



# TECH SUPPORT

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*Building your performer website*







# SUMMARY

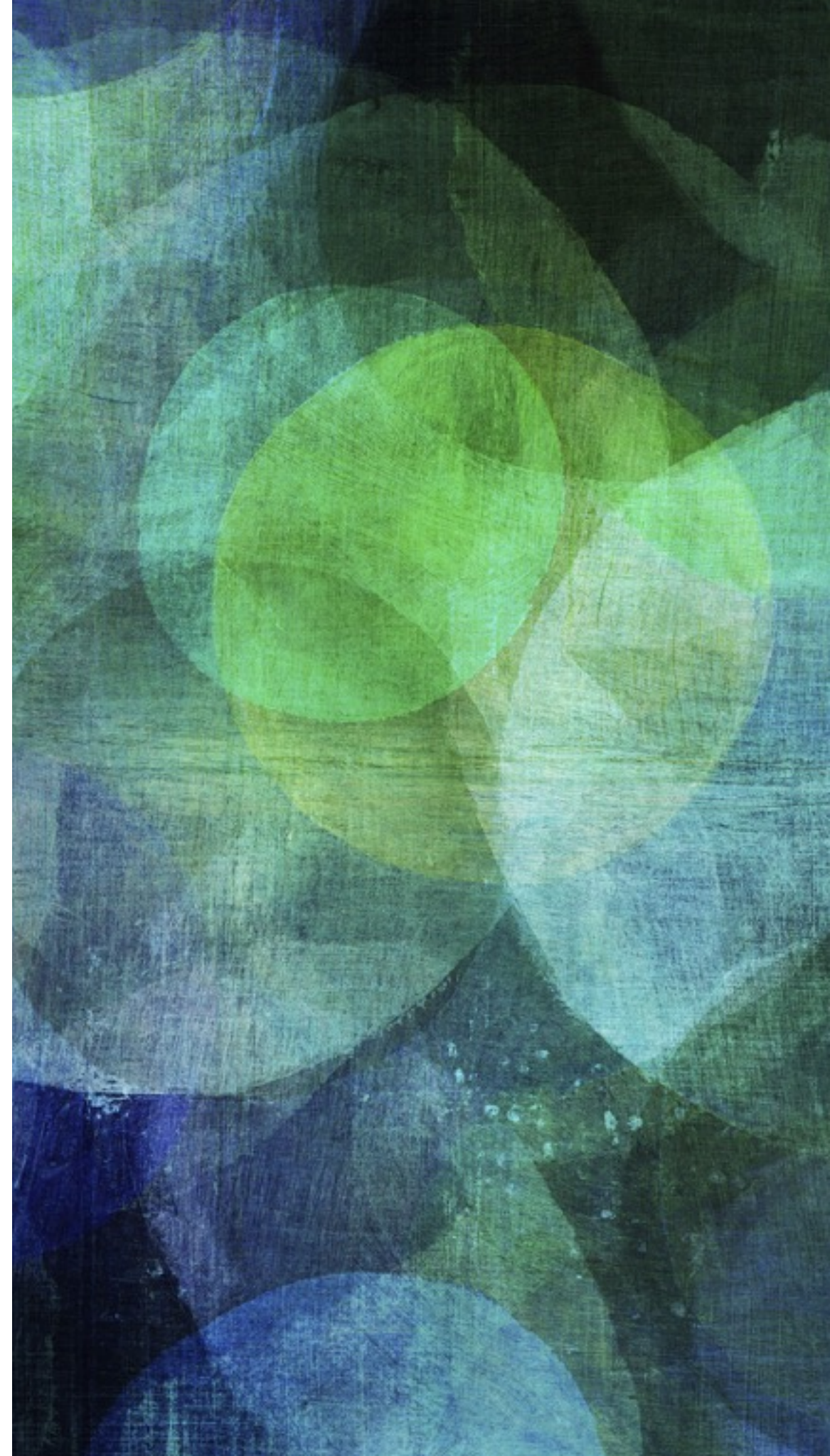
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- Hosting
- Content Management Systems
- Content Strategy
- Search Engine Optimization
- Design basics
- Hired guns



# FINDING A HOST

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# CONSIDERATIONS

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- How much do you want to pay?
- Do you want a host that offers one-click set up for your CMS of choice?
- How big, in terms of data, will your site be?
- What level of security and failsafes do you need in place?



# HOW MUCH?

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	Hosting	Domain Registration
Host Gator	\$2.75/month and up	\$12.95/year*
Square Space	\$144 or \$16/month	\$20/year*
DreamHost	\$2.59 - 7.95/month and up	\$11.95/year*
Wix	\$10/month and up	1st year free, \$14.95/year
Notes:	Most providers charge more if you want to pay month-to-month. For example, Square Space charges \$16 and \$26 per month for their plans, if you choose to pay that way. The lower price requires paying for a year in advance.	These costs are for .com domains and are often lower if you register your domain for several years.

