

When I began reading The 7 Key Code System, it became apparent to me that my band, Finespun, could improve our web presence in order to gain more traffic and sell more CDs. Boy were we right! The 7 Key Code System ended up, just within the first few chapters, giving us insight on how to do just that. Following the steps in the book, we remodeled our sites a couple of times and finally ended up with a site that:

- Drew more traffic specifically directed to our official site
- Looked nicer and more concise
- Was easier for visitors to find content on

And we learned:

- Myspace is not the be all end all site, we should use it to direct traffic home
- Visitors are more inclined to visit if there's a little something extra in it for them
- How to put up links and content that offer exciting things to the visitor and track them click by click

In the upcoming text, along with the screenshots, you will see a semi-step by step process of what was done.

### **Key 1:**

Week 1 was started out by really reading and re-reading the 7 Key Code System book. You can read and glaze over the chapters but upon re-reading and thinking about the text, you can come up with some great ideas at how to improve your site. For the first "re-do" of our site we took the following steps:

1. Redid entire homepage at [www.finespunmusic.com](http://www.finespunmusic.com)

Added:

- a. Contest
- b. Multiple mailing list signups
- c. Free download
- d. iTunes linking from front page
- e. Multiple banners....etc
- f. Each click for free download and contest leads to email signup
- g. Began to build a "co-branding" between our official site and our myspace page

One of the important points that the book stresses is gathering of information on your visitors, it was with that notion that we made multiple portals that allow users to trade us their email address and name for access to things like free downloads and contests as well as a regular vanilla mailing list signup portal. Co-branding our official site and our Myspace site was also an important factor in making the visitor feel like they are in the same world no matter where they choose to view our content on the web.

We also did this:

2. Added forum to [www.finespunmusic.com](http://www.finespunmusic.com) – *so that visitors could communicate with eachother*

3. Added invisible hit tracking mechanism to contest and free download pages in order to track visits – *so that we know who came to see our stuff!*

4. Advertised the above items - *in progress for perpetuity!*

Posted multiple Myspace bulletins and sent out to existing mailing list info on the above items that make sense as well as info on upcoming shows – *advertise! advertise! advertise!*

So in turn, we went from this: <http://www.finespunmusic.com/index1Old.htm>

To this: <http://www.finespunmusic.com/index1FirstJonah.htm>

## **Key 2:**

We were lucky enough to have the author of the 7 Key Code System, Jonah Fialkoff, monitoring our progress and he made some suggestions which resulted in a second weeks worth of work, described here:

1. Checked keywords and meta tags again and made some adjustments – *This is how the search engines find you on the great big bad internet!*
2. Searched for Finespun on the top 4 engines - keyword "finespun" - note "finespunmusic" brings up even more
  - a. Google- various hits across the first 10 pages, myspace and official site are the 1st 2 hits
  - b. Yahoo - more than Google, official site is top 1, & 3 sites listed
  - c. Live.com - same comparable results as above
  - d. Ask.com - same comparable results as above

This gave us a barometer on how we were doing so far! Then we:

3. Optimized website title tag site wide – this is the portion of your site that lays between the <title> and </title> tags
4. Added some quotes to opening paragraph – *as described in the 7 Key System, quotes help search engines crawl your content.*
5. Added image alt keyword tags to site wide header and index page – *This also helps the web crawlers find your content and spider you into their engines*

6. Signed up with Google Analytics to help us track our traffic in a number of ways, ***a great resource and its free!***
7. Continued with our usual process of adding friends on Myspace as well as sending out comments and bulletins to gain more friends, advertise our band and generate traffic as well as set up for an upcoming chapter in the book, “Turning Fans into Customers”
8. Began the thought process to overhaul our Myspace page for continuity with our official site
9. Uploaded some video to youtube.com, grabbed the codes and plastered video on our official site - remember ***our purpose here is to drive traffic to our official site, so instead of advertising that we have new stuff on youtube.com, we advertised new content on our website!***

We started the transformation of our Myspace page at the end of Key 2, so that we were working on our official site and our Myspace page at the same time, working to co-brand them both into one larger entity, where all roads led home to our official site, the plan was in effect!

### **Key 3:**

In Key 3 of the 7 Key Code System, we started the marketing while we were doing the web design. We happened to have a promotional campaign with another company going on at the same time, so we took full advantage of that in conjunction with steps in the book.

1. Went through our current publicity campaign list and added all Myspace contacts listed
2. Added a few hundred more friends on Myspace, ***we do this on a daily basis and so should you!***
  - Re-typed and fixed press article
  - Made separate page for our site
  - Posted in press section of STS site
  - Posted in update section of finespun.com
  - Did bulletin for:
    - a. Show
    - b. Forum
    - c. Article
    - d. Contest
    - e. Radio show

3. Posted new press article and radio interview to the update section of our official site as well as link to podcast for the radio interview – ***more new content for visitors!***
4. Formatted new set of 353 pics for the band, figured out best way to post them to drive traffic to both Myspace and official site
5. Continued testing and rethinking Myspace layout to mimic official site

The next week was spent further exploiting theories in the System, re-working the official site and our Myspace page and continuing promotion. At this point, the official website went from this: <http://www.finespunmusic.com/index1FirstJonah.htm>  
To this: <http://www.finespunmusic.com/index1SecondJonah.htm>

Here's a list of implementations we performed that week:

1. Posted a few pics on Myspace from our last live show, posted caption, ***see more at www.finespunmusic.com***
2. Posted 353 pics to official site, 20ish to Myspace site with teaser to visit official
3. Posted 4 vids to official site, 1 to Myspace with teaser...  
([www.myspace.com/finespun](http://www.myspace.com/finespun) if you're wondering!)
4. Posted bulletins saying:

a. Picture Bulletin

You can find some on here, but you can find them all at [www.finespunmusic.com](http://www.finespunmusic.com) - click the link up top that says PHOTOS  
Take a look, you may be in some of them!  
F

b. Video Bulletin

See them all at [www.finespunmusic.com](http://www.finespunmusic.com) - click the link up top that says VIDEO  
Take a look, you may be in some of them!  
F  
Video courtesy of....

c. Radio and Magazine interview bulletin

Radio J's Radio For the Scene show featuring Finespun is now up for listening, just click [HERE](#) and visit the updates section, right below our pic on the homepage!  
Special mentions to lots of our friend's bands, lots of fun and BS to listen to, check it out!  
F

5. Posted multiple times, daily, all "click heres" direct right to [www.finespunmusic.com](http://www.finespunmusic.com)

In conclusion, working just these 3 Keys so far from the book has tripled our web traffic and generated some more sales as well as adding around an extra 300 people to our mailing list in about a month, strictly from our website, due to the free downloads promotions and contests.

We are watching this trend grow as the hits to our sites double all the time, as well as the sales and mailer names keep coming too! We cant wait to move onto the next Key of the book, but we want to properly work the keys we have touched on to their fullest potential first...If the rest of the book does anything for us as the first part did, it will be a very profitable year and money well spent on the 7 Key Code System.

The final outcome of our websites to date is here

Official: [www.finespunmusic.com](http://www.finespunmusic.com)

Myspace: [www.myspace.com/finespun](http://www.myspace.com/finespun)