THE ARTIST GUIDES

Spotify® PROFILE OPTIMISATION CHECKLIST



A SIMPLE GUIDE

TO TURNING LISTENERS INTO FANS

Your Spotify profile isn't just a place where your music lives — it's your digital storefront.

For many listeners, this is the first impression they'll ever have of you.

HOW TO USE **THIS GUIDE**

A strong, professional profile can turn a casual stream into a loyal fan.

This checklist walks you step-by-step through the essential actions every independent artist should take to fully optimise their Spotify presence and support their growth.

If you need more help with your development and growth, contact us to find out about artist coaching: hello@theartistguides.net

MAKE YOUR VISION
A REALITY TODAY

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SPOTIFY OPTIMISATION CHECKLIST

1. CLAIM YOUR SPOTIFY FOR ARTISTS PROFILE (GET YOUR URI CODE)

What to do:
Obtain your URI code from your distributor in order to claim your *Spotify for Artists* profile before your debut track is released.

Why it matters:
If you don't claim your profile, you don't control it. Claiming it gives you access to analytics, playlist pitching, profile customisation, and promotional tools. This is your first step toward operating like a professional artist.

How to do it:
After uploading your debut track to your distributor, wait around a week or so and then contact your distributor asking them to provide the URI code from Spotify. With this URI code, you can then 'Claim Your Profile' via Spotify for Artists by following the prompts to verify your identity.

2. VERIFY YOUR PROFILE THROUGH 'SPOTIFY FOR ARTISTS'

What to do:
Complete the verification process inside *Spotify for Artists*.

Why it matters:
Verification builds trust. It signals to listeners, industry professionals, and playlist curators that your profile is official and professionally managed.

How to do it:
Complete the verification process in your dashboard. Connect your social media accounts (Instagram, TikTok, Facebook), confirm your identity with a photo or email, and ensure your name matches your releases. Spotify usually shows a blue checkmark once verified.

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3. ADD A CLEAR, HIGH-QUALITY AVATAR

What to do:
Upload a sharp, high-resolution profile photo that represents your brand.

Why it matters:
Your avatar appears everywhere — playlists, search results, and mobile screens. A strong image makes you instantly recognisable and helps you look credible alongside major artists.

Best practice:
Use a square image (at least 750x750px) that clearly shows your face or your band. Avoid logos and text. Avoid busy backgrounds, it needs to be visible on mobile screens.

Extra tips:

- Update the avatar when you release new music to reflect your current brand.
- Use professional photos if possible, but even a well-shot phone photo with good lighting works if you don't have a studio session.
- Format: .jpeg, .png, or .gif.
- Centre the action: the avatar is cropped into a circle in search results

4. TREAT YOUR HEADER IMAGE AS DYNAMIC

What to do:
Upload a compelling header image and update it regularly.

Why it matters:
Your header is valuable visual real estate. Updating it keeps your profile fresh and shows that you're active.

Best practice:
Your header image should reflect your current era, release, or promotion. For example, update it when you drop a new single or announce a tour.
Steps:

1. Create a landscape image at least 2660px x 1140px
2. Ensure header image reflects your artist brand
3. Update regularly to keep your profile engaging
4. Avoid logos and text.

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5. REGULARLY UPDATE YOUR PHOTO GALLERY

What to do:
Upload and rotate professional and behind-the-scenes images in your gallery.

Why it matters:
New photos give fans more ways to connect with you. It keeps your profile engaging and supports press, playlist placements, and blog features.

Best practice:
Upload professional shots, live photos, studio images, or behind-the-scenes content. Aim for variety: action shots, candid moments, and artistic imagery.
Tips for beginners:

- Add at least 3–5 new images every few months.
- Make sure each photo is high resolution and properly cropped.
- Rotate the gallery to reflect new releases or milestones.

6. WRITE AN ENGAGING BIO (WITH CLEAR CTA)

What to do:
Craft a compelling bio that tells your story and includes clear calls-to-action (CTAs).

Why it matters:
Your bio is your voice when you're not in the room. Use it to introduce yourself, share your journey, and guide listeners toward something specific — your latest release, mailing list, tour dates, or social media.

How to do it:
Keep it concise, authentic, and informative. Start with who you are and your music style, then highlight any notable achievements. End with a CTA, such as "Check out my latest single," "Join my mailing list," or "Follow me on Instagram." Avoid jargon — write like you're introducing yourself to a new fan.

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7. ADD YOUR HOMETOWN/LOCATION

What to do:
Include your hometown or current base in your profile settings.