*Referral code for Dreamhost:*

<http://mbsy.co/l7vz7>

# A QUICK WORD ON DOMAINS

# PERFORMERNAME.COM

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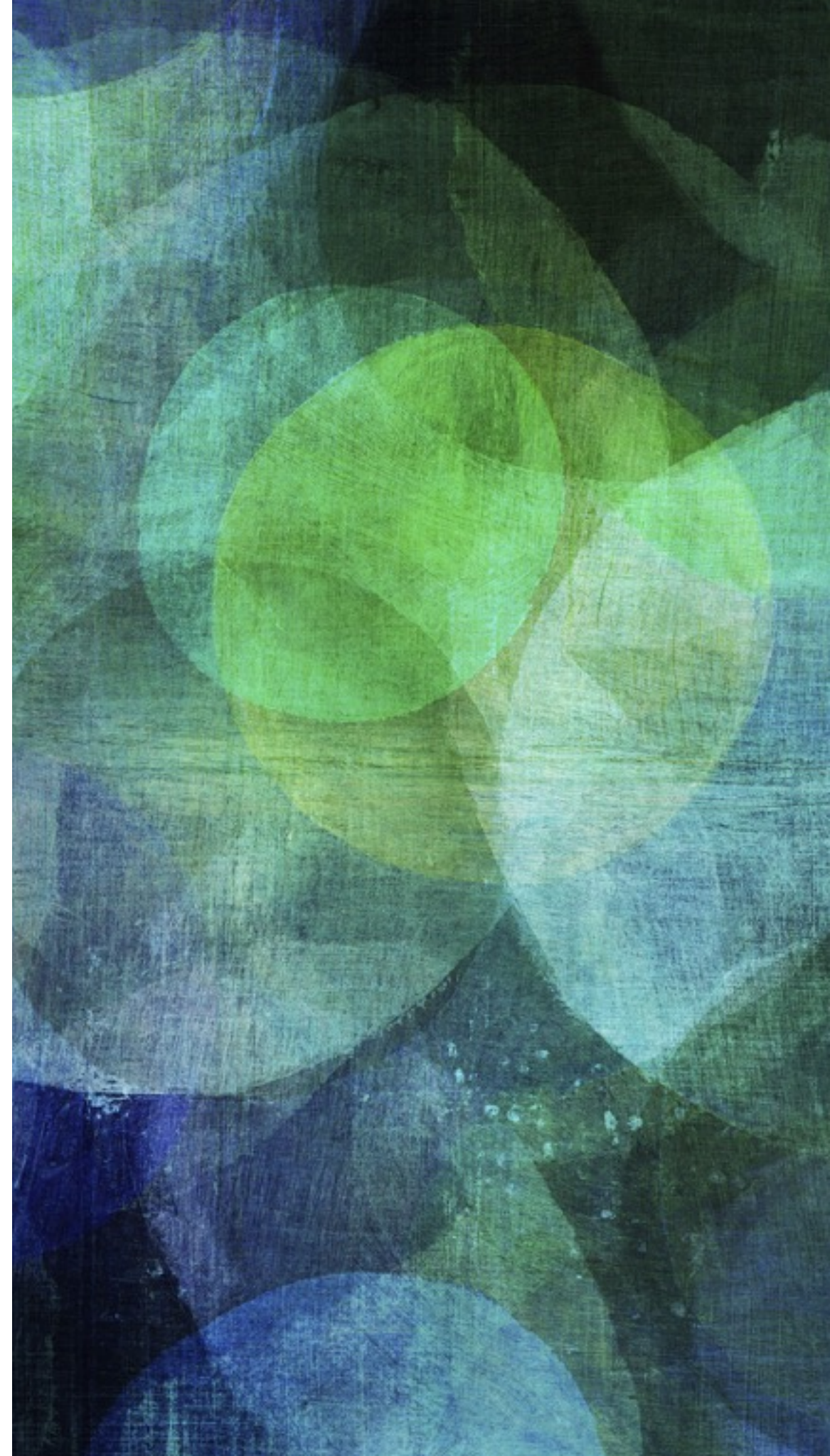
*Keep it simple.*



