A Good Website = Money In Your Pocket
By Joe Bunn
For Disc Jockey News
March 2014

Here's the harsh reality. If you don't have a good website and your social media game isn't on point, you aren't going to make any money in the DJ business or really any business for that matter. In this day and age, people are sitting at a computer (during work hours) and researching vendors. Ask your clients how they found you. If it's not a direct referral from a venue or maybe a show that they saw you perform, I am betting that it came through your site. So, what can you do to make sure that your website doesn't suck?

Spend money. I don't have the greatest website in the world, but for our industry, it is very good and it's not because I know web design…I don't. It's because I spent my hard earned money to make more money and I hired a killer company to create it for me. I spent months looking at websites, getting quotes, and interviewing companies before finding one that really "got it". You will never get the look and feel of a custom website by going cheap or going with a template site. Save up your money and when you have a few thousand, then start the search for the right designer for you.

Content. Finding the right web company is only part of the process. If you don't have good content, then why will people want to stay on your site or come back? Really map out what you need on your website. Do you need a page that lists all of your gear? No! Your customers could care less, they just want a great party. But, I'll bet they would like a downloadable PDF of "Questions to Ask When Interviewing a DJ" or "Tips for Planning The Perfect Party" wouldn't they?

KISS. You all know what that stands for – Keep It Simple Stupid! There is no need to write 1,000 words on how great your company is or why you started DJing in the first place. Nobody will read it! Also, stay away from flash-based sites, they do horrible in the SEO world. And please, whatever you do, get rid of the music playing as soon as people get on your site and any corny animations running across the screen!

Do in inspection. I try and schedule an "inspection" of my website about two times a year. I usually pull in a couple of my other trusted DJs and ask them to help me go through each and every page to make sure that there are no broken links or misspelled words.

Check your photos. Amazing photos are what often capture a web browser's attention. They can actually picture themselves out there in their white dress in the middle of the dance floor with the love of their life dancing their first dance if you have that image on your website. But if you have outdated photos with brides with big hair and those poofy 80's bangs and giant shoulder pads on their wedding gown,

then they are just going to click on your competitor's page and write you off as a dinosaur. In addition, do you have a current photo of yourself and your DJs on there? We try and schedule a photo shoot at least once a year!

Videos. If you know me at all, you know that I'm a huge fan of videos. In fact, we have an entire page of original content that we've created on our site. Even if your stuff is shot on an iPhone, you'd be surprised at how many people will watch videos of your events. Consider adding video to your site!

Blogging. I can't stress enough the importance of blogging and having a blog on your site. Not only does it set you up as an expert, but it helps people find your site if you tag them right!

Like the old cliché says, you never have a second chance to make a good first impression. In this instance, your website has to represent you and your company and rope in the client from the first look!

Joe Bunn & Mike Walter present The PhDJ Workshop in Raleigh, NC on March 10th & 11th, 2014. Visit www.phdjworkshop.com for more information.