



# 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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## 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 BandzoogLe Team

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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

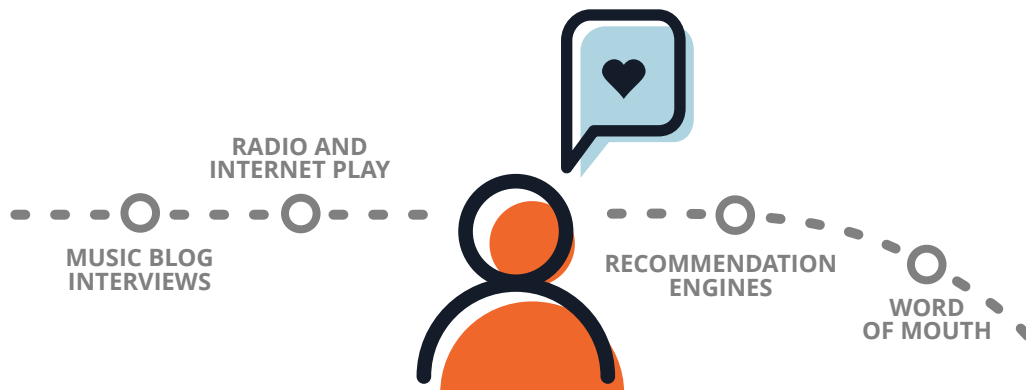


If you're feeling ambitious, you might want to take some time to map out the Fan Journey for your band, taking into account your unique circumstances.

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 Elephat ...

**Elephant Stone - I Am Blind | Official Video - YouTube**  
[https://www.youtube.com/watch?v=pV1\\_s\\_YbF1s](https://www.youtube.com/watch?v=pV1_s_YbF1s) \*  
 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=f1\\_moJiezbz8](https://www.youtube.com/watch?v=f1_moJiezbz8) \*  
 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/As95Cmrb1S>"

**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, Elephat 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

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People also search for View 15+ more

 Alex Maas	 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 search button. Below the search bar, there are navigation tabs for All, News, Images, Videos, Shopping, More, and Search tools. The search results are displayed below, showing various links and snippets. A central callout box with orange arrows pointing to several search results contains the text "Lots of different ways to spend money".

Search results include:

- Delaney Gibson - Home page of Delaney Gibson, an indie artist from Ventura, CA. Buy physical cd's in my Store ...
- DELANEY GIBSON "When We Were Young" Official Music Video ...
- Delaney Gibson - Wikipedia, the free encyclopedia
- Delaney Gibson | Tall Like the Tree | CD Baby Music Store
- Delaney Gibson | Facebook
- Delaney Gibson - Apollo Music Store
- Delaney Gibson on iTunes
- Delaney Gibson: New album - Tall Like the Tree on PledgeMusic

Callout box text: **Lots of different ways to spend money**

*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.

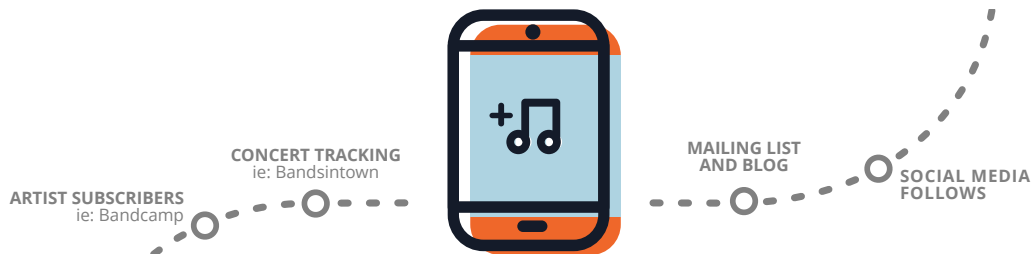
### Things your fans might want to find during Purchase:

- 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.



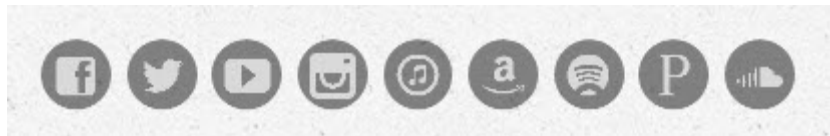
## Retention

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.



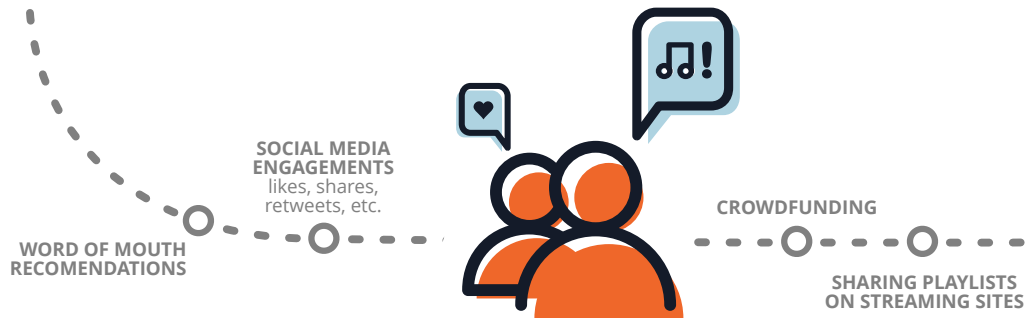
*Social media links on a band website.*

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.

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