# CONTENT MANAGEMENT SYSTEMS

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*Choices, choices, choices*

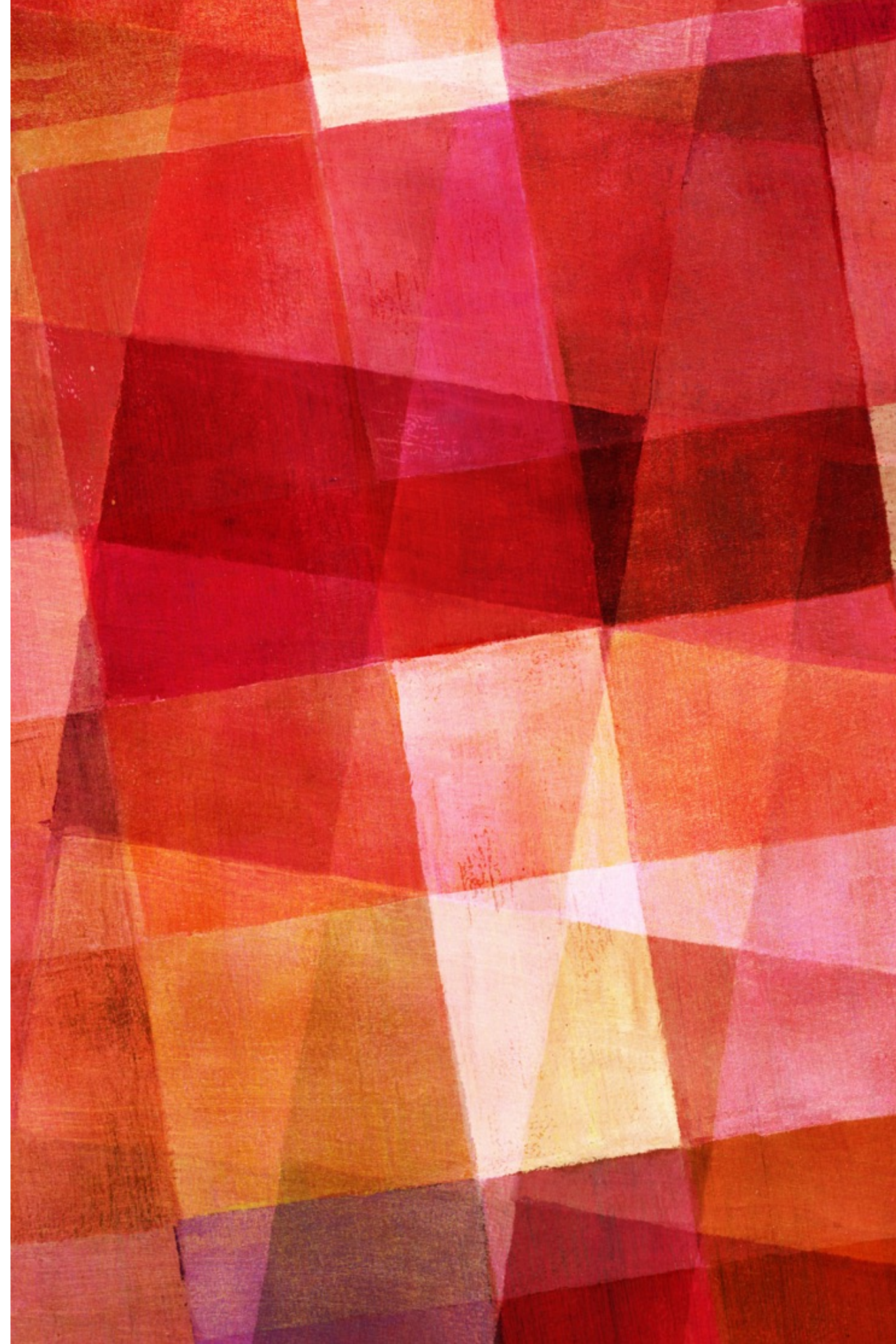




# CONTENT MANAGEMENT

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- Wordpress
- SquareSpace
- Wix







# WORDPRESS

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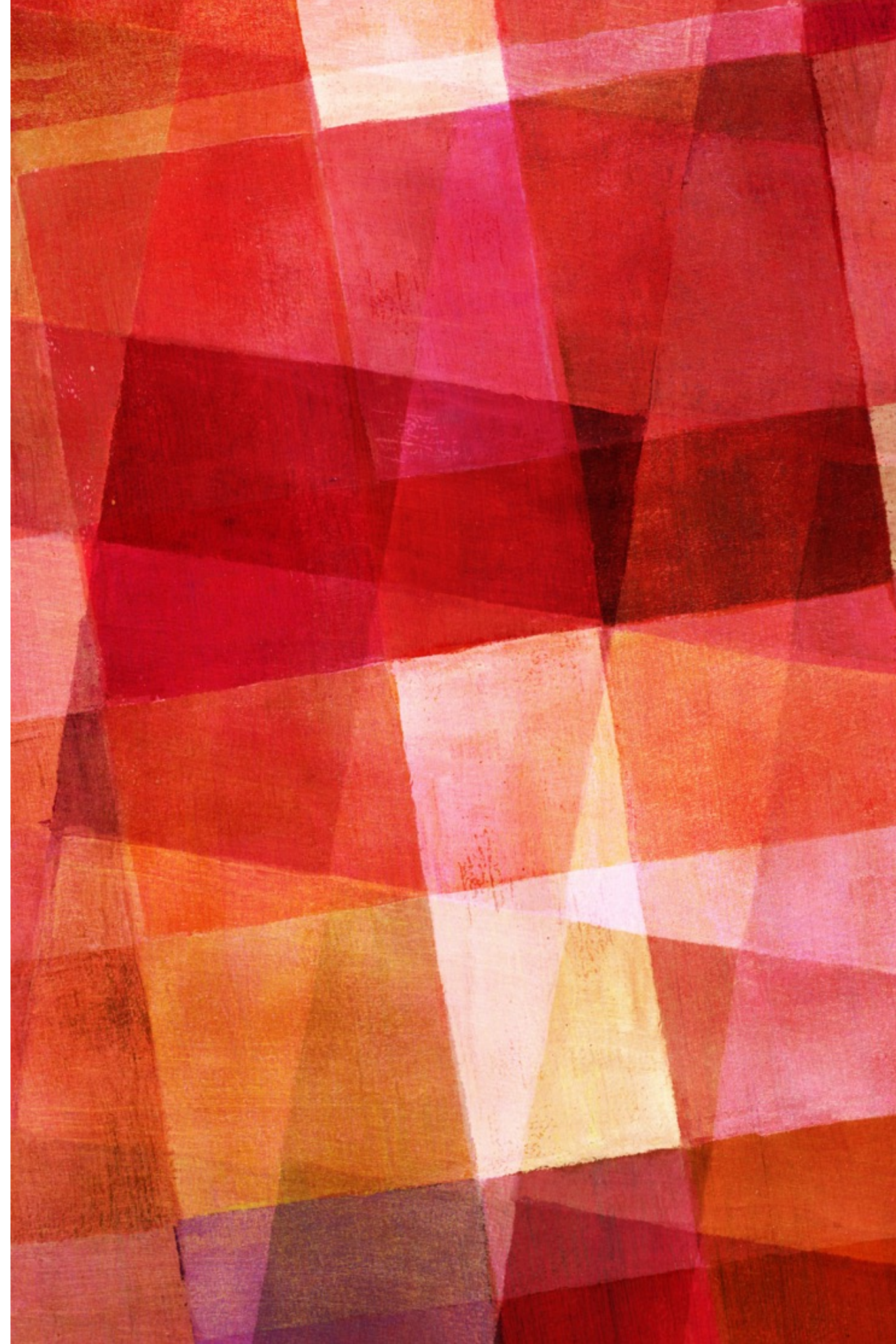
- Wordpress is free.
- As one of the most popular CMSs, there are a huge number of people who probably need what you need. And already built it.
- Many templates and plug-ins are free. Even more are available for a small fee.
- Like working on a PC - flexible, requires some (but not much) knowledge.



