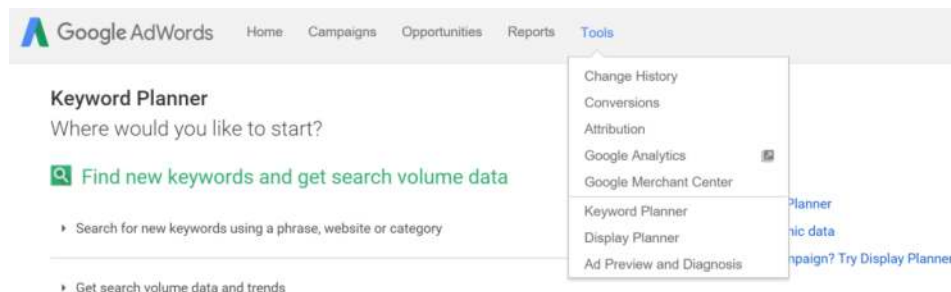
We'll give you a quick lightning tour of how to do your own keyword research using the Adwords Keyword Planner tool.

### Step #1: Access the Adwords Keyword Planner

The [Adwords Keyword Planner](#) is the keyword tool of choice for most SEO experts, because it's the most direct way to access Google's keyword data. It's free, but the catch is that it's accessible only from within an Adwords account, so you'll need to [take a few minutes to create one](#). It's kind of a hassle, but it doesn't cost you anything.

By the way, if this feels like a hack to you.... *it is!* Welcome to SEO!

Once you're in the Adwords account, go to the "Keyword Planner" from the Tools menu, as you can see below. When you click on it, you should get something like this.



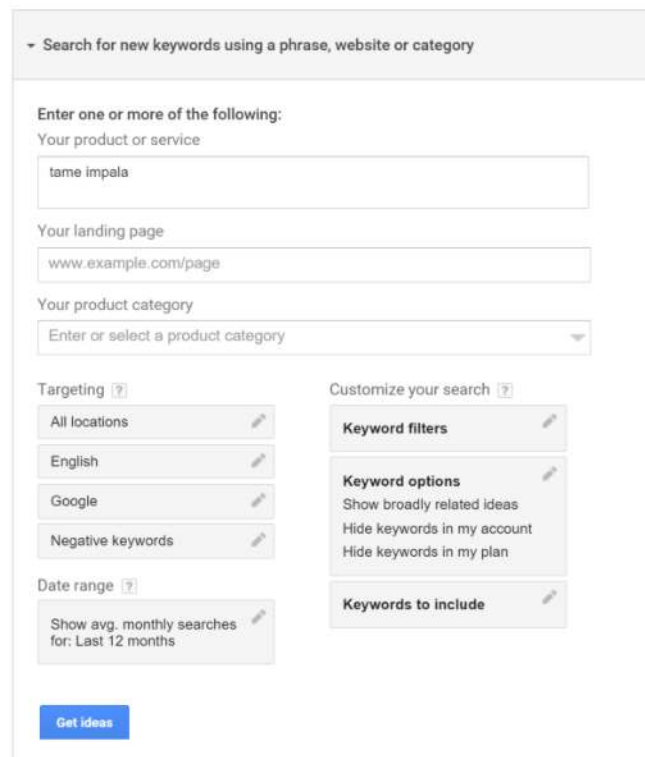
*Follow the setup steps to create an Adwords account to access the Keyword Planner.*

Choose “Search for new keywords using a phrase, website or category”.

## Step #2: Enter Seed Keywords

In the next screen, we can plug in some keywords under “your product or service”. We need to seed the tool with some ideas to start with.

We plugged in “tame impala” as our example:



The screenshot shows the Google Keyword Planner interface for searching for new keywords. At the top, it says "Search for new keywords using a phrase, website or category". Below this, there are three input fields: "Your product or service" with the text "tame impala", "Your landing page" with "www.example.com/page", and "Your product category" with a dropdown menu. There are also sections for "Targeting" (All locations, English, Google, Negative keywords) and "Date range" (Show avg. monthly searches for: Last 12 months). On the right, there are sections for "Customize your search" (Keyword filters, Keyword options: Show broadly related ideas, Hide keywords in my account, Hide keywords in my plan) and "Keywords to include". A blue "Get ideas" button is at the bottom left.

*Try plugging in your own band name to start with*

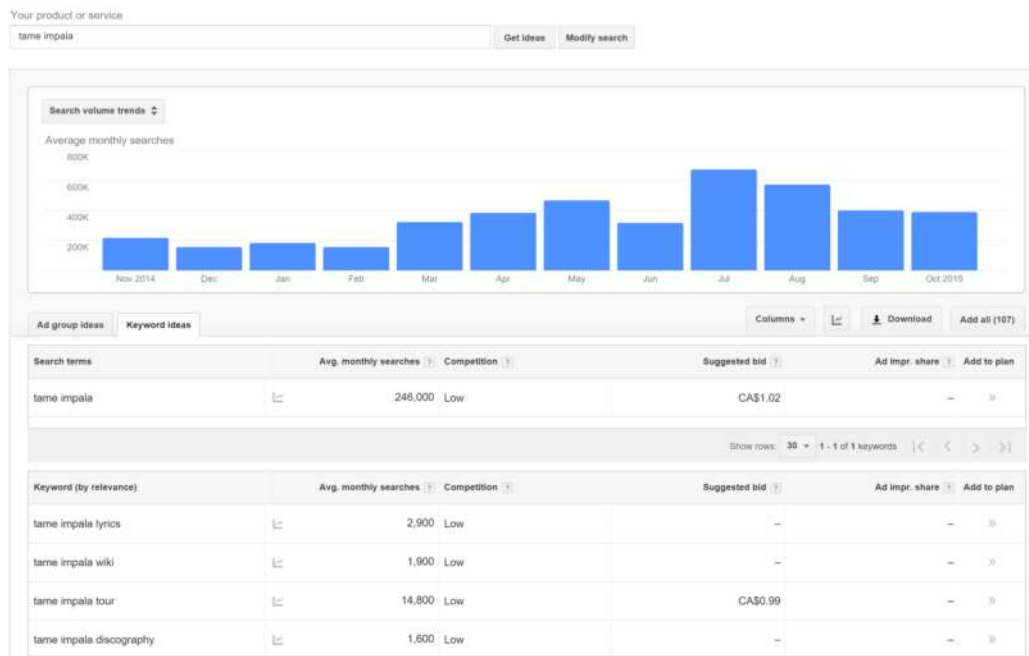
Click on the "Get ideas" button.



### Step #3: Sift Through to Find Your Keywords

Click on the “Keyword Ideas” tab, around the centre left of the page, to find your keywords.

Based on the seed keywords we entered, the tool gives us data on the number of searches for them, as well as a bunch of other ideas.



*Ta da! Your band keywords.*

So in this image, Google is telling us that there are 246,000 searches per month for the keyword “tame impala”.

You’ll also notice all of the suggestions and ideas Google provides below your seed keywords. These suggestions are useful, but you’ll notice a lot of irrelevant keywords that you’ll need to sift through. Google tends to leave out a lot of really good keywords too.

So you'll have to dig for keyword ideas yourself, by adding different seed keywords and sifting through the suggestions. This is the "research" part of keyword research, and it can take some time.

Be patient, and keep digging.

## Building Your Master Band Keyword List

We brainstormed some ideas about what people might search for, to come up with seed keywords:

- ▶ People looking for tour dates (such as "tame impala tour", live, tickets, concerts, etc.)
- ▶ Lyrics and tabs (such as "tame impala lyrics")
- ▶ Snippets of hook lyrics (such as "lyrics don't make me wait forever")
- ▶ Specific albums and songs (such as "let it happen")
- ▶ Wiki and discography (such as "tame impala bio")
- ▶ Merch, like vinyl, tshirts and posters (such as "buy tame impala tshirt")
- ▶ Torrent, YouTube and download to listen - legally or illegally (such as "listen tame impala eventually")
- ▶ High exposure placements (such as "apple watch commercial song skate")

This list could apply to just about any band. So let's check out what people are searching for, using the Keyword Tool, with Tame Impala as an example.

We plugged all kinds of keyword seed ideas into the tool, and then spent a fair bit of time sifting through the data that came out.

This was the end result of our research.

<b>Wants to find band info</b>	
tame impala	246,000
tame impala wiki	1,900
tame impala discography	1,600
tame impala albums	1,600
tame impala songs	1,000
<b>Wants to buy tickets</b>	
tame impala tour	14,800
tame impala concert	1,000
tame impala live	1,900
tame impala tickets	1,900
tame impala tour dates	1,000
tame impala concerts	260
<b>Wants to find band info</b>	
tame impala	246,000
tame impala wiki	1,900
tame impala discography	1,600
tame impala albums	1,600
tame impala songs	1,000
<b>Wants to find music</b>	
tame impala lonerism	6,600
tame impala alter ego	720
tame impala sundown syndrome	390
tame impala lucidity	480
tame impala half full glass of wine	1,000
lucidity tame impala	390
<b>Wants to listen to music</b>	
tame impala torrent	2,400
tame impala youtube	2,400
youtube tame impala	1,000
tame impala download	480
<b>Wants to buy physical product</b>	
tame impala poster	1,600
tame impala album	1,900
tame impala vinyl	880
tame impala t shirt	1,000
tame impala shirt	1,000
<b>Wants song info</b>	
tame impala lyrics	2,900
tame impala tabs	480

Your Master Band Keyword List might look something like this.

We grouped our keywords together based on what we think the searcher is trying to accomplish (and where they are in the Fan Journey).

For example, someone searching “tame impala tour” is trying to do something fairly similar to a person searching for “tame impala tickets”. So we grouped those together.

It’s worth pointing out here that some good keywords might not have a lot of search volume. Your keyword list helps you see what’s most important. But if you find relevant keywords that get even a very small amount of searches, don’t ignore them.

*Now give this a try with your band name.*

Plug keywords into the tool that you think are relevant to your band, keeping in mind all you’ve learned up to this point about your audience and fan journey.

Make a list in Google Docs, Excel, or whatever you like. Record the keyword and the monthly search volumes, like we did in the screenshot above.

**This is going to be your SEO Master Keyword List.** These are the keywords that are most important for you to pay attention to, and you’ll refer back to it often.

## Other Ways to Brainstorm Band Keywords

The keywords you get from the Adwords Keyword Tool are only as good as the seed keywords you give it. It's also incomplete and imperfect. It won't give you all possible keywords people actually use.

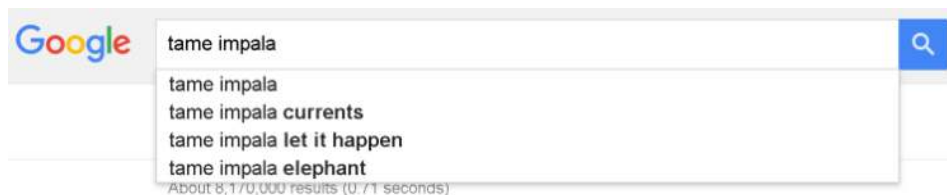


Whenever you find a keyword with search volume, add it to your list

So, you'll need to spend some time digging around and coming up with other seed keywords that you think people may search.

Some places you can dig around are:

- ▶ Google Suggest. Basically, start typing ideas into Google, and see what other keywords it suggests.



*Use Google Suggest to find other keywords people search for.*

- ▶ The free Wordtracker tool, which you can find here <https://freekeywords.wordtracker.com/>
- ▶ Google Trends, also free here <https://www.google.com/trends/>
- ▶ Brainstorming anything and everything that people might search related to your band. What about popular bits of lyrics? Other songs titles? The names of each band member?

Plug all of your ideas back into the Adwords tool to find out how much search volume there is. Whenever you find something with volume, add it to your Master Keyword List.

## What To Do When You Get No Searches

If you've just done this exercise and you're thinking well, this isn't helpful because no one is searching for me, that's ok!

If your band doesn't have a big following yet, not many people will be searching for your band name.

Not much of a surprise there, right?

We went to a show recently by a really talented folk singer called Devarrow who was on tour. We checked the search volume on his name and came up with... nothing.



Ad group ideas	Keyword ideas
Search terms	Avg. monthly searches ?
devarrow	—

*Don't be deterred if you find little or no search volume.*

If that sounds like you, that's OK. Don't be deterred!

If you're still relatively unknown - maybe you're just starting out - you still want to make sure that even if just one person searches for you, they can find you in Google.

Just because no one is searching for you right now, doesn't mean they won't be later.



Make sure that if even one new fan searches for you, they can find you.

So, for now, just focus on looking professional in search results for your band name. Don't worry too much about other keywords yet, unless there's something specific you think people might look for, and don't spend too much time on SEO just yet.

As you're building your fan base, every now and again go back to the Keyword Planner tool and check your keyword search volumes to see if people are starting to search for you.

## What To Do When Your Band Name Isn't Unique

Let's just start here by saying: it's a good idea to **Google your band name ideas** before you commit, to make sure no one else already has it.

Sharing your band name with other things (other bands, or famous people, or famous things) is going to be a problem for your SEO.

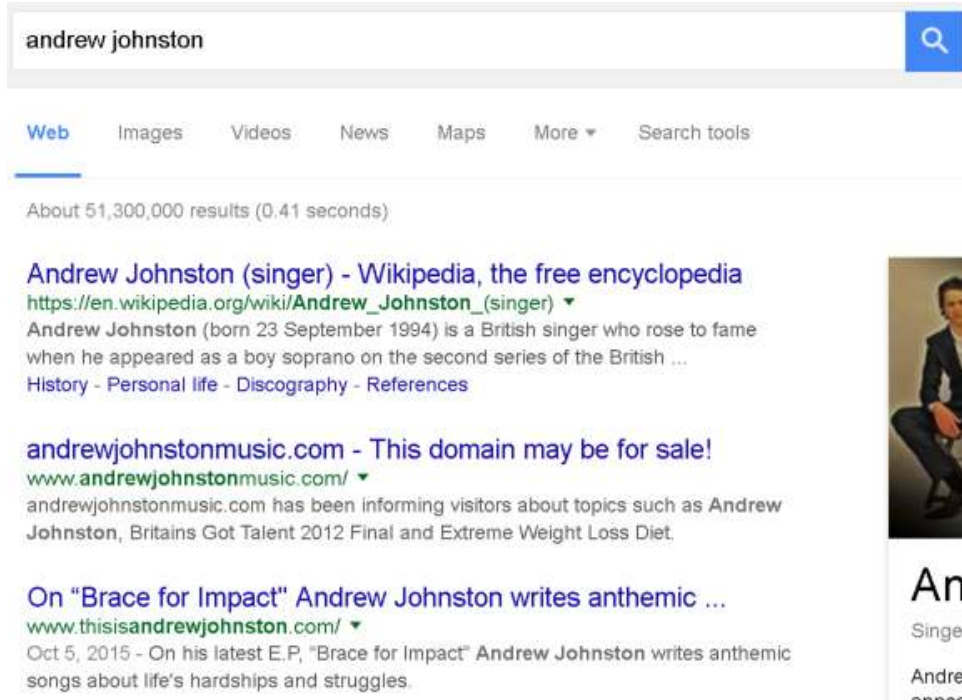
*Sometimes it's impossible to avoid though.* Like these examples.

### Solo Artists With Common Names

Unless you have a really unusual name, chances are someone else has the same name as you. So if you're a solo musician using your own real name, you might end up **competing in search engines** with people who aren't even musicians.

There's a talented local Montreal artist who goes by his own real name: Andrew Johnston. He actually happens to share his name with a few other notable people, including musicians.

A few months ago, we searched his name and found that the most "prominent" Andrew Johnston was actually a musician from the UK who appeared in Britain's Got Talent, and has charted singles.



The screenshot shows a Google search for "andrew johnston". The search bar contains the text "andrew johnston" and a magnifying glass icon. Below the search bar are tabs for "Web", "Images", "Videos", "News", "Maps", "More", and "Search tools". The search results indicate "About 51,300,000 results (0.41 seconds)". The first result is a Wikipedia entry for "Andrew Johnston (singer) - Wikipedia, the free encyclopedia" with the URL [https://en.wikipedia.org/wiki/Andrew\\_Johnston\\_\(singer\)](https://en.wikipedia.org/wiki/Andrew_Johnston_(singer)). The snippet describes him as a British singer who rose to fame on the second series of the British ... and lists links for History, Personal life, Discography, and References. The second result is for "andrewjohnstonmusic.com - This domain may be for sale!" with the URL [www.andrewjohnstonmusic.com/](http://www.andrewjohnstonmusic.com/). The snippet states that the website has been informing visitors about topics such as Andrew Johnston, Britains Got Talent 2012 Final and Extreme Weight Loss Diet. The third result is for "On 'Brace for Impact' Andrew Johnston writes anthemic ..." with the URL [www.thisisandrewjohnston.com/](http://www.thisisandrewjohnston.com/). The snippet is dated Oct 5, 2015 and mentions his latest E.P., "Brace for Impact" and that he writes anthemic songs about life's hardships and struggles. On the right side of the search results, there is a vertical image of a man in a suit and a snippet of text that reads "An", "Singer", and "Andrew".

*Are two Andrew Johnston's better than one? No, it's better if you're the only one!*

The UK Andrew had a **lot more press**, so he ranked higher than the Montreal Andrew - who appeared as the 3rd result with his website [www.thisisandrewjohnston.com](http://www.thisisandrewjohnston.com) - at the time.

Since then, another Andrew Johnston has risen to fame as a golfer, thanks to a recent big tournament win. This Andrew Johnston now **totally dominates** the search results for his name.



Andrew Johnston

All Images News Videos Maps More Search tools

About 49,700,000 results (0.59 seconds)

**Andrew Johnston (golfer) - Wikipedia, the free encyclopedia**  
[https://en.wikipedia.org/wiki/Andrew\\_Johnston\\_\(golfer\)](https://en.wikipedia.org/wiki/Andrew_Johnston_(golfer))  
 Andrew Johnston (born 18 February 1989) is an English professional golfer who plays on the European Tour. He has one win on the European Tour, which ...  
 Career · Professional wins · Results in major championships · Team appearances

**Andrew BEEF Johnston (@BeefGolf) | Twitter**  
<https://twitter.com/BeefGolf>

6 hours ago - View on Twitter  
 That's right 🤔🤔🤔 [twitter.com/eogolf/status...](https://twitter.com/eogolf/status...)

1 day ago - View on Twitter  
 Hahaha that's amazing I wanna eat myself 🤔🤔  
[twitter.com/apricewahoo/s...](https://twitter.com/apricewahoo/s...)

**Andrew JOHNSTON - European Tour**  
[www.europeantour.com/europeantour/players/playerid=36932/](http://www.europeantour.com/europeantour/players/playerid=36932/)  
 Country: ENG. Date of Birth: 18/02/1989. Height / Weight: 5ft 11in 16st 0lbs (178cm 102kg). Turned Pro, 2009 (plus 3). Career Record More. Challenge Tour ...  
 Turned Pro: 2009 (plus 3) Country: ENG  
 Date of Birth: 18/02/1989 Height / Weight: 5ft 11in 16st 0lbs (178cm 102kg)

**Andrew Johnston - Official PGA TOUR Profile**  
[www.pgatour.com/players/player.34242.html](http://www.pgatour.com/players/player.34242.html)  
 The official PGA TOUR profile of Andrew Johnston. PGA TOUR stats, video, photos, results, and career highlights.

