

Web site preparation

QUICK CHECKLIST:

- Menu—Outline of Pages**
- Text & Media**
- Biography/About Page*
- Performances*
- Résumé and/or Repertoire List*
- Press/Review Quotes*
- Calendar*
- Media*
- Photographs
- Color publicity photos
- Production photos
- Audio
- Video
- Contact Information*
- Login Information**
- Domain Name Registrar*
- Hosting Company*

Menu—Outline of Pages

The navigation structure (menu) of a site is rather like an outline.

A singer's site menu might be pretty straightforward:

- Home
- About the Artist (biography)
- Performances
 - Schedule
 - Repertoire List
 - Opera
 - Oratorio
 - Theater
 - Reviews
- Media
 - Photos



- Audio
- Video
- Contact

(etc.)

Your navigation outline may be similar, but think about the different “major pages” and “sub pages” that would make sense with the “story” you want to tell about yourself.

Copy and paste this outline (above) into your own document and edit it to suit your needs.

Text & Media

Please collect/create all materials listed below prior to your designer beginning work. You may share these materials with your web site coordinator/designer in a Google Drive cloud folder. You may also want to share this folder with your management/agent so they can help promote you! If you need a little push, ask us for a sample/template.

How to use Google Drive: <http://www.cnet.com/how-to/your-complete-guide-to-google-drive/>

Biography/About Page

- Please provide in an editable Microsoft Word or Google document.
- Narrative, several paragraphs.
- Names of shows should ideally be in italics.

Performances

Résumé and/or Repertoire List

- Create with columns (tables) in Microsoft Word or a Google Doc
- Repertoire list should include roles/works you can and want to do in the next 2 years. Don't list it if you have done it in the past but no longer perform it!
- On your rep list, group roles by composer. Be sure to spell-check show & role names.

Press/Review Quotes

- Create a list in Microsoft Word or a Google Doc
 - Show/Company reviewed
 - Excerpt from article
 - Name of publication
 - URL of online article (if applicable)
 - Author (optional)
 - Date (optional)

Calendar

- Create a list of scheduled events in Microsoft Word or a Google Doc
 - Name of show/event and your role
 - Date, time, location (address)

- Ticket info (where/how can they be bought. Include website address (URL) for the ticket purchase page if it exists)
- Web site for event
- Additional info about the show: cast, content, historical background, why it's special, etc.

Media

Photographs

Color publicity photos

- It's great if you have a variety of proportions, landscape (wide) and portrait (tall).
- More landscape/atmospheric are helpful for banners and other visuals on the page.
- High-resolution (300 ppi) color headshot (for program use). This will be useful for presenters to download when needed for promoting you / their show. [Images displayed on the web are generally 72 or 96 ppi (pixels per inch).]

Production photos

- Professional-looking photos and/or impressive backstage snapshots
- Give each photo a descriptive name (not IMG1234.jpg, but rather something like Porgy_Copenhagen-02.jpg)
- Info about each photo (List it all in a Word or Google document):
 - Name of production/show
 - Name of producer/opera company/orchestra
 - Year (if desired)
 - Names of others pictured
 - Photographer credit

Audio

- MP3s of full or partial pieces
- List info about each piece in a Word or Google document
 - Name of song, production/show, composer
 - How Performed? (live or in recording studio)
 - Names of other artists (with permission)
 - Date (or at least year) recorded

Video

- List in a Word or Google document the URLs (web site addresses) of specific YouTube or Vimeo videos
- Include any text that describes what the video is, who's in it, etc.

Contact Information

List your preferences for the items below in a Word or Google document.

- Decide how you want your web site visitors to reach you. Phone, email, manager? All?
- Email Address preferences
 - Do you want an email address linked to your domain (i.e., firstname@yourdomainname.com)?
 - If yes, do you want it to forward to your existing email (i.e., name@gmail.com) or would you like full POP access?
- Would you like a form that visitors type into or do you just want to list addresses and/or phone numbers?

Login Information

If you already have your own hosting and/or domain name:

Domain Name Registrar

- URL
- Account Username
- Password

Hosting Company

- URL
- Account Username
- Password
- FTP Link, username & password
- Control Panel Link