# SQUARESPACE

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- Combined hosting, domain registration and CMS
- Drag and drop website editing
- Clean, modern, well-designed mobile-responsive templates
- Easy to integrate e-commerce
- Like working on a Mac: beautiful, it just works, and it costs more.







# WIX

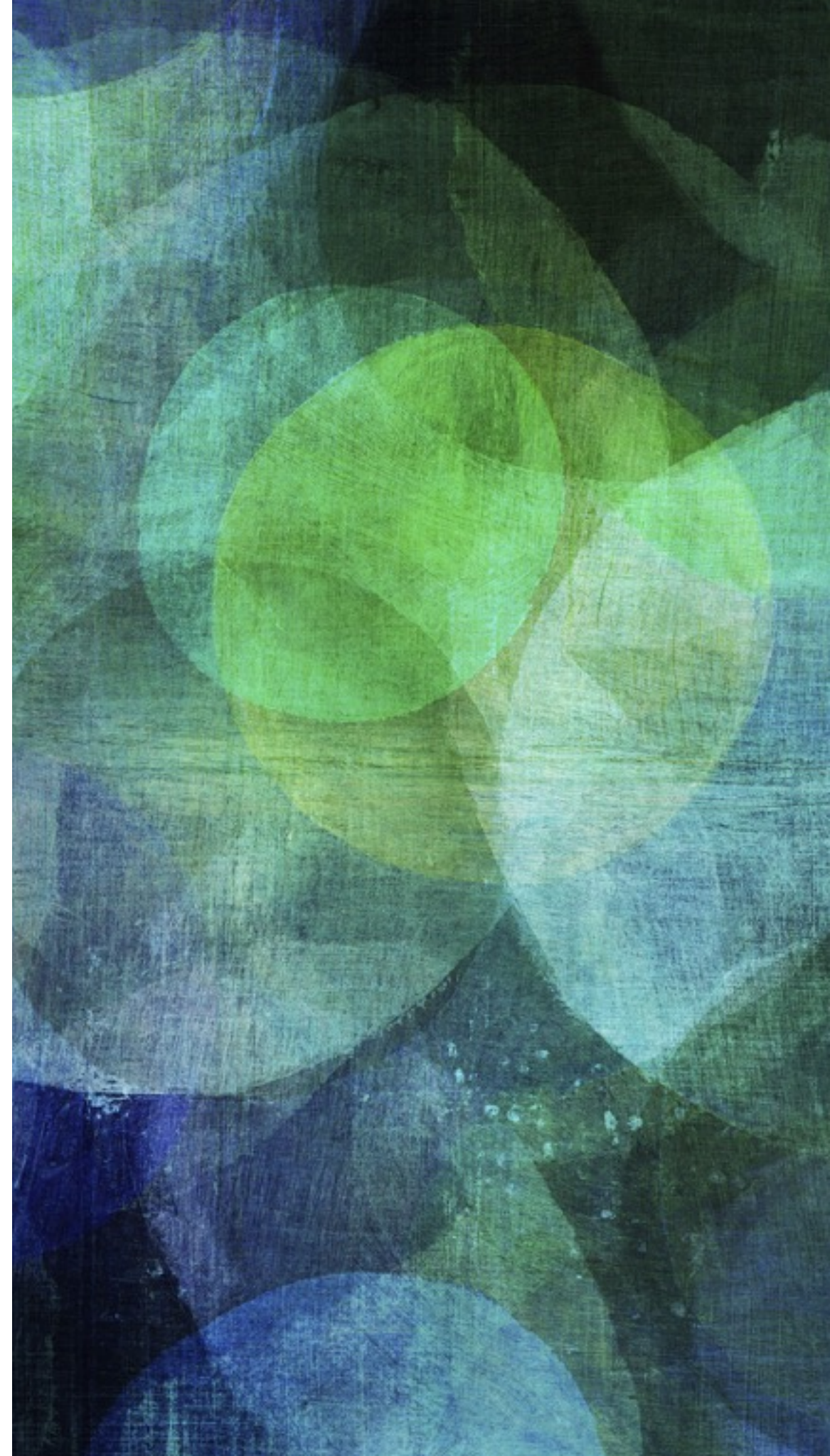
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- Combined hosting, domain registration and CMS
- Offers a baby-step version if you want to build before you buy
- Beautiful templates
- Drag and drop editing



# CONTENT STRATEGY

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*What do you need to say?*





# THE BASICS

## ABOUT

First and foremost, you need a bio. Information about who you are as a performer and your accomplishments. Phone a friend for help if you have trouble writing about yourself. Also, pictures!

