<http://www.fatwreck.com/public_area/>

**Site Intent**

The main intent of the Fat Wreck Chords website redesign is to bring the website up-to-date with todays web standards and trends without taking away it’s crazy punk vibe. The punk community created by Fat Wreck Chords will be built upon and emphasized resulting in an increase of site visitors and record sales. Users will be encouraged to visit the new website daily after the redesign. SEO will also be used to increase traffic to Fat Wreck Chord’s website.

**Competitive Analysis**

Overview:

Fatwreck.com has been online since 1996. It has a global ranking of 313,825 and a US ranking of 116,139 according to Alexa.com. The site is also popular in Canada and Germany. The average time spent viewing the site is 3 minutes and 3 seconds. It has a bounce rate of approximately 39%. The traffic rank for one month is 340,256.

Current Keywords / Top Queries:

fat, chords, records, NOFX, box set, sign in, American steel, labels, gimme gimmes. San Francisco, avail, heart beats, album of the year, Capricorn one, morning glory, hoodie, home remedy for, caddies, Japanese, home remedy, bracket, coaster, acoustic, iron front, memorial, poster, lets talk morning glory the band, albums, official website

Competitors:

According to Alexa.com, the top sites for the search query “punk record labels” are Wikipedia.org, About.com, Yahoo.com, Interpunk.com, and Epitaph.com. The first three come up because they’re a few of the top ranked sites in the world and have a page with a list of punk rock record labels and the bands they’ve signed. Fat Wreck Chords isn’t even a first page search result on Google, so these keywords definitely need to be taken advantage of for the site.   
  
The actual record labels that compete with Fatwreck.com are:

<http://www.epitaph.com/>

Epitaph.com

Epitaph has a global ranking of 355,801 and a US ranking of 99,902. The average time spent on the site is about 2 minutes. The bounce rate is approximately 52%. The average user is a male around 18-34 years old, with no children and some college education. The only search queries it has in common with Fatwreck.com are ‘records’ and ‘box set’. Most of the others are bands that are signed to the label.

<http://www.victoryrecords.com/>

VictoryRecords.com

Victory Records has a global ranking of 266,664 and a US ranking of 74,474. It’s bounce rate is 42% and users spend an average of 3 minutes and 50 seconds on the website. The average user is a male around 18-34 years old that has attended college and has no children. The only search query it has in common with FatWreck.com is ‘records’. A majority of the other queries are focused on merch and bands, specifically A Day to Remember.

**Targeted Audience**

The audience for FatWreck.com consists of 18-34 year old males with some college to no college and no kids, according to Alexa.com. Most of them would have a lot of experience with technology, especially with smart phones. They would mainly listen to punk, post-hardcore, hardcore and metal music. Skateboarding and playing instruments would most likely be 2 of their main interests. A lot of them would also be in bands that are interested in being signed by a big record labels.

**Austin Carter – High School Student/Music Enthusiast**

Austin Carter is an 18 year old high school student from Houston, Texas. He works at the Van’s store in the local mall. He’s extremely dedicated to his music scene, so he spends all the money he has on concert tickets and band merch. Austin always checks up on his favorite record labels websites to find out about tour dates, merch and new bands, but sometimes it can be hard to find new information. He wants a website that will keep him up to date and be interesting. One where he can listen to new bands and easily see tour dates/be linked to the bands actual sites.

**Craig Mullins – Local Band Member**

Craig Mullins is a 2 year old guitar player who only took one year of college before quitting to pursue his dream of music. He’s in a local band that’s trying to get signed. At the moment he has to look up all the record labels, find out their policy on demos and then find their email address or street address to send them his demo. He would love it if labels actually had a demo form that could be filled in through the website and sent to the label with exactly what information is needed.

This would not only make his life and a bunch of band’s lives easier, it would also improve the efficiency of the demo listening process. The demos could be easily narrowed down through the form answers.