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Selling Your Art on the Internet

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 Eastside Association of Fine Arts
www.FixMyWebsitePlease.com
www.TooliePhotos.com

What You Will Learn Today

- Why you want to bother with the Internet
- What artists need to know that is different from other businesses on the Internet
- What is **necessary** to do to sell your art over the Internet
- What is **possible** to do to sell your art over the Internet
- ...with time for YOUR questions!
- *Special web page with all the resources*



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Have You Worked with a Gallery?

What are the advantages?
 What are the disadvantages?
 You tell ME!

What if Your Gallery Worked...



365

March 09						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
March 1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	April 1	2	3	4



Your Online Gallery Can!

- Always display your art
- Collect names and emails of visitors
- Provide contact information
 - Email address
 - Phone
 - Contact form for name, address, etc.
- Even collect money, send receipts, and notify you of the sale...anytime of the day or night, from buyers anywhere in the world



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What Do We Know About Art Buyers?

You tell ME!

Good News, Bad News

- Marketing on the Internet is like marketing anywhere
 - Basic principles apply
- Art buyers like to know YOU
 - Information about you is available anytime
- Your Art is Visible
 - Photos, Video, etc.
- Marketing is an investment (but not big \$\$\$)
- You are not there in person
 - Harder for buyers to feel connected
- Your art is visible but not tactile
 - Have some hurdles to overcome

Here is the Secret

- You can overcome the distance by providing enough information for your buyers to feel like they “know you.”
 - Photos of your work-in-progress
 - Your writing (blog)
 - Audio clips (optional)
 - Video of you (optional)
- These tactics are what millionaire Internet entrepreneurs use every day



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Special Info for Artists

Things You Want to Do to Protect Your Art Online

Catalog Your Art

- Sign it, Name it
- Record it in your journal, date, notes, thoughts, etc.
- Set up an inventory
- Get help if you need it
 - Make sure it is a reliable person
 - Make sure you can maintain what they create



A Virtual Assistant?

- Not great at details?
 - Gather up the information
 - Visit www.oDesk.com
 - Hire a virtual assistant to help keep track of your art database
 - Get US-based or English-speaking International help starting at \$8/hour

Have Your Art Photographed

- Several EAFA members offer this professional service
- Essential to have good photos
 - Need them for your inventory
 - Need them for insurance
 - Need them for art show entries
 - Need them for your website (eventually)

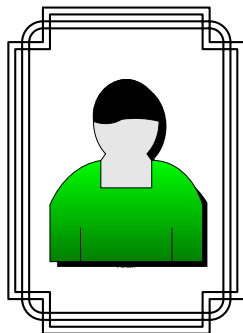
Protect the Photos of Your Art

- For \$79 a year, Digimarc MyPictureMarc
 - Applies a digital watermark to your digital photos
 - Identifies you as the owner of the photo
 - Professional plan has software that tracks your photos online and reports violators



I am not an attorney, but I can say..

- Your art is Intellectual Property
- It is possible to copyright it formally, individually or in groups of works
- Consult a trademark attorney about protecting your artwork



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Websites

Your Online Gallery

What Makes a Website “Good?”

- Memorable Domain Name
- Easy to navigate
- Easy to read
- Recently updated
- Good quality photos
- Valid contact information
- Regular website visitors

Don't Make Me Think!

- According to Steve Krug:
 - We don't read pages, we scan them
 - We don't make optimal choices, we settle for whatever will do the job
 - We don't figure things out, we muddle through
- Therefore, we MUST make scanning and finding things on our web pages as easy and painless as possible



What an Artist Website Needs

- Photo-Thumbnail
- Photo-Large
- Title
- Description
- Media
- Dimensions
- Price
- Link to Purchase online

32nd Open Exhibition Application

Artist ID

entryID

Title of Work

Media (appears on wall cards)

Dimensions

Height (in) (Framed size)

Width (in) (Framed size)

Depth (in)

Price

(Numbers only - no \$ or commas)

Upload Photo

Upload new file

Naming: ArtistName_ArtTitle_ArtistID.jpg

I Accept I have read and accept the [Terms and Conditions](#).

What About Adobe Flash?

- Flash websites with fancy intros are a waste of money
 - They tend to annoy your website visitors
- Use Flash only for the photos themselves
 - Much harder to copy the photos
 - Several simple programs around \$100 will turn JPEGs into a Flash Gallery
- Include both thumbnails and larger photos



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How Do They Find Me?

Google Makes the World Go Round with Keyword Searches

How Do You Describe Your Art?

- The words you use might be the words others type into Google to find art
 - Ceramics
 - Oil
 - Pastels
- Or the title of your art
- Or your name



Add Keywords to Each Page

- You or your web designer need to add keywords to each page
 - Just 2 or 3 per page, less if you can
- Keywords go into the “meta” tag
 - Your web designer will know where
- Google indexes your website
 - Adds YOUR site as a possible answer to someone’s inquiry



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Got Email?

Getting, Keeping, and Using Email
WITHOUT Becoming a Spammer

Friends, Family, Colleagues

- Do you send email about your art shows to them?
- You could be collecting emails from your website visitors!
 - Special programs can collect names and emails for you on your website
- You must follow strict rules if you collect and utilize those names



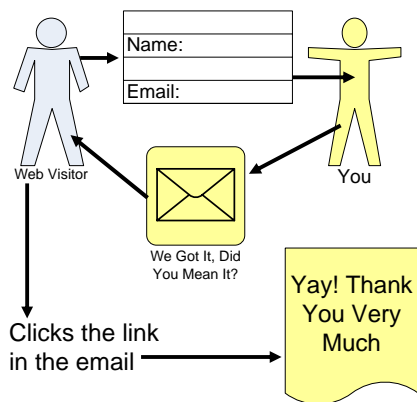
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CAN-SPAM

Legislation for Commercial Senders (that means YOU)

Double Opt-In For Emails



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Demo: Eafa's Opt-In Form



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Blogs

Your Online Communication
Connection

Blogs – an Online Journal

- Great place to report your progress
- Quick to write
- Easy to update more often than your website
- Gives visitors and potential buyers a chance to know you
- Have blog tied to your website

Do I Need a Newsletter?

- Newsletters are long emails
 - Sometimes have photos
- Really a business communication
 - Latest art shows
 - Latest gallery entries
 - Latest workshops that YOU are teaching



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One Artist's Experiment

Prototype for a Website to
Sell Art Over the Internet
Using Visual Media



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Special EAFA Resource Page

<http://www.tooliephotos.com/eafa.html>

or click Art Photography
then the EAFA Logo



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Q&A

Do you want to see
an instant replay?



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Thank You For Coming!

Go forth and do websites!
Toolie@Toolie.com