

MARKETING YOUR ART THE RIGHT WAY

Selling Art, Not Selling Out

Do's & Don'ts Checklist Worksheets

Have you been wondering how effective your website is? Fill out this do's and don'ts worksheet and see what you might need to improve on your website.

The Don'ts of an Artist Website:

- Difficult to Use
- Paying Someone to Update
- Difficult to Use
- Made with Flash
- Installing Plug-ins You Don't Know About
- Showing All of Your Art
- Showing Sold Art with Unsold Work
- Information is Hard to Find
- Site is Not Updated

Pages to Include:

- Contact Information
- Blog & Newsletter
- About Page
- Artist Statement
- Exhibitions
- Press
- Refund Policy
- Testimonials

Your website should have many more do's than don'ts checked off, if not, you need to evaluate what's important to you and make adjustments to your site when you can.