



# Creating an Artist Website

## Panel Discussion - January 23, 6pm

**Jerry Shidal**

[JShidal.faso.com](http://JShidal.faso.com)

**FASO**

**Sarah Clawson**

[SarahClawson.com](http://SarahClawson.com)

**Wix**

### Questions for each Artist:

- What one thing tipped the scale for you to use \_\_\_\_\_ to build your website?
- What costs were involved to build your website AND are there on-going costs?
- On a scale of 1-5, how difficult was it to build & launch? 1 = "It was a breeze" 5 = "Pulled my hair out"
- Has it helped your art career to have a website? How so?

They offer one month free so you can play around all you want & decide if it's right for you.

it started at \$12/mo, now have the \$26/mo plan with unlimited images. Many well-know artists are on FASO, like Randy Meador.

1 - it was really simple to build and easy to maintain.

Not that I can tell - no direct sales from it.

ownership & complete control of the look..

\$345/year basic plus \$14.95/yr for custom domain & \$76 for custom email address.

3 - learning curve can be difficult but once you learn it, it's really simple to keep up.

Absolutely! Lots of traffic to the site and gets a notification when someone is looking at her site.



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### Carol Acedo

[ArtworkArchive.com/profile/  
CarolAcedoArt](https://www.ArtworkArchive.com/profile/CarolAcedoArt)

#### Artwork Archive

Tracks inventory, shows, sales, galleries plus a website.

Apprentice plan for \$8/mo for 50 images;  
Pro plan \$16/mo (\$192/yr) for unlimited

2 - very easy to do - just start entering the details about your work plus images. The website is automatic & shows only the work you designate as public. It has QR code creation, calls for entry, tracking locations of your work, shows, exhibitions, galleries. Private rooms online for showing a collection to customer or gallery.

Not much so far but it's invaluable for keeping track of my work.

(Note from Carolyn - I started using for inventory years ago and they just keep adding features. It's awesome!)

### Kathy Cunning

[KLCunningArt.com](https://www.KLCunningArt.com)

#### Art Storefronts

The sales pitch! Sounded perfect, proven track record, excellent PR. Marketing made it seem perfect for my needs.

Initial investment \$999 for 2 years to get set up, then \$450~ per year after. That's the level I purchased - where I do it all with their support.

5 - pulled out my hair! They have lots of help & support & if you're willing to put in the time to learn everything they teach & do it all yourself, then it's probably great. If you're not willing to work on the computer every day - don't. This is a Print-on-Demand company that also offers websites.

Tried to cancel & they are bending over backwards to keep me. The experience made me wonder if I really need a site? But on the other hand, having a site is important for entering shows, teaching.

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**Jack Eidson, Jr**

[JackEidsonArt.com](http://JackEidsonArt.com)

[WeatherfordArt.com](http://WeatherfordArt.com)

**WordPress**

it was handed to me - I didn't choose it but after I learned enough about it, I used it to build my own website, but much simpler.

WP is free to download but then you have to buy all sorts of plugins to make it do what you want. We pay \$114/yr for hosting.

5 - it was very difficult to learn. Don't recommend it unless you are tech savvy and like spending a lot of time on the computer.

Not really that I can tell.

**Carolyn Young**

[CarolynBernardYoung.com](http://CarolynBernardYoung.com)

**WordPress w/Elementor**

After trying templates, shared sites, 3rd party (twice), I wanted more control over my site without waiting for someone else.

Got in-depth training on Wordpress /Elementor plus a lifetime support package for \$1000 up front. Only on-going costs are domain renewal (<\$20/yr), hosting renewal (\$175/yr), & any plugins I want to purchase.

About a 3 -Took me 6 wks dedicated time to build. Now it's a breeze to keep up to date & make changes I want, when I want them.

IMMENSELY! Not only in sales directly from my website at full price, but shows & gallery opportunities come my way often because they saw me on FB or IG & went to my site. I collect emails there and send regular emails to my fans, which usually result in sales & commissions.

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### Other Platforms to check out

#### Basic Website Terms:

- **.com** - a division on the web, such as .com (commerce), .church, .edu, .gov. This helps to group like domains together & make them easy to identify. For your art website, .com is best.
- **Domain** - your territory on the web, such as earthtoart.com. To own your own territory, you must purchase a custom domain name, preferably one that contains your name, such as JackEidsonArt.com
- **Host** - an organization that sells or leases memory space on its servers. May or may not include a custom domain and/or SSL Included in template sites at no extra \$. This is where your domain lives.
- **Plug-in** - piece of software that adds new features or extends functionality on websites built with content management systems, like Bigcommerce & WordPress. (Not required on template sites.)
- **Print-on-Demand (POD)** - art prints made & shipped directly to the customer. May offer mat/frame selection. Some also print on household items such as mugs & shower curtains.
- **SSL Security - (Secure Socket Layer)** standard security technology for establishing an encrypted link between a server and a client. URLs that begin https have an SSL. Browser security may display a "warning: this site is insecure" banner if your site is only http. Normally free with template sites & some hosts.
- **URL** - your address on the web. Example: https://KathyCunningArt.com (NOTE: the www is no longer required.)

#### Weebly.com - \$12/mo\*

- Free SSL
- Custom Domain
- Shopping Cart
- Unlimited Storage
- No Ads

#### Squarespace - Basic \$16/mo\*

- This is their cheapest plan
- No selling
- No payments of any kind

#### \$23/mo\* minimum plan for selling

- Beautiful artist templates
- Domain included - free for 1st year

\* Prices shown per month are billed annually. Some allow monthly payments but will cost a bit more.

#### WIX.com (free account

- Use their domain
- No selling
- Requires paid account to accept payments

#### \$27/mo\* business basic account :

- Free SSL
- 50 GB storage
- no ads
- Beautiful artist templates
- Custom domain

#### Blogger (Completely FREE)

- Requires free Google account
- Can use your custom domain
- NOT for selling
- Lovely templates

NOTE: The information provided is a courtesy. Please do some research to make a decision that's right for you.