

# How to build a successful art website.

## Agenda Overview

- **Why Do I Need a Website?**
- **Building the Website**
- **Essential Pages and Functions**
- **Launching and Promoting the Website**

### **A website never sleeps!**

- It's a 24/7 resource that presents your art and your vision with your voice.
- Showcases your work
- Engages your audience
- Connects with buyers

### **Choosing a website builder**

- Choosing your domain name
- Choose host provider
- Search for available URL's (Uniform Resource Locator)

### **Visual Elements and Branding**

- Logo.- Simple, recognizable
- Color Scheme: Choose one that is complementary and not distracting. Use for web design and other marketing materials
- Typography – Web-friendly, easy to read

### **Preparing your digital images**

- Create a folder with all of your website images that you plan to upload.
- Good quality phone photos (cropped) are OK for website.
- Don't need to be super high-res
- Clear and crisp.

### **What is Navigation?**

- A roadmap for your visitors to find what they are looking for.
- Most people will visit your website knowing ahead of time what they are looking for.

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### Keep it simple to start

- Home Page – Important First Impression
  - Artist Statement
  - Beauty Shots
- About the Artist –Visitors get to know you
- Shop/View Art – Your “call to action”
- Contact Form

### SEO Fundamentals

- Good SEO is free!
- SEO (Search Engine Optimization)
- Helps your website rank higher on search engines like Google, Bing, and Yahoo.
- Encourages organic traffic
- Builds credibility and trust

### On-Page SEO

- Uses title and header tags (HTML element) and meta descriptions to improve SEO ranking.
- Content Optimization: Creating keyword-rich content is essential
- Internal Linking: Internal links connect different pages on your website.
- External Linking: To resources and associations builds trust with
- URL Structure: Clean and descriptive URLs

### Off- Page SEO

- Activities that occur outside of your website to improve its ranking.
- Backlinks: Links from other websites to your site can significantly boost your website's authority and ranking.
- Social Media Marketing: Promoting your content on social media platforms can drive traffic to your website and increase its visibility.
- Online Directories: Submitting your website to online directories (Yelp and Google) and business listings can improve its visibility and attract potential customers.

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### **Costs and Time**

- Review contract details of your selected web platform
- Monthly/yearly costs after special intro offer
- Cancellation rules
- Web hosting included?
- Check for commissions/sales fees if you are including a shopping cart.

### **Budget your time**

- Estimate how much time you think it will take, then double it!
- Reasonable timeline for simple new website is 1-3 months

### **TEST AND CHECK:**

- Contact form required fields
- Contact form going to correct e-mail
- Navigation titles and pages match up
- Images loading correctly
- Spelling and content on each page.
- Connect URL to “live” site