



## **Updated Infographic from Music Biz Highlights Current SEO “Tips & Tricks” for Musician Websites**

May 7, 2014 – The Music Business Association (Music Biz), formerly NARM and digitalmusic.org, released the second version of its “SEO for Music Websites” infographic during the Music Biz 2014 convention. The document builds on [last year’s release](#) to provide even more valuable tips and tricks that bands, record labels, physical and digital retail outlets, and other music companies can use to ensure that their websites are easily searchable via Google, Bing, and other search engines. The infographic includes information on how to determine site crawlability; create artist-, album-, and song-oriented pages; create landing pages; and optimize URLs, page titles, and snippets.

“Search engine optimization is critically important for any music website, as without proper attention to detail, your page may not show up when potential customers look for it on their favorite search engines,” said Bill Wilson, Vice President of Digital Strategy and Business Development at Music Biz. “By following the guidelines presented in this infographic, coupled with the previous version released at last year’s conference, musicians and music companies won’t need to worry about their websites falling through the cracks of the internet.”

The infographic is available for free and can be viewed at [http://musicbiz.org/wp-content/uploads/2014/05/SEO\\_MusicWebsite\\_OneSheet2014\\_R4.pdf](http://musicbiz.org/wp-content/uploads/2014/05/SEO_MusicWebsite_OneSheet2014_R4.pdf).

For all the latest photos, press releases, and more from Music Biz 2014, visit <http://www.jaybirdcom.com/musicbiz2014>.

### **About the Music Business Association**

The Music Business Association (Music Biz) is a membership organization that advances and promotes music commerce — a community committed to the full spectrum of monetization models in the industry. It provides common ground by offering thought leadership, resources and unparalleled networking opportunities, all geared to the specific needs of its membership. By leveraging the legacy of the former National Association of Recording Merchandisers (NARM) and its hub for digital initiatives, digitalmusic.org, Music Biz brings a unique perspective and valuable insight into the trends and changes that innovation brings. Today, we put our collective experience to work across all delivery models: physical, digital, mobile and more. Music Biz and its members are committed to building the future of music commerce — together.

**Media Contacts**

Laurie Jakobsen, Jaybird Communications — [laurie@jaybirdcom.com](mailto:laurie@jaybirdcom.com), 646.484.6764

Nicole Hennessey, Music Biz — [nicole.hennessey@musicbiz.org](mailto:nicole.hennessey@musicbiz.org), 856.313.5532