Hosting Your Content

• Make your work accessible
• Provide additional opportunities to expand your audience
Soundcloud
• Oriented towards single tracks
• Bigger audience (175 million)
• Better social media engagement with listeners

Bandcamp
• Focus on sales
  • Revenue share model (15%)
• Album Oriented
• Indie Record Store vibe
• “pay what you want-ish!”
• “donate to artist”
soundcloud vs bandcamp
# Become a SoundCloud Pro

SoundCloud is the world's leading music and audio discovery platform. Whether you're an artist, podcaster, or label; get the tools you need to share your music and grow your audience.

All plans come with a 30-day money-back guarantee. You can cancel or downgrade at any time.

<table>
<thead>
<tr>
<th>Plan</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>SoundCloud Basic</td>
<td>Free</td>
<td>Free</td>
</tr>
<tr>
<td></td>
<td>✔️ 3h upload time</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✔️ Basic stats</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✔️ Basic embed controls</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✔️ Spotlight</td>
<td></td>
</tr>
<tr>
<td>SoundCloud Pro Unlimited</td>
<td>CA$16/month or CA$145/year (save CA$47)</td>
<td>CA$16/month or CA$145/year (save CA$47)</td>
</tr>
<tr>
<td></td>
<td>✔️ Unlimited upload time</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✔️ Full stats</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✔️ Full embed controls</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✔️ Spotlight</td>
<td></td>
</tr>
<tr>
<td>SoundCloud Pro+</td>
<td>CA$8/month or CA$72/year (save CA$24)</td>
<td>CA$8/month or CA$72/year (save CA$24)</td>
</tr>
<tr>
<td></td>
<td>✔️ 6h upload time</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✔️ Advanced stats</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✔️ Advanced embed controls</td>
<td></td>
</tr>
<tr>
<td></td>
<td>✔️ Spotlight</td>
<td></td>
</tr>
</tbody>
</table>
Basic info

Title
02 Murder

soundcloud.com/tpatrickcarrabre/02-murder

Genre
Custom

Custom Genre
Indie Classical

Additional tags
Add tags to describe the genre and mood of your track

Description
The second track from the song cycle Crazy
Available on Winter Wind Records
Release date: October 27, 2017

Availability
- Public
  Anyone will be able to listen to this track.
- Private
<table>
<thead>
<tr>
<th>Contains music</th>
<th>Artist</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Naomi Forman and Mary Jo Carrabre</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ISRC</th>
<th>Composer</th>
<th>Release title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CADZE1700002</td>
<td>T. Patrick Carrabre</td>
<td>Crazy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Buy-link</th>
<th>Album title</th>
<th>Record label</th>
<th>Release date</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://musiccentre.ca/node/149617">http://musiccentre.ca/node/149617</a></td>
<td>Crazy</td>
<td>Winter Wind Records</td>
<td>26 Oct 2017</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Barcode</th>
<th>ISWC</th>
<th>Contains explicit content</th>
</tr>
</thead>
<tbody>
<tr>
<td>627843854654</td>
<td>e.g. T-034,524,680-1</td>
<td>No</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>License</th>
<th>Pline</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2017 Winter Wind Records</td>
</tr>
</tbody>
</table>

- All Rights Reserved
- Creative Commons
Basic info  Metadata  Permissions

Access

Enable downloads
This track will not be downloadable.

Offline listening
This track can be played on devices without an internet connection.

Include in RSS feed
This track will not be included in your RSS feed.

Display embed code
This track’s embedded-player code will be displayed publicly.

Enable app playback
This track will be playable outside of SoundCloud and its apps.

Be in control
With any Pro plan, you’re in charge with quiet mode; choose whether comments should be public, private, or not allowed, or show or hide stats.

Unlock with a Pro plan

* Required fields
International Standard Recording Code (ISRC)

- Unique and permanent identifier
- Allows for royalty collection in the digital age

- 12 characters:
  - Country (2)
  - Registrant (3)
  - Year (2)
  - Designation – track (5)

Mine are CADZEXXXXXXX
• Administers licences in Canada for the reproduction of sound recordings, and the reproduction and broadcast of music videos on behalf of the copyright owners (usually the record companies). A licence from CONNECT Music Licensing ensures that owners receive compensation for the use of their sound recordings and/or music videos.
VIDEO
Predicted to make up 80% of all web traffic by 2019
YouTube

Owned by Google
Free (but with Ads)
Over 1 Billion Users
2nd largest search engine (after Google)
Links to Google Analytics

Vimeo

More Specialized
Paid
No Ads

Join the high-quality home for ad-free HD videos.

Over 70 million people and businesses trust Vimeo. Try video hosting and live streaming plans risk-free for 30 days. Or, start free with Vimeo Basic.

Vimeo Plus
CA$9 per month
5GB/week of storage
Get Plus
For everyone

Vimeo PRO
CA$24 per month
20GB/week of storage
Get PRO
For professionals

Vimeo Business
CA$55 per month
No weekly limits
Get Business
For teams and organizations

Vimeo Premium
CA$95 per month
Unlimited live streaming
Get Premium
For advanced video needs
Login or Create Account

- This will associate your channel with your google account (and can relate to your Google+ Brand)
- Now go to “Settings”
Overview

Account information

Name
T Patrick Carrabre
tpatrickcarrabre@gmail.com

Account type
Standard
Learn about YouTube Red

Account Settings
View or change your account settings
You will be redirected to your Google Account page

Additional features
View additional features
See all my channels or create a new channel
• Name Your Channel
• Describe it
• Add links to your website and social media
• Make a short trailer to encourage subscribers
• Upload Cover Art (2560x1440 pixels – not more than 4 mb)
• Upload your video
Death

The first song from the cycle (and album) Crazy.

Buy @ http://musiccentre.ca/node/149617
Metadata & SEO

• YouTube is a video search engine.
• It uses your video’s title, description, tags, and annotations to rank you for searches.
• The more “it” knows about your video, the more confidently it can rank it.
Long Tail keywords account for 70% of all web searches

- A long-tail keyword contains at least three words.
- They are used to target niche demographics rather than mass audiences. They are more specific and often less competitive than generic keyword terms.
- Since they're very specific, they allow you to rank highly in search results for popular topics.
- They tend to attract highly qualified traffic...
Search Demand

High Cost & Competition

1 Word Phrases
“shoes”

2-3 Word Phrases
“mens shoes”

More descriptive Phrases
“Nike women’s running shoes”

Long Tail SEO
accounts for 70% of searches

Yields average of
36% conversion rate

Low Cost & Risk

Low Probability of Conversion

High Probability of Conversion
Contemporary Classical Music
Contemporary Classical Piano
Contemporary Classical Playlist
Contemporary Classical Music Playlist
Contemporary Classical Piano Music
Contemporary Classical Saxophone
Contemporary Classical Music Examples
Contemporary Classical Songs
Contemporary Classical Music Instrumental
Contemporary Classical Composers

Beautiful Contemporary & New Age Music | 2-Hour Mix
The Spirit of Orchestral Music • 70K views • 9 months ago
Beautiful and Relaxing Music to Heal Your Soul! Tracklist: 0:00 Thomas Newman – That Next Place (Meet Joe Black OST) 10:06

Contemporary - Classical Music Playlist
Jaume Seuma
Nick Cave ft. Warren Ellis - Song for Jesse [The Assassination of Jesse James] • 2:36

VIEW FULL PLAYLIST (87 VIDEOS)