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Music And The Internet : In Conclusion...

Sara Gibson

I hope that this section has given you some insight on creating a powerful Web presence and using the Internet to market your music. Technology is an art form, and you are an artist. Your Website is an extension of your art, so you should want to create a Website that is worthy of both you and your music. But remember, this isn't Field of Dreams. Just because you build it does *not* mean they will come. You absolutely *must* market and promote your Website (and thereby your act), both on and offline. Do it well and the rewards will be visible; increased site traffic, increased page views, and-- I guarantee-- an increased fan base.

The Web as we know it has really only been around since 1993. Basically, the Web is still in its formative stages. It may not seem like it, but it is still very early in the game. Can you even imagine where the Web will be in twenty years? I know I can't. So get in on it now, and follow along as it grows and develops. In brief, be sure to grow and develop with it.