Why it matters:
Location helps with local playlist placements, press opportunities, and building a regional fanbase. It also makes you more relatable and discoverable.

How to do it:
In Spotify for Artists, go to *Profile* > *Edit Profile* > *Hometown/Location* and enter your city or town.

8. CREATE YOUR OWN PLAYLIST

What to do:
Create a playlist featuring your songs alongside artists in your creative community.

Why it matters:
This positions you within a musical ecosystem. It encourages collaboration, cross-promotion, and networking while giving fans deeper insight into your influences and scene.

How to do it:
Create a public playlist in your Spotify account and add your songs. Then include tracks from artists you respect or are in your 'scene' or who you collaborate with. Name it creatively, e.g., "My Inspirations" or "Sounds of [Your Name]."
Tips:

- Update it regularly with new tracks.
- Share it on social media and encourage collaborators to share it too.

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9. PIN AN ARTIST PICK

What to do:
Pin an Artist Pick to the top of your profile (single, album, or playlist).

Why it matters:
This is prime real estate. When someone visits your page, you can immediately direct them to what matters most right now — your newest release, a focus track, or a curated playlist.

How to do it:
In Spotify for Artists, select “Artist Pick” and choose a track, album, or playlist to feature. Add a short note about why you’re highlighting it (e.g., “My new single — out now!”).

10. ADD CANVAS TO YOUR TRACKS

What to do:
Upload short looping videos (Canvas) for each track.

Why it matters:
Canvas increases engagement and shares. Songs with Canvas are statistically more likely to be saved and shared because the visual element makes the experience more immersive.

How to do it:
Upload an 8-second looping vertical video for each track inside Spotify for Artists. Keep visuals simple, eye-catching, and reflective of the song’s mood.
Tips:

- Use free versions of video editing apps like Canva, InShot, or Adobe Express.
- Even a short clip of live performance or artwork can work.

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11. ENSURE SONGWRITER & PRODUCER CREDITS ARE ACCURATE

What to do:
Double-check that all credits are properly listed.

Why it matters:
Credits ensure everyone gets proper recognition and royalties. They also make you look professional and transparent — which matters for collaborators and industry contacts.

How to do it:
Check your metadata before release. If anything is missing, contact your distributor to update the track credits.

12. ADD YOUR SOCIAL MEDIA LINKS

What to do:
Connect your Instagram, TikTok, Facebook, and other platforms.

Why it matters:
Spotify listeners often want to learn more. Social links help turn passive listeners into active followers and build your broader community.

How to do it:
In Spotify for Artists, go to *Profile* > *Social Links* and connect Instagram, TikTok, Facebook, or other eligible platforms.
Tips:

- Make sure your handles match your brand.
- Remove inactive or irrelevant accounts to avoid confusion.

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13. LINK YOUR MERCH STORE (IF APPLICABLE)

What to do:
Integrate your merch store into your profile.

Why it matters:
Your most engaged listeners are already on your profile. Make it easy for them to support you directly. Merchandise turns streams into revenue and strengthens fan loyalty.

How to do it:
Use a supported merch partner (Spotify's preferred partner is *Shopify*) and connect it inside *Spotify for Artists*. Your products will appear on your profile under the "Merch" tab.

14. ADD YOUR LIVE SHOWS

What to do:
Make sure your upcoming live shows are listed so they appear directly on your Spotify artist profile and in Spotify's Live Events and Concerts sections.

Why it matters:
Spotify promotes concerts to listeners who already stream your music, especially fans located near the event. When your shows are properly listed, Spotify can recommend your shows to potential fans, send notifications, and display ticket links directly on your profile.

How to do it:
Spotify pulls concert listings automatically from approved ticketing partners:

- Create and publish your event through one of Spotify's supported ticketing partners.
- Make sure the artist name on the event listing exactly matches your Spotify artist name.

Tips:

- Always publish your shows well in advance so Spotify has time to surface them to listeners.
- Double-check that your location, venue name, and ticket links are accurate.
- Keep your event listings updated — cancelled or outdated shows can confuse fans and reduce trust.

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SUMMARY

Optimising your Spotify profile isn't complicated — but it is essential. When every detail is polished and intentional, you build trust, increase engagement, and create more opportunities for growth.

As an independent artist, small improvements can make a big difference.

IF YOU'D LIKE PERSONAL GUIDANCE ON RELEASING MUSIC AND BUILDING AN AUDIENCE, WE'D LOVE TO SUPPORT YOU.

Sean & James

Treat your Spotify profile like a living, evolving platform — not a *"set it and forget it"* page.



We provide 1:1 coaching and courses designed specifically for independent artists navigating today's music industry.

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