**Andrew Johnston's game was once so poor he couldn't afford ...**  
[www.dailymail.co.uk/.../Adam-Johnston-s-game-poor-couldn-t-afford-Christmas-presen...](http://www.dailymail.co.uk/.../Adam-Johnston-s-game-poor-couldn-t-afford-Christmas-presen...)  
 Jul 12, 2016 - RIATH AL-SAMARRAI EXCLUSIVE: Andrew Johnston balanced the burger on some tees, pulled his driver from the bag and took a full swing.

**Andrew Johnston**  
 Golfer

Andrew Jo  
 European  
 the 2016 C

**Born:** Febr  
**Nationality**  
**Height:** 1.7  
**Weight:** 96  
**Current to**  
**Parents:** M

**Profiles**

Instagram

**People**

*The more famous you are, the more easily you dominate search results.*

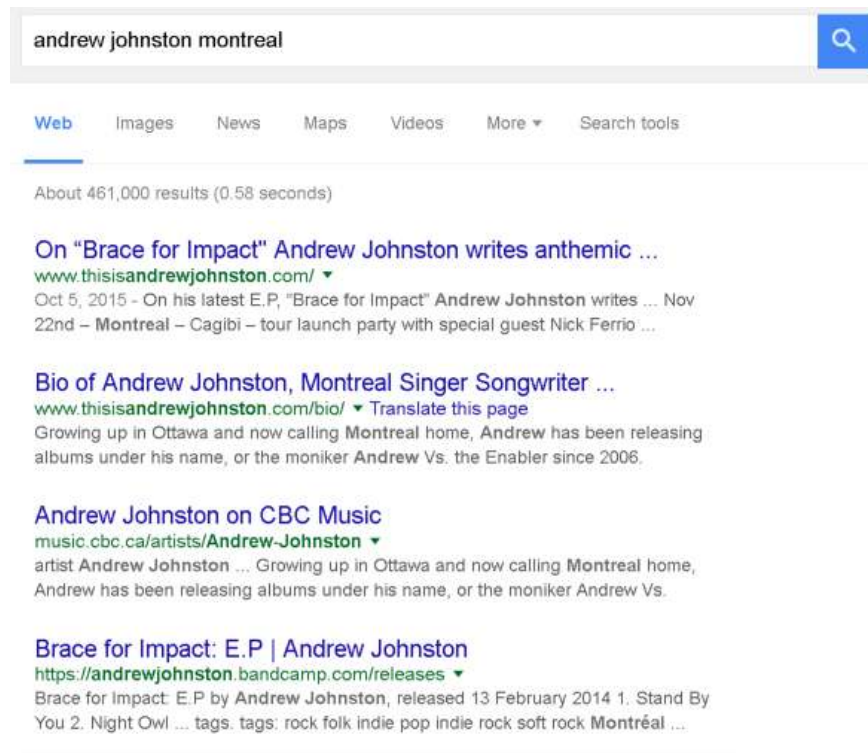
Now the Montreal musician Andrew Johnston **shows up on the second page** of search results, instead of being in the 3rd spot like before. This is a great example of how rankings work when it comes to the names of "notable people". Basically, **the most famous person wins**.



Google you band name ideas  
 when you first form your band

For fans of the Montreal musician though, this is kind of inconvenient. So they might **modify or refine** their search term to be **more specific**,

like adding the hometown. In this particular example, they would actually get the results they want.



*A better results page. But the fan had to work harder to find it.*

So if you're an artist using your own name, this is something you'll need to be aware of when you're researching your keywords. You might want to **look up search volumes** for those modified or refined keywords as well.

## Band Names With Words of Famous Things

Some band names include a word that also happens to be a word used for something else.

The band Of Montreal has this problem. Montreal, of course, is a city. The only thing that distinguishes the band from the city is the word "of."

So when you search the band name, Google also shows results for the Bank of Montreal, the City of Montreal, and the latest Montreal news.

The screenshot shows a Google search for "of montreal". The search bar contains the text "of montreal" and a magnifying glass icon. Below the search bar are tabs for "Web", "Videos", "Images", "News", "Maps", "More", and "Search tools". The search results are displayed on a white background. The first result is a Wikipedia entry for "Of Montreal - Wikipedia, the free encyclopedia" with a URL and a brief description. Below this are links to the band's discography and a bio for Kevin Barnes. The second result is the band's official website, "of Montreal | www.ofmontreal.net/". The third result is the band's Facebook page. The fourth result is a YouTube video titled "of Montreal - Id Engager [OFFICIAL MUSIC VIDEO]". Below these are "In the news" results, including a news article about a sewage dump in Montreal and a blog post about historical disasters. On the right side of the search results, there is a vertical sidebar with a small image of the band and a list of related search suggestions starting with "Of".

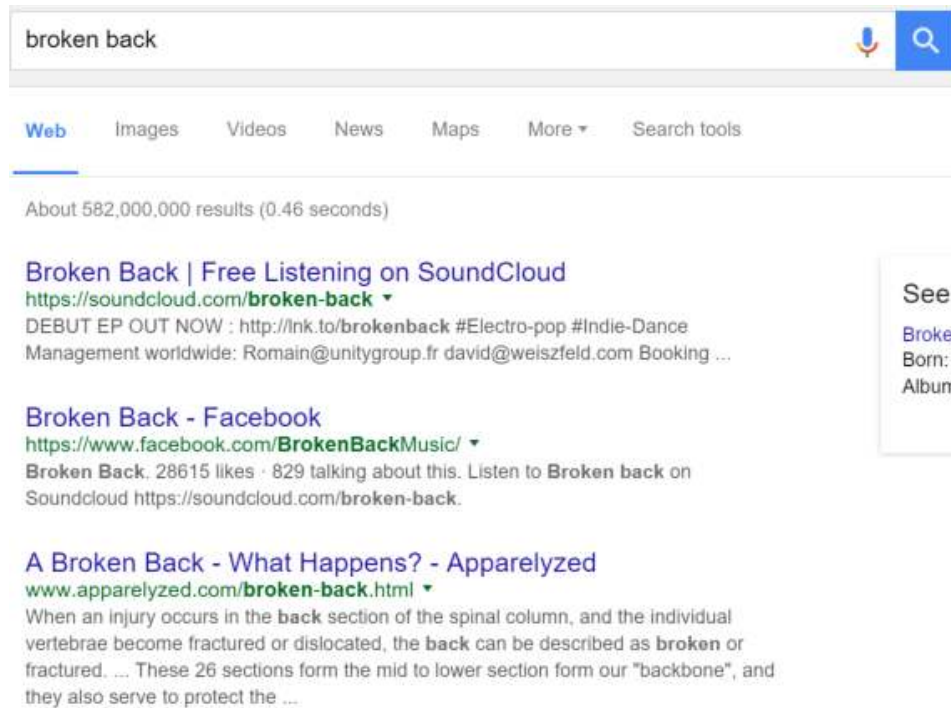
*The city, the bank, or the band? Google isn't sure what we want.*

The band actually dominates the search results page for this keyword because they're a pretty popular band, and Google is smart enough to realize you're probably looking for the band because of the "of."

## Band Names With Common Phrases

Broken Back is a band whose name also happens to be a pretty common term.

So when you search for their band name in Google, the first page of results is filled with articles related to back injury.



*Were you looking for the musician, or the injury? Google isn't sure.*

Broken Back does actually rank at the top of the page, but they're going to have to work extra hard, and be more patient, if they want to have more of their pages ranking on the first page for their band name.

If any of these issues apply to you, you may have more difficulty just getting rankings for your own band name. There's not much you can do about it, except get more famous (easy, right?).

The main point here is that, when building your Master Keyword List, you'll need to keep in mind that **searches for your band name might be mixed in** with searches for the "other thing."

If you're an unknown band with 10,000 searches a month for your band name, chances are **most people are searching for the**

something else with the same name, not your band. But you might be able to do a bit of refinement.

Let's take "broken back" as an example again, and add a little refinement to the search term in the keyword tool.

Search terms	Avg. monthly searches <sup>?</sup>
broken back ▾	9,900
broken back music	140
broken back band	–
broken back musician	–

*Are people searching for broken backs, or Broken Back?*

It seems pretty obvious here that most searches for "broken back" are by people who are actually looking for information about the back injury, not the band. But with a bit of refinement, we can get a bit of a sense for how many searches there might be for the band.

So, keep this in mind when building your Master Keyword List.

## Understanding The Long Tail Keywords

We can't close off a chapter about SEO keywords without mentioning the long tail.

SEO people like to categorize keywords into three main groups:

- ▶ **Short tail** (or Fat Head in the graph below). For example "alabama shakes tour".

- ▶ **Medium tail** (or Chunky Middle in the graph). For example, “alabama shakes show toronto.”
- ▶ **Long tail**. For example “when does alabama shakes play next in toronto 2016.”

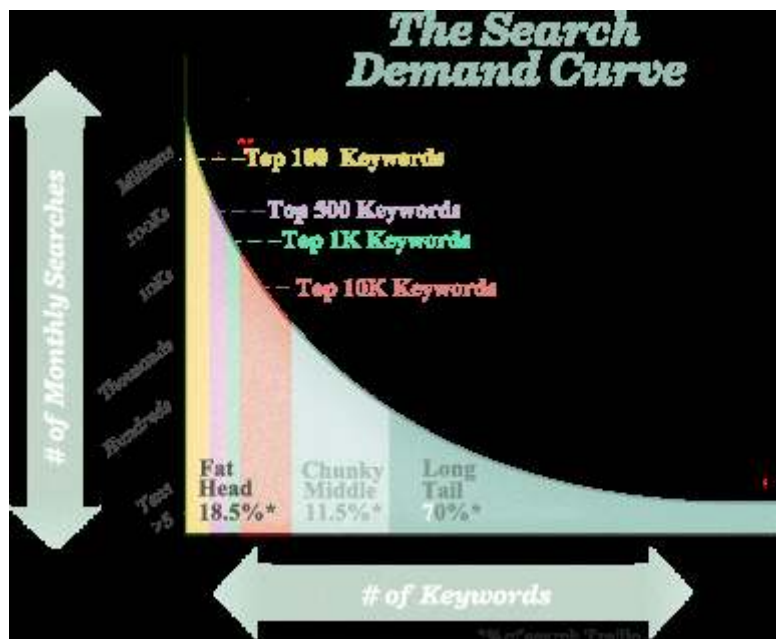
Here are some other examples of long tail keywords people might use instead of “alabama shakes tour”:

- ▶ “when is the next alabama shakes show happening in toronto 2016”
- ▶ “what is the next concert date alabama shakes toronto”
- ▶ “alabama shakes tour dates toronto may 2016”

And we could probably make a list of another 10,000 variations of those examples.

It’s important to understand that, when people search in Google, about 80% of the time they’ll use a keyword that **only ever gets searched once or twice**. Which means they’ll **never show up in your keyword research**. These are the long tail keywords.

Here’s what your typical long tail graph looks like, courtesy of [Moz](#).



A simple but fundamental SEO concept.

What this graph is telling you is that the top keywords people use to search for your band - in that yellow area to the left - makes up only a **small part of the total keywords people use** to actually search for you.

So even if you do a super thorough job building your Master Keyword List, it still won't fully encompass every single search that ever happens related to your band. Because your Master Keyword List **only includes short tail** keywords.



There are countless different ways fans might search for the same thing

The rest of the searches, in the medium and long tail, will be for keywords that, on an individual basis, get searched very rarely. That's just a reality of SEO that you need to know about.

But your Master Keyword List will still give you a pretty solid understanding of **what people tend to look for** when it comes to your band, based on how the short tail keywords are searched.



## Chapter 2 Key Takeaway: Build Your Master Keyword List

Now that you know what keyword research is, why it matters, and how to do it, *it's time to research your own band's keywords!*

### What you need to do now

- Set up your Adwords account to access the Keyword Planner tool, or find another keyword research tool.
- Brainstorm seed keywords for your band.
- Use tools to find even more seed keyword ideas.
- Research your keyword ideas and build your Master Band Keyword List.

In the following chapters we're going to dig deeper into SEO. You'll want to have your Master Band Keyword List handy any time you work on your band SEO, and refer back to it so that you know what keywords are the most important to you.

And if your band just doesn't have any keywords with searches yet, then don't worry about it - there's still plenty you can do.



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## Chapter 3: Get To Know Your SERPs

SERPs? It stands for “**search engine results pages.**”

Simple enough. Got that out of the way.

If you’re a musician, especially one who cares about your SEO, then SERPs matter a lot to you. We’re going to focus on Google in this eBook because that’s where most people go when they search.

So let’s get into why SERPs matter to you.



### Fans can explore your content right from the search results pages

When most people think SEO, they’re thinking about **getting good rankings** for keywords. But the neat thing about SEO for musicians is that **there’s much more to it** than that.

When your fans search for you in Google, they can do more than just find you. They can **explore your music and content** right in search engine results pages, before they even reach your band website or social profiles.

This is thanks to Google’s **Knowledge Graph** and the cool things they do with it specifically for musicians and fans. We’ll explain that and show you real-life examples in this chapter.

So doing good music SEO means getting to know what your **fans are going to experience in SERPs** when they search for you, because it’s a direct reflection of your band.

Let's drill that point in: SEO for musicians is about optimizing your **online fan experience**, when they're searching for your music and content.



## SEO for musicians is about optimizing your online fan experience

In fact, you could consider your band keyword SERPs to be another **online profile you need to maintain**, just like your band website or Facebook page. But unlike your other online profiles, fans will visit your band keyword SERPs when they search for you, whether or not you **pay any attention to it**.

So let's take a look at some of these band name SERPs, which have different possible components that can change depending on the search term.

# Your Band Name SERP

The SERP for your band name is going to be the most important one to you. This is because your band name is probably the **keyword people will use most often** when searching for you.

As an example, let's see what Google gives us when we search for Zardonic.

The image shows a Google search for 'zardonic' with several annotations pointing to specific elements on the right side of the search results:

- Images:** Points to a grid of images showing the band members.
- Website:** Points to the 'zardonic.net' link.
- Bio:** Points to the biographical text about Federico Augusto Ágreda Álvarez.
- Info:** Points to the 'Born' and 'Record labels' information.
- Tour dates:** Points to a table of upcoming events.
- Social profiles:** Points to the Facebook and MySpace icons.
- Albums:** Points to a row of album covers including 'Vulgar Display of Bass', 'Far Beyond Bass: The Vulgar R...', 'Metal Up Your Bass', 'ANTHERO', and 'The Chronos Anomaly'.
- Knowledge Panel:** A large bracket at the bottom points to the entire right-hand section of the search results.

This is a pretty typical-looking SERP when you search the name of an established band.

So we've got:

- ▶ Zardonic's band [website](#).
- ▶ YouTube, Facebook, SoundCloud, Beatport and iTunes profiles.
- ▶ A Wikipedia entry.
- ▶ Video results embedded in the SERP.
- ▶ A Knowledge Panel which has:
  - Images that link to Google Image searches
  - Artist information that links to Wikipedia
  - A link to Zardonic's "official" website
  - Other Wiki-style information like hometown, genre, band members, etc.
  - Album list, that links to SERPs for those album names
  - A list of tour dates, that link to SERPs for those events
  - Social profile icons that link to those profile pages

Other things you sometimes see, that you don't see in the example above, are:

- ▶ Twitter feed
- ▶ A list of songs in the Knowledge Panel
- ▶ Interviews, reviews and news (usually for higher profile artists)
- ▶ Tour dates (i.e. Bandsintown profile page)
- ▶ Various other kinds of artist profile pages (depending on what you have)
- ▶ Google Image results

So, right away here there is a ton of interesting content and information for a fan to look through during the Exploration stage of the Fan Journey. These are all things we can optimize for.

This is really the ideal scenario for you and your fans, as far as your band name SERP goes.

Before they click on any results, fans can already **see what you look like**, the **names of your albums**, your **upcoming tour dates**, and other bits of information.

The thing that really sticks out on this page, of course, is the Knowledge Panel. This is information that's displayed from Google's Knowledge Graph.

Google decides for itself what to put there, based on the information it has available from around the internet. But you can **influence what's there** by doing - you guessed it - good SEO.

We'll explain in detail later how you can optimize your Knowledge Panel.

For now you might want to start by just **Googling your band name** to see what your SERP looks like, and compare it to other established artists to get a better sense of what's possible.

## Your Tour Date SERPs

Google can offer a really nice experience for your fans in the SERPs for your **tour dates**. There are a couple of ways they can reach these SERPs.

If there's a **list of tour dates in the band Knowledge Panel** on your band name SERP, like in the image below, fans can click on it and land on a tour date SERP.

**Zardonic**  
DJ

zardonic.net

Federico Augusto Agreda Álvarez, best known as Zardonic, is a Venezuelan keyboardist, DJ, composer, producer and remixer primarily known for his heavy electronic dance music, dubbed as Venezuela's top ... [Wikipedia](#)

**Born:** October 22, 1985 (age 30), Barquisimeto, Venezuela  
**Record labels:** CWSLA, Human Imprint, Freak Recordings

**Events**






Sat, Oct 8 7:00 PM	Chuo Ward, Saitama, Saitama Prefecture, ... Saitama Super Arena
Mon, Oct 10 7:00 PM	Shibuya, Tokyo, Japan SPACE ODD
Fri, Oct 14 7:00 PM	Ceske Budejovice, Czech Republic Kulturni Dům Vltava

[View 5+ more](#)

**Profiles**

[Facebook](#) [Myspace](#)

**Albums** [View 1+ more](#)

 Vulgar Display of Bass 2017	 Far Beyond Bass: The Vulgar R... 2018	 Metal Up Your Bass 2011	 ANTIHERO 2016	 The Chronos Anomaly 2019
-----------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------

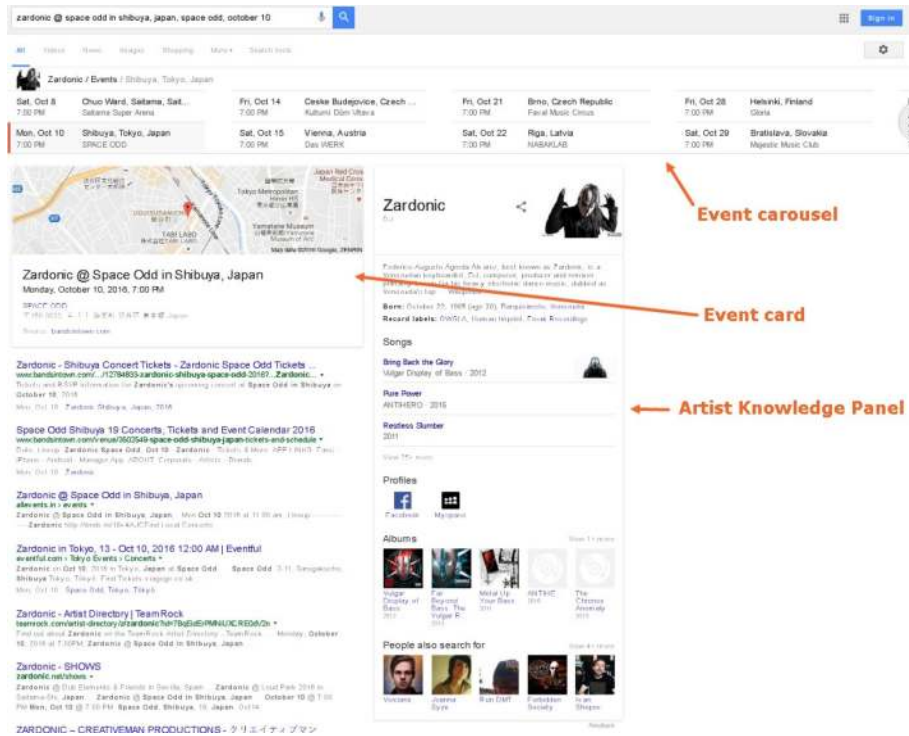
[More about Zardonic](#)

Feedback

*Fans can sometimes reach your tour date SERPs from your band Knowledge Panel.*

They could also reach it by just typing in a search term like “zardonic tour dates”.

