

# **Second week**

29.7.-2.8

# Research about swing

Jazz - how to bring new audience?

By adding other genres - stretch a bit or add popular blues, rock, gospel stars to jazz festivals  
swing, funk, gypsy,

Swing - Lindy Hop und Charleston, Boogie-Woogie - Frankfurt, Wiesbaden und Mainz

Berlin - mostly dancing events and dancing courses

Electro swing

<http://www.electroswing-revolution.de/>

<http://www.electroswingclub.de/>

Boogie

<http://www.boogie-club-berlin.de/boogie.htm>

Dixieland

<http://www.dixieland-swing-berlin.de/reinhoeren.html>

<http://swing-jazz-berlin.de/> Swing and jazz

# Swing in Berlin

Fb page

<https://www.facebook.com/BerlinSDX>

<https://www.facebook.com/ElectroSwingClubBerlin>

<https://www.facebook.com/groups/swinginberlin/>

Swing

[http://www.b-swingt.de/index.php?content=1\\_0](http://www.b-swingt.de/index.php?content=1_0)

<http://www.b-s-d-x.com/>

<http://www.jeder-ist-tanzbar.de>

<http://www.taktlos.de/>

[www.firstfriday-berlin.de](http://www.firstfriday-berlin.de)

Swing courses

<http://walzerlinksgestrickt.de/Tanzen/Swing/index.php?gclid=CNj1jOLw1rgCFRMRtAod0EcANQ>

<http://dancingduc.com/>

Swing calendar

<http://jam-circle.de/calendar-events/berlin>

<http://www.swinginberlin.de/>

[http://www.berlin030.de/index.php?option=com\\_030party&task=searchCloud&tagWord=swing&Itemid=84/](http://www.berlin030.de/index.php?option=com_030party&task=searchCloud&tagWord=swing&Itemid=84/)

West coast swing

<http://westcoastswingberlin.de/> potential lead

Swing

<http://www.swingpatrolberlin.com/> - nice website free by <http://www.weebly.com>

<http://www.hopit.de/> - also nice by wordpress

[http://greyzone.tickets.de/en/events/3965-ELECTRO\\_SWING\\_REVOLUTION](http://greyzone.tickets.de/en/events/3965-ELECTRO_SWING_REVOLUTION)

# Competitors?

Dancing in Berlin

<http://www.tanzeninberlin.de/> portal

<http://www.visitberlin.de/de/feature/tanzen-in-berlin>

Jazz

<http://www.timeout.com/berlin/search/?query=jazz>

<http://www.jazzinitiative-berlin.de/>

[http://www.jazz-kalender.de/Jazz\\_Konzerte.asp?Berlin=&OrtID=1114](http://www.jazz-kalender.de/Jazz_Konzerte.asp?Berlin=&OrtID=1114)

<http://www.jazz-guide-berlin.de/>

<http://www.berlin.de/tickets/rock-pop-jazz/>

<http://www.berlin.de/tickets/rock-pop-jazz/tipps/> tipps for jazz

<http://www.berlin.de/tickets/rock-pop-jazz/tipps/orte/> - places jazz

<http://www.partyearth.com/berlin/search/>

<http://veranstaltungen.meinestadt.de/berlin/konzerte/jazz-blues> - write him to update your website links

<http://jazz-in-town-berlin.de/en/events/2013/08.html>

<http://zukunft-ostkreuz.de/>

<http://www.jazz-bands-berlin.de> portal for jazz bands for events - more research needed

[http://www.hotelastoria.de/rock\\_pop\\_jazz\\_berlin.aspx?lang=en](http://www.hotelastoria.de/rock_pop_jazz_berlin.aspx?lang=en)

cd shop <http://www.allofjazz.com/>

Jazz festival

[http://www.berlinerfestspiele.de/en/aktuell/festivals/jazzfest/ueber\\_festival\\_jazz/aktuell\\_jazz/start.php](http://www.berlinerfestspiele.de/en/aktuell/festivals/jazzfest/ueber_festival_jazz/aktuell_jazz/start.php)

[http://www.hostels-in-berlin-germany.com/festivals-and-events/Jazz\\_Fest\\_Berlin.php](http://www.hostels-in-berlin-germany.com/festivals-and-events/Jazz_Fest_Berlin.php)

# Advertising - potential partnerships

<http://www.visitberlin.de/en/feature/charleston-salsa-swing>

<http://www.residentadvisor.net>

<http://www.berlin030.de/>

<http://berlin.angloinfo.com/whatson/select/4-1-0/live-music/music-jazz-blues-and-soul/in-berlin/from-today>

