

WEBSITE

Essentials Checklist



BLESTUDIO

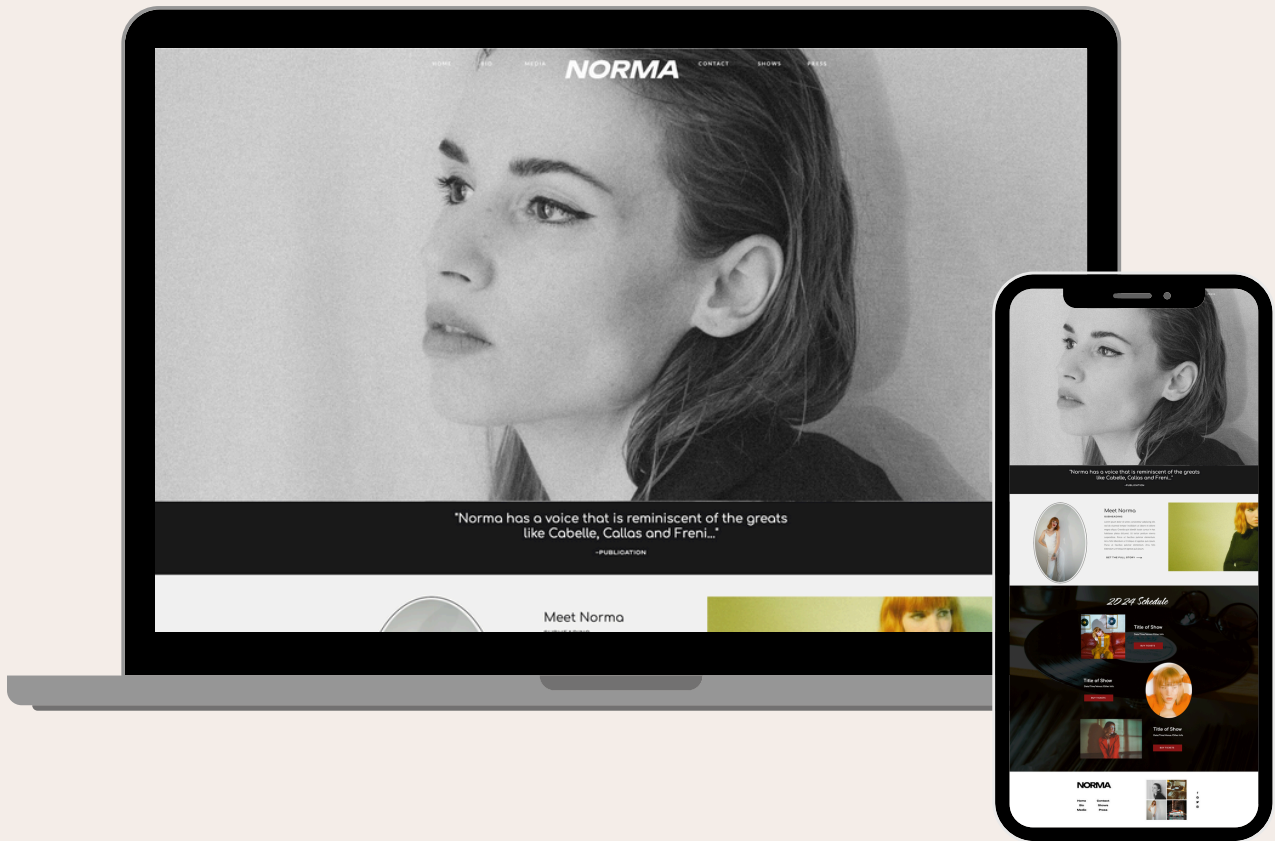
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Website Essentials Checklist for Artists and
Creatives



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Welcome!



Creating a professional website can seem daunting, but with the right elements in place, you can effectively showcase your brand and connect with your audience. Use this checklist to ensure your website hits all the right notes:

WEBSITE CHECKLIST

01: THE HOMEPAGE

- ☐ Introduction: A captivating and concise introduction that immediately grabs attention.
- ☐ High-Quality Visuals: Professional photos and videos that represent your brand.
- ☐ Clear Call to Action: Encourage visitors to explore more about you or contact you directly.

