

This list is designed to be used alongside the [TextileArtist.org](http://www.textileartist.org) tutorial, which can be found at <http://www.textileartist.org/building-artist-website/>

DO keep your artist website fast, simple, easy to navigate, and well organised.

These are the basics; people visiting your site for the first time should know within 30 seconds who you are, what your art looks like and how to move around your site.

DON'T use free web hosting.

Ironically, free hosting comes at a price. Your site will scream 'unprofessional' and your art will be overshadowed by distracting banner ads and obtrusive graphics. You're also giving potential buyers the impression you can't afford your own site, or worse, you just don't care!

DO make sure your website looks the same and functions properly on all the major browsers.

Check your site in Internet Explorer, Safari, Firefox, and Google Chrome. It's also a good idea to make sure it displays well on tablets and smart-phones.

DON'T use third party ads on your site.

Unless there is a very good reason to do so, like the products you are promoting are directly related in some way to your artwork, avoid the temptation to make a few quid on the side; the adverts will only serve to distract visitors from the main focus of your site.

DO link to all your social media platforms.

Nowadays, this is a must. Facebook, Twitter, Pinterest, LinkedIn, Google+, to name a few, are one of the best ways to drive traffic to your website. Don't forget to link back to your website from social media too!

DON'T confuse visitors.

Keep technical jargon to a minimum and give explanations for unusual, art-specific terminology. In short, assume your visitors know nothing about you or art in general.

DO keep the navigation simple.

All too often, artist websites have gallery pages that lead the visitor down dead-end paths. Images should link to a larger pop-up of the same image if anything at all. Make sure any sub-pages link back to the major pages of your site, like the Homepage.

DON'T use images that are too large.

Obviously, it's essential your art is represented as faithfully as possible by the images on your site. But remember, the higher quality the images (ie. The larger they are), the longer the page will take to load; many visitors won't have the patience to wait and use waiting time as an excuse to leave your site. Stick to 100-200K at the most.

DO keep text concise.

Aim for around 300-400 words per page at most. The text should tell the story of what is unique or unusual about you and your art. To an extent, let your images do the talking. You can always include a 'Read more' link to a more in-depth piece of writing on any given subject, but a large block of text on your main pages can seem overwhelming.

DON'T over-use plugins, special effects, or audio.

Unless they enhance your art in any way (like a stylish Gallery plugin), plugins can really slow down a site and are often unnecessary. Remember that bells and whistles are distracting; visitors are there to discover more about you and your art.

DO provide exhaustive contact information.

The more accessible you are, the more trustworthy and professional you will seem. Including an email address is good. A phone number is even better. Invite questions and inquiries; potential buyers are more likely to take the plunge if they can find out as much as possible.

DON'T include everything.

If you have a large body of work, don't be tempted to include full images and details of every piece of art you've ever created. Be selective and organise it well in different sections of your Gallery page.

DO offer explanations.

It's a good idea to label each piece of work. You should at least state the dimensions of the piece, materials used, and the year it was created. You might also offer a couple of sentences of explanation (what was the inspiration, which techniques you used) and perhaps include a price.

DON'T over-use colour.

Modern galleries usually have white walls for a reason; the art looks great against a neutral backdrop. Artist websites usually work well with a very muted background, dark text, and a limited palette of colours for page headings, sub-headings and links.

DO offer a way for visitors to be kept up to date.

Hopefully your art will make an impact. You should offer a way for visitors to keep in the loop; it can be as simple as a button to subscribe to your blog, but a monthly newsletter is often the most effective way of sharing your news.