

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.

SoundCloud Basic

Free

You are on Basic

- ✓ 3h upload time
- ✓ Basic stats [?]
- ✓ Basic embed controls [?]

✗ Spotlight [?]

SoundCloud Pro Unlimited [★]

CA\$16/month

or CA\$145/year (save
CA\$47)

Try Pro Unlimited

- ✓ Unlimited upload ^{*} time
- ✓ Full stats [?]
- ✓ Full embed controls [?]
- ✓ Spotlight [?]

BEST VALUE

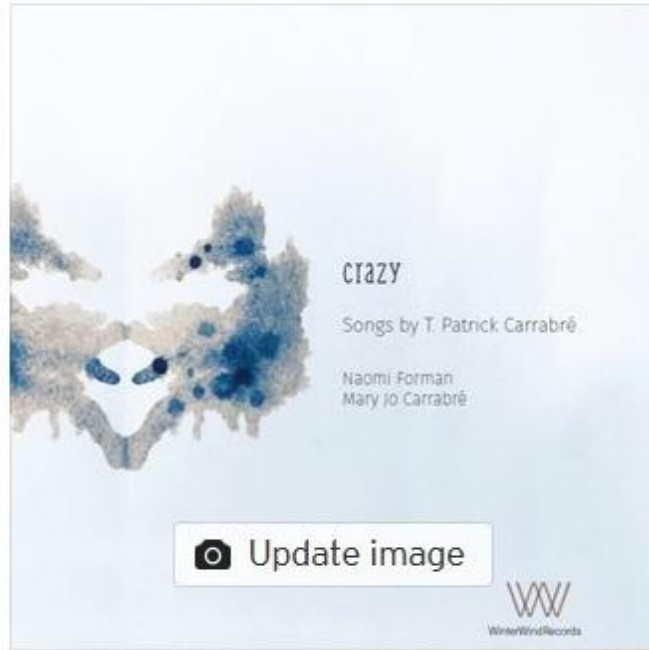
SoundCloud Pro [★]

CA\$8/month

or CA\$72/year (save
CA\$24)

Try Pro

- ✓ 6h upload time
- ✓ Advanced stats [?]
- ✓ Advanced embed controls [?]
- ✓ Spotlight [?]



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

Basic info Metadata Permissions

Contains music

Yes

Artist

Naomi Forman and Mary Jo Carrabre

Publisher

ISRC [?]

CADZE1700002

Composer

T. Patrick Carrabre

Release title

Crazy

Buy-link

<http://musiccentre.ca/node/149617>

Album title

Crazy

Record label

Winter Wind Records

Release date

26 Oct 2017

Barcode

627843854654

ISWC [?]

e.g. T-034.524.680-1

P line [?]

2017 Winter Wind Records

Contains explicit content

No

☒ License [?]

