

### Why have a Website?

➤ Way for your audience to find you/your work
➤ Marks you as professional and serious about your art and business
➤ Repository for detailed information
➤ Mechanism to gather email addresses for newsletter

### Preparation for the live Zoom Sessions on June 17, 2021 at 12pm EDT and/or 7pm EDT

#### Readings

<p><b>Readings from SAQA Seminar Professional Toolkit, Session 4</b></p> <ul style="list-style-type: none"> <li>➤ p. 1 Marketing success found in tools that connect buyers with artists, - good overall approach to marketing</li> <li>➤ p. 4, A brand new you – key elements for a website</li> <li>➤ p. 5, What makes a website zip along? – technical considerations; <i>the continuation page is on p. 24</i></li> <li>➤ p. 20, Need a website? – good basic info for new and existing websites; includes further reading</li> </ul>	<p><a href="https://d2r0txsugik6oi.cloudfront.net/neon/resource/saga/files/Combined%20Journal%20Articles%20Unit%204(1).pdf">https://d2r0txsugik6oi.cloudfront.net/neon/resource/saga/files/Combined%20Journal%20Articles%20Unit%204(1).pdf</a></p>
<p><b>Chapters from the Suggested Books</b></p> <ul style="list-style-type: none"> <li>➤ Promoting Your Work</li> <li>➤ Claim Your Online Presence - Action 4</li> </ul>	<p>Art Inc by Lisa Congdon</p> <p>I'd Rather Be In The Studio by Alyson B. Stanfield</p>
<p><b>Additional Resources - Optional</b></p> <ul style="list-style-type: none"> <li>➤ Do's and Don'ts for Building Art &amp; Artist Websites</li> <li>➤ Articles for Artists - Resources to Present, Promote, Market Your Art</li> <li>➤ SEO (Search Engine Optimization) Simplified in 30 Minutes</li> </ul>	<p><a href="https://www.artbusiness.com/weberrors.html">https://www.artbusiness.com/weberrors.html</a></p> <p><a href="https://www.artbusiness.com/artists.html">https://www.artbusiness.com/artists.html</a></p> <p><a href="https://www.score.org/event/seo-simplified-30-minutes">https://www.score.org/event/seo-simplified-30-minutes</a></p>

➤ Best Practices for Building a Winning Website	<a href="https://www.score.org/event/best-practices-building-winning-website">https://www.score.org/event/best-practices-building-winning-website</a>
➤ Plan Your Website for Online Success	<a href="https://www.score.org/event/plan-your-website-online-success">https://www.score.org/event/plan-your-website-online-success</a>
➤ How to make an artist website (and why you need one)	<a href="https://www.studentartguide.com/articles/how-to-make-an-artist-website">https://www.studentartguide.com/articles/how-to-make-an-artist-website</a>
➤ Website Planner (download)	<a href="https://cardsetter.com/website-planner">https://cardsetter.com/website-planner</a>
<b>Classes - Optional</b>	
➤ The Best Courses for Learning How To Build Websites	<a href="https://www.pcmag.com/picks/the-best-courses-for-learning-how-to-build-websites">https://www.pcmag.com/picks/the-best-courses-for-learning-how-to-build-websites</a>

### Exploration Exercises

<b><i>If you don't have a website</i></b>	
➤ Define 2-3 primary goals for your website: sell your artwork, product sales, commissions, get noticed by galleries or museums, teaching invites, showcase your work/share with other, etc	
➤ Define your target audience (art collectors, gallerists/museums, guilds/groups, individual quilters, other)	
➤ Visit 2-3 Fiber Artist Websites and make notes on the following: 1) Overall look/branding, 2) Ease of navigation (headings/sections), 3) Gallery of Artwork, 4) Artist Info, 5) Engagement Opportunities (sign up for newsletter, blog, free download, etc). You could focus on those that have similar goals and target audiences as you.	
➤ Visit the Professional Online Presence (POP) Special Interest Group (SIG) page at <a href="https://www.facebook.com/groups/saqapop">https://www.facebook.com/groups/saqapop</a> and post any examples of good websites you found. Review the websites nominated by other SIG members.	
<b><i>If you have a website and are looking to revise it</i></b>	
➤ Review the goals and target audience you have/want now compared to when you last updated your website. Are they the same? What new audience are you pursuing now?	
➤ Do a review of your website (see Self-audit Checklist below). How would you rate it on: 1) Overall look/branding, 2) Ease of navigation (headings/sections), 3) Gallery of Artwork, 4) Artist Info, 5) Engagement Opportunities	