Let’s take a look at a tour date SERP.



A great example of a tour date SERP.

So this is really awesome.

We’ve got:

- ▶ A scrolling event carousel that shows all tour dates. Each one links to another tour date SERP.
- ▶ If the search is for a specific event, you get an Event Card that has:
  - Event date and time
  - Venue address with map
  - Link to your band website

- There may also be a link to a 3rd party ticket vendor depending on the event
- ▶ The same Knowledge Panel that appears on your band name SERP.
- ▶ The “Shows” page from Zardonic’s official website.
- ▶ Bandsintown, Allevvents and Eventful event information pages.

Some other things you might see for other events, depending on the circumstances of the show, are:

- ▶ Paid Google ads, which may appear for major shows when ticket sellers are willing to compete to pay for traffic
- ▶ Results for ticket resellers
- ▶ Results from the venue website
- ▶ Opening act artist website

For a fan who wants to go to a show, there’s tons of **great information** here to explore **before they even carry on** to another website.



Google has made it possible for bands to create a rich fan experience in search engines

We’ll explain in detail how to optimize your tour information later.

The point is, Google has **gone to the trouble** of making it possible for bands to create a rich fan experience on these pages, but it’s **up to you** to take advantage of it by **feeding Google with the right information**.

Bandzoogle, by the way, makes this really easy for you when you use our **Events feature**, because we **automatically add structured data** to your website when you add events. **Bandzoogle is the only website**



builder that is **recognized by Google for event markup**. We'll talk more about that later.

### Bandzoogle Member Tip

Add your show dates to our Events feature to make them show up in Google. Here's how:

- Click Add Content and choose the Events feature.
- Click Add Event to enter in your show details: the event name, location, and date.
- Then save and you're good to go!

If you have some tour dates coming up, take some time to **Google your event names and dates** to see how easy it is for fans to find your show information and tickets in the SERPs. Compare what you find to the tour date SERPs of established artists, to see what's possible.

## Your Album Name SERPs

Google can provide a rich experience for your fans in SERPs when they search for your **album names**.

If you've discovered, from doing your **keyword research**, that your fans are **already searching for your album names**, this is going to be particularly useful to you. But even if they don't, you can still optimize this assuming you have **at least one album released**.

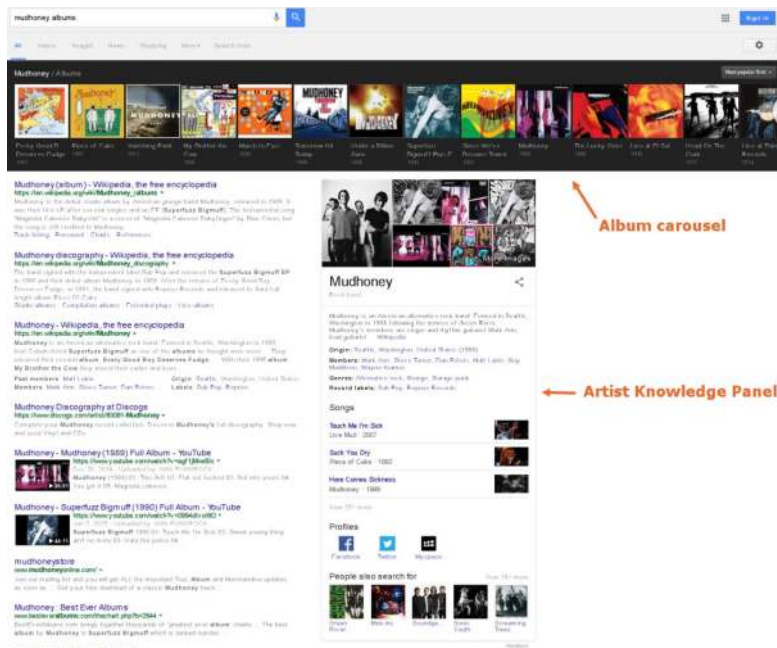


Album name SERPs are today's version of what Tower Records used to be

There are a couple of ways fans can come across your album name SERPs.

If your albums are listed in the **Knowledge Panel** for your band, fans can click on them and land on your album SERP.

They could also get to the album SERP by just **searching for something to do with your albums**. Like this, for the keyword “mudhoney albums”.



*A typical SERP when you search for a band's discography.*

In this case we searched for Mudhoney's albums in general, so we get their **whole discography**.

Mudhoney - being musical legends - have an extensive discography. Fans can **explore their albums and tracks, watch music videos** from the album on YouTube, and easily find links to **buy the music**.

That's what you want, so that **fans can more easily discover, peruse, and maybe even buy your music**. In a way, you could say that the

album name SERPS are today's version of what **Tower Records used to be.**

So to summarize what we find in this general album SERP:

- ▶ An album carousel card
- ▶ The band's Knowledge Panel to the right
- ▶ The band's official website (*ahem... powered by Bandzoogle!*)
- ▶ Several Wikipedia entries (most bands would probably have just one)
- ▶ Places to buy the album (Discogs)
- ▶ Press (in this case a chart listing)

If your band isn't as legendary as Mudhoney, instead of an album carousel you'll probably get a navigation card instead, like this. Same thing, different look.



*This is likely what your album SERP will have.*

There are some other variations of this too, depending on what your discography looks like. If you don't have any albums at all, then of course you won't see anything special showing up.

Now, what if we want to see the SERP for a specific album?

If we (or a fan) click on one of the albums in the album list navigation card at the top of the general album SERP, we get a **specific album SERP**.

*This is a typical SERP when you search a specific album name.*

Try it at home (it's safe, we promise) and notice how the search term has been entered for the actual album name itself, in the search bar at the top.

We (or a fan) might also reach this page by simply searching “mudhoney vanishing point” in Google.

This SERP now shows **results specific to that particular album**, and the Knowledge Panel on the right side also **now shows information for the album specifically** (instead of information about the band).



## For a fan this is a perfect experience for exploring your music

So, for a fan this is a perfect experience for **exploring your music**, with a really helpful diversity of content and information.

We'll get into the details later on optimizing your music for SEO. But generally think about the different kinds of content you'd like to see here, like 3rd party reviews and digital distro, that you can work on getting.

An optimized album SERP can help your fans to **move through the Exploration and Purchase phases** of the Fan Journey. Good for them, and good for you.

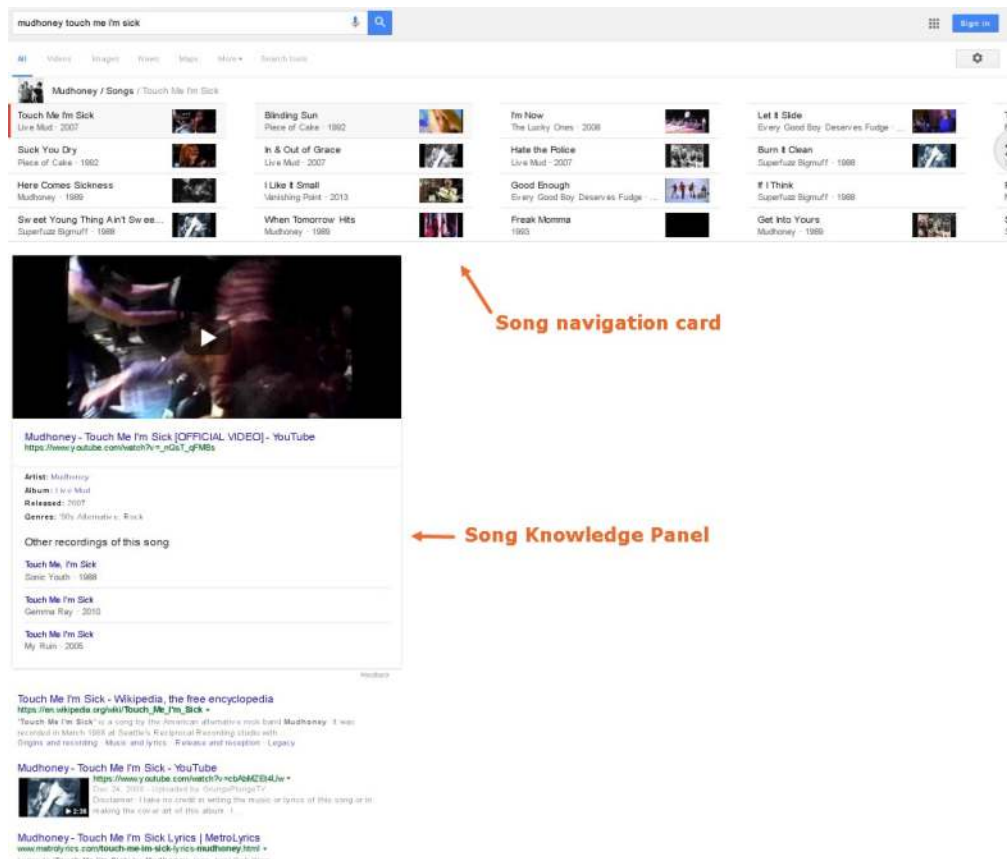
Like before, a good place to start here would be to **Google your album names**, and see how your SERPs compare to established artists.

## Your Song Name SERPs

Google provides rich SERPs when fans search for your **specific song titles**.

Like before, there are two ways fans might reach these SERPs.

They can click on a track name from the album or band name SERP. Or, they can search for a specific song in Google.



A typical SERP when you search for a specific song name.

For a fan there's all kinds of great stuff here, even beyond just the track itself. It's kind of awesome.

We get:

- ▶ A song list navigation card with other singles from Mudhoney. Sometimes you see the other tracks from the same album.
- ▶ A Knowledge Panel for the song that includes:
  - A video still with a link to the video on YouTube
  - Wiki-style links about the song, such as the artist, album, release date, etc. They all point to other SERPs.
  - Because this song has legendary status and has been covered a lot, we also see a list of other recordings of it, with links to other SERPs.
- ▶ A variety of other website results including lyrics and Wikipedia entries.

Sometimes you might also see Google Image results showing cover art and band shots.

If a fan has searched for your song name, chances are they heard it somewhere and wanted to hear it again. So this is the kind of **content-rich page** you want to **provide to these fans**, so that they can explore your music.

Some bands are smart about this and publish a video on YouTube for every one of their songs, even if some just show a cover art still as the video.

We'll share more details later in this eBook on how to optimize your tracks for SEO. But think about the kinds of content you'd want fans to find here, like song reviews, videos, or lyrics.

## Chapter 3 Key Takeaway: Get To Know Your SERPs

Google SERPs can be a really powerful tool for you to **expose your music and content to fans** during the Exploration and Purchase phases of the Fan Journey.

By optimizing your band SEO to enhance your keyword SERPs, you can offer a **rich online fan experience** that can encourage fans to listen to more of your music and get to know your band - and maybe buy a concert ticket or download an album.

In the following chapters we'll dig deeper into the technical details for optimizing your structured data to get all of those fancy Knowledge Panel results. We'll also explain how to optimize your band website, videos, and other SEO ideas and best practices.

Meanwhile, take some time to get to know your own SERPS.

### What you need to do now

- Google your band name, tour dates, album and song names, and anything else you came up with during your keyword research.
- As you go, try to see things from the perspective of a fan.
- Google established artists to compare with. Take note of what SERP visibility they have, and how it differs from yours.

Hopefully you'll come out of this with a strong understanding of where you need to go with your band's SEO. Now we'll get into the nitty gritty on how to do it.



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## Chapter 4: Optimize Your Band Website for SEO

If SEO is important to you as a musician, then **having a website** for your band is arguably the **most important factor**. But just having one isn't quite enough. You need to **optimize it** for search engines.

Before you start optimizing your website you should have a pretty good sense of what you want to accomplish with your SEO, and at least a rough strategy about how to do it. Hopefully the previous chapters of this eBook have helped you do that.

If you're ready, and you know what needs to be done.... *Let's do it.*

### Key Factors for Band Website SEO

The general topic of optimizing a website for SEO is just way too big to cover in this eBook. So we'll focus on issues that are more **specific to band websites**.

Before we get into details though, we'll start by offering a broad overview and linking out to good resources for **general SEO advice**, so that you can do more research if you wish.

Broadly speaking, the general key factors for optimizing your band website for SEO can be broken down into the following four main groups:

#### 1. Content Delivery

Optimizing your content delivery is about making sure your website is fast, secure, and **user-friendly on all devices**. That means having (among other things) fast hosting, a CDN, caching, an SSL certificate,

responsive HTML and CSS, and a whole bunch of other technical stuff that only a web developer understands.

If you use Bandzooglé, we take care of these things for you. We constantly optimize the speed of Bandzooglé websites, and all of our themes are responsive.

## 2. Website Structure

Optimizing your website structure is about organizing and structuring your website so that **search engines can easily crawl through it**, access all of your content, and understand what it's "seeing". That means having a clear page hierarchy, [linking your pages together](#) properly, having a good HTML and [XML sitemap](#), and so on. It also means cleaning up the very common and usually-misunderstood issue of [duplicate content](#).

It's mostly up to you to structure your website content for SEO, but if you use Bandzooglé we take care of some of these things for you.

## 3. On-Page Content

Optimizing your on-page content is about making sure **the content** on each page on your website is **organized and descriptive**. This means having clean code and plenty of well-made content, using keywords appropriately, making sure all of the content is readable by search engines, and addressing a really specific topic on each page.

You can learn more about [on-page SEO here](#). Using Bandzooglé helps you with some of this, but it's up to you to put great content on your pages.

## 4. Popularity and Links

Optimizing your popularity and links is about **other people around the internet** talking about you, mentioning your name or music, and linking to you. It's also about you making sure that all of your different profiles around the web **link to each other**. You can get [the general idea here](#), but we'll talk about this more next.

## Your Band Website as Your Hub

A lot of bands don't have their own website.

Some would say that just using Bandcamp and Bandsintown is good enough. That might work for some, but if you care about your band's SEO, it is simply not good enough. You're at a disadvantage if you don't have your own website with its own domain name.

And no, pointing your domain to your Bandcamp profile is not the same thing.

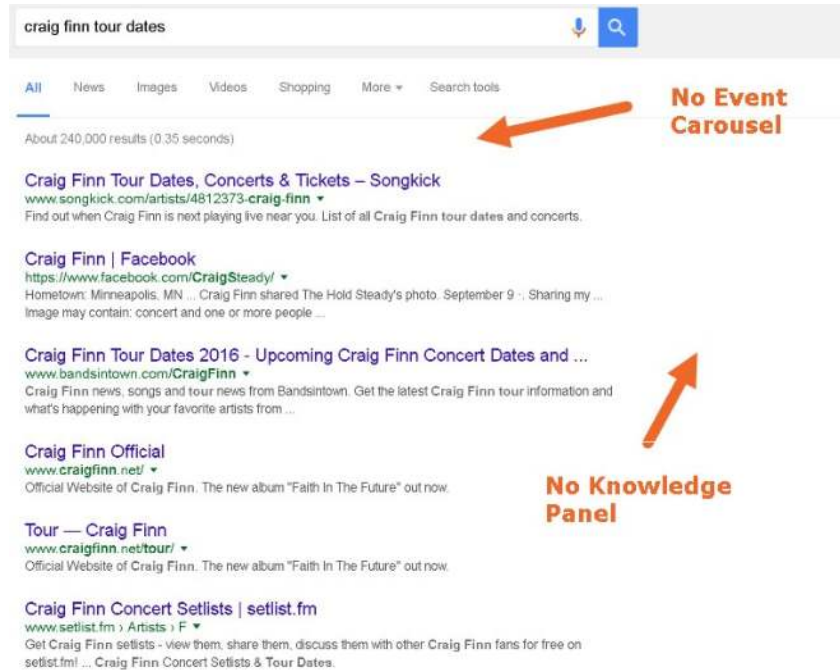


You're at a disadvantage with SEO if you don't have your own band

We looked at many examples while preparing this eBook, and the bands that didn't have their own well-optimized website - even established bands - had **major issues with their SERPs**.

For example, at the time of our research, Craig Finn (of The Hold Steady) was on a solo tour, and he didn't have his own website for his solo project. When you searched "craig finn tour dates" **you found very little information** aside from Songkick and Bandsintown pages. There was no Event Carousel, and no Knowledge Panel.

He has since launched his own website but even now, at time of writing, you still don't find a Knowledge Panel for that search term.



*Craig Finn doesn't have good SEO because he didn't have a band website until recently.*

There's no Event Carousel here because he doesn't currently have any upcoming tour dates. But even when he was on tour, there was no Carousel.

