Bonus Materials: Website Checklist

Your website is a 24/7 headquarters for your art business. When your site is set up correctly to cultivate customers, provide sufficient information for them and lead them through the sales process, it will help you sell much more of your art and grow your business. Let's take a look at what you need, and check that your own website has these important features:

Site Layout:

- ☐ Header with your logo and tagline
- ☐ Font and colors that "brand" your site and are used consistently throughout.

Home Page:

- ☐ Welcoming content that is customer focused. Do you speak in a first-person voice to your website visitor? Do you invite them in? Do you tell your story in a way that creates emotional resonance with the reader? Reach out to them in a friendly, authentic way.
- ☐ Email subscription opt-in. Invite readers to become a member of your mailing list. This course provides incentives to sign up, and assurances that you don't share your list. Do you have this essential feature on your site – in a prominent place or two?
- ☐ Contact information must be everywhere. Do you list your email address and phone?
- ☐ Social media icons will keep you connected with visitors even when they aren't on your site. Make sure you have icons for Facebook, Twitter, Pinterest, Instagram, etc. with working links.
- ☐ Excellent presentation of your art. Substandard photos that are dark, blurry, have glare or distracting backgrounds are unacceptable and unprofessional, and will really hurt your sales. Do your images present a visual feast to your website visitor?
- ☐ "Splash pages" that take time to load are outdated and waste the visitor's time. Music on your site can clash with other music the reader is listening to, and they will click away. Make sure your site doesn't have these distractions.
- ☐ Testimonials provide "social proof" for your art business. Word of mouth referral and endorsement of your work is important. Place testimonials on your Home or About page, or even a page filled with testimonials if you have that many.
- ☐ Short paragraphs, with visual relief in the form of space on the page. No one has much attention span these days. Make sure that your content is concise but full of meaning. Long paragraphs with no breaks don't get read. Most people scan web pages. Does your content work for this type of reader?

☐ As with emails, white text on a dark background is tiring on the eyes. Your website content should be black/dark on white and in a large enough font for most readers.

About Page

☐ Your "About" page is about you as an artist, but also about your reader. Are you addressing their interests and their needs? Perhaps describing your work and how it fits in their lives?

☐ Share your photo or use a Video about yourself. Website visitors feel they know you when they see your photo. Do you have one here?

☐ Share your story in a first person authentic voice. Is your text here conversational and friendly? Are you making the reader comfortable?

Gallery Pages

☐ Gallery pages should show cohesive bodies of work. Does your gallery show artwork that is clearly in a tight collection, or is it sorted by medium or category in a dropdown list?

☐ Does your gallery show detail and "in situ" views of your work (which display your art in the environment where they would ideally be seen?)

☐ Do your gallery pages have a feature that enlarges the work so that it can be seen in detail?

☐ Do your gallery pages include descriptions, sizes and prices? Not all art websites must have shopping carts, but it can be a critical part of closing the sale. If no cart is on your site, do you invite the visitor to contact you, and share your prices or at least your price range?

FAQ Pages

☐ Do you have an FAQ page? This section tells about shipping, turnaround time, care instructions, installation, or any other info that customers need to know. Do you offer guarantees? Do you take commissions, and what does the process involve? A confused or uninformed prospect will not buy. The more information the better.

Other Pages

☐ Some other pages that you might have on your site are: Press, Blog, Process, Artist Statement, Resume, etc. Which pages do you have? Are they written clearly and updated?

☐ If you blog, do you keep it current? An out of date blog makes you look out of business.