

Welcome to the Music Makers Newsletter!

August 1, 2004

Hello Gang:

Testing, one, two, three... The microphones are humming. Check. The equalizer is set. Check. The instruments are all tuned up and buzzing. Check. The fog machines are rolling. Check. The crowd is stirring. Check. The adrenaline is flowing with great anticipation of an unbelievable show. Check. Parallelism is at an exhaustive peak. The Lulu Quartet is about to take the stage in this edition of the LuluMUSIC newsletter.

Welcome ladies and gentlemen. Thank you for joining us today as we showcase the expertise and talents of the Lulu Community. There is definitely not a shortage of tunes in Lulu's world. In the last month alone, over 450 songs have been

In The Cue: What's coming up at Lulu.com

Staying in Tune with Recording

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Featured Musicians:



Konstant

Straight from PA, this new resident of Lulu waxes philosophical in [THE HAPPY GUY](#). This is a stellar recording for the new guy, with a gospel flare and solid beats that will keep your head moving.

► [Interview with Konstant](#)



Arik Duncan

With old and new school sound, Arik Duncan takes his turn at storyteller with his album, [ELEVATE](#). Eclectic is the term for this album. Multiple tracks layered with intriguing lyrics make this a must hear.

► [Interview with Arik Duncan](#)



Jenny Beck

Folk meets Pop with Jenny Beck's album [MORNING RAIN](#). With range a mile long, Jenny tells quite a few stories worth listening to. Good chance there will be an emotional connection with this collection.



Early Thomas

Indie Guru Early Thomas presents his latest album, [SUGAR](#). Make sure you check out the preview for this one. Addictive lyrics and soothing acoustics will certainly have you humming to this one.

Lulu Tips

[Google Advantages for LuluMUSIC Artists](#)

Many Lulu artists have noticed how well their Lulu storefronts, songs and CD's rank on the search engine [google.com](#), so we thought we'd pass along some useful tips on how you can see these same results as well.



Some of these great rankings come

Closing Thoughts

We certainly hope you enjoyed today's show. This band is a breath of fresh air in what is an otherwise stale publishing environment. As we have said a million times, the music industry is in many ways equivalent to Latin. Latin, in modern usage, does not exist in a tangible and usable form. Yes, the seeds of this dead language have played an integral part in the formation of new languages, but in its original form, it is no more. The same applies to your grandfather's music industry. It is no more.

This Lulu Quartet is a shining example of where music and production are headed. They are creating new channels, both literally and idealistically, for the relay and exchange of musical compositions. Though you've heard it before, its worth saying again: This is a "Revolution."

Don't believe us; just take a gander at the news for signs. Senator Orrin Hatch's "INDUCE ACT," is calling for a ban on all software and devices that may promote copyright infringement. Imagine the consequences of such a law. Your CD burner could be dismantled and locked up due to its ability to coax you into breaking the law. Look also to StreamCast Networks, Inc. CEO Michael Weiss's recent testimony that he was blacklisted by major players in the music industry. "Get out of the P2P market, or we shall squash you." Though these weren't the exact words used, that was the message sent. Point is ladies and gentlemen, the war is getting downright ugly. As steam for our revolution mounts, orthodox industry folk are playing dirty.

Though we are completely confident that we will help ignite the changes we desire, we are humble enough to know when we make mistakes. As all of you know, its difficult to stay in tune for an entire set. Just as we resolved issues surrounding collections, we will do so for all future problems.

Until our next show, we bid you farewell. Keep playing. Keep writing. And, keep you eyes on the horizon for changes that really benefit the performer. Thank You very much for participating in the Lulu Community.

How are you meeting today's publishing challenges? Email us at henry@lulu.com.



Henry
Lulu Staff

[Lulu.com](#), the marketplace for digital content, allows the creators of content to deliver what they create—books, songs, or images—directly to consumers. At Lulu, we're not the publisher. You are.

from Lulu's behind-the-scenes engineering magic, but most of it comes down to how we list your song or CD title. Google does the rest, and many creators have found the results to be downright amazing.

Want some examples?

Search on Google for Lulu artists or their songs. Go to [Google](#) and type in "Jeff O'Corbett" ([see results](#)). Do the same with "David Fagan" ([see results](#)) or his music "Heavy Kleptos" ([see results](#)). Just pick any music and you'll see what I mean: their Lulu music or storefront is at or near the top. Now think, that could be your music that 10,000 people are finding by simply typing your name or music title!

Search Engine Magic: The Little <Title> Tag

So how did this happen? How did these Lulu songs make it to the top of Google, the most popular search engine in the world? Well, search engines do something called a "deep crawl" about once a month. This is a fascinating process that indexes and weighs the importance, or "page rank," of every page on the web. More importantly, one of the phrases that gets indexed is the words that are included in the html tag called "title," which exists on mostly all web pages. If you haven't noticed, when you publish your music on Lulu we put the title of your music in the "title" tag. Search engines really love this tag.

▶ [Read more about Search Engine Tips for Music](#)

▶ [Other Search Engine Tips](#)