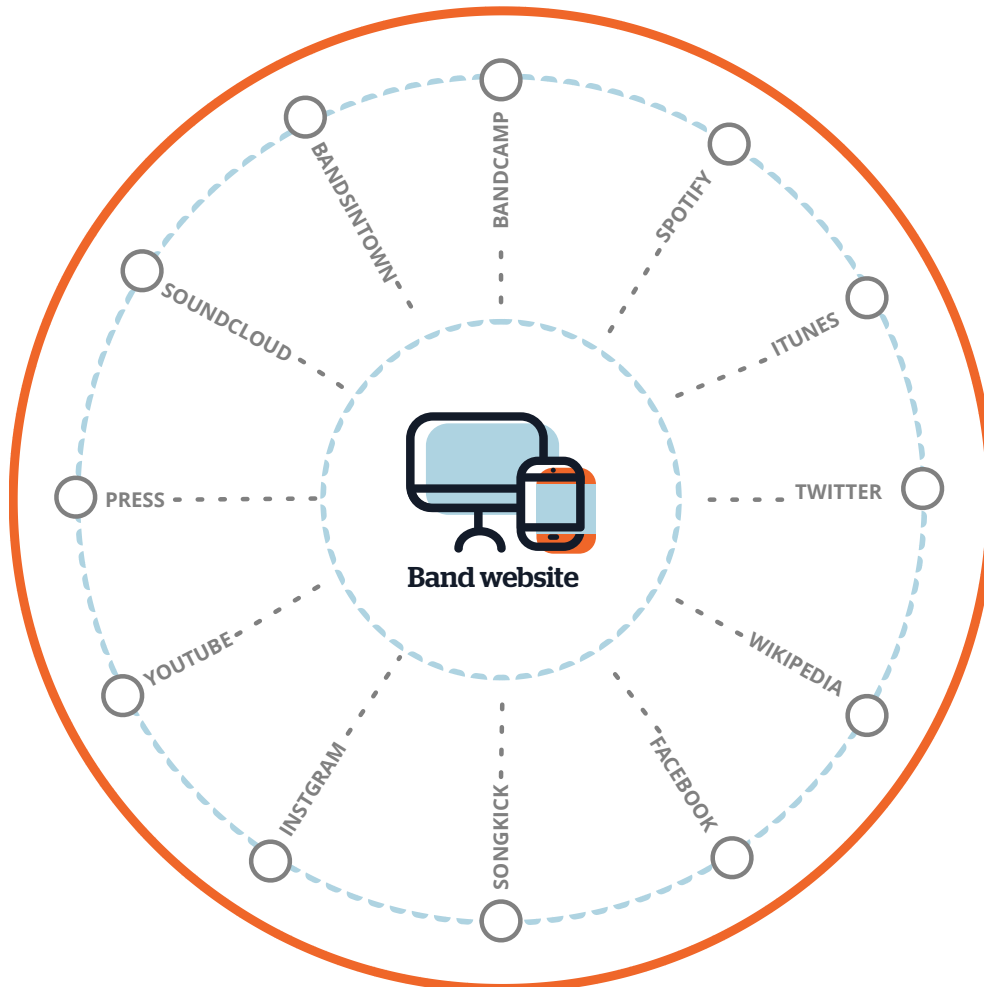
Which means **his SEO was far from ideal** during his tour.

We can assume his SEO isn't important to him - his usual band, The Hold Steady, does have a strong online presence. But we assume you do care about your SEO, and that means **you need your own website.**

A major reason that your band website matters for SEO is that **Google sees your band as a unique "entity,"** which we touched on earlier in this eBook. Google even knows how popular/famous your band is compared to other bands and entities on the web.

Every piece of information that's publicly available about you on the internet is **part of your entity**. That information can be far-flung and disconnected, but Google is great at **connecting the dots** - especially if you help Google out by doing good SEO.

## Your band entity



*Your band entity encompasses every piece of information available about you around the web.*

When properly optimized, Google will recognize all of your profile pages and social accounts as being a part of your entity, and your website as being the hub of it all. That helps Google understand what

your entity is, and show the right content to people when they search for you.



## Google knows how popular your band is compared to other band

Google as a rule should **give priority to your website** over every other website in all cases, when it comes to **ranking for your band keywords**, so long as your website has all of the information it needs.

That's the key thing. Using your band website, you can **control your fan experience**. Your website aggregates all of your band's content around the web. That's what Google likes to see.

So if you don't have a website for your band yet stop reading right now, go **make one**, and then come back to continue reading.

### **Linking Up the Hub**

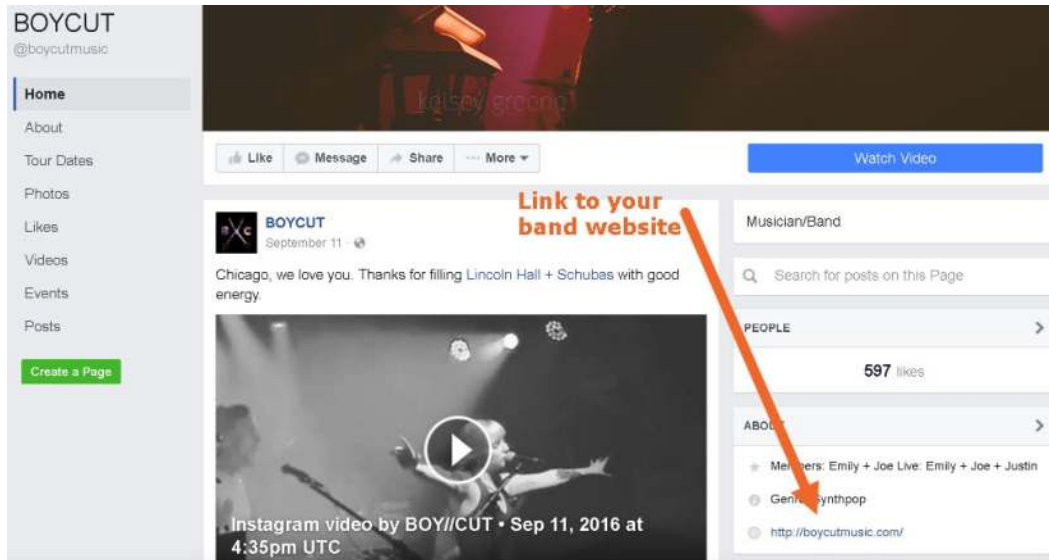
Even though Google is great at connecting the dots, it still needs help. That's a big part of what SEO is.

Linking your properties together helps Google understand all of your content on the web as being part of your entity. Your website is the hub of your entity, so **you need to link it up** to help Google connect the dots.

**Link to your website** from all of your band profiles and any other content that you control anywhere on the web. Never use a URL shortener - always just the plain URL of your website.

Just like what BOYCUT did on their Facebook page here.

Easy.



*Link to your band website from everywhere you possibly can.*

You can easily add links to your site from places like your:

- ▶ Facebook page
- ▶ Twitter page
- ▶ Instagram page
- ▶ YouTube channel About page
- ▶ YouTube video descriptions
- ▶ SoundCloud profile
- ▶ SoundCloud track descriptions
- ▶ Wikipedia entry
- ▶ Bandcamp page
- ▶ Bandsintown page

These are just the most common ones, but you get the picture.

So what you can do now is take an inventory of all of your band's **social profiles and other pages** around the internet, and link to your band website from all of them.

You can **also do the reverse**. Add links from your website to your various profiles around the web.

### Bandzoogle Member Tip

Adding links is as easy as typing! You can link to any website url with these steps:

- Type out your text in a Text feature. A few words, or even the url will work well.
- Highlight that text.
- Click the chainlink button to insert your link.
- Type in or paste the link.
- That's it! You can add as many links as you'd like, to any text feature on any page.

## Optimizing Navigation & Indexation

Most band websites are small and don't have many pages (compared to, say, Amazon.com). So Google shouldn't have too much trouble **accessing all of your pages**. This is especially true if you use a platform like Bandzoogle, because a lot of this is already taken care of for you.

If you use another CMS like Wordpress, you'll have to be careful because you need to know how to do a lot of things yourself.

If you want to make sure your website is well-optimized, read up on regular **ol' onsite SEO**. You can learn from generic advice that applies to any kind of website.

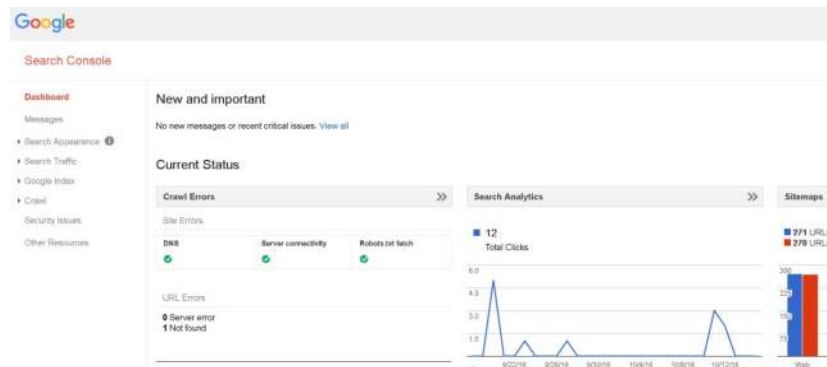
Here are **a few basics** though, to ensure that Google can easily crawl through your band website and read all of your content.



## Google Search Console

The Google Search Console can be very useful. If you want to **nerd out on search data**, you'll especially like this.

Create a Google Search Console account for your website. You'll need to follow some steps to verify your website and activate your account. BandzoogLe has a tool to help make this a little easier for you.



*The Google Search Console can give you insights for optimizing your website.*

We won't get into details about this tool, but there is a whole bunch of **information** in there that **Google provides about your website** in the search engines. So poke around and see what's there.

### BandzoogLe Member Tip

Help Google discover your pages in just a few steps within your website account!

- First, navigate to Site-Wide Settings, and choose Sitemaps.
- Here, you will be able to verify your site with Google, and submit your sitemap with the help of Google Webmaster Tools.
- Do it once, and you're done!

## Clean URL Structure

Make sure your website page URLs are **simple, clean, organized, descriptive**.

Here's a made-up example of what the URLs on a band website might look like, in an ideal scenario:

- ▶ <http://hiatuskaiyote.com>
  - <http://hiatuskaiyote.com/press>
  - <http://hiatuskaiyote.com/news>
    - <http://hiatuskaiyote.com/news/create-your-own-video>
    - <http://hiatuskaiyote.com/news/win-a-signed-vinyl>
    - <http://hiatuskaiyote.com/shows>
    - <http://hiatuskaiyote.com/shows/live-at-abia>
    - <http://hiatuskaiyote.com/shows/live-in-japan>
    - <http://hiatuskaiyote.com/shows/house-concert>
  - <http://hiatuskaiyote.com/listen>
  - <http://hiatuskaiyote.com/buy-music>
    - <http://hiatuskaiyote.com/buy-music/choose-your-weapon>
      - <http://hiatuskaiyote.com/buy-music/choose-your-weapon/choose-your-weapon>
      - <http://hiatuskaiyote.com/buy-music/choose-your-weapon/shaolin-monk-motherfunk>
    - <http://hiatuskaiyote.com/buy-music/tawk-tomahawk>
      - <http://hiatuskaiyote.com/buy-music/tawk-tomahawk/mobius-streak>
      - <http://hiatuskaiyote.com/buy-music/tawk-tomahawk/the-world-it-softly-lulls>
  - <http://hiatuskaiyote.com/images>
  - <http://hiatuskaiyote.com/videos>
  - <http://hiatuskaiyote.com/contact>

Notice how all of the URLs are clean? There are no weird symbols, like hashtags or exclamation marks.

Sometimes complex URLs are fine - and necessary - especially for large dynamic websites. But in your case, with a small, simple website, they probably aren't necessary. So generally your URLs should be clean and simple.

In the example above the **URLs are clearly named** so that you can understand at a glance what the content of the site would be. Everything is neatly organized in a **folder structure**. That's the ideal scenario.



Make sure your website page URLs are simple, clean, organized, descriptive

It's not hard to do, but it's often overlooked and is important for a couple of reasons:

1. It helps Google understand **what the page is** and **where it fits** on your website.
2. The URL appears in the SERPs. If it's ugly, fans are less likely to click on it. A descriptive URL helps fans understand **what they're clicking on** and navigating to.

Here's a basic example of good clean, descriptive URLs used by a Bandzoogle member.

**Clean, descriptive URLs**

- London has Fallen**  
[www.londonhasfallenband.com/](http://www.londonhasfallenband.com/) ▼  
Official website of London has Fallen, an alternative band from Peoria, Illinois. Latest album 'Breathe' available now!
- London has Fallen - Press Kit**  
[www.londonhasfallenband.com/epk](http://www.londonhasfallenband.com/epk) ▼  
Official Electronic Press Kit for London has Fallen! Featuring high resolution photos of the band, booking information, reviews, and more!
- About London has Fallen**  
[www.londonhasfallenband.com/about](http://www.londonhasfallenband.com/about) ▼  
London has Fallen band bio, member information, and photos of the band.
- London has Fallen - Store**  
[www.londonhasfallenband.com/store](http://www.londonhasfallenband.com/store) ▼  
Official merch store for London has Fallen! Shirts, CD's, and more. Purchase direct from the band to show your support!
- London has Fallen - Contact**  
[www.londonhasfallenband.com/contact](http://www.londonhasfallenband.com/contact) ▼  
Get in touch with London has Fallen here! Questions, merch orders, and everything else!
- London has Fallen - Music**  
[www.londonhasfallenband.com/music](http://www.londonhasfallenband.com/music) ▼  
All the music, all available for free! London has Fallen's entire discography, as well as digital downloads, available here!
- London has Fallen - Blogs**  
[www.londonhasfallenband.com/blogs](http://www.londonhasfallenband.com/blogs) ▼  
Blogs. London has Fallen, an alternative group from Peoria, Illinois.
- London has Fallen - Shows**  
[www.londonhasfallenband.com/shows](http://www.londonhasfallenband.com/shows) ▼  
Shows. London has Fallen, an alternative group from Peoria, Illinois.

*Give your band website a clean, descriptive URL structure.*

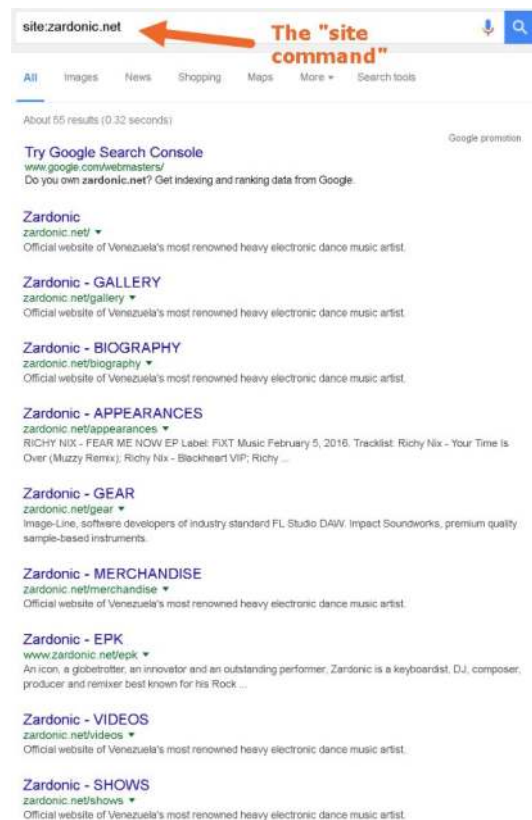
What you can do now is **check all of the URLs of your band website**. If there are any that need to be improved, edit them (but be sure to use 301 redirects when you do).

There's a really good chance that you're not aware of all of the page URLs your website has. There are probably more than you realize. To find and check all of your page URLs, you can look at **your sitemap** (if your CMS generates one). Otherwise you can use a **free crawling tool** like [this one](#).

## Checking Your Site Index

Another way to explore under the hood of your website structure is to take a look at **what Google has in its index** for your website. This can be a pretty informative way to get a sense for how Google sees your site.

Enter “**site:[yoursite.com]**” into Google. Like this:



*A simple trick to see what Google sees on your website.*

When you use this “site command” search operator, Google shows you the **URLs it has found for a website** and added to its index. You also get to see how Google **displays your website pages** in SERPs (generally).

A typical band website should be fairly simple. You shouldn't have hundreds of strange-looking URLs indexed, and they should match the URL structure you made (as in the previous example).

If you have hundreds of URLs, or a lot of URLs that point to the same page, or a lot of ugly looking URLs showing up, you might have a problem. This can happen if you have a poorly configured Wordpress site, for example.

If that's the case for you, you should **clean up your website structure** and fix any **duplicate content** issues.

## **Title Tags & Meta Descriptions**

Optimizing your title tag is **standard SEO advice**, because it's easy, simple and important.

Your title tag and meta description don't appear on your website, but **Google uses them in its SERPs**. If you make them look nice and descriptive, yours fans can more easily understand what they're seeing, and will be more likely to click to your website instead of others.

Let's take a look at a (bad) example:

The screenshot shows a Google search result for "conor oberst tour". The search bar contains the text "conor oberst tour". Below the search bar, there are tabs for "All", "News", "Videos", "Images", "Shopping", "More", and "Search tools". The main content area displays a table of tour dates:

Date	Time	Location	Venue
Thu, Nov 3	7:30 PM	Omaha, NE, United States	40th Street Theatre
Sun, Nov 6	7:30 PM	Nashville, TN, United States	Ryman Auditorium
Thu, Nov 17	7:00 PM	Toronto, ON	Massey Hall
Wed, Nov 23	7:00 PM	New York, NY, United States	Carnegie Hall

Below the table, there is a link to "Conor Oberst | Shows" with the URL [www.conoroberst.com/02/shows/](http://www.conoroberst.com/02/shows/). The meta description below the link reads: "Date, Venue, Location, Tickets, Nov 03 · 40th Street Theater · Omaha, NE · Sold Out · RSVP · Nov 06 · Ryman Auditorium · w/ Mark Kozelek · Nashville, TN ...".

Red arrows point to the title tag "Conor Oberst | Shows" and the meta description, with labels "Non-descriptive title tag" and "Poor meta description" respectively.

*What a not-so-good title tag and meta description look like in the SERPs.*

The title tag in this example could be **more descriptive** than simply "Conor Oberst | Shows".

Conor Oberst (his website person) **didn't actually add a meta description** to that page either, so Google is just pulling whatever text it wants from the page to populate the description in SERPs.

(Also, you might have noticed that even the URL is not very good.)

That's **not ideal for fans**, because frankly it's kind of ugly.

Conor Oberst would be better off with a title tag and description that looks more like this:

**Tour Dates & Tickets | Conor Oberst**  
[www.conoroberst.com/tour](http://www.conoroberst.com/tour)  
 Conor Oberst is on a North American and European tour for his latest album, Ruminations. Check the concert calendar and buy tickets for a show in your city.

*This is closer to what you want your SERP result to look like.*

Looks nicer, doesn't it?

The **clean, descriptive text** helps Google understand the page better. It's also **more likely to get clicked** by fans when they're searching, which is important to you. You can preview how yours might look in the SERPs with a tool like this one.



A page with a nice title tag and description is more likely to get clicked by fans

Basic title tag and description optimization ground rules:

- You may have heard advice that keywords are really important to have in title tags. This is true. But we suggest you simply focus on making them descriptive and complete, so that they really describe the content of the page. Be straightforward and to-the-point.
- Make sure your band name is included at least once in every single title tag and meta description, on every page. Make them look nice and consistent across pages. A good lead to follow is the title tag in the example above, where the band name is added to the end and separated by a pipe “|” symbol.
- Never use the same title tag or meta description twice. Each one should be unique for each page.

What you can do now is review the title tags and meta descriptions for all pages of your band website. **Write or rewrite them as needed**, to include your band name and a good descriptive reflection of the content of the page.



Here are some good instructions on how to do it properly for your website:

<https://moz.com/learn/seo/title-tag>

<https://moz.com/learn/seo/meta-description>

If you're using Bandzooglé, you can easily edit title tags and meta descriptions on your site in the SEO options for each page.

### Bandzooglé Member Tip

- Add your band keywords to your page title and page description in a few clicks!
- Look in your Edit Content area, Pages, then click the pencil beside your page name.
- Under Advanced settings, you can work in your keywords per page.
- Change these up on each page, at any time!

## Content Pages for Keywords

Sometimes, for some keywords, you **might not particularly want** your website to rank #1 in search results.

That might sound counterintuitive, because SEO doesn't usually work that way. But remember, we're **optimizing the fan experience** here, we're not necessarily trying to get your website to outrank your other profiles.