## ACTS

Provide producers/festival reviewers with information on what they can book you for. Photos and videos are extremely helpful. You may wish to place some or all of this info on a hidden page.

## CONTACT

How do we get in touch? Most sites will allow you to build a form so that you don't have to list your personal information. Set this up to go to your performer account.

## SOCIAL

Clear links to your social media accounts. These are usually in the header or footer of the site to ensure easy access on all pages.

## SCHEDULE

If you perform regularly, post this info! It shows that you are easy to book and also when you aren't available for gigs.



# EXTRA CREDIT

## BLOG

Have a point of view? Area of expertise? This is a great way to draw in an audience of peers or fans, and it keeps your site regularly updated (SEO bonus points!)

## SHOP

Do you sell a thing? Provide examples of your work and offer a way to start a commission. If you have ready made goods, link to your Etsy or build ecommerce into your site.

## GALLERY

You are fabulous! If you have great photos of yourself, don't hold back! Burlesque is built for voyeurs! Credit your photographers.

## EXTRA

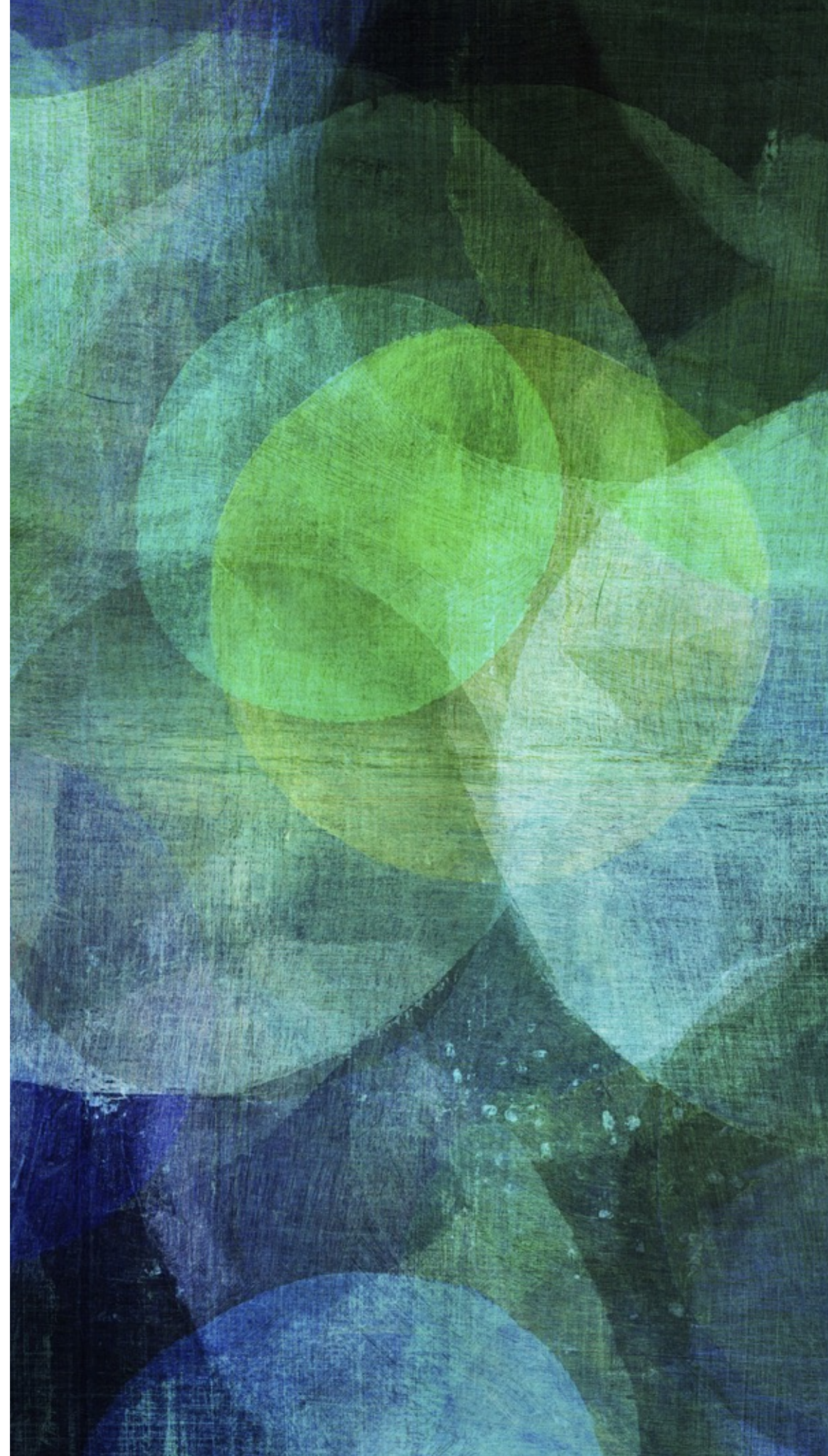
If you offer a service linked to your burlesque persona (teaching, hosting, workshops, etc.), be sure to include this information. What do you offer?  
How can someone get it?



# SEARCH ENGINE OPTIMIZATION

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*Should you bother?*





# SPOILER ALERT:

*My answer is maybe not.*



# WHAT IS SEO?

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- Search Engine Optimization is essentially making it as easy as possible for crawlers to understand why someone would visit your site so they can present you in the right search results.
- The root of SEO is to build a good site filled with content that users want to see.
- Central this is correct information, of interest to users, that is updated frequently.





