

KICKSTARTER CAMPAIGN

Dance Your Ass Off Radio

Help us professionalize the independent online
station that keeps you dancing — 24 hours a day.

radiomysteries.com • Streaming via radio.shoutcheap.com



OUR STATION

Music that never stops moving

Dance Your Ass Off Radio is an independent, listener-first online radio station broadcasting non-stop dance music from radiomysteries.com. Our stream runs around the clock through radio.shoutcheap.com — bringing high-energy sound to a growing global audience.

24/7

Always-on dance music stream

Independent

Artist- and listener-driven, not corporate

Growing

An audience ready to be scaled



WHERE WE ARE TODAY

A working station, built on solid tools

The foundation is already live and measurable. This campaign builds on what works.

WEBSITE

radiomysteries.com

A WordPress-powered home for the station and its shows.

LIVE STREAM

radio.shoutcheap.com

Reliable 24/7 broadcast delivering the music to listeners.

GROWTH TRACKING

Google Site Kit

Traffic, search and engagement monitored in one place.

AUDIENCE DATA

ShoutCheap Stats

Real-time listener metrics straight from the stream.

Every phase below is measured against these existing baselines.

WHY WE'RE RAISING FUNDS

The music is ready. The platform needs to catch up.

01

Be discoverable

A great station is worthless if new listeners can't find it. We need professional performance and SEO work to rank and load fast.

02

Become sustainable

Sponsors keep independent radio alive. Focused marketing turns our audience into a story sponsors want to back.

03

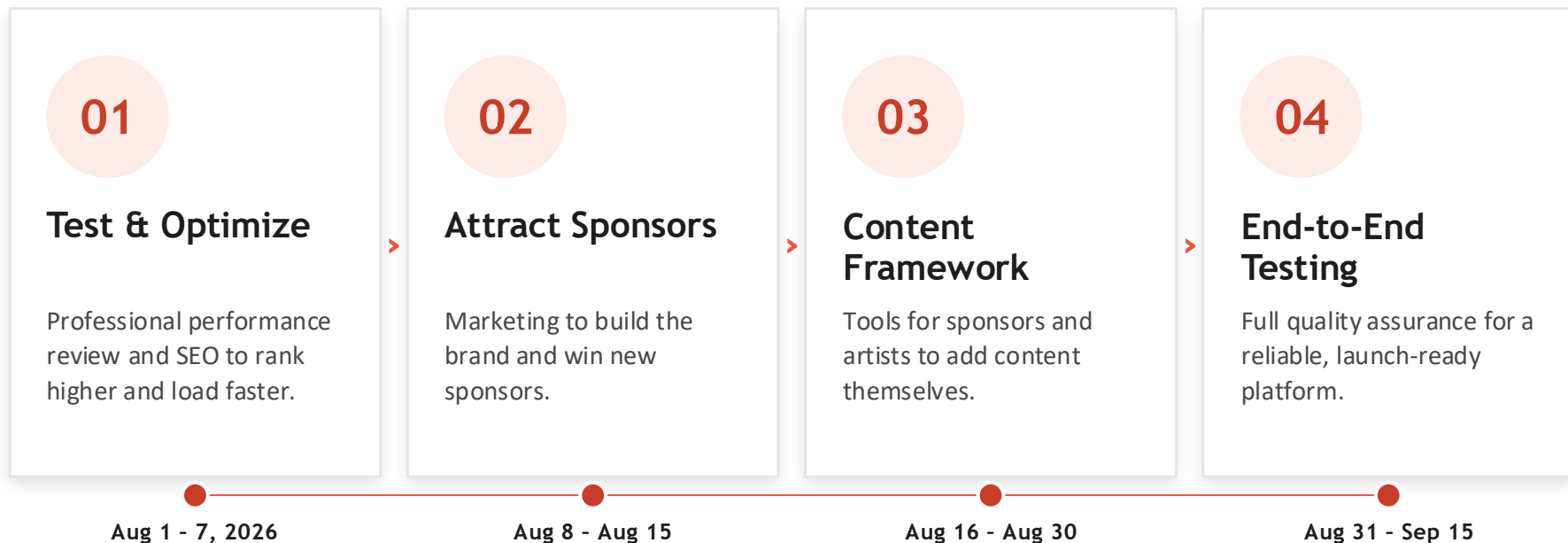
Empower creators

Artists and sponsors should add their own content easily — without waiting on us. That takes real tooling.

THE PLAN

A focused four-phase roadmap

Each phase builds on the last — from a faster, more findable site to a self-sustaining, community-powered platform.



01

PHASE 01 • TEST &
OPTIMIZE

Test, Optimize & Rank

TIMELINE
Aug 1 - 7, 2026

SUPPORT FUNDS
Pro audit + SEO work

The goal

Bring in a professional to test the website, review its performance, and strengthen SEO so new listeners can find and reach us fast.

What we'll do

- Full website performance test and expert review
- Speed and Core Web Vitals optimization
- Technical and on-page SEO to rank higher
- Establish a baseline in Google Site Kit

OUTCOME A faster, higher-ranking site with a measurable baseline.

02

PHASE 02 • ATTRACT
SPONSORS

Attract New Sponsors

TIMELINE
Aug 8 - Aug 15

SUPPORT FUNDS
Marketing + outreach

The goal

Invest in marketing that builds the station's brand and turns our growing audience into a compelling story for sponsors.

What we'll do

- Marketing strategy and audience targeting
- Sponsor prospecting and outreach materials
- Social media and content promotion
- A polished sponsorship media kit and packages

OUTCOME New sponsor revenue to sustain and grow the station.

