

DJ Marketing 101

Video #4: How to Create a DJ Website

This week's video will cover

- Why you should create a website
- 4 essential website components
- The easy way to get started

Why you should create a website

- Creates a central location for you on the web
- Gives you control of your message
- Will be there even if Facebook, Twitter, etc cease operation tomorrow

With a website of your own

- Emails look more official coming from @yourname.com than @yahoo.com
- You can archive your mixes
- You can make it look however you want

4 essential website components

1. Domain name
2. Web hosting
3. File Transfer Protocol
4. Content Management System

Domain name

- Ideally you want a URL ending in .com
- Should match your social media handle
 - Twitter: [@thedjpodcast](https://twitter.com/thedjpodcast)
 - Facebook: <http://facebook.com/thedjpodcast>
 - URL: <http://thedjpodcast.com>
- Domains cost ~\$10 a year
- You can buy a domain name from your hosting provider or separate domain name service

Web hosting

- Space
- Bandwidth
- PHP
- MYSQL databases
- Email addresses



Web hosting: what I use

- I use [Dreamhost.com](https://www.dreamhost.com) for multiple websites
- They provide the tools and support I need
- Use the promo code “dj101” to get 25% off your first year of hosting and 1 domain name

File Transfer Protocol (FTP)

- With an FTP client you can transfer files from your computer to the server your website is hosted on
- You log in using a username and password just like you would your email or YouTube
- I recommend [Filezilla](#) and [Cyberduck](#)

Content Management System (CMS)

- If you've used [Tumblr](#), you've used a CMS
- Themes allow you to quickly change the look and feel of your site without affecting the content
- My favorite is [Wordpress](#)

Sites running Wordpress:

deadmau5.com

fuckmylife - sparrows made of lead 8:04 48998 | 384 | 1591

deadmau5

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Sites running Wordpress

arminvanbuuren.com



ARMIN VAN BUUREN


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PRE-ORDER: A STATE OF TRANCE CLASSICS, VOL. 8



Good music doesn't have an expiration date. That's exactly why the legendary A State of Trance Classics series is going strong for more than 7 year already. Back with its 8th Volume, it honours the past by bringing no less than 36 of the biggest trance classics! All part of music's history, these classics have given sound to many unforgettable moments on the dance floor. The take us back to the early days of trance and dance, still sounding as powerful as the first time you heard them. These productions have helped grow the dance scene into the massive movement it is today. This is 'A State of Trance Classic Vol.8!' These are the highly anticipated full versions of the world's most beloved classics in electronic dance music. Tracks you'll never forget and tunes that'll stick around forever...

[Read more...](#)

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NEWS

ARMIN VAN BUUREN'S A STATE OF TRANCE RADIO TOP 20 JULY 2013
A weekly highlight to millions of music lovers. A worldwide movement. And a story of success...

ARMIN VAN BUUREN LAUNCHES OFFICIAL A STATE OF TRANCE SPOTIFY APP
Today, Armin van Buuren launched the official A State of Trance Spotify app, a day-to-night...

THIS IS WHAT IT FEELS LIKE (TREVOR GUTHRIE ACOUSTIC)
Druuuuus please! Guitar, go! On to the next instrument, Trevor. And don't forget to keep...

10 MILLION VIEWS FOR 'THIS IS WHAT IT FEELS LIKE!'
In a bit more than a 100 days, the official music video of Armin van Buuren's worldwide smash...

FEATURED

LATEST TWEET PIC:
Epic @Privilege_ibiza tonight

ASOT IBIZA: 4 EDITIONS TO GO!
The night grow colder, the dark grows darker. But until summer's officially over, we light...

DOWNLOAD: PODCAST 285
Download the A State of Trance Podcast 285 of August 30, 2013

LATEST PLAYLIST: A STATE OF SUNDAYS 146
Playlist for A State of Sundays 146 of the A State of Trance radio show of August 26, 2013

SCHEDULE

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16/9	Ibiza, Spain View complete schedule
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SATURDAY	ECHOSTAGE
28/9	Washington DC, United States View complete schedule
MONDAY	TOMORROWWORLD
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Sites running Wordpress: blog.us.playstation.com

The screenshot shows the PlayStation Blog website. At the top, there is a navigation bar with a language selector (English), a visit link (Playstation.Blog.EU), and user options (Join Now, Login). The main header features the PlayStation logo, the site name "PlayStation.Blog", and navigation tabs for PS4, PS3, PS Vita, and PSN. Below the header, there are several content sections: a featured video titled "SHUHEI YOSHIDA TALKS PS4 UI AND SOCIAL FEATURES" with a play button and a "share" icon; a "Top Story" section with a video player showing a keyboard; a "Gamescom 2013" section with a "RESIDENT EVIL CHRONICLES HD COLLECTION" update; a "PS4 Info Hub" section with "SAMURAI GUNN ON PS4, VITA"; a "New Releases" section with "Roguelike Puzzle Game, Road Not Taken, Coming to PS4, PS Vita ..."; and an "Official Blogcast" section with "WWWVVV Coming to PS". On the right side, there is a sidebar with a "PlayStation Store" link, a list of categories (Games, Videos, Podcast, PlayStation Plus, PlayStation Mobile, PlayStation Home), social media links (Facebook, Twitter, Google+), a "Subscribe" button, and an "about The PSB" section. The footer contains a carousel of navigation buttons for Gamescom 2013, PS4 Info Hub, New Releases, and Official Blogcast.

Select a Language: English Visit: Playstation.Blog.EU Join Now Login

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Top Story Gamescom 2013 PS4 PlayStation Plus Our Podcast

00:00 00:00

SEP 02 2013 SHUHEI YOSHIDA TALKS PS4 UI AND SOCIAL FEATURES
How the PS4 user interface feels in motion, and the potential it offers the whole PlayStation community. [Read More](#)

RESIDENT EVIL CHRONICLES HD COLLECTION
PLAYSTATION PLUS UPDATE
SEP 02 2013 Resident Evil Chronicles HD Collection free for Plus members this week, along with discounts on Puppeteer, KickBeat and more. [Read More](#)

SAMURAI GUNN ON PS4, VITA
AUG 30 2013 Contains swords and phat beats in equal measure. [Read More](#)

Roguelike Puzzle Game, Road Not Taken, Coming to PS4, PS Vita ...
AUG 30

WWWVVV Coming to PS
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Gamescom 2013 PS4 Info Hub New Releases Official Blogcast

Official PlayStation Blogcast

The easy way to get started

1. Sign up for a web host
2. Buy a domain name
3. Install Wordpress with a single click installer

Starting with free services

1. You should still buy a domain name
2. Sign up for Tumblr.com or [Wordpress.com](https://www.wordpress.com)
3. Map your domain name
4. Incorporate other free services like [Mixcloud](https://www.mixcloud.com) for streaming your mixes

Task(s) for next week

- Buy a domain name
- Sign up for a [Tumblr](#) or [Wordpress](#) account and map the domain
- Sign up for paid web hosting and install Wordpress
- Customize your site with a theme
- Start posting your mixes to your new site

Next week's video topics

- How to create a DJ mix podcast
- How to submit your podcast to iTunes