# MY TAKE

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- The reality is that even for businesses, most searches that bring users to their site include the company name.
- Search for Nashville burlesque, and the top results don't include our most well-known performers.
- Search engine optimization is tedious work, and your sites goal probably isn't to increase traffic.





**YEAH, BUT I DO NEED IT.**

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*What then?*





# **AUTHORITY & RELEVANCY**



# AUTHORITY

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- Authority isn't easy to pin down, but it's heavily tied to linking.

*From moz.com*

- Generally speaking, sites with a very large number of high-quality external links (such as Wikipedia or Google.com) are at the top end of the Domain Authority scale
- Small businesses and websites with fewer inbound links may have a much lower DA score.
- Having a very high DA score shouldn't be your only goal. Look at the DA scores for the sites you're directly competing with.



# RELEVANCY: WHERE IT'S AT

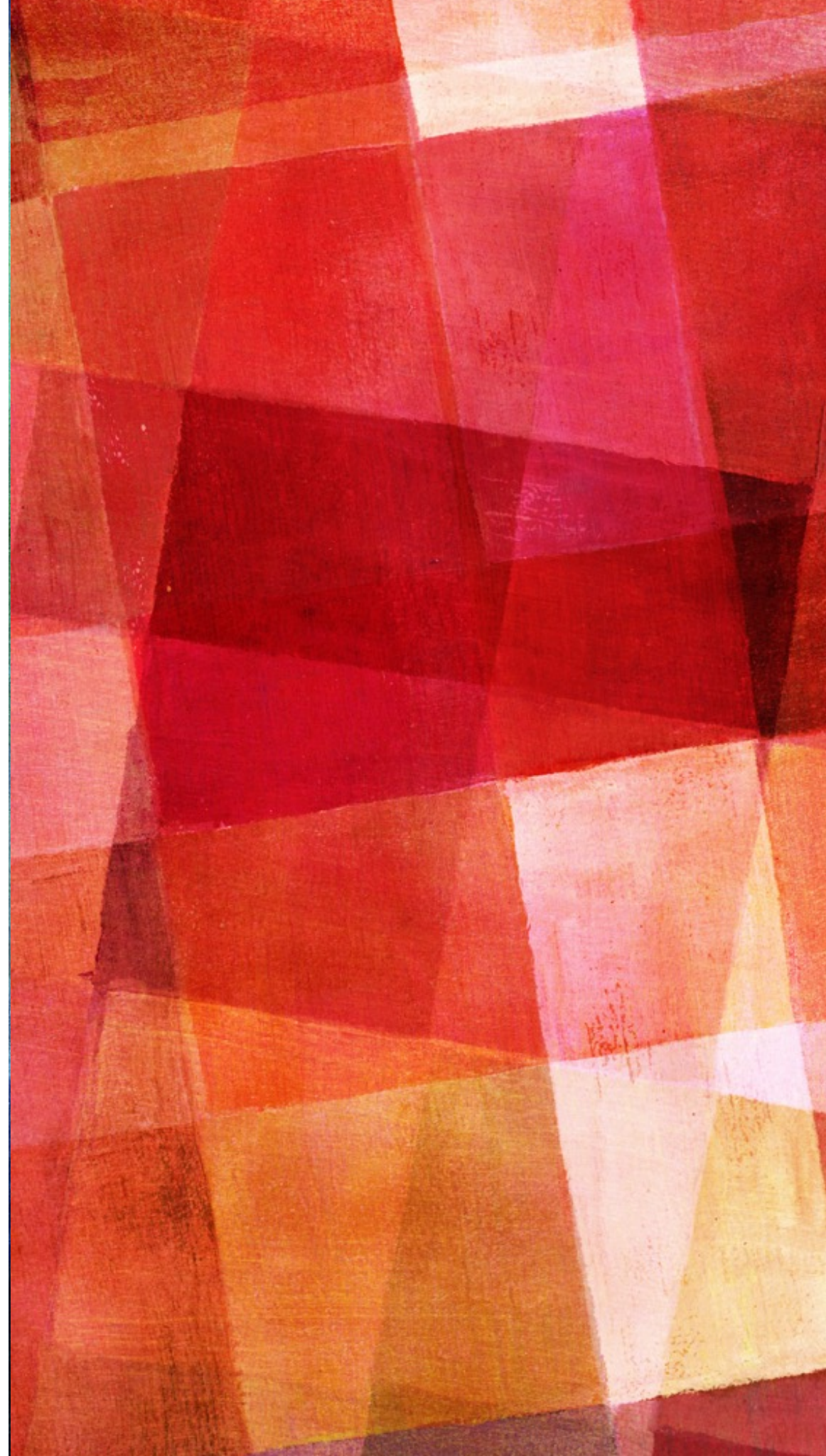
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- Relevancy, unlike authority, is much more in your control.
- Good page titles and descriptions are key to success with relevancy
- Examples
  - Titles: Home vs. Viola Vainglory: Burlesque Performer and Host based in Nashville, Tenn.
  - Descriptions: Hearth & Hand vs. Hearth & Hand is a Target exclusive home brand created in collaboration with Magnolia by Chip & Joanna Gaines to reveal the beauty of everyday moments at family-friendly prices.



