

The Foo Fighters Website

Content Brief



Purpose and Goals

The Foo Fighters want to rebrand and reintroduce their band to the Portland music scene by building a website where:

- Users can learn more about the band
- The band can showcase their music
- Users can learn about new concert dates
- Venue owners and individuals can book the band to perform

Audience and Users

- Portland music scene
- Reviewers - journalists, bloggers
- Venue owners

Editorial Calendar

- Foo Fighters will post videos shot by the band, concertgoers, and/or venue owners the after a concert
- Foo Fighters will update concert calendar when gigs are booked
- Foo Fighters will post up new songs after their first performance

Types of Content

- Bios
- Videos
- Mp3 downloads
- Blog posts
- Calendars
- Reviews
- Press kit

Content Pages

- About the Band
- Listen Up (mp3 downloads, videos)
- Blog (videos, updates, calendar)
- Media (reviews, press kit)

Where It All Goes

The website will be the hub for all Foo Fighters content, which includes the blog. In addition, the Foo Fighters will use the following platforms:

- Twitter
- YouTube / Vimeo
- Third party blogs

Page Path: Home > About the Band

Source Content: Bio page

Intent of Page: Get interested users to learn more about the band

Title Tag (65 characters)	About the Floo Fighters Floo Fighters Best of Portland Music
Meta Description (165 characters)	The Floo Fighters are an all-star line-up of the best of the Portland music scene.
Keywords (3-5 / page)	About Portland's Floo Fighters

About the Band

Reborn and ready, the Floo Fighters are an all-star band made up of the most respected musicians in Portland. Featuring frontman Dave Growl, Kris Shifter on lead guitar, Matt Mondle on bass and Tyler Falcons on drums, the Floo Fighters combine their lyrical prowess with pounding, gritty bass and drums to create a sound that's both mature and thrashable.

[Listen to the band play their latest release, "Killer with a Candlestick."](#)

Dave Growl

Formerly a drummer, Dave switched over to singing and guitar in 2009 after getting inspired to write the hit song, "This Time, Tuesday." It spent five weeks at No. 5 of the Billboard Charts. As a musical renaissance man, Dave moves between styles and genres without blinking an eye.

Kris Shifter

Kris is best known as the Portland's best classical guitar teacher – three years running in Portland Music Magazine. He's inspired hundreds of kids to pick up the guitar and jam. Kris brings his focused, virtuosic training as lead guitarist, melting faces across stages in new, fondu-worthy style.

Matt Mondle

Self-taught, Matt has an uncanny ear for emotional bass lines. His playing has been praised by some serious bassists like John Entwistle (before is passing). Matt also plays the didgeridoo and the tabla. His travels influence his style, adding intense bass lines from around the world.

Tyler Falcons

Tyler also comes from the classic world as percussionist for the Portland Symphony Orchestra. However, his passions lie with the heavy, head-banging music of his idols Keith Moon and Neil Peart.

Page Path: Home > Listen Up

Source Content: N/A

Intent of Page: Get interested users to listen and download music.

Title Tag (65 characters)	Listen to the Floo Fighters' Latest Album
Meta Description (165 characters)	The Floo Fighters' first album is a musical exploration of death, celebrity and dark secrets.
Keywords (3-5 / page)	Floo Fighters Latest Album

Listen Up

The Floo Fighters' first album, Murder at Pittock, is an album about death, celebrity and dark secrets. Taking their cue from synth rock and cheesy 80s crime TV, the Floo Fighters first release adds growling intensity to the genres with cutting melodies, ominous lyrics and bass lines that will get your heart pounding.

Listen to tracks from Murder at Pittock

Songs	Album	Buy Now
Killer with a Candlestick	Murder at Pittock	Buy Now
Credits	Murder at Pittock	Buy Now
She Heard a Moan	Murder at Pittock	Buy Now

[Buy the album now on iTunes.](#)

Video

Watch the Floo Fighters perform "Killer with a Candlestick" live.



[Get tickets to the Floo Fighters latest shows.](#)

Page Path: Home > Media

Source Content: N/A

Intent of Page: Provide resources for reviewers.

Title Tag (65 characters)	Floo Fighters Media Resources
Meta Description (165 characters)	Get all the latest reviews, concerts, and photos of the Floo Fighters.
Keywords (3-5 / page)	Floo Fighters Media Resources

Media Page

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[Download the full bio.](#)

Reviews

"...inspired by the current American obsession with TV crime, the Floo Fighters latest album pages homage while adding a more sinister vibe."

– Portland Music Scene, [read the full article](#)

Upcoming Concerts

Thursday, May 19 @ Halocene

8 pm show, \$10

[Get tickets](#)

Music

Songs	Album	Buy Now
Killer with a Candlestick	Murder at Plttock	Buy Now
Credits	Murder at Plttock	Buy Now
She Heard a Moan	Murder at Plttock	Buy Now

Photos



Videos



Contact

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Blog Strategy

Page Path: Home > The Riff

Source Content: N/A

Intent of Page: Get users interested in downloading music and attending concerts.

Title Tag (65 characters)	The Riff The Floo Fighters Blog
Meta Description (165 characters)	Get the latest info on Portland's all-start band, the Floo Fighters, on The Riff.
Keywords (3-5 / page)	The Riff Floo Fighters Blog
SEO Keywords	Floo Fighters concerts, Floo Fighters concert photos, Floo Fighters concert videos, Floo Fighters music, Portland music scene, best of Portland music, Portland bands
Post Types	Concert reviews, concert photos and videos, behind the scenes with the band, latest music, latest concert dates