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|  | **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 |

**FatWreck.com – Content Audit**

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| **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** |
| **Home (cont.)** | **News & Rumors** | 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 |
|  | **Player** | 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 |
|  | **Mailing List** | 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 |
|  | **Poll** | Poll used to gather user opinions | Text / Radio Input | Format will be kept | Poll, questions, opinions | Improved styling | Sidebar, poll changes weekly |
| **News** | **News** | News posts, long, contain updates for bands, albums, Fat Wreck Chords | Text | Same text format will be kept | News, updates, releases | Improved styling |  |
| **Global Nav Link** | **Sub-Category / Titled Section** | **Quick Description** | **Original Content Piece** | **Potential Use / Placement** | **Keywords** | **Potential assets / Treatment** | **Notes** |
| **News (cont.)** | **Rumors** | Daily updates, short posts | Text | Same text format will be kept, placed in sidebar | News, updates, releases, announcements | Improved styling | Sidebar, less important |
| **Band Profile Page** | **Photo** | Main band photo, will link to full gallery | Images vary depending on band | Main image for band | Band, band imape, band pictures, band photos | Kept prominent, no extra styling |  |
|  | **Members** | List of band members | Text – varies depending on band | Used for the same purpose, placed next to photo, under band name | Bdan members, members, drummer, guitarist, vocals… | Normal text |  |
|  | **Bio** | Band biography | Text – varies depending on band | Used for the same purpose main section, placedunder the photo and band members | About, Biography, Info, Descritpion | Normal text |  |
|  | **Merch** | 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 |  |
| **Global Nav Link** | **Sub-Category / Titled Section** | **Quick Description** | **Original Content Piece** | **Potential Use / Placement** | **Keywords** | **Potential assets / Treatment** | **Notes** |
| **Band Profile Page (cont.)** | **Records** | 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 |  |
|  | **Tour** | 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 tikets | Test out with tour posters and without |
|  | **Music Player** | 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 |  |
|  | **Music Videos** | 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 |
| **Global Nav Link** | **Sub-Category / Titled Section** | **Quick Description** | **Original Content Piece** | **Potential Use / Placement** | **Keywords** | **Potential assets / Treatment** | **Notes** |
| **Tours** | **Tours** | 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? |
|  | **Search Filters** | 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 |
| **Store** | **Filters / Categories** | 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 |  |
| **Store Front / New** | 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 displayes |  |
| **Global Nav Link** | **Sub-Category / Titled Section** | **Quick Description** | **Original Content Piece** | **Potential Use / Placement** | **Keywords** | **Potential assets / Treatment** | **Notes** |
| **Store (cont.)** | **Sale Items** | 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? |
| **Contact / FAQ** | **Submit Demo’s** | 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 |  |
|  | **Ask Questions** | 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 |  |
|  | **FAQ** | 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 |  |