

Research Phase:***What is the purpose of my site ? Main objectives and it's goal ?***

I created the website to store the information of my small music label and distribution that I had run for a while. In the website, I gather all the information on the releases that has been produced and upcoming release, bands info (with the external link included), external link to my online store that I run on the Facebook page. So overall, the main purpose is a website for up front promotion and details on my company.

The main objective of the website I created is to give information on the label. Get the label to be known or a promotion type of website.

The goal of the website is to get the label recognize and known to wider audiences. I would like to promote my online shop on Facebook page which I provide direct link to it on my website. This will possibly allow more viewer and potential customer.

Who is the audience for this site ?

Since the music that I am dealing with are extreme metal music so obviously I try to get the attention of metal heads around the world. The age range would be over 16 year old and I'd say mostly under 50 year old male or female. Male audiences might be my main target as it is known that male metal heads more keen and loyal to what they believe in. At the moment, I try to concentrate on the Malaysia and Asian market as there's most of the bands that I worked with is located and local knowledge playing important roles here and slowly bring it to the international level.

Why will people visit your site?

People will visit the site because of a few factors as follows:

- 1) Known bands – Some of the bands that I worked with have been around for a while in the local and international metal music scene and every movement and progress of their activities are well followed by fans, magazines and bloggers writer so by working with these bands indirectly promote my label and with the new site up and coming soon will be something that they will look up and check from time to time.
- 2) Lack of dedicated local label/ production company for extreme music – People around the world always look-up for something new especially from the exotic

country like Malaysia and so does in their metal music scene. To date, there is not many label have put up their website thus this website will easily being an eye-catcher.

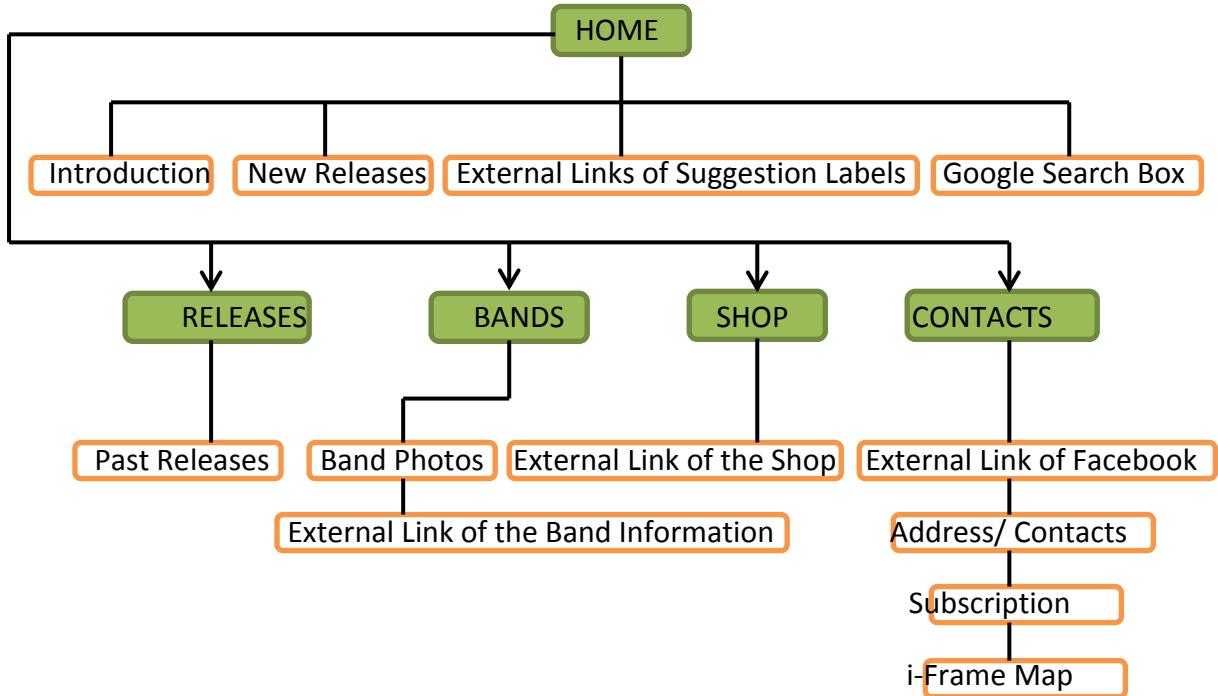
What information do your visitor needs ?

