

ARTIST WEBSITE TOOLKIT

Every musician needs an official website. From gaining new fans to presenting yourself to the industry, it is important that artists put their best face forward via their own personal online hub. Many are often discouraged by a perceived lack of coding ability, but thanks to a variety of third-party tools, you don't need to be an HTML expert to create a professional online destination. Using the services listed here, any artist can easily develop their own personal platform that goes beyond music, tour dates, bios, and blogs to include advanced features for direct marketing and customer relationship management, turning the resulting sites into fan builders and revenue generators. So pin this up by your desk and keep these tools in mind for your next project or upgrade.

CONTENT MANAGEMENT — *Web Platform:* acquia.com/products-services/acquia-cloud-site-factory • bandzoogle.com • bombplates.com • drupal.org • muse.com • section101.com • squarespace.com • tumblr.com • wix.com • wordpress.com *Recommendation:* echonest.com • gracenote.com • openaura.com • rovi.com *Audio Players:* beatsmusic.com • bop.fm • deezer.com/soon • jplayer.org • rdio.com • soundcloud.com • spotify.com/us *Video Players:* brightcove.com • get.adobe.com/flashplayer • corp.kaltura.com • ooyala.com • vimeo.com • youtube.com

SINGLE SIGN-ON — facebook.com • gigya.com • janrain.com • oauth.net

COMMERCE — *Commerce Platform:* artistlink.com • bandcamp.com • chirpify.com • drupalcommerce.org • magento.com • reverbnation.com • topspinmedia.com *Fulfillment:* amazon.com • bravado.com • musictoday.com • rgenerator.com *Payment:* payments.amazon.com • paypal.com

Tour Widgets: bandsintown.com • copromote.com • fanbridge.com • songkick.com *Fan Loyalty Programs/Fan Clubs/Forum:* artistarena.com • thebackplane.com • drupal.org/project/commons • community.invisionpower.com • phpbb.com • vbulletin.com

SOCIAL — *Commenting Systems:* developers.facebook.com/docs/plugins/comments/ • disqus.com • web.livefyre.com • [mollom.com *Social Curation:* \[arktan.com\]\(http://arktan.com\) • \[getchute.com\]\(http://getchute.com\) • \[web.livefyre.com\]\(http://web.livefyre.com\) • \[storify.com\]\(http://storify.com\) • \[massrelevance.com\]\(http://massrelevance.com\) • \[rebelmouse.com\]\(http://rebelmouse.com\) • \[tintup.com *Social Widgets/Plug-Ins:* \\[bandpage.com\\]\\(http://bandpage.com\\) • \\[facebook.com\\]\\(http://facebook.com\\) • \\[foursquare.com\\]\\(http://foursquare.com\\) • \\[plus.google.com\\]\\(http://plus.google.com\\) • \\[instagram.com\\]\\(http://instagram.com\\) • \\[moontcast.com\\]\\(http://moontcast.com\\) • \\[pinterest.com\\]\\(http://pinterest.com\\) • \\[snapchat.com\\]\\(http://snapchat.com\\) • \\[tumblr.com\\]\\(http://tumblr.com\\) • \\[twitter.com\\]\\(http://twitter.com\\) *Gamification:* \\[theappreciationengine.com\\]\\(http://theappreciationengine.com\\) • \\[badgeville.com\\]\\(http://badgeville.com\\) • \\[bunchball.com\\]\\(http://bunchball.com\\) • \\[checkd.in\\]\\(http://checkd.in\\) • \\[metablocks.com\\]\\(http://metablocks.com\\)\]\(http://tintup.com\)](http://mollom.com)

ANALYTICS — adobe.com/solutions/digital-analytics/marketing-reports-analytics.html • bluekai.com • chartbeat.com • checkd.in • comscore.com • developers.facebook.com/docs/insights • google.com/analytics • meltwater.com • mixpanel.com • musicmetric.com • newrelic.com • nextbigsound.com • salesforcemarketingcloud.com • sysomos.com

SEO TOOLS — moz.com • woorank.com • yoast.com

EMAIL — aweber.com • campaignmonitor.com • constantcontact.com • myemma.com • exacttarget.com • fanbridge.com • icontact.com • madmimi.com • mailchimp.com

CONTENT MANAGEMENT

WEB PLATFORM

ACQUIA, BANDZOGLE, BOMBPLATES, DRUPAL, Muse, SECTION 101, SQUARESPACE, t, WIX, WORDPRESS

RECOMMENDATION / CURATION

echonest, gracenote, openaura, rovi

AUDIO PLAYERS

bop, jPlayer, rdio, SOUND CLOUD, Spotify

VIDEO PLAYERS

brightcove, Kaltura, OOOYALA, vimeo, YouTube

SINGLE SIGN-ON

facebook, gigya, janrain

COMMERCE PLATFORM

ARTISTLINK, bandcamp, chirpify, drupalcommerce, magento, REVERBNATION, TOPSPIN

COMMERCE

amazon, Bravado, mt

PAYMENT

amazonpayments, PayPal

ANALYTICS

Chartbeat, checkd.in, comSCORE, bluekai, facebook

SEO TOOLS

MOZ, woorank, yoast

EMAIL

icontact, ExactTarget, Constant Contact, AWeber, MailChimp, Mad Mimi, FanBridge, emma, Campaign Monitor

TOUR WIDGETS

Bandsintown, CoPromote, FanBridge, songkick

FAN LOYALTY PROGRAMS / FAN CLUBS / FORUMS

ARTISTARENA, THE BACKPLANE, drupal commons, IPBoard, phpBB, vBulletin

SOCIAL

facebook, gigya, janrain

COMMENTING SYSTEMS

DISQUS, facebook

SOCIAL CURATION

arktan, chule, livefyre, Storify, Mass Relevance, RebelMouse, TINT

SOCIAL WIDGETS / PLUG-INS

facebook, foursquare, g+, Instagram, MOONCAST, Moontcast, t, twitter, pin, snapchat

GAMIFICATION

THE APPRECIATION ENGINE, Badgeville, BUNCHBALL, checkd.in, Metablocks

ANALYTICS

Google, meltwater, mixpanel, musicmetric, New Relic, NEXT BIG SOUND, radian6, sysomos