

## FatWreck.com – Content Audit

	Keywords and <meta> Information
Site main objective	About Fat Wreck Chords, News and Updates, New Releases, Tours, Bands, Music, Merch, Videos, Pictures, Submit Demos
Home <title>	Home   Fat Wreck Chords
News <title>	News & Rumors   Fat Wreck Chords   Cool stuff is happening, keep up!
Band Profile Page <title>	Band Name Here   Fat Wreck Chords   Become an expert.
Tours <title>	Tours   Fat Wreck Chords   It's time to mosh.
Store <title>	Store   Fat Wreck Chords   Rep all your favorite bands and legally obtain their music.
Contact <title>	Contact   Fat Wreck Chords   Submit demos and ask questions.
Industry Information	
Industry Terms/buzzwords	Punk rock record label, punk record label, record label, recording, signing
Services/Information Offered	Recording, music downloads, band info, videos, mp3s, merch, store, shirts, cds, vinyls, mailing list, band updates, new releases, submit demo, purchase music, view pictures, tour dates
User Information	
Sample Searches	Fat wreck, fat wreck chords, fat records, punk rock record label, audio and video from NOFX, fat mike,
Theme and Content	Punk rock, punk, record label, music, tour dates, mp3, merch, shirts, hoodies, posters, vinyl, posters, cds, warped tour, against me, Lawrence arms, nofx, anti-flag
Sub-page Searches	Free downloads, nofx shirts, nofx vinyls, new releases, tour dates, submit a demo,
Key Phrases	Punk rock record label, punk record label, fat wreck chords, NOFX tour dates, NOFX merch, NOFX music, Anti-flag tour dates, fat wreck chords submit demo, fat wreck chords bands

Global Nav Link	Sub-Category / Titled Section	Quick Description	Original Content Piece	Potential Use / Placement	Keywords	Potential assets / Treatment	Notes
Home	New Releases	CTA displaying new releases and 'buy' buttons	792cover_200.jpg cover_200.jpg LPboxfront_200.jpg And more...	Used for different banner images	New realeases, new cds, new music	A sliding banner will be used to display the New Releases	
	Up Coming	Album releases that are coming up	maimed_200.jpg Born_cover_200.jpg	Paired with album name and band name	Upcoming releases, new albums, coming soon	Add release dates and	Will go under CTA in 1 of 3 sections
	Bands on Tour	Display info for upcoming tours	Text	Text will be removed and instead shown on Tours page	Tour dates, tours, concerts, shows	Replace text with tour poster images, images will change	Will go under CTA in 1 of 3 sections
	Featured Band	Display a featured band chosen by Fat Wreck Chords	omm250.jpg and text	Only image will be used	Featured band, featured	Image will be on it's own with band logo, will link to band page	Will go under CTA in 1 of 3 sections, Change weekly

Global Nav Link	Sub-Category / Titled Section	Quick Description	Original Content Piece	Potential Use / Placement	Keywords	Potential assets / Treatment	Notes
<b>Home (cont.)</b>	<b>News &amp; Rumors</b>	Updates and News information about Fat Wreck Chords	Text	Reused and added too	News updates, rumors, new music, new bands, recent event	Treated like an article/ blog post	Constantly updated, have to decide how much is shown on home
	<b>Player</b>	Music player to listen to new bands and popular songs	Text / Music Player	Same songs could be used	Music, preview songs, mp3, songs, radio	Improved styling, it'll look more like a typical music player	Sidebar
	<b>Mailing List</b>	Short form to be added to mailing list	Text / Input & Submit	Same text will be used	Mailing list	Mailing list, emails, updates	Placed above header or in footer
	<b>Poll</b>	Poll used to gather user opinions	Text / Radio Input	Format will be kept	Poll, questions, opinions	Improved styling	Sidebar, poll changes weekly
<b>News</b>	<b>News</b>	News posts, long, contain updates for bands, albums, Fat Wreck Chords	Text	Same text format will be kept	News, updates, releases	Improved styling	

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<b>News (cont.)</b>	<b>Rumors</b>	Daily updates, short posts	Text	Same text format will be kept, placed in sidebar	News, updates, releases, announcements	Improved styling	Sidebar, less important
<b>Band Profile Page</b>	<b>Photo</b>	Main band photo, will link to full gallery	Images vary depending on band	Main image for band	Band, band image, band pictures, band photos	Kept prominent, no extra styling	
	<b>Members</b>	List of band members	Text – varies depending on band	Used for the same purpose, placed next to photo, under band name	Band members, members, drummer, guitarist, vocals...	Normal text	
	<b>Bio</b>	Band biography	Text – varies depending on band	Used for the same purpose main section, placed under the photo and band members	About, Biography, Info, Description	Normal text	
	<b>Merch</b>	Shows some of bands merchandise	New section - Images vary depending on band	Placed at bottom of page, 1 of 3 sections	Merch, merchandise, shirts, posters, albums, hoodies	Images for items and links to purchase them	

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<b>Band Profile Page (cont.)</b>	<b>Records</b>	List of albums released by band	Images vary depending on band	Images will be paired with release date, album name, download/purchase options	Releases, albums, records, music	Images for album covers and links to purchase them / download	
	<b>Tour</b>	Lists any upcoming tours and dates	New section	Placed at bottom of page, 1 of 3 sections	Tour dates, tour shows, concerts	List of tour dates, possibly tour poster images and links to purchase tickets	Test out with tour posters and without
	<b>Music Player</b>	Allows user to listen to some of the bands music	New section	Placed in sidebar above tour	Music, listen, mp3, songs, album,	Music player with the bands most popular songs	
	<b>Music Videos</b>	No old content	New section	Placed at bottom of page, 1 of 3 sections	Videos, music videos, music	Video player, possibly YouTube or Vimeo	Have to find out where the videos will be uploaded

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<b>Tours</b>	<b>Tours</b>	Grid of current / upcoming tour posters	Text	Most of text will be removed from actual 'Tours' page	Tour dates, shows, concerts, tours	The text will be changed to tour poster images. When clicked, a window will open with all tour dates	Information changes often, are images best way to display info?
	<b>Search Filters</b>	Filter tours by, state / province country, and band	Text / input dropdowns	Same input will be used and placed at top of tours section	Country, state, province, band, search, filter, search filter	Another search filter for bands will be added	Tour poster will need to be made or found
<b>Store</b>	<b>Filters / Categories</b>	Categories to filter the products	Text	It will remain as it is in the side bar	Search, filter, search filter, shirts, cds, stickers, hoodies...	Styling will change, but it will be mainly the same	
	<b>Store Front / New</b>	List of items sold in the store, mainly new records	Text and images	Under the Sale Items section	Merch, merchandise, products, items, shirts, cds, stickers, hoodies...	Styling will be improved, more content rather than just records will be displays	

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<b>Store (cont.)</b>	<b>Sale Items</b>	List of store items that are currently on sale	Text	Moved to the top of the main section	Sale, discount, promotions	Images will be added	Could be a sliding banner?
<b>Contact / FAQ</b>	<b>Submit Demo's</b>	HTML form for bands to upload and submit demo's	No original content	Hidden at top of page until "submit Demo" button is clicked.	Submit demos, demos, music, bands	An HTML form will be created and styled	
	<b>Ask Questions</b>	Simple HTML contact form	No original content	Hidden at top of page until "Contact Form" button is clicked.	Questions, info, order issues, jobs, press	An HTML form will be created and styled	
	<b>FAQ</b>	List of questions & answers	Text	Same questions /answers will be displayed, placed in the main section under the forms.	Frequently asked questions, answers, demo info, fat mike	Improved styling, same content	