



The Artist's Online Presence Audit

ART BIZ **success**
with Alyson Stanfield

Dear Artist,

We all get busy and forget about the building blocks we previously put in place. Before we know it, 6 months have passed. A year. Longer? Yikes! And the places where people can find us are terribly out of date.

To ensure that doesn't happen, make a date with yourself every 6 months to review all of the places where someone might come across you or your art.

The Artist's Online Presence Audit on the pages that follow is a comprehensive review of your online footprint. It will help you make tweaks and ensure you are presenting yourself professionally.

Thank you for all that you do for artists across the globe. Truly, the only regret I have is not finding you earlier in my career!—

—JOSEPHINE GEIGER

I provide regular and updated tools and processes like this list in ESTABLISH YOURSELF: ESSENTIALS FOR ARTIST SUCCESS. This program could be for you if ...

- You don't know what your next steps are (or you don't even know where to begin).
- You could benefit from some structure for learning more about growing your business.
- You've been trying this and that, but haven't been consistent in any area.
- You feel like you don't have business systems that you can rely on.
- You are challenged to reach out to new connections or venues and collaborate or discuss showing your work. You don't have a plan for following up with people who can make a difference in your success.
- You aren't sending regular email to your list (the very people who have asked to hear from you).

If it sounds like it might be a fit, please check it out at <https://artbizsuccess.com/essentials>

With gratitude,





GENERAL SITES

Google My Business

This is a free service that lets you manage how you appear in Google searches. It's primarily used by local businesses that people visit in person. But you can also increase your odds of being found locally when you have claimed your business on Google.

This extensive article might help:

<https://blog.hubspot.com/marketing/google-my-business>

Access yours by using your Google account:

<https://www.google.com/business/>

Groups

Your membership in groups, such as our Art Biz Connection community, can lead to valuable contacts and opportunities. How are you showing up in your groups?

	Complete your profile description.
	Use a current photo of you (faces are good in groups) for your avatar.
	Add cover image of your art, if needed.
	Include requested links so group members can look at your art and follow you.

SITES YOU OWN

Website and Blog

Your website and blog are your home base. That's where you'll drive traffic, so they need to be in tip-top shape in order for social media and email to work effectively.

Review your site to see that ...



Your name is at the top of every page.	Artist statement is current.
Copyright notification is up to date.	Social media buttons are working.
Menu navigation makes sense.	Email sign-up is visible on most pages.
Links have been tested.	Contact info is easy to find.
Images have Alt tags for keyword SEO.	Privacy policy is in place.
Artworks have complete credit lines.	Analytics are in place.
Artwork has prices.	Pages look good on mobile devices.
Art is easy to purchase.	Shopping cart functions properly.
About page, bio, resume are current.	Popups are working properly.

Classroom (if you teach)

You're the leader of your classroom, so you might assume that everyone knows who you are and how to get in touch. Don't!

Set a good example for your students by polishing up your profile.

	Complete your profile description.
	Use a current photo of you (your face!) for your avatar.
	Add other images of your art if needed.
	Include links so students can follow you.

ONLINE GALLERIES

In addition to your own site, you might also show and sell your art on other platforms, such as organizations to which you belong, Etsy, Saatchi, Fine Art America or similar, Red Bubble, Society6, or similar.

	Complete your profile description and links.
	Use a current photo of you or your art.
	Update your images.
	Add extra text to images if that space is available.
	Test any links back to you.



SOCIAL SITES

Use the following checklist for each of the social media sites you use. Then see page 7 for more.

	Complete your profile description and bio.
	Use a current photo of you or your art for your avatar.
	Update your cover image.
	Add or update your call to action on your profile.
	Test any links back to you.

To the list on page 6, add these platform- specific reviews.

Facebook

- Don't be self-employed! Be employed by your Facebook business page, which will then link your personal friends to your professional life.

You provide so much valuable information and support, and in such a way that shows you and your staff really care. You lay out the steps to take, pitfalls to manage along the way, and continual support making it easier for me to follow through.

It's up to artists to do this work, as you remind us, but you carefully explain detailed information and in a variety of formats, even providing worksheets. I've participated in other webinars and worked previously with business coaches but your programs rank far above them. —LAURA BETHMANN

Instagram

- Update the ink in your bio or make a separate page on your site with multiple links that funnel followers to specific pages based on your posting. See ArtBizSuccess.com/sm for an example of this.
- Create or update Story Highlights, which appear underneath your bio.

LinkedIn

- Update your profile so that it's specific to arts professionals (curators, consultants, critics, and historians).
- Gear posts to industry professionals.

Pinterest

- Review titles of your boards and include relevant keywords.
- Freshen up cover images for each board.
- Consider converting any off-brand public boards to private boards.

YouTube or similar

- Update or add a trailer for your channel.
- Create playlists from your uploaded videos.
- View your channel as a new visitor or a subscriber to see that it looks like you want it to.

ABOUT ALYSON

Alyson B. Stanfield is an art business consultant for artists who want to make more money, increase their recognition, and leave an impact on their communities.

Since 2002, she has helped thousands of artists boost their careers through her blog, online classes, publications, membership programs, and workshops.

Alyson is the host of The Art Biz podcast and author of *I'd Rather Be in the Studio: The Artist's No-Excuse Guide to Self-Promotion*. She is also the creator and leader of ESTABLISH YOURSELF: ESSENTIALS FOR ARTIST SUCCESS, a training program for a solid art business foundation—tools and processes you'll use repeatedly throughout your art business.

Her mission is to empower artists by teaching them skills that contribute to a successful and sustainable art career. And to help them enjoy the gifts they are blessed to share with the world.

She invites you to join her in her Essentials program: <https://artbizsuccess.com/essentials>

Join Alyson: ArtBizSuccess.com

Connect on Facebook: facebook.com/artbizsuccess

Peek on Instagram: instagram.com/alysonstanfield