A good example is when fans search for individual track names. You might actually prefer fans to find your song on YouTube, SoundCloud, Spotify or iTunes, because for some that might be a **better place to explore and buy your music**.

For a fan, your band website might not actually offer the best experience.



## SEO for musicians is about optimizing the fan experience

But for other keywords, it might be preferable for fans to find your website.

It's up to you to **decide what the ideal fan experience is** for different searches, and what's best for your band too.

Here are some examples where your website might offer the best experience - we're going to pick on Kamasi Washington now:

- ▶ kamasi washington bio
  - *Fans want to learn about who you are, and your website is ideal for that*
- ▶ kamasi washington tour
  - *You might want to sell them concert tickets directly from your website*
- ▶ kamasi washington merch
  - *If you sell your merch from your site **commission-free***
- ▶ kamasi washington buy album
  - *If you **sell your music** from your site **commission-free***

Let's check out a specific example of that.

The screenshot shows a Google search for "kamasi washington merch". The search bar is at the top with a microphone and search icon. Below the search bar are tabs for "All", "Images", "Videos", "News", "Shopping", and "More", along with "Search tools". The search results show "About 20,300 results (0,23 seconds)".

The first result is "Kamasi Washington" with the URL [www.kamasiwashington.com/](http://www.kamasiwashington.com/). Below it is a snippet: "Featured: Kamasi Washington Is The Chillest Dude In Music ... Kamasi Washington And The New Politically Infused Jazz. Jun 23 ... are emblazoned on t-shirts. About · Press Feed · Contact · Music".

The second result is "Merch | Kamasi Washington" with the URL <https://kamasiwashington.bandcamp.com/merch>. Below it is a snippet: "The Epic – Kamasi Washington 'The Epic' triple LP [BF050]. Record/Vinyl. Sold out. The Epic – Kamasi Washington 'The Epic' triple CD [BFCD050]. Compact ...".

The third result is "Kamasi Washington | Facebook" with the URL <https://www.facebook.com/kamasiw/>. Below it is a snippet: "Members: Kamasi Washington ... La musica prima di tutto - Kamasi Washington ... a gentleman thoughtfully placing Kamasi-related merchandise (vinyl boxed ...".

The fourth result is "Kamasi Washington - Merch Store | Facebook" with the URL [https://www.facebook.com/kamasiw/app/19032254433196/?ref=page\\_internal](https://www.facebook.com/kamasiw/app/19032254433196/?ref=page_internal). Below it is a snippet: "Kamasi Washington. 88280 likes · 3720 talking about this. Kamasi Washington."

The fifth result is "'Kamasi Washington - The Epic' T-Shirts & Hoodies by HolyPrepuce ..." with the URL [www.redbubble.com/people/hworks/14755089-kamasi-washington-the-epic?..shirt](http://www.redbubble.com/people/hworks/14755089-kamasi-washington-the-epic?..shirt). Below it is a snippet: "Buy 'Kamasi Washington The Epic' by HolyPrepuce as a T-Shirt. Classic T-Shirt, Tri-blend T-Shirt, Lightweight Hoodie, Women's Fitted Scoop T-Shirt, Women's ...".

On the right side of the search results, there is a sponsored advertisement: "Shop for kamasi washington merch on Google" with a "Sponsored" label. The ad shows a "Kamasi Washington Unisex T-Shirt" for "\$27.82 - Redbubble".

Three orange arrows point from the text annotations to the search results:

- One arrow points from the text "No merch to buy here." to the first search result (Kamasi Washington website).
- Another arrow points from the text "Someone else is making money here." to the sponsored advertisement.
- A third arrow points from the text "Someone else is making money here." to the fifth search result (Redbubble).

*Kamasi doesn't have a merch page on his website. That's a problem.*

There are several problems here that might not be obvious at first glance:

- ▶ Kamasi Washington's website is ranked 1st but **he doesn't have a merch page**. So fans land on the homepage, where they're then forced to keep poking around to find what they're looking for.
- ▶ Kamasi's real official merch store is on the Benchmark Merchandising website, which **isn't even ranked in the Top 5** for the search term. Plus, it's not clear from the SERP that it's even his official store.
- ▶ His Bandcamp merch page is ranked 2nd, but it currently **doesn't sell any merch** - only physical music formats.
- ▶ There are actually **3rd party sellers** in the SERPs just below Kamasi's official store, who might just **steal away business** from the artist himself. That seller is even paying for ads in the right column of the SERP, as you can see. That's actual lost revenue for the artist, and a missed opportunity to connect with the fan.

So, Kamasi Washington's SEO for **his merch-related keywords** is **basically a mess**. Sure, a dedicated fan will most likely find the merch store, but only after **poking around a bit**. SEO for musicians is about

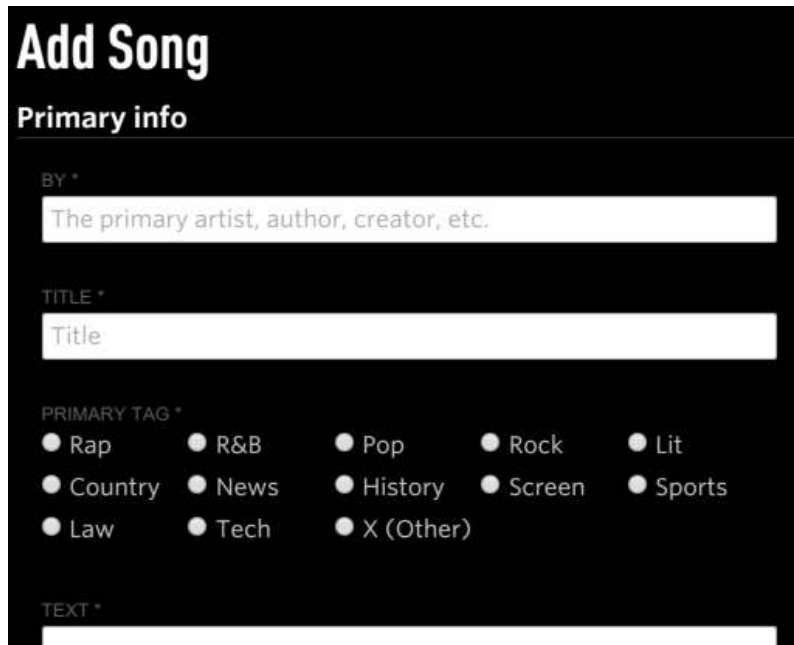
optimizing the fan experience - making it easier for the fans to find what they want more quickly. Especially when merch revenue is at stake!

There is a **simple solution** to his problem, which is to create a **dedicated merch page on his website** where he displays, and ideally sells, his merch. This page would probably rank #1 for merch-related keywords, and he would be able to control the fan experience on his own site. It would appear more trustworthy as well. A fan who wants to buy merch from the artist may prefer to buy directly from his website.

The lesson for you here is to make sure that you understand and have a plan for what your ideal fan experience is, for your different band keywords.

If you prefer that fans land on your website instead of external profile pages for a certain keyword/topic, then **make a dedicated page** on your website for it. Fill the page with great content, including text (no fluff), and optimize the page (title tags and meta descriptions, etc).

A great example of this - worth pointing out - is for **searches for bits of lyrics** of your songs. If people are searching for your lyrics, you may want to make sure they can find them on **Genius or MetroLyrics**. It's easy enough to add them.



**Add Song**

**Primary info**

BY \*  
The primary artist, author, creator, etc.

TITLE \*  
Title

PRIMARY TAG \*

Rap     R&B     Pop     Rock     Lit

Country     News     History     Screen     Sports

Law     Tech     X (Other)

TEXT \*

*It's easy to add your song lyrics to Genius.*

But... why let those websites get all of that traffic, when you could get it yourself? It is **your traffic** after all, in a sense. Why not add pages to your band website with your song lyrics, so that people **land on your website** when searching for your lyrics? That way you can control your fan experience, in an environment that's branded to you.

### Bandzoogle Member Tip

- Add your lyrics to the songs on your website with just a few clicks!
- Once you have added Music, click on the track, then Add Lyrics.
- Type them out or paste them in and you're good to go!

Remember, Google will generally **give your band website preference** over other websites for the rankings of any keywords related to your band. All you have to do is have the content on your website.

## Be Wise About Widgets

It's very common for bands to use widgets on their band websites, and that's ok. There are plenty of good reasons to use widgets.

But, there is also a very good reason to **use them wisely**. It's common to see a page on a band website that has only a widget on it and nothing else.

Like Hiatus Kaiyote does on their website with a Spotify widget.



*Hiatus Kaiyote embedded a Spotify widget on their website to offer music previews.*

There are a few reasons that this could be a problem for your band website.

The first problem is that you don't know whether or not Google can **see the content in the widget**. Just because you can see it doesn't mean Google can. Many widgets are ok but some are not SEO friendly - it's out of your control.

And if Google can't see the content in the widget, then as far as it's concerned **there is no content there**. Which means, as far as Google is concerned, you basically have **an empty page**. Not good for SEO.

The second problem is that the content in a widget is **duplicated from somewhere else**. Google doesn't like duplicate content and may, effectively, ignore it.

The third problem is that, if you care about your **schema markup** - and you should - some widgets may not offer that markup where you need it.

There are some simple solutions to these problems. To prevent duplicate content or empty pages, you can simply make sure to **always have other text content on a page**, along with the widget. It should be unique content that only exists on that page and nowhere else.

You can also check pages where you rely on widgets to display music or events to make sure the correct schema is there, using Google's **Structured Data Testing Tool**. We'll get into more detail on schema for musicians later in this eBook.

So what you can do now is check all pages of your website where you use widgets. **Make sure there is other content on the page** other than what's being displayed from the widget, and make sure there's schema where there should be.

If there isn't any content, think about what kind of text content you can add to your page (even if it's just a little bit), and add it. If there isn't any schema where you need it to be, consider using a different widget.

## PR, Not Backlinks

If you've read other SEO advice, no doubt you've heard about the importance of backlinks. But a lot of SEO advice about backlinks is misleading.

**Backlinks are extremely important for SEO**, and the more links you have pointing to your website from authoritative external pages the better. But as an artist **you don't need to spend a lot of time** worrying about that, and you certainly don't need to pay someone to "get you backlinks".

Instead, worry about getting **genuine press coverage**. Backlinks will come naturally when blogs and magazines are talking about you, and **Google will notice the buzz**.

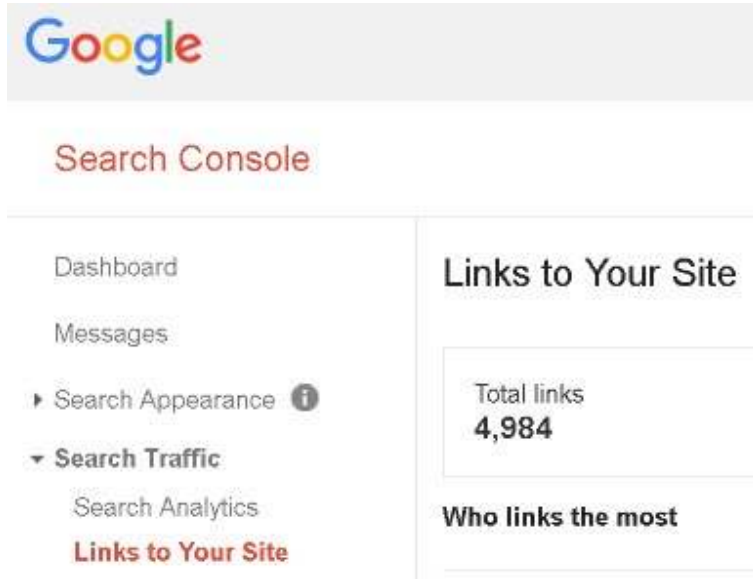


Backlinks will come naturally  
when blogs are talking about you

With that being said, while you're doing PR or social media, **get natural backlinks where you can**. Make sure the press knows about your band website, so that when they do link to you, they link to your actual band website and not to one of your other profile pages.

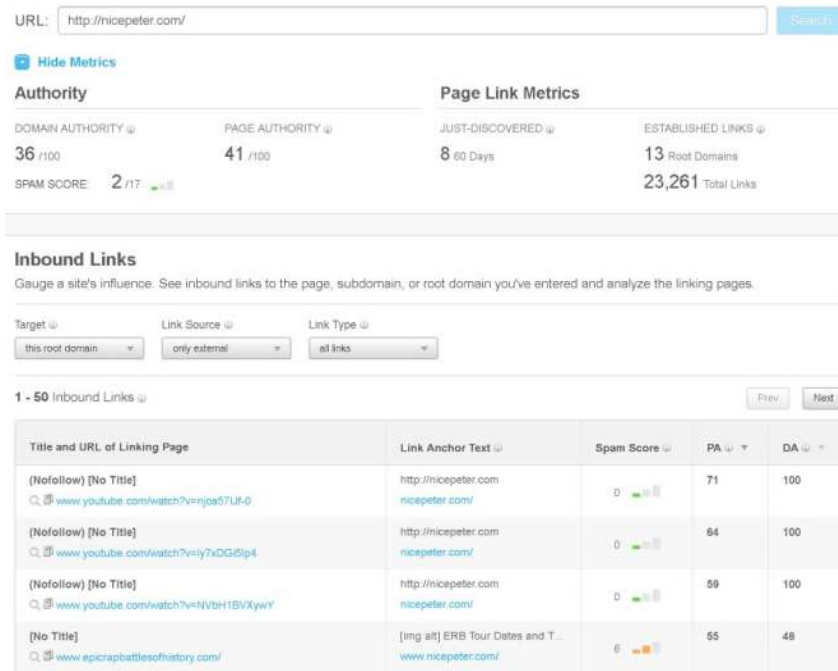
You can get an idea of who's linking to your website in your **Google Search Console**, which gives you a sampling of your backlinks.





Use your Google Webmaster Tools Search Console to see who's linking to your website.

You can also check [Open Site Explorer](#), a free tool that gives you some data on your website's backlinks.



You can also use Open Site Explorer to see who's linking to your website.

In addition to backlinks, citations - mentions of your band name, even when there is no backlink - are also important. When you use [digital distro](#) to release your albums, this can help you get a lot of citations quickly on authoritative websites.

## Chapter 4 Key Takeaway: Optimize Your Band Website for SEO

This was a whirlwind tour of band website SEO optimization. There's a lot to know, but you can focus on a few key things that will go a long way.

### What you need to do now

- Build a slick, fast, mobile-optimized website for your band
- Interlink your website with all of your other profiles around the web
- Make sure your website has a clean, organized structure
- Make sure each page on your website is SEO-friendly and optimized
- Build pages on your website to target keywords that you want to rank for
- Take a careful look at any widgets you use on your website to create content
- Do as much online PR and buzz-building as you can, and get natural backlinks where possible

Your website isn't the only thing that matters for your band SEO, but it's one of the most important. So it's worth taking the time to make the right optimizations in the right places.

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## Chapter 5: Get a Band Knowledge Panel

For musicians and bands, one of the most basic SEO achievements you can make is to get a **Knowledge Panel** to appear for your **band keyword searches**.

Earlier in this eBook we talked about the different types of search results pages that matter to you as a musician. The key to unlocking many of the **rich search features** offered by Google for musicians and fans is to get your basic Knowledge Panel working.

So... why do we care about getting a Knowledge Panel?

Having a Knowledge Panel helps people during the **Exploration phase** of the Fan Journey. It helps people **get to know your band** and **become fans**. At a glance, before they even click on a website, they can see your photos, bio snippet, and other detailed information.

Let's zoom in on an example that we used earlier in this eBook, of a complete-looking Knowledge Panel for Zardonic.

The image shows a Knowledge Panel for the artist Zardonic. The panel is annotated with orange arrows pointing to various sections:

- Images:** Points to a grid of seven images of Zardonic at the top of the panel.
- Website:** Points to the URL `zardonic.net`.
- Bio:** Points to the biographical text describing Federico Augusto Ágreda Álvarez as a Venezuelan keyboardist, DJ, composer, producer, and remixer.
- Info:** Points to the birth date (October 22, 1985) and record labels (OWSLA, Human Imprint, Freak Recordings).
- Tour dates:** Points to the 'Events' section, which lists three upcoming performances:
 

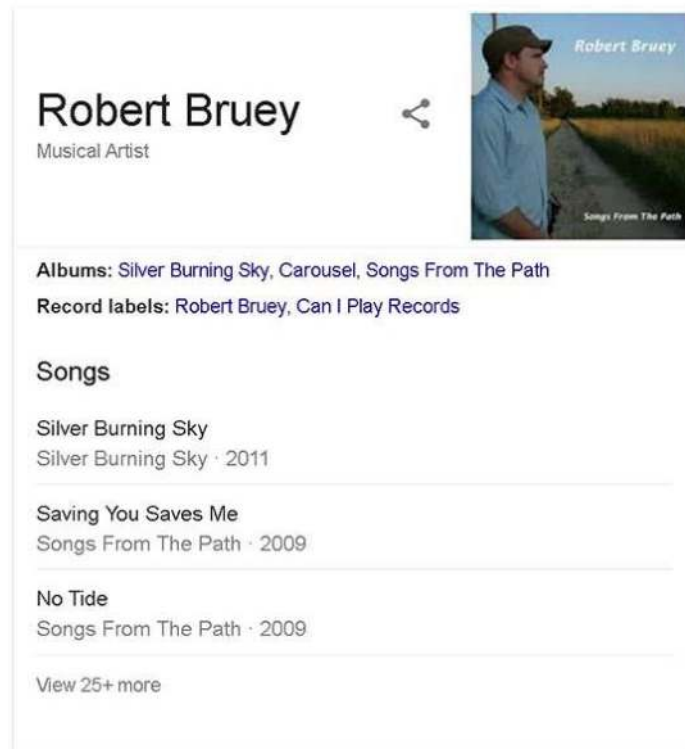
Date	Location
Sat, Oct 8 7:00 PM	Chuo Ward, Saitama, Saitama Prefecture, ... Saitama Super Arena
Mon, Oct 10 7:00 PM	Shibuya, Tokyo, Japan SPACE ODD
Fri, Oct 14 7:00 PM	Ceske Budejovice, Czech Republic Kulturní Dům Vltava
- Social profiles:** Points to the 'Profiles' section, which includes links to Facebook and Myspace.
- Albums:** Points to the 'Albums' section, which displays five album covers:
  - Vulgar Display of Bass (2012)
  - Far Beyond Bass: The Vulgar R... (2013)
  - Metal Up Your Bass (2011)
  - ANTIHERO (2015)
  - The Chronos Anomaly (2018)

At the bottom of the panel, there is a 'More about Zardonic' section and a 'Feedback' link.

*A great example of a complete artist Knowledge Panel.*

Ton's of great stuff there for fans.

For a less established band, a knowledge panel may look a little more simple, at least to start with. Like this one for Robert Bruey:



Feedback

*Sometimes a band Knowledge Panel is sparse.*

All of this information in the Knowledge Panel comes from **Google's Knowledge Graph**, and reflects what Google knows about your "entity."

Your **entity** is basically the "thing" that is your band, or you as a musician - at least, as far as how Google views you. If you want to nerd out a little, you can have a bit of fun **looking up your own entity**. You might be surprised to find you already have one.

