

Module 7

Website



Websites for artists and other creative people: Why they are important?

“It used to be that great art was discovered by galleries; written manuscripts chosen by publishers. These days, great content is discovered first-hand by ordinary individuals. There is no longer a barrier between the artist and the masses. If you have an online presence – and your work can be found, shared, ‘pinned’ or ‘liked’ – you can achieve a level of recognition that could once only be dreamed of. A single image or blog post can receive thousands of views in a very short time-frame; be seen by vast numbers of prospective clients, admirers, and fans. If you are an artist, photographer, writer (or any other creative entrepreneur), you need to harvest the power of the internet and create your own website as soon as possible.”

From: <https://www.studentartguide.com/articles/how-to-make-an-artist-website>

Websites are Critical.

Building a website from a free vendor is not ideal (like these: *Wix, Weebly, Blogger, Squarespace, Google Sites, Adobe Spark Page, Wordpress.com*), here’s why:

- 1. You need total control over the appearance and design.**
- 2. You need to have a great website name, (which may be your name), NOT yourname.freeservice.com.**
- 3. You need to optimize your website so that it ranks highly in Google.**
- 4. You need your work to be celebrated, not lost in the crowd.**
- 5. You need to control how you make money from your website.**
- 6. You need to measure the number of visitors to your website and other important statistics.**
- 7. You need the ability to build an email list.**
- 8. You need to be able to easily move your website files from one location to another.**
- 9. 100% of the website must belong to you.**
- 10. ALL social media needs to direct traffic to your website.**

“According to [2019 data](#), the leading content management system in the world is **WordPress** (used by 61% of the market), followed by Joomla (5%), and then Drupal (3%). Not only is WordPress the most popular content management system, but an estimated 34% of all websites in the world run on it. I have used WordPress since 2011 and recommend it above all else. It is hands-down the best website builder for artists – or for anyone else who wishes to create their own website. For entrepreneurs, bloggers, writers, or artists who wish to market their services, promote products, or create any other kind of content-based website or blog that is viewed by a lot of people...WordPress is the best solution.”

From: <https://www.studentartguide.com/articles/how-to-make-an-artist-website>

Recommended website builder: Wordpress.org

Themes for your website: they are endless, there are MANY themes for purchase. We use www.thinkupthemes.com , another company we like: <https://organicthemes.com>
There are many. Google it!

Domain & Hosting Companies:

Bluehost
GoDaddy
Ionos

***Whether you use your name as the website domain or not,
BUY your name as a domain name***

Sample websites to visit:

For Actors:

<https://www.prettyfunnymom.com/about>

<http://elanamartin.com/>

<https://www.kylewalters.com/>

<http://leonardodicaprio.com/>

For Dancers:

<https://www.twylatharp.org/>

<https://www.thetlcollective.com/>

<https://www.jessicalangchoreographer.com/>

Visual Artists:

<https://www.faihringgold.com/>

<https://marygilkerson.com/>

<https://lynnaldrich.com/home.html>

For Vocal Academies:

<https://kentamplinvocalacademy.com/>

<https://www.academyofvoice.com/>

For Filmmakers:

<https://jaygammill.com/>

<http://davidgaz.com/>

<http://www.elizabeth-lo.com/>

<http://www.dannycooke.co.uk/>

<http://tylerperry.com/>

For Textile artists:

<http://michaeljamesstudioquilts.com/>

<https://www.suebenner.com/home>

<http://annettemorgan.co.uk/>

For Photographers:

<http://amberfoxphoto.com/>

Best site for step by step- how to build a WordPress site:

<https://www.wpbeginner.com/beginners-guide/how-much-does-it-cost-to-build-a-wordpress-website/>

Website considerations:

1. Take time to look at many websites, find what you like- imitate those components
2. Make sure your site is responsive, which means it looks good on mobile (cell phones, tablets)
3. Be sensitive to your “fold”, and make sure the important stuff is on the top of your fold
4. Have clear call to action on each page
5. Link your website to all your social networking pages and vice versa
6. If you work in other countries or languages be sure your website is in those other languages as well-some websites have language portals, some are optimized by the user’s country
7. Be conscious of the load time of your photos or videos (use smaller sized files) and watermark, copyright any art that could be “lifted” from your site
8. Make sure your site is easy to navigate
9. If you are selling work on your website and you are not represented- put prices on your work

Basic website components for creatives:

1. Home page
2. Newsletter sign up---POP UP---
3. About/bio with headshot page
4. Contact
5. Examples/samples/demos of your work
6. Event/showing
7. Media/press kit for potential galleries/advertisers/producers
8. CV/resume page
9. Links to social media & other sites that contain your work (IMDB, etc.)
10. Commerce page for your merchandise

Once you have a website:

1. Schedule regular maintenance for your website on your calendar.
2. Make sure you use a security plug-in like Akismet for Wordpress websites.
3. Review your website at least twice a year to update your work, refresh the pictures/look and update your resume, etc. If you are producing a lot of work, update quarterly.

Homework / Module 7 / Website

1. Go back over Module 7's exercise, spend time in prayer and reflection and make sure you have begun the process to build or update your website.
2. Decide how your business will be set up. Do you need only one website or many? Make your decision now and execute.
3. Review all of the suggested websites to visit even if they are not in your specific genre of art or entertainment, you can get inspiration from every one of them.
4. Upload your new headshot into your website.
5. Update or input your resume/CV/ samples of your work. Upload new action shots to drop in to several of your pages of you working/creating/teaching.
6. Work to update or create your website. Bounce ideas off of your trusted advisor, have them proof your copy, ask them to be very verbal with both encouragement and constructive criticism as well as help with overcoming obstacles.
7. Pray regularly for your career success and for fellow Catalyst members and their success.
8. Your goal is to have most if not ALL of your website completed by the release of Module 12, Dec. 13, 2022.
9. Make sure your website has all the components and suggestions we discussed.

Extra for the advanced:

1. Is your site fully optimized for SEO? If not, execute.
Here's an incredibly great link to help:
<https://onlinemediamasters.com/seo-for-artists/>