☒ All Rights Reserved ☐ Creative Commons

* Required fields

Cancel

Save changes

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

Cancel

Save changes

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





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



More Specialized

Paid

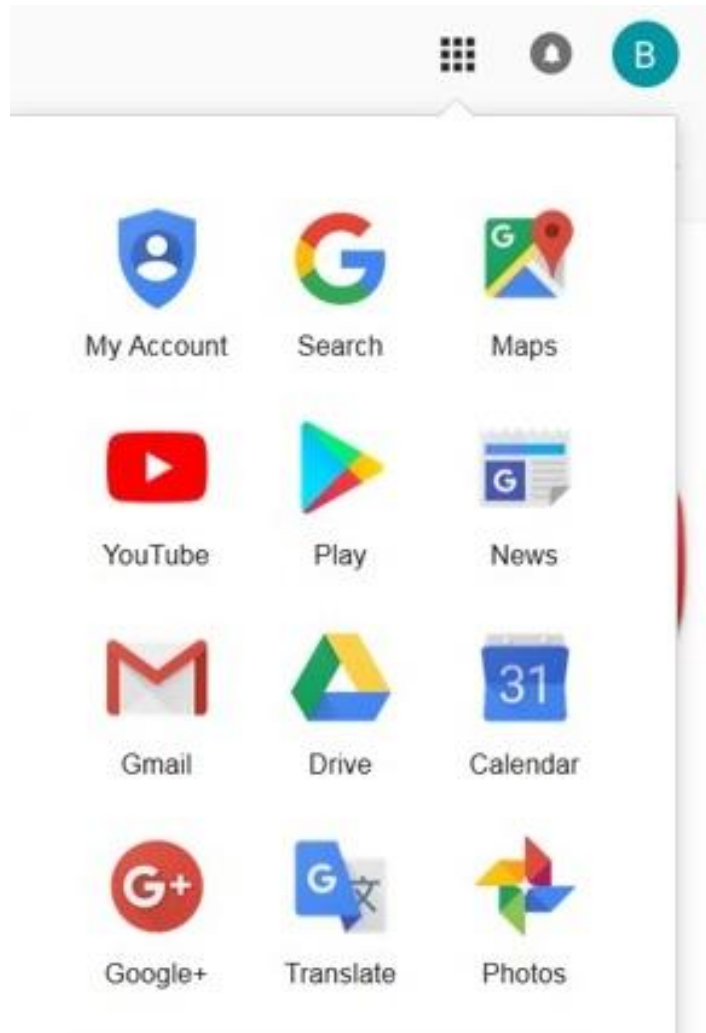


No Ads **Join the high-quality home for ad-free HD videos.**

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.](#)

NEW LIVE STREAMING			
Vimeo Plus	Vimeo PRO	Vimeo Business	Vimeo Premium
CA\$9 <small>per month billed annually</small>	CA\$24 <small>per month billed annually</small>	CA\$55 <small>per month billed annually</small>	CA\$95 <small>per month billed annually</small>
Get Plus	Get PRO	Get Business	Get Premium
For everyone	For professionals	For teams and organizations	For advanced video needs
5GB/week of storage Up to 250GB a year	20GB/week of storage Up to 1TB a year	No weekly limits Up to 5TB total	Unlimited live streaming Up to 7TB total storage

Login or Create Account



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



ACCOUNT SETTINGS

Overview

Connected accounts

Privacy

Notifications

Playback

Connected TVs

Billing & payments

Overview

Account information

Name



T Patrick Carrabre [Edit on Google](#)
tpatrickcarrabre@gmail.com
[Advanced](#)

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

Cancel

Save changes



Custom thumbnail

Maximum file size is 2 MB.