What we need to do is **spoon feed** the Knowledge Graph with **knowledge about your band**, in a way that it can easily understand and organize. The information that appears in your Knowledge Panel depends, in part, on the knowledge Google **has available about you**.



## You need to spoon feed google with knowledge about your brand

Once you feed Google with that knowledge, it will **decide for itself** how to display it in search result pages.

One really important caveat to all of this though, is that whether or not Google decides to show a Knowledge Panel for your band keywords depends a whole lot on **how notable** - in other words famous, or established - you are. Don't let that hold you back, but keep it in mind.

So, let's introduce Google to your band.

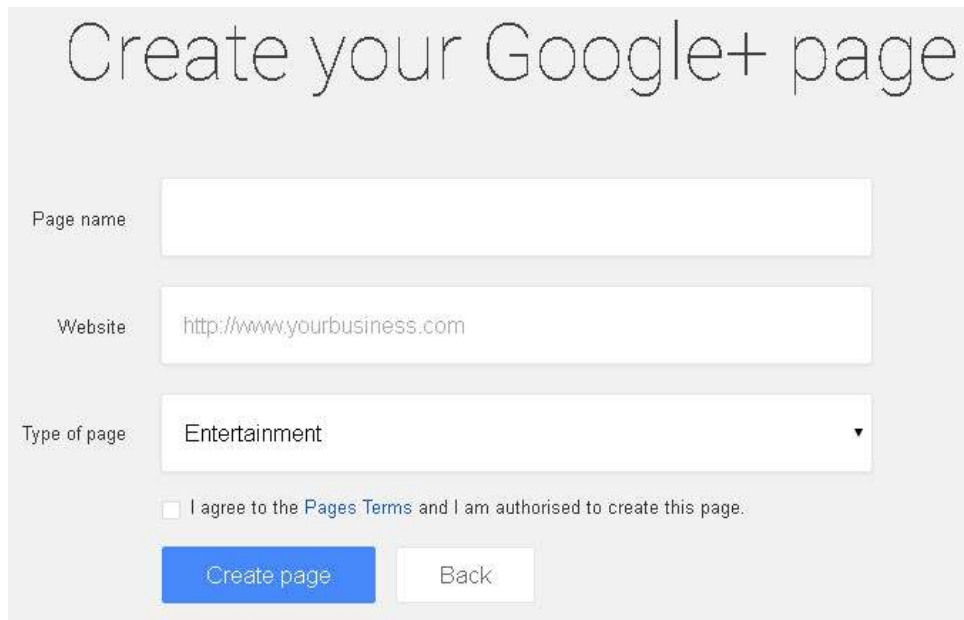
### **Establish Your Google Accounts**

Perhaps the most obvious way to create a presence for your band entity in Google is to just **tell Google directly**. They give us a way to do that, even if it's a little convoluted. Doing this alone won't give you a Knowledge Panel, but it's a good place to start.

The first thing you'll need to do is log into your Google account, or create a new one if you don't already have one. Then, as you follow the next steps, make sure you're always logged into the **same Google account**.

#### **#1: Create a Google My Business Account**

The first order of business is to **tell Google that you're a "thing."** And not just any thing, but a band or artist specifically. You can do that by **creating a Google My Business account** for your brand (band).



The image shows a screenshot of the Google+ page creation interface. At the top, the heading reads "Create your Google+ page". Below this, there are three input fields: "Page name" (empty), "Website" (containing "http://www.yourbusiness.com"), and "Type of page" (a dropdown menu set to "Entertainment"). Below the dropdown is a checkbox labeled "I agree to the Pages Terms and I am authorised to create this page.", which is currently unchecked. At the bottom of the form are two buttons: a blue "Create page" button and a white "Back" button.

*Create a Google My Business account to get started.*

Yes, this is going to create a Google+ page for your band. No, you don't have to use it or even remember that it exists. The most important thing is that once you do this, you've indicated to Google that you're an entity.

## **#2: Manage your Brand Account**

After doing the first step, you'll now have a **Brand account** for your band, which **you can manage**.



The image shows a screenshot of a Google Brand account management page for Bandzoogle. At the top, a blue banner reads "Control what people see about you" with a subtext: "Changes that you make here will be shown across Google services like Drive, Photos, Google+ & others." Below the banner is a colorful illustration of musical equipment and icons, with the Bandzoogle logo (a black circle with "BZ" in white and orange) in the center. The main content area is divided into several sections:

- Contact info:** Includes an email address "info@bandzoogle.com" and a "Public" status indicator.
- Story:** Includes a "Tag line" set to "Band Websites That Work" and an "Introduction" set to "Band websites that work +Direct-to-fa...".
- Sites:** Includes a "Website" link to "http://bandzoogle.com".
- Links:** Includes links for "Facebook" (https://www.facebook.com/bandzoogle), "Twitter" (https://twitter.com/bandzoogle), and "Pinterest" (http://pinterest.com/bandzoogle/).

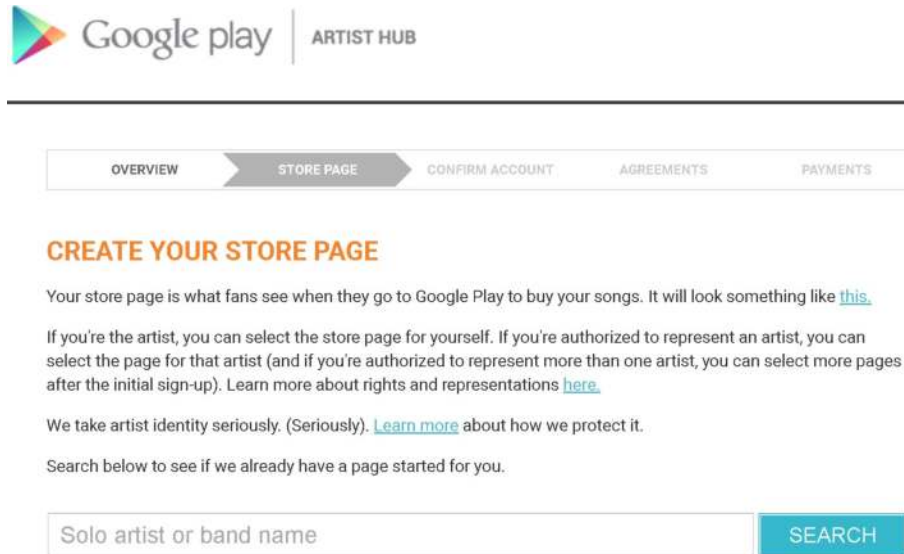
*Access and manage your Google Brand account.*

As you can see, Bandzoogle, like many brands, has a Brand account. And of course your band (or you as an artist) is also a brand.

Your Brand account management page might look a little bit different from Bandzoogle's. Go into your Brand account and **add links** to your all of your band profiles around the web, and any other info you can.

### #3: Add your Music to Google Play

Uploading your music to Google Play is a simple way to provide Google with more detailed information about your entity - specifically, your music. Not to mention the other added benefits of having a presence on Google Play, which we won't get into here. Add your music to Google Play to



*provide Google with additional structured data.*

It's not entirely clear whether Google uses the data from Google Play to populate the Knowledge Panel, but it seems like a no-brainer that **feeding structured information directly to Google** itself would be advantageous.

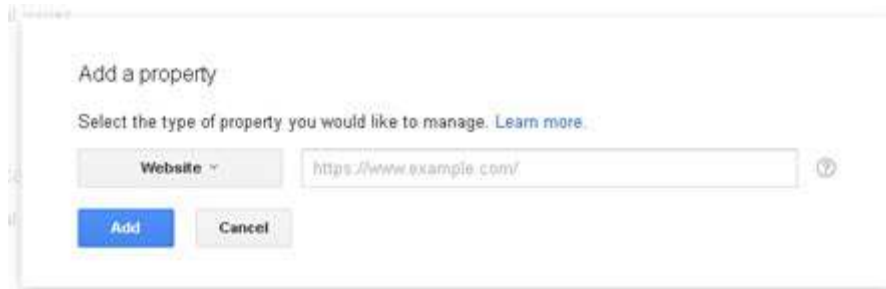
So, if you haven't already, we suggest you head over to Google Play and add your music. If you prefer to use a digital distributor rather than do it yourself, that's probably fine too.

### #4: Register Your Site in Search Console

Finally you'll want to connect your Brand account to your band website. It's not enough to simply link to your website from your Google accounts - after all, you could link to any website. You need to verify that you actually own the website, and that way Google can

connect your official website to your entity. This is a step that **Google specifically recommends**, so it should be done.

You do this by adding your website to **Google Search Console**.



*Verify your website in Search Console to connect it to your entity.*

Add your band website to your Search Console and verify it. If you use Bandzoogle, we make verification pretty easy for you using the HTML tag.

### Bandzoogle Member Tip

- Verify your website quickly in your Sitemaps area. Click on Site-Wide Settings in the Edit Content area to find this option!
- All you need to do is paste in your HTML tag from your Google Webmaster Tools account, and hit Save. Google will detect it and verify your website from there.

Once you've followed these steps, you'll have associated all of this information by connecting it under a single Google account. Google will now know that your band exists. It will have data about your band including your music and other content, as well as your other band profiles around the web. It will know what your official website is. And it will know that you are the official representative of the entity.

A nice added bonus is that once you become the official representative of your entity, and once you get a Knowledge Panel, you can [suggest a change directly](#) to your Knowledge Panel. That way, you may be able to fix any issues you have with it, once it's there.

## Create a Wikipedia Entry

If you look at the Knowledge Panels of other artists, you might notice that they usually have a link pointing to the artist's Wikipedia page, just under their bio near the top. Like this:



Google relies on Wikipedia to show biographical information in the Knowledge Panel. It also helps Google identify you as an entity.

Creating a new Wikipedia entry is not that simple unfortunately. Wikipedia has strict guidelines for approving new entries. We wrote a post about this on our blog that can guide you towards successfully [getting a Wikipedia page for your band](#).

We recommend you make your page entry as **thorough, organized, and well-written** as you can. No shortcuts. And absolutely make sure

you link from your Wikipedia page **to your band website** - **Google specifically recommends this**.

If any of your band members happen to be notable enough individually to have their own Wikipedia page, do that too.

So what you can do now is head over to **Wikipedia** and create an entry for your band, or edit your entry if you already have one, to make it as **complete as possible**. Be thorough and follow the best practices advice we've provided.

## Create a Wikidata.org Entry

It might seem redundant after making a Wikipedia page, but Google gets its Knowledge Graph data from **Wikidata as well**.

The information you enter into Wikidata is similar to Wikipedia, but it's **more structured**. That's why Google likes it for their Knowledge Graph - it's easier for a computer to understand.

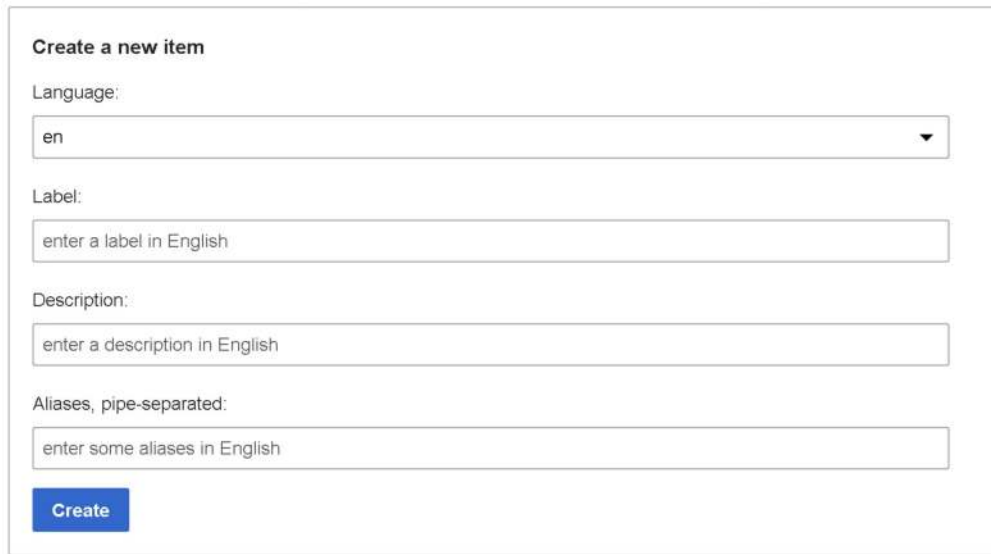


Keep information about your band that's online organized and consistent everywhere

Go to **wikidata.org** and **do a search** to see if you're already there.

If you are there already, then just **edit your entry** to add more complete and detailed information. If not, then you'll need to **create a new "item"**.

The form will look something like this:

The image shows a screenshot of the Wikidata 'Create a new item' form. The form is titled 'Create a new item' and contains several input fields. The first field is 'Language:', with a dropdown menu showing 'en'. The second field is 'Label:', with a text input field containing the placeholder text 'enter a label in English'. The third field is 'Description:', with a text input field containing the placeholder text 'enter a description in English'. The fourth field is 'Aliases, pipe-separated:', with a text input field containing the placeholder text 'enter some aliases in English'. At the bottom of the form is a blue button labeled 'Create'.

*The starting point for creating a new Wikidata entry for your band.*

We won't go through it step-by-step here, but it should be fairly self-explanatory.

Just be sure to keep the information about your band online organized and consistent with what's found in other places on the internet (like your Wikipedia page). And make it as **complete as you possibly can**. No shortcuts here either!

So now, you can head over to [Wikidata](#) and create an entry for your band, or edit your entry if you already have one, to make it as complete as possible. Be thorough and follow the best practices advice we've provided.

## Create a MusicBrainz Entry










MusicBrainz is kind of like the Wikipedia of music.

Google **specifically recommends** artists add their band information to MusicBrainz if they want a Knowledge Panel in their band SERPs. So it's a must-do.

MusicBrainz have their own set of rules on **how to contribute**. You'll probably want to get familiar with them, and then create an account.

First, check to make sure you're not already there, and if so just review and **edit your entry** as needed. If not, then go ahead and **add your band's information**.

**Artist Details**

<b>Name:</b>	<input type="text"/>	 
<b>Sort name:</b>	<input type="text"/>	 
Disambiguation:	<input type="text"/>	
Type:	<input type="text"/>	▼
Gender:	<input type="text"/>	▼
Area:	<input type="text" value="Type to search, or paste an MBID"/>	
IPI codes:	<input type="text"/>	
	<a href="#">Add IPI code</a>	
ISNI codes:	<input type="text"/>	
	<a href="#">Add ISNI code</a>	

*The starting point for creating a new MusicBrainz entry for your band.*

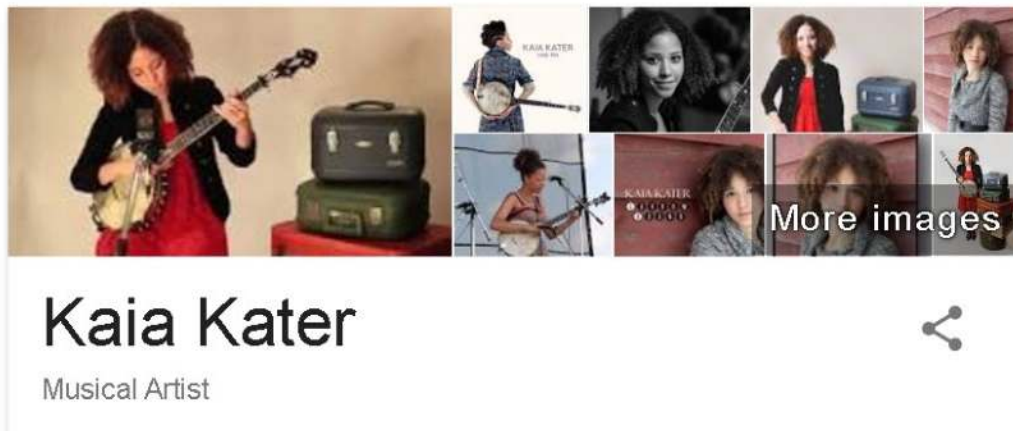
Add any album and song information you have too. Again, be as **thorough and detailed** as possible, and make sure the information you add here is identical to the information you've added to Wikipedia and Wikidata.

Also, absolutely make sure to **include your band website** in your MusicBrainz profile - Google specifically recommends this too. So now

you can head on over to [MusicBrainz](#) and create an entry for your band, or edit your entry if you already have one, to make it as complete as possible. **Be thorough** and follow the best practices advice we've provided.

## Optimize Your Images

The previous steps will cover a lot of the biographical information about your band for the Knowledge Panel. But it's also nice to have a **selection of different images** to show fans as well, like this Knowledge Panel for Kaia Kater.



*Band images from around the web pulled into the Knowledge Panel.*

Obviously Google can't simply look at an image and know it's you. We need to **indicate that** to Google. In truth, the way Google chooses these images is not that clear to anyone outside of Google themselves. But here are some tips to help things along.

Firstly, of course, you have to have **enough images of your band** on the internet for Google to use. So, start there - get a variety of different band images online for Google to find. You'll notice that Google only shows **headshot-style images** in the Knowledge Panel, not abstract images such as landscapes. So make sure you're putting **high-quality**



**promo shots** online that actually showcase you - as in, your face (or faces, if you're a band).

### Bandzoogle Member Tip

- It's easy to add your promotional images to your website!
- You can upload images to any pages, like your Home page, Press Kit page, or Photos page.
- Click Add Feature and choose Image, then upload your photo.
- Want to add several images? No problem!
- Click Add Feature and choose Photo Gallery to upload and arrange your photos.

Secondly, optimize the promo shot images that are on your band website by making sure your band name is in the **image alt text and file name**.

The alt text is found only **in the HTML** where the image is placed, inside the <img> tag. Here's a made-up example of how that might look in the code:

```

```

Notice how the words "kaia kater" are included in the image **file name**, as well as the **alt text**? That's the idea.

When supplying **promo images to media**, try to make sure they do the same thing on their websites as well, because Google might use those images too.

Another trick is to use **YouTube thumbnails**, which is where Google is getting Kaia Katers' main image from currently. If you have a video on

your YouTube channel that you can **produce a nice still** from, make it into a thumbnail.



*Google is showing a YouTube video thumbnail in the Knowledge Graph.*

Another trick you can try is to **suggest a main feature image** directly in the Knowledge Panel, as long as you already have a basic Knowledge Panel showing, and you're an official representative of your entity. Your suggestion may or may not be accepted, but it's one more thing you can try.

One last tip: make sure your Google Brand account has one or more promotional images associated with it. This is an easy way to directly associate a relevant image to your entity.

There isn't really any hard-and-fast rule for Knowledge Panel images, but these tips should get you started.

All of the same tips also apply to **albums and songs**, by the way. If you have an image that is specific to an album or single, like cover art, make sure you optimize the alt text as well.

So what you can do now is go through all of the images on your site and **optimize them** as we described. Optimize your **YouTube video thumbnails** if you can. And try to make sure your images are also optimized when you're **getting press**, by sending images with good file names, and maybe even requesting that they add alt text.

