

CHECKLIST

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Spotify Profile

Optimization:

- **✓ Profile Picture:**

- High-resolution (at least 750x750)
- Close-up & eye-catching

- **✓ Header Image (Banner):**

- 2660x1140 pixels recommended
- Shows vibe, recent release, or tour art

- **✓ Bio:**

- Personal, story-driven + keyword optimized (genre + mood tags)
- Include social handles & hashtag
- (Spotify allows clickable links)

- **✓ Artist Pick:**

- Set to latest release, tour, or playlist
- Update every 2-4 weeks to keep profile fresh

- **✓ Social Links:**

- Connected IG, YouTube, TikTok
- Test the links to ensure no errors

- **✓ Featured Playlists:**

- Curate a personal playlist
- Pin to profile to showcase your taste



Release Setup:



- **Correct Metadata:**

- Song title, artist name, genre, ISRC codes 100% accurate
- Double-check release date & explicit content flag
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- **Canvas Videos:**

- 3-8 second vertical video loop for each track
- Eye-catching and on-brand
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- **Lyrics Synced:**

- Upload to Musixmatch and sync with your song
- Bonus: get Genius.com annotation too
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- **Spotify Editorial Pitch:**

- Submit at least 2 weeks before release
 - Fill out every field (genre, mood, instrumentation, story)
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Algorithm &

Engagement Boosters:

- **✓ Pre-Save Link:**

- Active and working well in advance
- Share in bio, email list, and Stories
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- **✓ Stream Spike Strategy:**

- First 48h plan: push hard for saves, shares, playlist adds
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- **✓ Release Radar Trigger:**

- Consistent releases (every 4-8 weeks)
- Fan interaction pre- and post-release
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- **✓ Regular Activity:**

- Monthly or biweekly playlist updates
- Use Spotify Live if available for drops & chats

Analytics & Growth Monitoring:

- **✓ Spotify for Artists Dashboard:**
 - Check Save Rate (key metric for algorithm)
 - Track Listener-to-Follower growth
 - Note key playlists adding your tracks
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- **✓ Follower Goals:**
 - Set and track monthly follower goals
 - Celebrate & post milestones

Branding Consistency Check

- **✓ Matching Visuals:**
 - Are your cover art, banner, and Canvas cohesive?
 - Does your color scheme match your other platforms?
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- **✓ Tone & Messaging:**
 - Does your bio/story align with your latest music's message?
 - Do your playlist names + descriptions sound like you?

You made it! You must be a serious artist.

Check out all of our masterclass bundles and programs by clicking this link.

MusicIndustryShortcut.com/Programs/

What's it hurt to check them out?

**Rob Level from
MusicIndustryShortcut.com**