[https://www.couchsurfing.org/n/events/swing-dancing-at-nest-berlin--9?place\\_id=berlin-berlin-germany](https://www.couchsurfing.org/n/events/swing-dancing-at-nest-berlin--9?place_id=berlin-berlin-germany)

<http://www.virtualnights.com/berlin/event/swing-tanzkurs-mit-swing-patrol-berlin.2078359>

<http://www.yelp.de/events/berlin-swing-in-spring-swing-dance-orchestra>

<http://www.virtualnights.com/berlin/events?categories%5B0%5D=1>

## Blogs

<http://blog.eastseven.de/swing-dance-in-berlin-a-top-5-of-venues-for-swing-dance/>

# Forums plug - ins

[https://www.yola.com/tutorials/article/Where-do-I-get-a-forum-to-add-to-my-site-1285944433064/Adding\\_and\\_editing\\_content](https://www.yola.com/tutorials/article/Where-do-I-get-a-forum-to-add-to-my-site-1285944433064/Adding_and_editing_content)

<http://www.makeuseof.com/tag/3-wordpress-forum-plugins/>

# Google analytics - Audience - January to July 2013\*

Page visit 2013 - 3 pages per visit, you have to offer more content options to click on

Avg. Visit Duration 00:02:44 - this is good

## Unique Visitors

All Visits 20,139

New Visitors 19,716 - but 9145 left in less than 10 seconds and Q2 has less than Q1

Returning Visitors 3,425

Mobile and Tablet Traffic 4,408

## Bounce Rate

All Visits 48.30%

New Visitors 43.48%

Returning Visitors - They need more content to stay longer 58.69%. - they just come and leave as they have nothing to read

Mobile and Tablet Traffic 47.75%

# Google analytics - Traffic

## Traffic -

Direct Traffic % of visits: 26.08% - from bookmark or remember your url - growing in Q2

Search Traffic % of visits: 45.37% Google, Yahoo, and other search engines - declining in Q2 -not good

Referral Traffic % of visits: 28.55% - from other websites - did not change in Q2

Comparing Q1 to Q2: Search traffic and new visitors left more in Q2 - you get more visitors now but they leave soon!!

## Coming from:

1.google

2.direct

3.Facebook - bounce rate high - 58.20% - make more sticky

4.badehaus-berlin.com

5.facebook from mobile

6.tripadvisor.com

9.tripadvisor.co.uk - potential - very good stickens - 4.24 page per visit

13.katerholzig.de / referral

14.yorckschloesschen.de / referral

# Google analytics - Content

## 3 best landing pages Google search

1. <http://www.jazzclubsinberlin.com/>
2. <http://www.jazzclubsinberlin.com/b-flat-jazz-club.php>
3. <http://www.jazzclubsinberlin.com/jazz-clubs-list.php>

--those should be updated and added more content and clicks

## 6 most visited landing pages

1. home page
2. /jazz-clubs-list.php
3. /jazz-jam-session.php
4. jazz-shows-in-berlin.php
5. berlin-jazz-musicians-data.php
6. /berlin-jazz-boat.php

Cool page - social media user flow on the web

[https://www.google.com/analytics/web/?authuser=0#report/social-visitors-flow/a27080209w52151115p52886093/%3F\\_u.date00%3D20130101%26\\_u.date01%3D20130731%26\\_.advseg%3D/](https://www.google.com/analytics/web/?authuser=0#report/social-visitors-flow/a27080209w52151115p52886093/%3F_u.date00%3D20130101%26_u.date01%3D20130731%26_.advseg%3D/)

Analysis for content behaviour [https://www.google.com/analytics/web/?authuser=0#report/content-pages/a27080209w52151115p52886093/%3F\\_u.date00%3D20130101%26\\_u.date01%3D20130731%26\\_.advseg%3D/](https://www.google.com/analytics/web/?authuser=0#report/content-pages/a27080209w52151115p52886093/%3F_u.date00%3D20130101%26_u.date01%3D20130731%26_.advseg%3D/)

What people click on your web???

[https://www.google.com/analytics/web/?authuser=0#report/inpage/a27080209w52151115p52886093/%3F\\_u.date00%3D20130101%26\\_u.date01%3D20130731%26\\_.advseg%3D/](https://www.google.com/analytics/web/?authuser=0#report/inpage/a27080209w52151115p52886093/%3F_u.date00%3D20130101%26_u.date01%3D20130731%26_.advseg%3D/)

# Ideas to future

Hire a developer who will write an algorithm to search and collect all jazz, blues, swing events in Berlin and Germany on google and this will be automatically added to your website.

Hire an android and iphone app developer and develop an app with all the jazz, blues, swing events - 20 % of your traffic comes from mobile devices. iphone has 71% and android 26%

Translation to German language - **23.66% visitors are German speakers**