

*A Brief Look into The Importance of Website, UX, and Web Presence for an Artist in the Music Industry*

By Aniruth Sivakumar, 2025

In the digital age, artists can leverage many points of engagement to draw listeners into their fanbase. In recent years, Tik-Tok and Instagram have enabled artists to procure listeners at a faster rate than ever before. This is in part due to the nature of the application and how auditory media is at the center of the app's user experience. Tik-tok and Instagram Reels both have API-level integration in which users may find new audios and directly add them into their Spotify library—a function that fits into a broader puzzle of the music industry's many marketing arms.

But what about web presence? In the late 2010s artists began to adopt album bundling into their album sale strategy. Albums such as Travis Scott's *ASTROWORLD* saw a whopping 250% increase in album sales from projected pre-release estimates. This can be attributed to a number of successful marketing campaigns such as playlisting, commercial placements, and billboard adoption—however merchandising sits at the forefront. It is said that upwards of 200,000 pieces of merchandise were sold in the first week of the album release equating to the same amount of digital downloads of the album. Not only does it benefit the artist and label directly— it also serves as promotional materials for the album and increases conversion for things such as tour dates and fan engagement. It serves as its own self-sufficient marketing tool.

This not only highlights the importance of merchandise, but the importance of having a robust storefront for an artist. Because artists deal with so many other challenges such as music production, publicity, and more, they rarely get the opportunity to think about the implications of a website for their career. This lack of attention to their online presence can result in missed opportunities, as a thoughtfully designed storefront not only showcases their merchandise but also strengthens their brand and expands their reach. Especially if tools such as SEO are leveraged, the growth in reach resulting from the web cannot be overstated. If artists do not prioritize how they display their merchandise in the online age, then they will not be able to maximize their earnings.

Take Kanye West's newest iteration of the Yeezy brand – when looking at the site from a sales-optimization perspective it is no surprise that he was able to amass \$1M in merchandise sales in a 10-hour window. There is a 2-click checkout strategy implemented within the site in

which a user selects size, the product is automatically inserted into the cart, and checkout can be clicked. It's a numbers game. Such optimization over a high-traffic site will almost certainly increase revenue because you are removing the obstacle of usability and discovery for the consumer. Not to mention, Ye's forthcoming album *Bully* which is set to release later this year was also enlisted as one of the products available for purchase in the form of CD, vinyl, and digital download. Based on anecdotal evidence, it can be suggested that these sales will contribute to a significant boost in album sales.

A strong web presence is not a luxury for artists—it's a necessity. In a hyper-competitive industry where engagement is currency, marketing is the economy, and fans are the stimulus, having a thoughtfully designed website serves as a revenue generator. It centralizes an artist's brand, maximizes merchandising opportunities, and fosters a deeper connection with fans. As the music industry continues to evolve, those who embrace the full potential of their online platforms will find themselves not only surviving, but thriving in the digital landscape.