# DESIGN BASICS

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*Make it work!*





# CONSIDERATIONS

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- Over 56% of all web traffic is mobile: Make sure your site works on desktop and mobile.
  - Use Chrome Developer Tools to check!
- Burlesque is very visual so make sure you use big beautiful images. Video is EVEN BETTER!
- Don't let big beautiful images obscure your text.
- White space is important.
- Choose a color palette for your site and repeat it.
- If you aren't experienced with design, lean into the experience of others. Use templates!



# FURTHER CONSIDERATIONS

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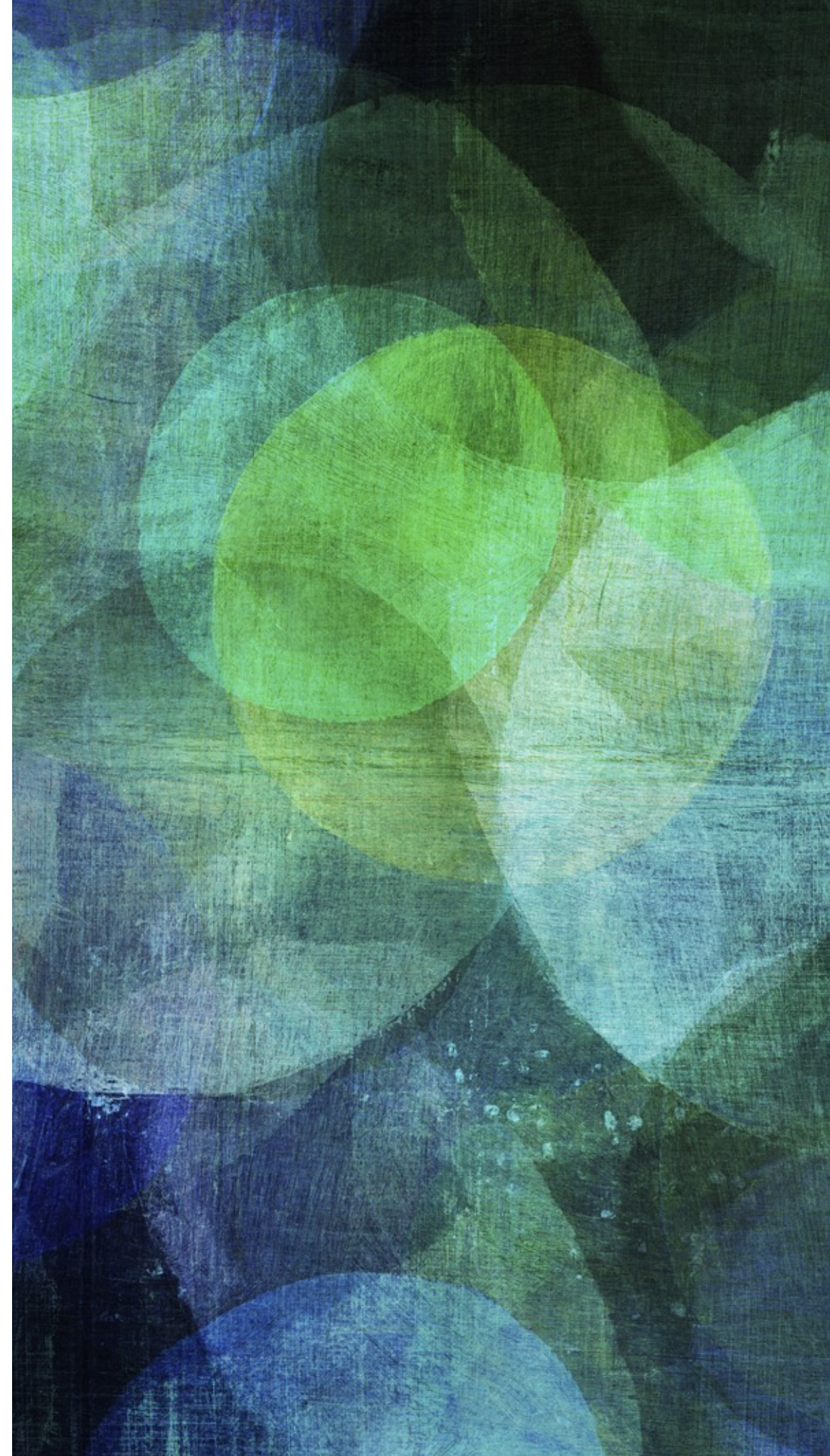
- Contrast is important to readability: don't use light grey text on white and expect people to be able to read it.
- Font size is similarly important: 14-18 pt is the recommended. This will seem big. It isn't.
- Line spacing should be at about 1.5 em.
- Serifs are OK. I promise.
- If you want to dive into more on this topic, check out:

**GoodUI.org**



# HIRED GUNS

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*When to call a professional*