03

PHASE 03 • CONTENT FRAMEWORK

Build the Content Framework

TIMELINE

Aug 16 - Aug 30

SUPPORT FUNDS

Framework development

The goal

Develop a framework around the WordPress site so sponsors and artists can add and update their own content whenever they need to.

What we'll do

- Self-service content system built on WordPress
- Roles and permissions for sponsors and artists
- Reusable templates for shows, artists and promos
- Clear documentation and safeguards

OUTCOME A platform that scales without becoming a bottleneck.

04

PHASE 04 • END-TO-END
TESTING

End-to-End Testing

TIMELINE

Aug 31 - Sep 15

SUPPORT FUNDS

QA + launch readiness

The goal

Validate that the site, stream, and new tools all work together flawlessly before a confident, full-scale launch.

What we'll do

- Full end-to-end QA across the site and stream
- Cross-device and cross-browser testing
- Sponsor and artist workflow validation
- Verified monitoring via Site Kit and ShoutCheap

OUTCOME A reliable, launch-ready platform you can trust.

THE ASK

Where your support goes

A confirmed allocation across the four phases. Every contribution moves the station forward.

Phase 1 — Test, Optimize & Rank



\$1,000

Phase 2 — Attract New Sponsors



\$1,000

Phase 3 — Content Framework



\$2,000

Phase 4 — End-to-End Testing



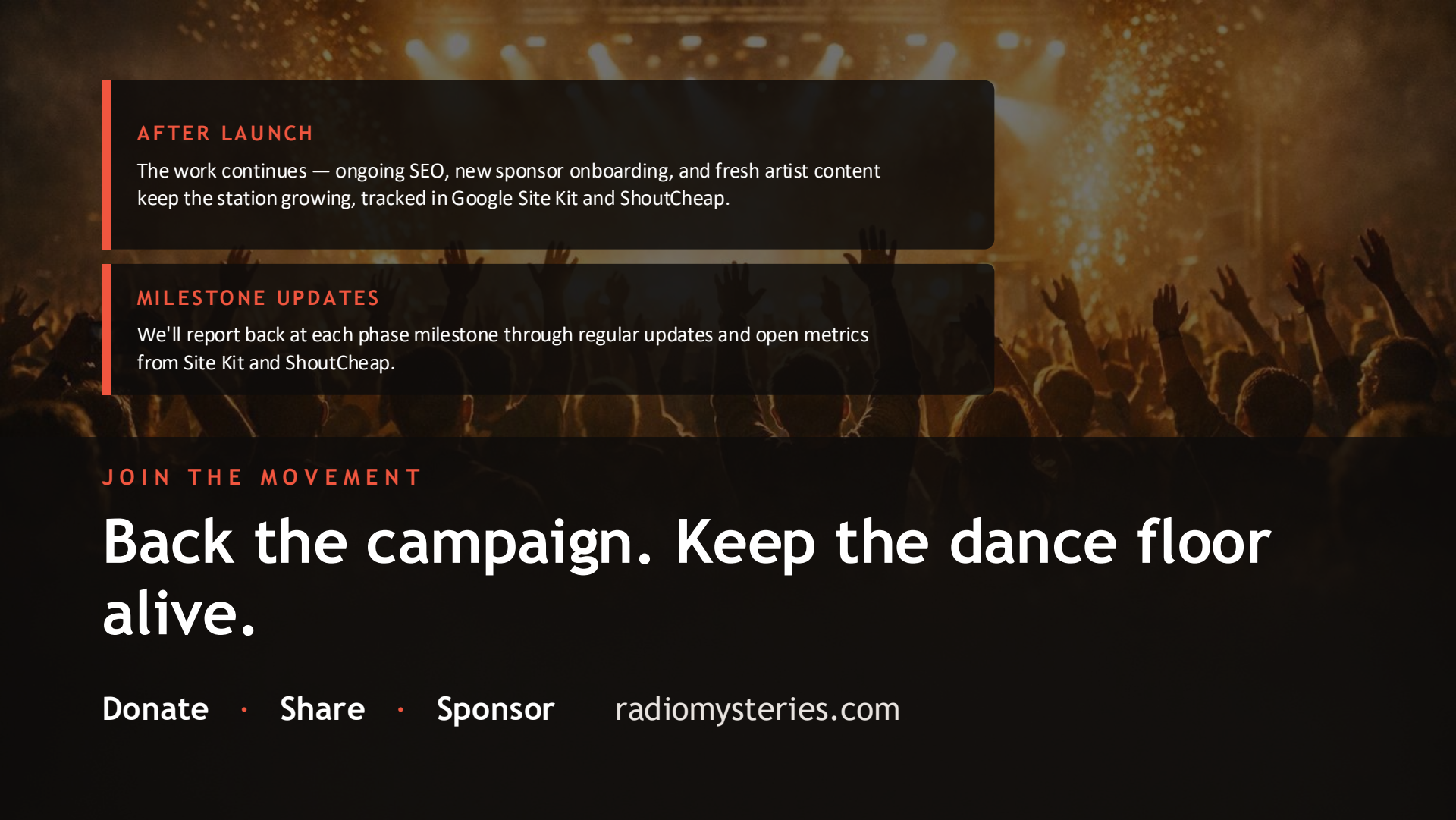
\$4,000

Confirmed funding amounts for all four phases.

CAMPAIGN GOAL

\$8,000

Four phases. One reliable,
discoverable, self-sustaining
station.



AFTER LAUNCH

The work continues — ongoing SEO, new sponsor onboarding, and fresh artist content keep the station growing, tracked in Google Site Kit and ShoutCheap.

MILESTONE UPDATES

We'll report back at each phase milestone through regular updates and open metrics from Site Kit and ShoutCheap.

JOIN THE MOVEMENT

Back the campaign. Keep the dance floor alive.

Donate · Share · Sponsor radiomysteries.com