## Chapter 5 Key Takeaway: Introduce Your Music to Google

Getting a Knowledge Panel for your band involves providing Google with the right **structured information**, in the places where Google specifically looks for that information.

While that's **not the only thing** you need to do, it's **one of the important steps**. You might also need to become more established, and you'll also want to optimize the structured data on your own band website, which we're going to cover in detail in the next chapter.

### What you need to do now

- Establish your Google accounts, including adding your music to Google Play
- Create a Wikipedia entry for your band
- Create a Wikidata entry for your band
- Create a MusicBrainz entry for your band
- Optimize your artist images
- Make sure all of the information you enter, everywhere, is consistent and as detailed as possible

You may need to be patient, and you're never guaranteed to get a Knowledge Panel for your band name - or even to keep it once you have it, for that matter. There are other factors - like competition and notability - that affect your chances.

But taking these specific steps should bring you a lot closer to getting a Knowledge Panel for your band. And once you have that, then you can take it even further by adding more information, and getting other rich SERP features like the Event Carousel.

---

## Chapter 6: Optimize Your Band Schema for SEO

Schema is one of those things that, as a musician, you might have heard about but probably don't want to have to learn. It's pretty technical and easy to get wrong.

So we'll try to simplify it for you in this chapter, and give you some easy shortcuts.

Schema is, in a general sense, a fancy technical way of **tagging information** on the internet to **make it structured** so that computers (like search engines) can understand it better. It's markup that's added to specific types of information on a regular website, like event listings, hidden in the code where only **search engines will see it**.

Google uses this structured data for their Knowledge Graph in a big way.

As **Google themselves say**: "When information is highly structured and predictable, search engines can more easily organize and **display it in creative ways**."



Schema is a fancy technical way of tagging information on the internet to make it structured for computers

So... why is schema important to you as a musician?

When you add the right schema on your website, you can **influence the rich information** that can appear in **Google search result pages** for your band keywords.

That "rich information" can include a more complete band Knowledge Panel with concert listings, discography, social profile links, and more. It can also help you get those nice tour event carousels, album carousels, knowledge cards for songs, and so on.



## Enhance your search engine results pages by adding schema to your band website

The most important thing to focus on is your band website. Google is pretty clear about this in their [structured data guidelines](#): "Publish markup on a page on **your official website**."

### Known Sites

If you use other platforms - like Bandcamp or Bandsintown - they can also help support your schema in addition to your band website. These have to be "[known sites](#)", or sites that Google knows officially belong to you.

As Google says: "If you add markup to a known site, that data is treated as authoritative and used for Knowledge Graph cards."

You can help make your other platforms "known sites" by **linking to them** from your band website and from your Google [Brand Account](#).

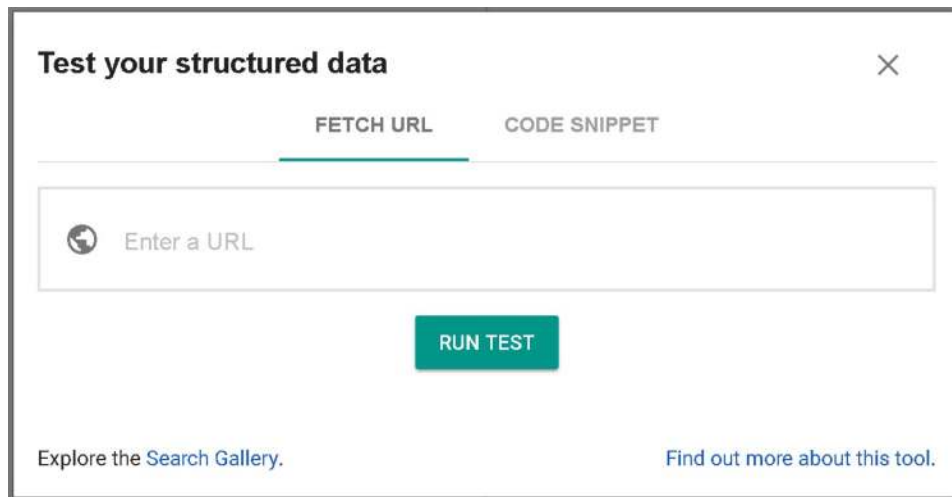
If you decide to add information, like show listings, to multiple platforms - like, on your website and also on Bandsintown - it's really important that the information is **identical in both places**.

Don't rely only on other platforms - make sure the schema is on your website. Your official band website will always be treated by Google as the **main authority** for information about your band.

## The Structured Data Testing Tool

Before we get into the details, we need to introduce you to an important tool.

The [Structured Data Testing Tool](#) is provided by Google to show you **what kind of structured data exists** on a particular page. It's pretty handy and we'll show you examples from it throughout this chapter.

The image shows a screenshot of the Google Structured Data Testing Tool interface. At the top, it says "Test your structured data" with a close button (X) on the right. Below this are two tabs: "FETCH URL" (which is selected and underlined) and "CODE SNIPPET". There is a large text input field with a globe icon on the left and the placeholder text "Enter a URL". Below the input field is a green button labeled "RUN TEST". At the bottom left, there is a link "Explore the Search Gallery." and at the bottom right, there is a link "Find out more about this tool."

*The Structured Data Testing Tool is an easy way to see what's on a web page.*

All you need to do is enter a URL into the tool, and it will show you the **schema that's hidden in the code** on the page. It'll also flag any errors.

Another tool you can use, to see what structured data Google sees on your website, is [Google Search Console](#).

Now let's look at the different types of schema you can optimize.

## MusicGroup Schema Markup

**MusicGroup** schema is a good place to start. When you add it to your website, you're basically telling Google **what kind of entity** - or thing - you are. You're not a car manufacturer, or a politician, or a town. You're a band.

At the same time, you can also point Google towards "official" information about your band, like your **main image** and **social profiles**.

Let's take a look at what this kind of schema markup looks like on a band website, using Bandzoogle member London has Fallen as an example:

```
{
  "@context" : "http://schema.org",
  "@type" : "MusicGroup",
  "name" : "London has Fallen",
  "url" : "http://www.londonhasfallenband.com",
  "image" : "https://upload.wikimedia.org/wikipedia/commons/6/63/London_has_Fallen_%28Band%29.jpg",
  "sameAs" : [
    "http://www.facebook.com/londonhasfallen",
    "http://www.twitter.com/londonhasfallen",
    "http://www.instagram.com/londonhasfallenband",
    "http://www.youtube.com/londonhasfallen1",
    "http://plus.google.com/+LondonhasFallen"
  ]
}
```

So what this schema tells Google is that this website is for a band called London has Fallen. It specifies what their official website URL is, and where their main band image is located.



## The SameAs Markup

The markup in the example above also indicates your official social profiles using the **SameAs** markup. There is a specific [list of social profiles](#) that Google will recognize here.

Adding this schema helps you get those **social profile icons** into your Knowledge Panel. And if you tweet a lot, it might also help you get **real-time Tweets** right into the search results for your band name. Like this example for The Tea Party:

The screenshot shows a Google search for "tea party band". The search results include:

- The Tea Party** - www.teaparty.com/ - Home page of The Tea Party, a rock group from Toronto, Canadian rock band The Tea Party
- The Tea Party - Wikipedia** - https://en.wikipedia.org/wiki/The\_Tea\_Party - The Tea Party is a Canadian rock band with blues, progressive rock, Indian and Middle Eastern influences, dubbed "Moroccan rock" by the media. Release: Oceans (The Tea Party song), The River, Triptych
- Jeff Martin (Canadian musician) - Wikipedia** - https://en.wikipedia.org/wiki/Jeff\_Martin\_(Canadian\_musician) - Jeffrey Scott Martin is a Canadian guitarist and singer-songwriter best known for fronting the rock band The Tea Party. Martin began his career as a solo artist in ...
- The Tea Party (@theteapartyband) | Twitter** - https://twitter.com/theteapartyband - 5 days ago - View on Twitter. Get you #TX20 - 20 Years of #Transmission #Canadian Tour tickets and #vip upgrades here! www.teaparty.com pic.twitter.com/pkb0F7SDc...

The Knowledge Panel on the right includes:

- The Tea Party** - Rock band
- teaparty.com
- The Tea Party is a Canadian rock band with blues, progressive rock, Indian and Middle Eastern influences, dubbed "Moroccan rock" by the media. Active throughout the 1990s and up until 2005, the band re-formed in 2011. Wikipedia
- Members:** Jeff Martin, Jeff Burrows, Stuart Chatwood
- Events:** Fri, Feb 10, Kingston, ON
- Profiles:** Twitter, Instagram, YouTube

Red arrows in the image point from the text "Real-time tweets" to the tweet and "Social media icons" to the social media icons in the Knowledge Panel.

*Social media integration in your SERPs is a nice touch.*

This markup should be placed on the **homepage of your band website**, and can be included on all pages of your site.

So what you can do now is copy the code above, replace the London has Fallen information with your own and paste it in your site code. You can use MusicGroup even if you're a solo artist.

If you use Bandzooglé, we can **generate this markup** for you so that you don't need to fuss with coding.

### Bandzooglé Member Tip

- Add your social media links to your website using the built-in My Sites feature. When you use the My Sites feature, the SameAs schema is added automatically to your website.
- Click Add Content to locate it, then add your links for Facebook, Twitter, YouTube, Instagram, and more!

## MusicAlbum Schema Markup

Now that you've given Google a bit of basic information about your band, you can go a step further and **add schema markup to the music** on your website.

We use **MusicAlbum schema** for that.

Here's the catch. This markup is hard to add to your website on your own, unless **you're a developer**. But don't worry - **there are shortcuts**.

Let's look at an example of what this schema looks like. This screenshot shows the schema on an album page of Delaney Gibson's Bandzoogle website:

MusicAlbum		0 ERRORS 0 WARNINGS ^
@type	MusicAlbum	
name	Tall Like the Tree	
numTracks	11	
url	http://delaneygibson.com/album/155160	
image	//s3.amazonaws.com/content.sitezoogle.com/u/45414/c1e35354fa200f853ac989d93cbd040a531dc999/large/tallikethetree-albumcover.jpg?1390851083	
byArtist		
@type	MusicGroup	
url	http://delaneygibson.com/	
name	Delaney Gibson	
track		
@type	MusicRecording	
name	Be	
url	http://delaneygibson.com/track/580555	
duration	PT3M53S	
inAlbum		
@type	MusicAlbum	
name	http://delaneygibson.com/album/155160	
track		
@type	MusicRecording	
name	Give Up the Ghost	
url	http://delaneygibson.com/track/580558	
inAlbum		

*This is what Google sees on your website when your music is marked up with schema.*

As you can see, there is all sorts of specific information about Delaney's album and tracks, including the album name, cover art image, song duration, and so on.

To save you the hassle of figuring out this schema yourself, we suggest you use a platform that **generates the schema for you** automatically. **Bandzoogle does this** - it will add this schema to the music you upload to your website.

### Bandzoogle Member Tip

Add music to your website in a few quick steps:

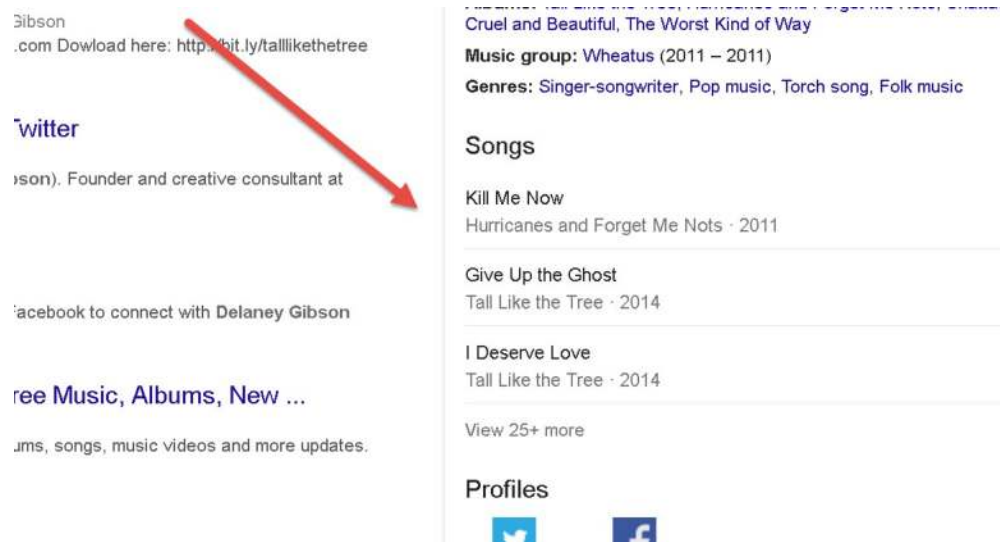
- Click Add Content on any page.
- Choose Music and select from the player or album options.
- Click the Add Track button.
- Be sure to fill out the Track and artists name!
- Upload your audio file, and save.

Now you're ready to share and sell your music!

Other platforms like Bandcamp, Google Play, and SoundCloud also add this kind of schema to music on their pages. So if you add your music to those platforms in addition to your band website, it can help you double down on this schema.

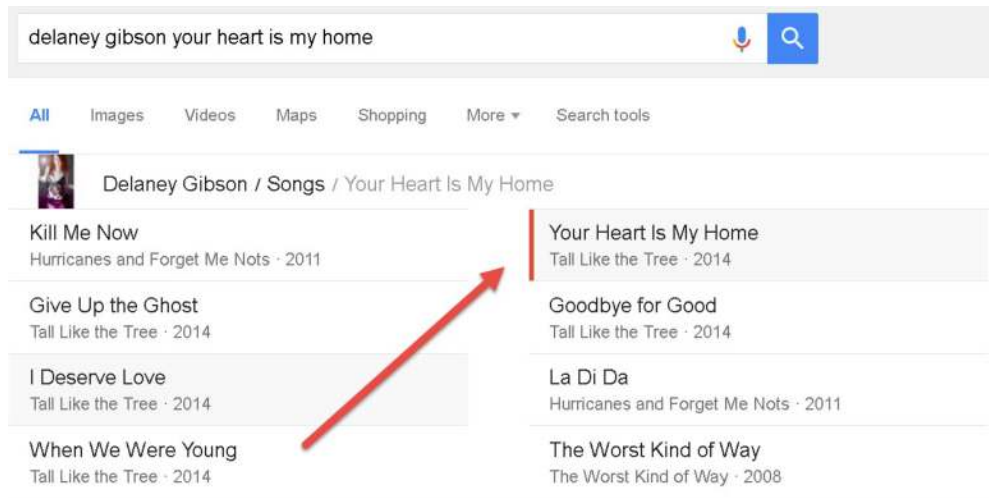
But, as we've said, Google will always take your **official band website** as the most **authoritative source** of information. So make sure it's on your website.

Google will use this schema to display information in your Knowledge Panel, like this:



How MusicAlbum schema ends up looking in the Knowledge Panel.

And in rich cards like this:



And how it looks in the song SERPs.

It shows in other places as well.

So what you can do now is add music to your band website. Use a website platform that supports this schema, like Bandzoogle.

 **Make more money as a musician!**

Keep 100% of your revenues when you sell music, merch and tickets through your website. [Start your free trial](#)

If you already have a website, but you're not on a platform that supports it, there may be music player widgets that can generate the schema for you.

Add your music to other platforms that use this schema too, like Bandcamp, SoundCloud and Google Play. You can use the Structured Data Testing Tool to easily check whether a certain platform supports it.

Finally, make sure the information you're adding to the various platforms is **consistent everywhere**.

## Event Schema Markup

You can add **schema to event listings**, to help get your **tour date info** to appear in Google SERPs.

This kind of schema is also really hard to add to your website on your own, unless you're a developer. Thankfully, just like the MusicAlbum schema, there are **easy shortcuts**.

First, let's look at an example of what this schema looks like. This is the schema for an upcoming show by Bandzoogle member Stiff Little Fingers:

MusicEvent <span>^</span>	
<b>@type</b>	MusicEvent
<b>startDate</b>	2017-03-10T19:00:00
<b>url</b>	http://slf.rocks/event/1724835/328923274/forum
<b>location</b>	
<b>@type</b>	Place
<b>name</b>	Forum
<b>address</b>	
<b>@type</b>	PostalAddress
<b>name</b>	London
<b>offers</b>	
<b>@type</b>	Offer
<b>name</b>	Tickets
<b>url</b>	https://www.academymusicgroup.com/o2forumkentishton/

*An example of what Event schema looks like.*

This schema was added to the specific page on their band website for that tour date listing.

As you can see, it shows information like the event date, venue name, and the URL where fans can go to buy tickets.

This information shows up in Google search results, like this:

stiff little fingers, o2 forum kentish town, march 10

Google Instant is unavailable. Press Enter to search. [Learn more](#)

All Videos Images News Maps More Search tools

Stiff Little Fingers / Events / London, United Kingdom

Tue, Dec 6 7:30 PM	London, United Kingdom 229 The Venue	Fri, Mar 10 7:00 PM	London, United Kingdom o2 Forum Kentish Town	Sun, Mar 12 7:00 PM	Brist
Thu, Mar 9 7:00 PM	Brighton, United Kingdom Concorde 2	Sat, Mar 11 7:00 PM	Cardiff, United Kingdom Tramshed Cardiff	Tue, Mar 14 7:30 PM	Bilstr The R

Stiff Little Fingers  
Friday, March 10, 2017, 7:00 PM  
o2 Forum Kentish Town  
9-17 Highgate Road, London, United Kingdom  
Source: [stf.rocks](#)

Stiff Little Fingers  
Rock band

Stiff Little Fingers are a punk rock band from Belfast. They formed in 1977, at the height of the Troubles, a schoolboy band called Highway Star, doing rock c discovered punk. [Wikipedia](#)

*What Event schema ends up looking like in search results.*

Pretty cool huh?

Our advice is the same as with the MusicAlbum schema. Save yourself the hassle and use a website platform that adds this schema automatically. **Bandzoogle is the only website platform recommended by Google** for this schema.

If you already have a band website, you can use event widgets to generate this schema automatically.

Platforms like Bandsintown and Songkick will also generate this schema. But like we said, it's always better to have it on your own site.

So that's all you need to do to get this fancy Event schema working for you.



What you can do next is find a provider that adds this schema automatically to your band website (hint: you're already looking at one). **Add a tour calendar** and include **as much information** about your shows as you can.

If you want, add your tour dates to other platforms as well, but be sure to keep the show information **the same everywhere**.

## Chapter 6 Key Takeaway: Add Schema to Your Website

Enhance your search engine results pages by adding schema to your band website. Even though it's technical, there are some simple tricks and shortcuts you can use to make it easy.

Make sure you followed the steps from earlier chapters in this eBook, because some of those things need to be covered first.

### What you need to do now

- Copy and paste the MusicGroup schema, edit it for your band, and add it to the code of your website.
- Add MusicAlbum schema to the music on your band website, by using a platform like Bandzoogle, or a widget.
- Add Event schema to the tour dates on your band website, by using a platform like Bandzoogle or a widget.
- Add your music and events to other platforms if you like, but making sure you're consistent when you add information in multiple places.

Once you've done all of these steps, you should start seeing improvements to your band keyword search results pages.