On my website I provided the information only on extreme metal bands and mostly those are into this kind of music will definitely can adapt to my website. Information available on the website including the list of the bands that the label work with, past and upcoming releases, external link to the bands information and also sample of their music that available on label's Facebook page which the external link included in the Contacts page. The suggestion list of good external websites for the same genre of music is also provided on the Homepage of the website. User can easily contact the label through the email and address provided. The map of the location also included.

What content information and multimedia resources will you need to collect or create to achieve the goals you have set for your Web site?

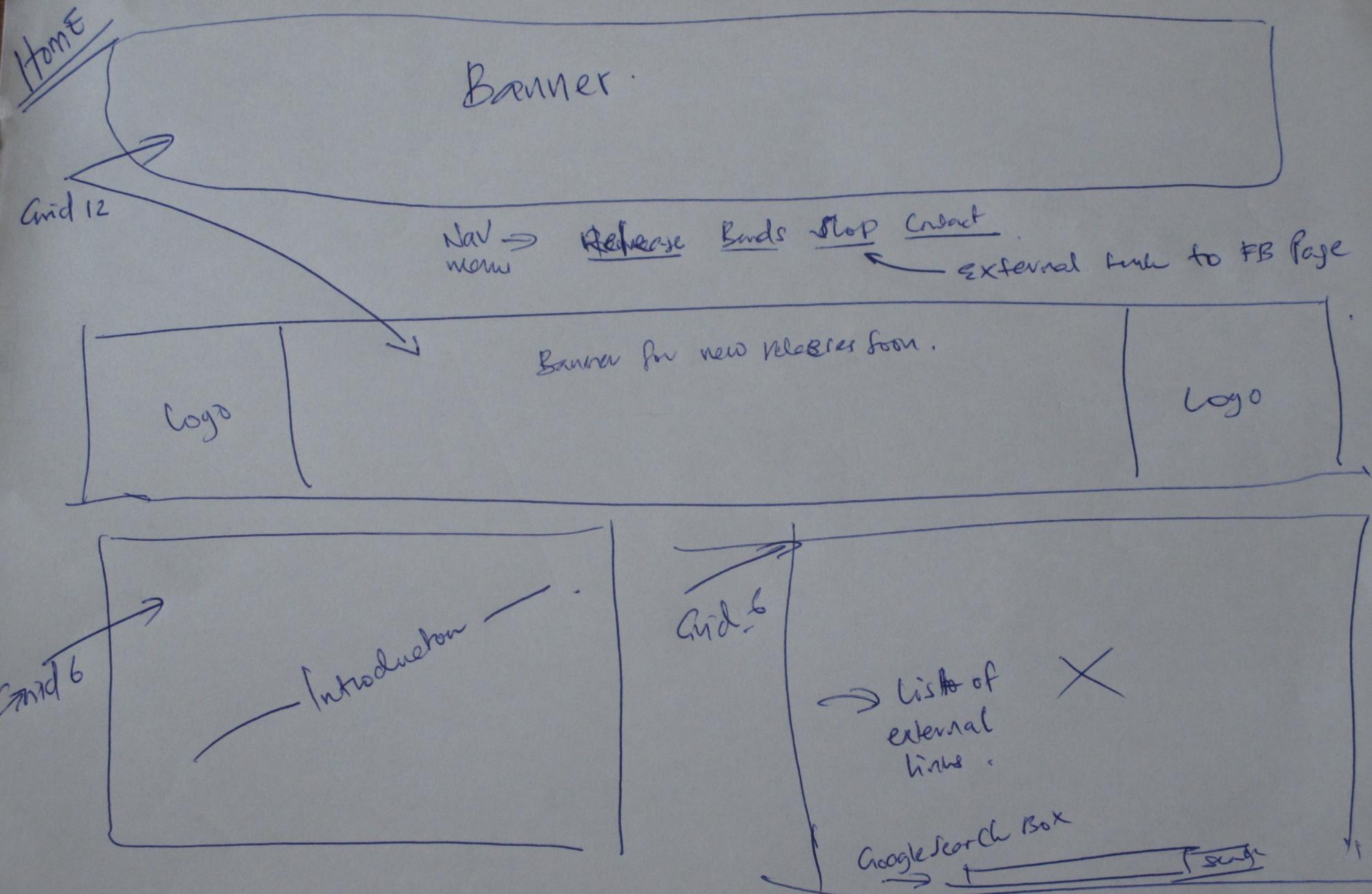
For the beginning there's only a few pictures used in the website such as the band photos, the banner or flyer for the upcoming release and also the logo of the label. Most of other forms of multimedia such as a video and audio available in the Facebook page of the label which the link to the page included in the website.