VIDEO INFORMATION

Channel: T Patrick Carrabre

Uploaded time: January 13, 2018 at 4:14 PM

Duration: 6:02

Raw file: Death.mp4

Views: 124

Likes: 3

Dislikes: 0

Comments: 0

Video URL: <https://youtu.be/Pw0IBbcLEZc>

Basic info

Translations

Advanced settings

Death

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

Buy @ <http://musiccentre.ca/node/149617>

indie classical x

contemporary classical ... x

Public

Also share on



Add a message to your video

+ Add to playlist

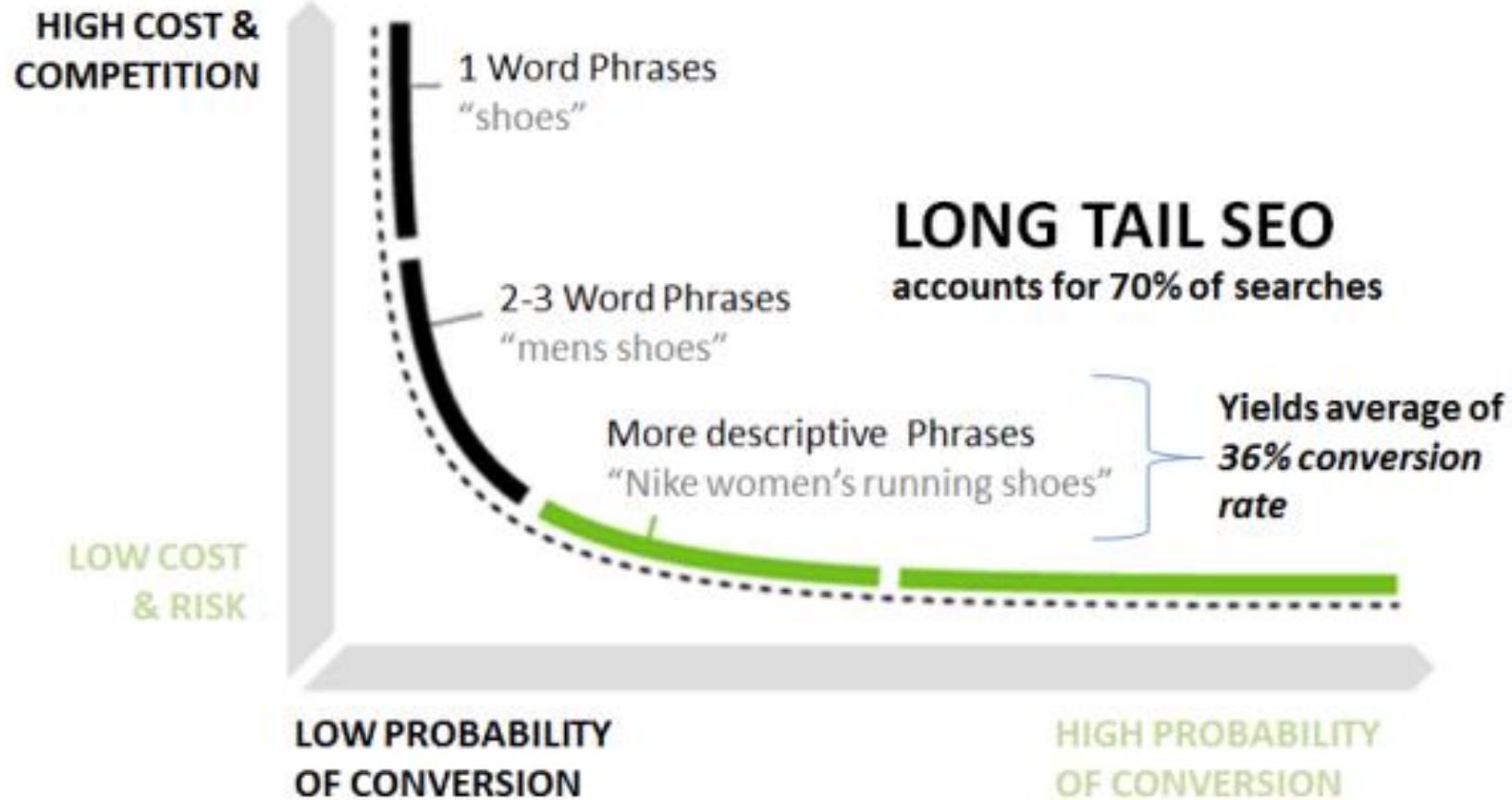
Metadata & SEO

- 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



FileEditViewHistoryBookmarksToolsHelp

YouTube SEO: How to Rank YoLong Tail Keywords: how to ge(1) contemporary classical song

←→↺🏠

🔒https://www.youtube.com/results?search_query=contemporary+classical+songs

⋮📌🌟

🔍seo youtube→

⬇️📺⬆️📄

☰YouTube^{CA}

🏠Home

🔥Trending

📺Subscriptions

LIBRARY

🕒History

🕒Watch later

👍Liked videos

☰Chase the Sun

⌵Show more

SUBSCRIPTIONS

👤ael1

➕Browse channels

MORE FROM YOUTUBE

🎬Movies & Shows

⚙️Settings

contemporary classical

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**

About 3,930,000 results






VIEW FULL PLAYLIST (87 VIDEOS)

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



2:08:15

Contemporary- Classical music playlist

Jaume Seuma

Comptine d'Un Autre Été- Die fabelhafte Welt der Amélie Piano [Large Version 2010] • 4:55

Nick Cave ft. Warren Ellis - Song for Jesse (The Assassination of Jesse James) • 2:36

VIEW FULL PLAYLIST (28 VIDEOS)

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📺

🔔1

👤

FILTER

music Mix |

reninger - A Heavy