## Chapter 7: Optimize Your Videos for SEO

Earlier in this eBook we pointed out some of the ways videos can help enrich your search results pages.

For example, when people search for your band name, it's possible to get video results in the SERP so that fans can start **exploring your content** right away.


### Jon Gomm - Passionflower - YouTube



<https://www.youtube.com/watch?v=nY7GnAq6Znw>  
Sep 25, 2011 - Uploaded by Jon Gomm  
The mp3 and guitar tab for this song are available from <http://jongomm.com/store> You can Pay What You Want ...

*A video that shows up in the SERP when you search for Jon Gomm.*

And when people search your album or song names we get this Knowledge Panel where fans can **explore even deeper**.



Jon Gomm - Passionflower - YouTube  
<https://www.youtube.com/watch?v=nY7GnAq6Znw>

Artist: Jon Gomm  
Album: Secrets Nobody Keeps  
Released: 2013  
Genre: Rock

People also search for View 5+ more

Ain't Nobody Like Me Chaka Khan	The Song of the Golden D... Ertaç Törke	Wukan Motorcycle Kid Jon Gomm	Rylynn Andrzej Mielke	Time 2 Ercan Dabroca	Sultans of Swing Dire Straits

Show less

*A video result that shows up in the SERP when you search for this particular song.*

Here are some basic tips you can use to help get these videos to appear in your SERPs.

### Create Videos for Every Track

If you want your videos to appear in the SERPs, obviously you need to **have videos**. And, they need to be online.

So that's where you can start. Create videos for all of your tracks. They don't have to be fully produced music videos - videos that are just stills of your album cover art will work.

Take a look at [what Travis did](#) for the songs from their "Where You Stand" album. They took that same idea and stepped it up a little to make it more fun.



*Travis made a simple, fun video that they used for every track from a recent album.*

The objective here, remember, is to just make it as easy as possible for fans to hear your music without having to look around too much.

### **Add Your Videos to YouTube**

The videos should go up on YouTube, since YouTube is part of Google. Sometimes Google will use other video services in SERPs, like Vimeo. But, as a best practice, it's a much **better idea to use YouTube** for this purpose.

It's usually best to upload videos to your channel, but it's not necessary. Sometimes labels, publishers or other groups will publish your videos to their channels instead.

That's ok - they should go wherever they're going to **get the most plays**.


By the way, before you upload your videos, make sure your **filenames are descriptive**. Our advice for images - which we talked about earlier in this ebook - applies to videos as well.

### **Optimize Video Titles & Descriptions**



Make sure you include your **artist name and track name** in the video title, and make it clear that these are the official versions.

Be **really thorough** with your video description too. This Holly Henry video is a great example. You might even want to add your **song lyrics** as well. The longer and more descriptive, the better.

**Katie - Holly Henry (Original Song) (Shot at YouTube Space)**

Holly Henry  398,008

152,984 views

+ Add to Share More  6,236  14

Published on 19 Jan 2015

My New Album!: <http://bit.ly/hhKgPn> | Subscribe: <http://bit.ly/hhSub>  
 Buy the song here!: <https://hollyhenry.bandcamp.com/track...>

A little while back, I received the lovely invitation to come to New York and shoot a video at "The YouTube HQ" (fancy schmancy). They were all so lovely and I want to thank them so much for this video and all their generosity. I chose to sing "Katie" because it's a song many of you connected with and I've received many messages about it (which make me so happy). I hope you enjoy! New Cover up this week!

<https://hollyhenry.bandcamp.com/>

Follow Holly Henry:

Instagram: <https://instagram.com/hollymaehenry/>  
 Facebook: <https://facebook.com/hollyhenrymusic/>  
 Twitter: <https://twitter.com/hollymaehenry>  
 SoundCloud: <https://soundcloud.com/hollyhenry-1>

Website: <http://hollyhenrymusic.com/>  
 Merch: <http://hollyhenry.spreadshirt.com/>

Watch More Holly Henry:

Covers: <http://bit.ly/hhCovrs>  
 Originals: <http://bit.ly/hhOrgls>  
 Popular Videos: <http://bit.ly/hhMstPop>  
 Latest Uploads: <http://bit.ly/hhLtsVds>  
 Watch by Genre: <http://bit.ly/hhGenre>  
 Watch by Year: <http://bit.ly/hhYear>

Category: Music  
 Licence: Standard YouTube Licence

SHOW LESS

*A good description added to the YouTube video, with links to Holly Henry's website and other profiles.*

## Add Tags

You can add keyword tags to each of your videos. Unlike humans, Google can't watch videos (yet). So by adding keywords, you're helping Google **understand the content** of your video.



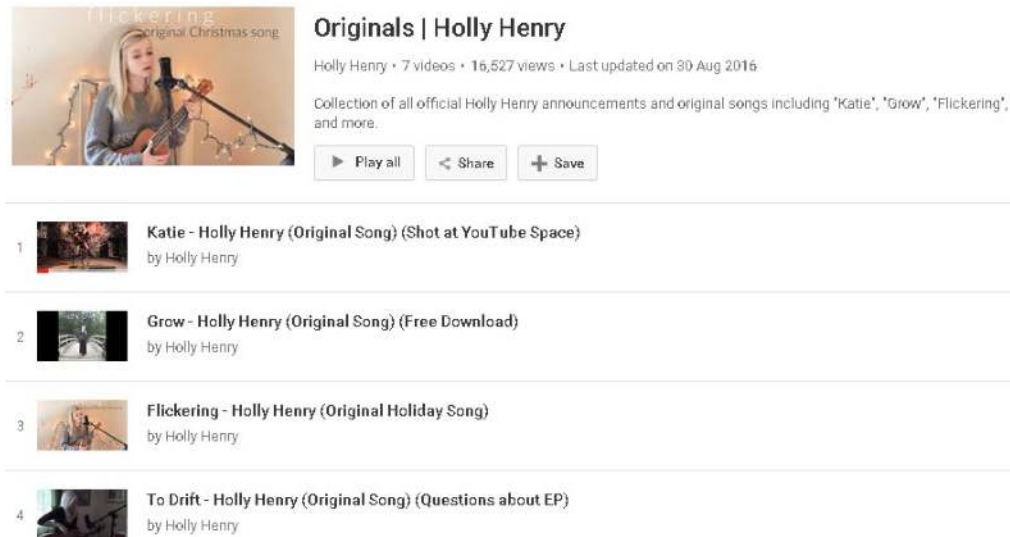
Unlike humans,  
Google can't watch videos

Don't go crazy with the tags. Just add your artist name, album name and track name. If you want, you can also add your label name and whatever else your track is associated with.

## Create a Playlist

Creating a playlist is not critical, but it may help you get those video results in the SERPs.

On your artist channel, create a playlist with all of the **tracks on your album**. Holly Henry made a playlist for all of her singles, as well as other playlists for the various kinds of videos she publishes.



*A YouTube playlist with Holly Henry's original songs.*

So whether you have albums, an EP, or a group of singles, you can create a playlist to organize them. While it's not a silver bullet for SEO, it's a best practice optimization that can help.

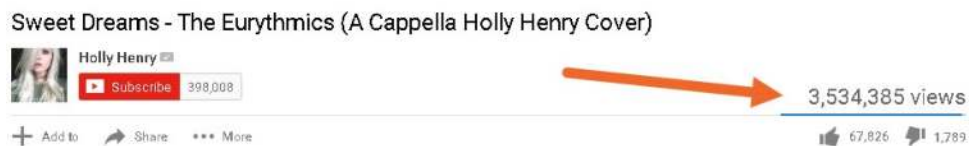
## Get Tons of Plays

Because... getting tons of YouTube video views is easy, right? The reality is that getting **a lot of plays** for your video makes all the difference as far as whether or not it **appears in Google SERPs** for your keywords.

## Bandzoogle Member Tip

- Get even more plays for your YouTube videos by embedding them on your website. This will make it easy for your fans to find them!
- Click Add Feature > Video, then add in your video url.
- Voila! Your video will play right on the page.

The number of plays your video has helps Google understand how important (or authoritative) a video is. Just like with all SEO, more authoritative content generally gets better visibility in Google search results.



*It helps, a lot, to have millions of YouTube video views.*

So keep the number of views in mind when you're trying to optimize your SERPs for video.



## Chapter 7 Key Takeaway: Optimize Your Videos for SEO

Help your fans explore your music right from the Google search results pages by adding SEO optimized videos to YouTube for all of your songs. Creating videos can be a lot of work, but there are shortcuts you can take to save time on video production and still get the same results for SEO.

### What you need to do now

- Create videos for all of your songs.
- Upload your videos to YouTube.
- Give your videos good titles, descriptions, tags, and filenames.
- Organize your videos into playlists.
- Get as many views as you can for your videos.

Once you've completed those steps, you should start seeing your videos show up more often in your band keyword SERPs.

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## Chapter 8: Measuring Your SEO Results

This chapter concludes the eBook on SEO for musicians. Although it wasn't exactly light reading, we hope that we've succeeded in simplifying the SEO process for you, and making it all clearer.

There are always new and creative ways of using SEO to improve your fan experience, and maybe even help grow your fan base. But the fundamentals we've outlined in this eBook should always be the same (at least for a while).



Process with SEO takes time, so you need to be patient

We'll close off the eBook by talking about measuring your results. Progress with SEO always takes time, so you may need to **be patient**. When you make a change or optimization, don't expect to see results overnight - it could take a few days or even weeks.

Some improvement to your SEO will even happen naturally, as you publish **more content** and become **more popular**.

Pay attention to the SERPs over time for the keywords that matter, and always have the fan experience in mind. When you notice something change, think is this the best thing for my fans?

Keep an eye on the amount of **traffic arriving to your website** and other profiles.



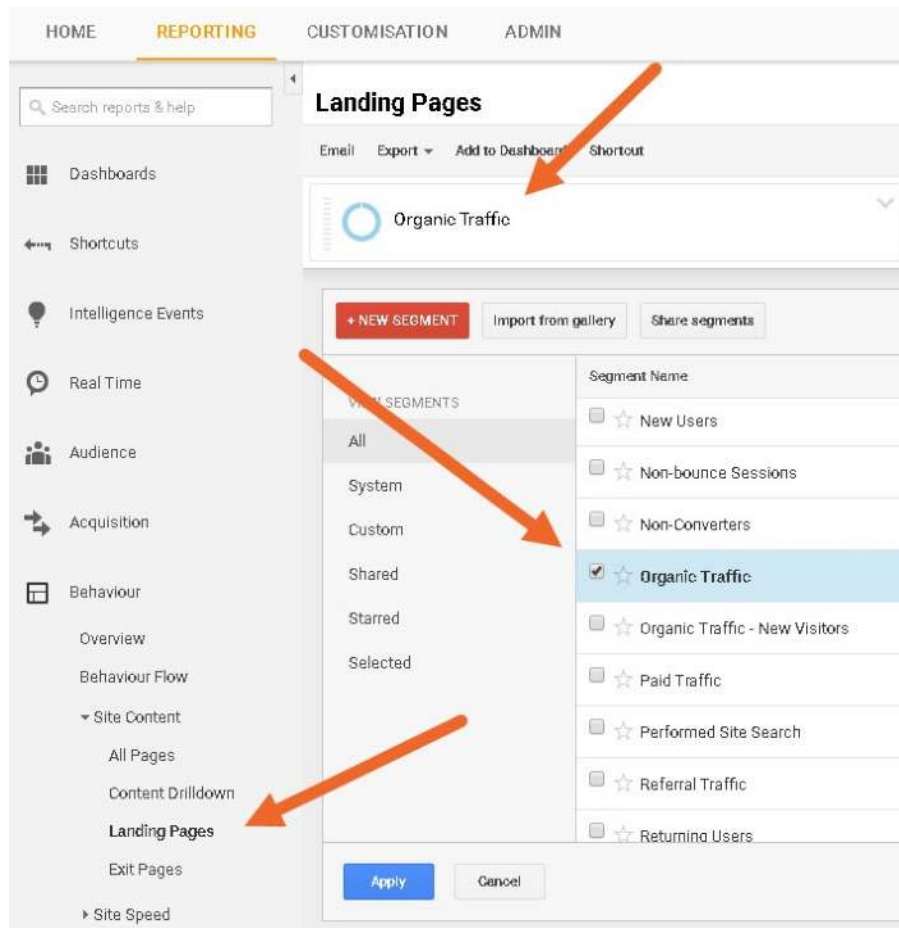
*Bandzoogle's built-in website analytics.*

Bandzoogle has a dashboard for key website metrics. If you love to nerd out on data like we do, you can dig even deeper by using [Google Analytics](#) on your own website. Although you won't be able to see what keywords people are using to find your site, you can see **which pages they land on** from organic searches.



When something changes, think about whether it's the best thing for your fans

If you have Google Analytics set up on your website (which you absolutely should), you can find organic search traffic data by selecting the "Organic Traffic" Advanced Segment as below.



*Use Google Analytics if you're ready to dig deeper, with Advanced Segments.*

You can find the Landing Pages report in the left side menu, which we pointed to in the above image. This tells you how much **organic search traffic each page** of your website gets, and therefore how **visible that page is** in SERPs for keywords that people are searching for.

When you see overall traffic going up from organic search, that means you're doing something right.

When you see traffic going up or down for specific pages, that gives you a clue about what keywords you should be looking at to understand what's happening.

Other more advanced SEO analysis tools exist, like [Moz](#) or [Ahrefs](#). They generally cost money, though, and are likely overkill for most musicians.

Your best bet is to keep an eye on your traffic, and regularly **look through your own band keyword SERPs** to see what's happening.

## Chapter 8 Key Takeaway: Track Your SEO Results

Now that you've put all of this hard work into optimizing your band's online presence for SEO, you'll want to see what kind of results you're getting. After all, you did it for a reason, not just for fun.

### What you need to do now

- Use available dashboards, such as Bandzoogle reports, to monitor your website traffic.
- Set up Google Analytics and keep an eye on your Organic traffic to specific pages.
- Regularly check your band keyword SERPs.

If you've read this eBook top to bottom and started to make some changes to improve your SEO, then you're already off to a great start. With some hard work and patience, you should see good improvements happening with your band SEO.

Good luck, have fun, and if you have other questions, ideas or thoughts, be sure to 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](https://bandzoogle.com)

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

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

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

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## About Bandzoogle

From the beginning, we've had a simple goal: to empower musicians to build effective websites for their music.

It all started in 1999, with a single band website, built by Bandzoogle's founder Chris Vinson for his alt-rock band, Rubberman. Grassroots promotion, plus the online community that the website created helped the band get a record deal.

In between tours, Chris worked at the record label, building websites for multi-platinum selling artists. To save time, he built a "control panel" to let managers and artists make the changes themselves. Realizing this could also help independent bands and musicians build and update their own websites, Chris launched Bandzoogle in late 2003.

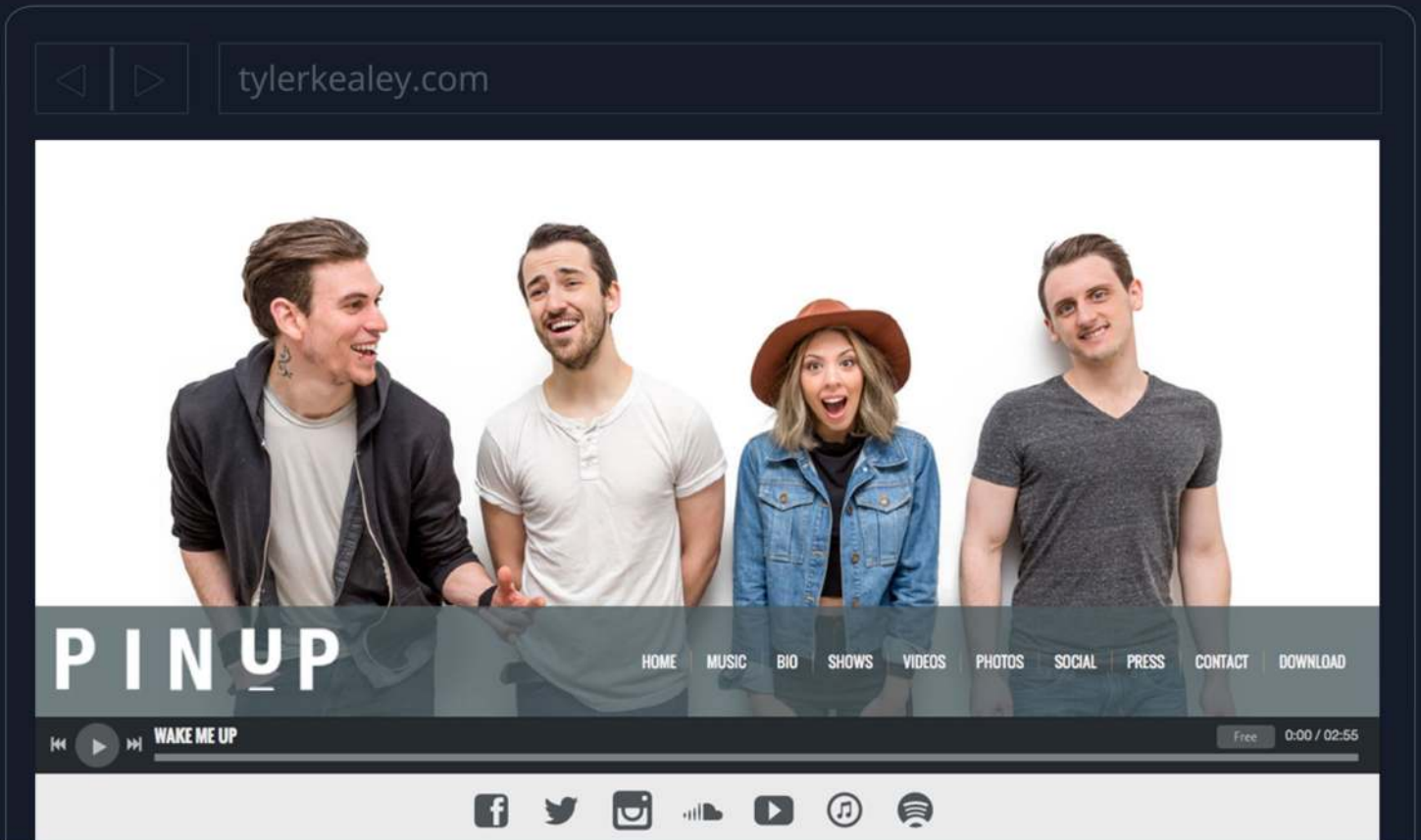
Now, more than a decade later, tens of thousands of artists around the world use Bandzoogle every day to power their website and promote their music online.





**BANDZOOGLE**

# Build a stunning music website and store.



Join over 30,000 musicians using Bandzoogle as their all-in-one website platform.

- Choose from 100s of mobile-ready website themes
- Create a unique website in minutes with no coding
- Customize your site with flexible design tools
- Sell music, merch & tickets directly to fans, commission-free
- Grow your fan base with built-in marketing tools

**Start your free trial**

Get hands-on SEO advice with a free 12-point Music SEO Website Review when you sign up using promo code: **MusicSEO**