A Site Map for Morbid Invasion Records

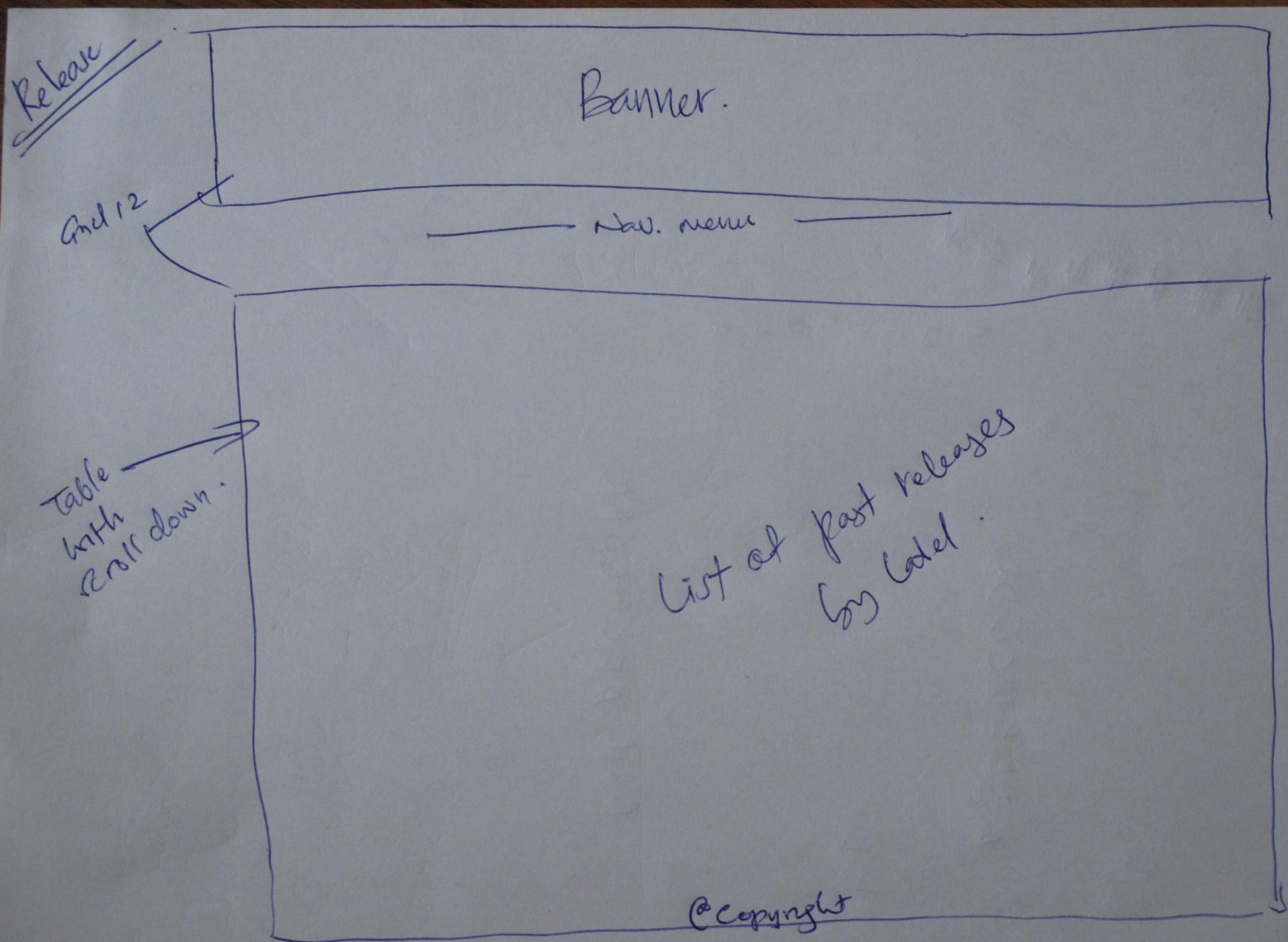


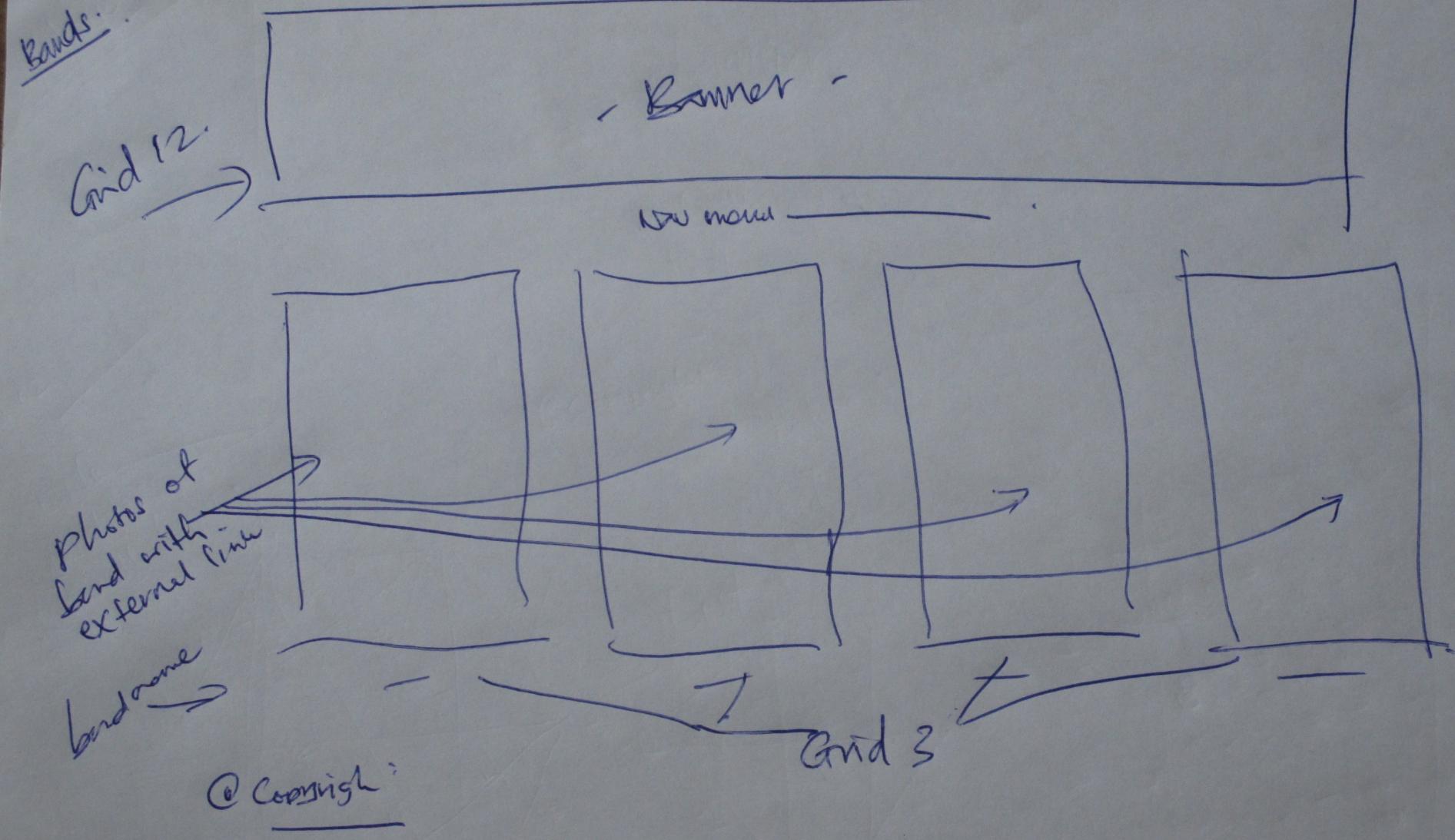
References:

Ask Dave Taylor: How Can I Add Google Search Box To My Website? (2015) [online]. Available at http://www.askdavetaylor.com/how_can_i_add_a_google_search_box_to_my_web_site/ [Accessed on 5th April 2014]



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Contacts

Banner

Grid 12.

— Nav. menu —

MIFB

ICB CCFB

contact

External link
to Cable RB

External link
to Cable Shop.

Address
Contract
Email

Subscription

Grid 6.

Grid 3

Iframe for Google map