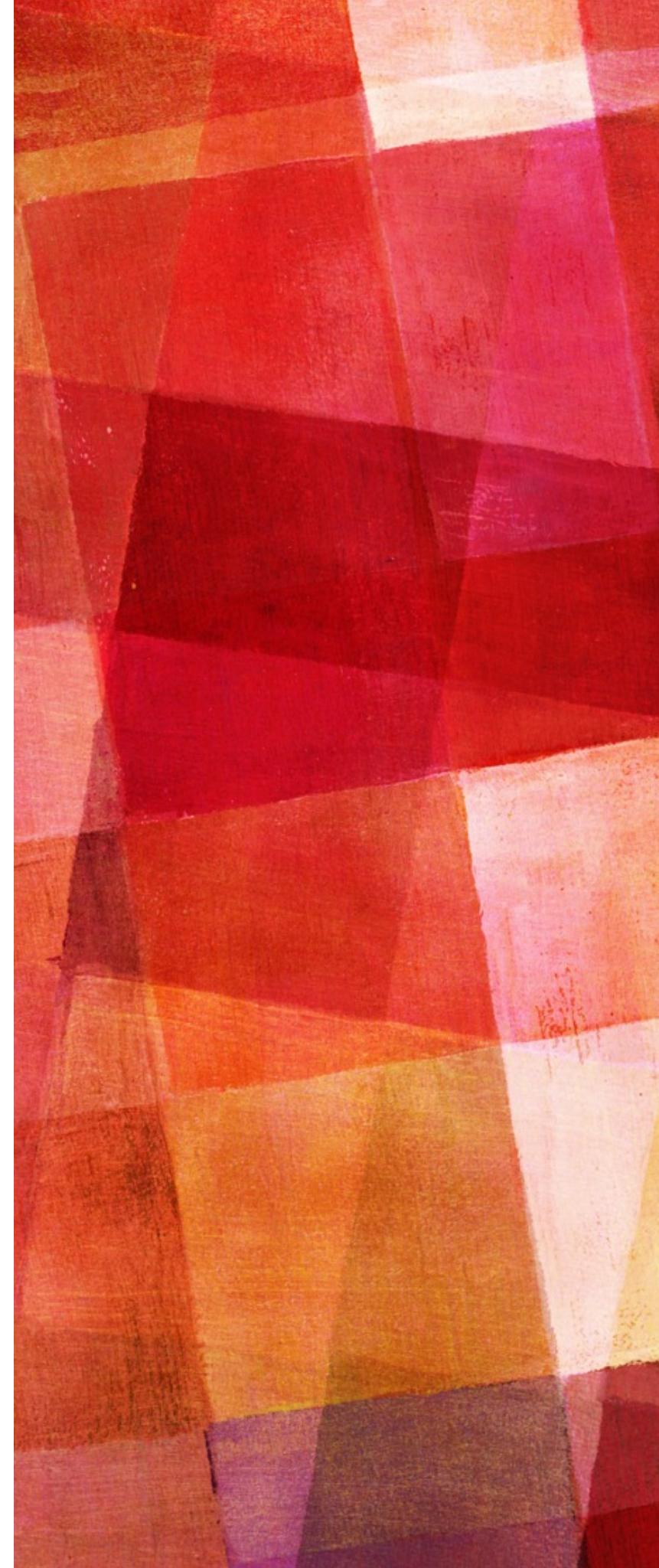


# WHEN YOUR REACH EXCEEDS YOUR GRASP

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- You like a template but wish the page had a different layout.
- You like a template but hate all the colors, and the theme doesn't support changing them.
- You can't find a template you like.
- You need a very specific feature.

If you are particular, you may find that you cannot achieve your vision with templates and basic designs.







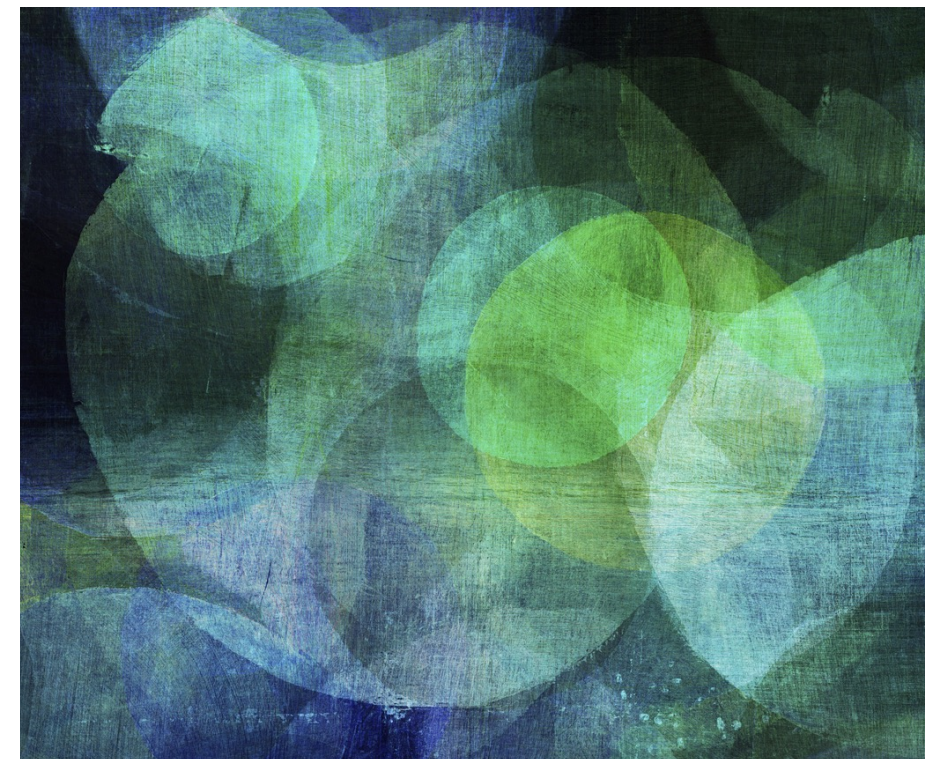
# QUESTIONS?

## REVIEW

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- Hosting
- Content Management Systems
- Content Strategy
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**GET IN TOUCH!**