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| <ul style="list-style-type: none"> <li>➤ Visit 2-3 Fiber Artist Websites that you like and note what it is you like. You may want to focus on those that are reaching the new target audience you want to reach.</li> </ul>   |
| <ul style="list-style-type: none"> <li>➤ Visit the Professional Online Presence (POP) Special Interest Group (SIG) page at <a href="https://www.facebook.com/groups/saqapop">https://www.facebook.com/groups/saqapop</a> and post any examples of good websites you found. Review the websites nominated by other SIG members.</li> </ul> |

**Call to Action**

<b><i>If you don't have a website</i></b>
<ul style="list-style-type: none"> <li>➤ Research platforms for self-hosted (Squarespace, Wix, Shopify, WordPress and GoDaddy are popular options and many offer free trial periods)</li> </ul>
<ul style="list-style-type: none"> <li>➤ Purchase domain names (especially those related to your full name/company name)</li> </ul>
<ul style="list-style-type: none"> <li>➤ Develop a navigation map for your website with your target audience in mind. Consider branding – consistent look and feel, logo</li> </ul>
<ul style="list-style-type: none"> <li>➤ Compile list of FAQs</li> </ul>
<ul style="list-style-type: none"> <li>➤ Create Gallery Section</li> </ul>
<ul style="list-style-type: none"> <li>➤ Create Artist Info section</li> </ul>
<ul style="list-style-type: none"> <li>➤ Create Contact page</li> </ul>
<ul style="list-style-type: none"> <li>➤ Create other content</li> </ul>
<ul style="list-style-type: none"> <li>➤ What other enhancements will help you achieve your goals/reach your target audience?</li> </ul>
<b><i>If you do have a website:</i></b>
Perform a Self-audit Checklist
<ul style="list-style-type: none"> <li>➤ Basics: Is your website appealing? Easy to read? Anything outdated that needs removal or updating?</li> </ul>
<ul style="list-style-type: none"> <li>➤ How easy is it for your target audience to navigate your website? Put yourself in the shoes of your target audience and try to find what you're looking for. Develop a navigation map and make it easy to find.             <ul style="list-style-type: none"> <li>○ Program chair - find your list of lectures, classes, availability, price and contact info. Do you have a video of you on camera? Do you have a list of where you've taught (especially prestigious venues)? Are descriptions, sample photos and supply lists available on the website? Do you identify if you are teaching online or in-person?</li> <li>○ Collector/Gallery Owner - find an easy to review gallery of your latest work, artist statements, sizes, prizes won, prices, resume and contact info. Do you have close-up shots? Do the pictures load quickly?</li> <li>○ Shoppers - find your online shop for products/online classes/classes you promote yourself (vs through a guild)</li> </ul> </li> </ul>

○ Commissions - find samples of your work, pricing, process/contract, contact info
○ Visitors - find other ways to engage with you (sign up for Newsletter/Blog, find you on social media, download free items, etc)
➤ Is your website linked to your social media? Are they feeding each other? Do you have buttons for people to easily follow you? Does your social media point visitors to your website?
➤ Do you have a way for people to sign up for your newsletter?
➤ How can your website work for you - FAQs to eliminate answering emails, online gallery that helps you sell your work?
<b><i>What barriers are preventing you from creating or updating your website?</i></b>
➤ Time
➤ Motivation/Attitude
➤ Lack of Knowledge/Experience
➤ Cost
➤ Other
<b><i>Celebrate your progress by sharing your website on the Professional Online Presence (POP) Special Interest Group (SIG) page at <a href="https://www.facebook.com/groups/saqapop">https://www.facebook.com/groups/saqapop</a> and your social media channels!</i></b>

**Join one or both Zoom sessions on June 17th (12pm EDT and 7pm EDT) to network with fellow participants and discuss these topics/questions.**

Share your website goals (ease of navigation, attracting attention of your target audience, update your gallery, sell your work, etc).
What ideas did you get from your research?
Identify those barriers that are holding you back from making enhancements. What could help you overcome those barriers?