

# *Web Sites that Work for Artists*

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# Agenda

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- How to Get Started
- What to Include on Your Web Site
- Web Site Design Tips
- Marketing Tips
- 4 P's of Marketing
- Leveraging Technology
- How to Obtain Top Rankings in Search Engines
- Selecting A Web Designer
- E-Commerce Tips

# The Value of Having a Web Site

- Display your artwork to the world
- Create awareness about your unique talents, your vision, methods, style your bio and reinforce the value of artwork or products through effective marketing techniques
- Communicate with your customers
- Establish relationships with customers
- Build trust and establish credibility, build brand equity
- Sell your artwork or products
- Necessary tool in today's world

# Getting Started

- Obtain a domain name (www.mysite.com)
- Get a Web site hosting account to host your web site
- Develop a strategy for your Web site
- Create a requirements document that includes your info architecture labels, objectives and functional requirements
- Author your content
- Secure a Web site designer/developer
- Develop your Web site
- Test your Web site
- Upload your Web site to your hosting provider server
- Announce your site to the world by submitting it to the major search engines
- Market your Web site with press releases, newsletters, email, RSS, blogs, forums

# What to include on your Web site

- Portfolio of your art / photography with description (medium, size, price, etc.)
- Your biography, including education, any awards, degrees, artist statement, methods, exhibitions / collections
- Process
- Order form
- Contact information (phone, email, P.O. Box)
- News
- Workshops that you offer
- Blog
- RSS Feed
- Brick & Mortar Galleries where your art can also be viewed
- Reciprocal Links
- Copyright notice:

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# Web Site Design Tips

- Form follows function, make sure your Web site design will meet your objectives
- Ensure that the design is search engine friendly!
- Have lots of content (text copy)
- Make sure your contact info and order page can be found easily
- Use quality photos for a professional look
- Use technology as appropriate
- Make sure the interface is user-friendly
- No more than 3 clicks to access your content
- Make sure your artwork is the star of the show, not the interface
- Use a professional designer or purchase quality templates that you can modify
- Learn how to sustain your own Web site

# Marketing Tips

- Determine the demographics of your target audience
- Learn what they need and want
- Offer and deliver quality products
- Offer a *variety* of products and *price points*
- Develop key messages that reinforce your strategy
- Sell the *BENEFIT* to the customer, not just the product
- Offer excellent customer service
- Use technology and traditional media
- Most effective method of marketing is peer to peer
- Write e-zine articles and link to your site
- Author press releases and distribute them online
- Leverage other online properties; display your art on other online galleries, post to forums or blogs
- Ask for the sale and/or encourage inquiries

# The 4 P's of Marketing

- Product
- Pricing
- Positioning
- Packaging

# Leveraging Technology

- Submit your site to major search engines
- Purchase keywords from a major search engine
- Press releases - online distribution
- RSS – Really Simple Syndication (subscription news feeds)
- Have a blog to create a community and relationship with your audience
- Broadcast newsletters via email
- Consider doing Webcasts or podcasts
- Use your Web logs to analyze traffic and browsing behavior
- Post comments on relevant high traffic forums and include a link to your Web site

# Obtaining Top Search Engine Rankings

- Be sure to use the <title> </title> tag in your html
- Use meta tag content description in your html  
<meta name="description" content=" *We offer beautiful NW artwork, sculpture and paintings*" >
- Obtain numerous external links to your Web site that are *relevant* to your content
- Ensure your Web site content has high keyword density
- Have a lot of content on your site
- Use online press releases that are syndicated
- When possible, include keywords in your press release that are linked back to your web site.
- Create and release RSS news feeds
- Create cross links within your site using keywords
- Use your Web logs to determine what keywords are being used to find your site and be sure to include those in your content keyword density

# Selecting a Web Designer/Developer

- Find someone whose work you like
- Inquire if they can meet your budget and sustain your Web site for you
- Ask if they can help you with set up a secure e-commerce order form
- *Ensure that they know how to design a search engine friendly Web site*
- Ask what typical turnaround time is on site updates
- Ask if they will help you market your Web site
- Ask if they have an existing template that might meet your need to keep costs down.

# E-commerce Tips

- Get a business license from the State of Oregon
- Open a merchant account with your bank
- Set up an account with an e-commerce solution provider
- Set up a merchant account with the credit card companies you wish to accept
- Get a payment gateway provider
- Use a secure order form
- Offer a warranty
- Have a privacy policy and a return policy

# Q&A Session