

## The Three Most Important Pages on Your Website

To enhance your art marketing efforts and attract more sales, consider adding or enhancing these three pages on your website: the Praise page, In Situ page and FAQ page.

### Praise Page

Your Praise page is where you share other people's comments about you and your art. It's a modest form of free marketing that adds credibility. The endorsements and testimonials encourage individuals and businesses to feel confident about working with you.

Include testimonials from satisfied buyers, excerpts from reviews about your art, and compliments from award-sponsors and jurors who selected your art. You can also share comments you received as an art instructor, reviews for your art book or YouTube video, and praise from your fans on social media, such as endorsements you received on LinkedIn.

Up to three sentences will suffice for each testimonial. If the comment was from an individual, ask them for permission to publish it. If the quote came from a business or art professional, include their title and affiliation.

You can name this page "Testimonials," "Comments About (Your Name)" or "What People Are Saying." For examples, see Frantisek Strouhal's "Testimonials" page at [frantisekstrouhal.com/testimonials](http://frantisekstrouhal.com/testimonials) and Sue Miller's "Kudos" page at [smillerart.com/kudos](http://smillerart.com/kudos). Miller included photographs of her art next to each comment.

Take pride in the testimonials you've earned, share them with enthusiasm, and make a conscious effort to collect more of these treasures. Don't be shy about asking friends and colleagues if you can quote them.

### In Situ Image Page

Bring your gallery or portfolio page to a higher level with a page that displays images of your artwork installed in spaces. Often referred to as in situ, this format lets potential art buyers see your art in proportion to the scale of furnished residences and offices.

Those considering hiring you for a commissioned piece or art project can appreciate how a work of art might look in advance. If you create murals or public art, imagine how helpful this page will be.

If it's not possible to photograph your art installed in buyers' homes and offices, don't despair. Find a photo of any room and use photo imaging software to place your art in these photographs. Free stock room photos can be found on Preveal ([getpreveal.com/resources.html](http://getpreveal.com/resources.html)), which you use through Dropbox. Royalty-free interior images are available for a small fee at Shutterstock ([shutterstock.com/home](http://shutterstock.com/home)). Type "room interior" into the search box to find a variety of images. Use [canva.com](http://canva.com) to place your art in the photograph.

Meg Black created a section on her website named "Installed Artwork" with four categories for installations: "Corporate," "Healthcare," "Residential" and "Public Collections" ([megblack.com/collections-in-situ](http://megblack.com/collections-in-situ)).

### FAQ Page

You've probably answered the same questions repeatedly from prospective customers. These questions and answers can all be located in one space on the FAQ (Frequently Asked Questions) page.

Visitors may appreciate that you've anticipated their queries and concerns. This page can also save you time since you can provide a link to the page when communicating with others in

email and on social media. The FAQ page can also provide topics for your blog posts. Some of the many questions to place on your FAQ page include:

- Do you accept commissioned projects?
- What are your payment terms?
- What shipping options do you offer?
- Do you accept wholesale purchases from corporate art consultants and interior designers?
- Do you use archival, environmentally-friendly materials?
- What size are your limited editions and do they come with a certificate of authenticity?
- In what galleries is your art currently available?
- How does the commission process work?
- What is the return policy?

For an example, see Black's FAQ page at [megblack.com/faqs](http://megblack.com/faqs).

Create these three pages to reflect your own style and website design, and update them as you acquire new content, the same way you update your resumé. You'll notice visitors may remain on your website longer and return often. These pages will also enhance your SEO due to the addition of keywords and phrases, further enhancing your art-marketing efforts. **PA**

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*Renée Phillips, The Artrepreneur Coach, helps artists achieve their fullest potential in consultations and coaching. She offers art-business articles and e-Books on [renee-phillips.com](http://renee-phillips.com). As founder/director of Manhattan Arts International, [manhattanarts.com](http://manhattanarts.com), she promotes artists in curated art programs and online exhibitions. She is also the founder/editor of The Healing Power of ART & ARTISTS, [healing-power-of-art.org](http://healing-power-of-art.org).*