02: BIO/ABOUT

- ☐ Detailed Biography: Highlight your journey, achievements, and aspirations.
- ☐ Personal Touch: Share personal anecdotes or inspirations that make your story unique.
- ☐ Professional Photos: Include high-quality headshots or performance photos.

03: MEDIA/PORTFOLIO

- ☐ Audio Recordings: High-quality recordings of your best performances.
- ☐ Video Performances: Professionally shot videos showcasing your stage presence.
- ☐ Photography: High-resolution images from performances or photoshoots.
- ☐ Press Reviews: Positive reviews and testimonials from credible sources.

04: CALENDAR/SCHEDULE

- ☐ Upcoming Events: Keep an updated list of your future performances and appearances.
- ☐ Past Performances: Showcase significant past performances to highlight your experience.
- ☐ Booking Information: Easy access for booking agents or potential employers.

WEBSITE CHECKLIST

05: CONTACT INFO

- ☐ Professional Email: Use a professional email address associated with your domain.
- ☐ Contact Form: A simple and accessible form for inquiries and bookings.
- ☐ Social Media Links: Direct links to your active social media profiles.

06: BLOG/NEWS

- ☐ Regular Updates: Post updates about your career, insights, or personal stories.
- ☐ Engaging Content: Share behind-the-scenes content, upcoming projects, or industry insights.
- ☐ Audience Interaction: Allow comments and feedback to engage with your readers.

07: PRESS KIT

- ☐ Downloadable Kit: Include a press kit with your biography, photos, and contact information.
- ☐ Easy Access: Make it easy for media professionals to download and use.

08: SEO

- ☐ Keywords: Use relevant keywords throughout your site to improve search engine rankings.
- ☐ Meta Descriptions: Write compelling meta descriptions for each page.
- ☐ Alt Text for Images: Use descriptive alt text for all images to improve accessibility and SEO.

WEBSITE CHECKLIST

09: SOCIAL MEDIA

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Embedded Feeds: Display live feeds from your social media profiles.

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Share Buttons: Make it easy for visitors to share your content on their social networks.

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Consistency: Ensure your branding is consistent across your website and social media.

10: REVIEWS

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Credible Sources: Feature testimonials from industry professionals, peers, and audiences.

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Authenticity: Use real and verifiable quotes to build trust and credibility.

11: MAILING LIST

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Opt-In Form: Encourage visitors to join your mailing list for updates and exclusive content.

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Incentive: Offer a free download or exclusive content as an incentive for signing up.

12: PRIVACY POLICY

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Transparency: Include a privacy policy and terms of service to build trust and comply with legal requirements.

BONUS TIP:



Professional Design and Usability

- **Responsive Design:** Ensure your website looks great and functions well on all devices.
- **User-Friendly Navigation:** Make it easy for visitors to find the information they need.
- **Consistent Branding:** Maintain consistent branding elements (fonts, colors, logos) throughout your site.

With this checklist, you can confidently create a professional website that not only showcases your talent but also connects you with your audience and opportunities in the industry. Stay tuned for more tips and resources in my branding series!

Thank you!

MEET THE DESIGNER & SINGER

Hey, I'm Brie!



As a singer, artist and creative myself, I know how challenging it can be to stand out - especially with so many other talented creatives out there! My mission is all about turning dreams into reality, collaborating with fellow musicians, artists, and visionaries to craft captivating and purposeful designs. I see myself not just as a designer, but as an artist and storyteller on a mission to bring your dream project to life in the most applause-worthy way possible!

MY HISTORY AND EXPERIENCE

With decades of performing, continuous education, and a deep passion for music, I bring a unique perspective to branding and web design specifically tailored for fellow musicians and creatives. Whether you're just starting out or looking to reinvent your brand, I understand the nuances of our field and how to make your online presence as captivating as your performances.

GET IN TOUCH

Reach out to me any time for more
information about my Services.

thank you so much



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