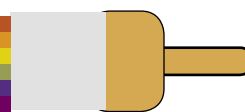


Art Marketing Report Website Sales Ability Test



Y N

Over half of the artists and craftspersons I know have a website. Few are bringing in the sales and commissions that online marketing can produce. There appear to be 38 website design features that can make the difference. I built them into this test so you can check your website's sales ability. It works as a test and it works as a set of specifications for a new site or makeover. The website design features identified in this test can create a buyer friendly site that will generate steady, quality traffic and the online orders and commissions you are looking for.

Getting close to 100 unique visitors a day usually brings buying action. It takes a focused promotion campaign to draw in that many visitors, get them involved, build long term relationships and make ordering easy.

Website Sales Ability Test

Imagine that a young couple is online looking for artwork to enhance their new home, a piece that will fit their taste and budget. This is what they need to experience if the order is to be yours.

Check the features that fit your site. Y N

- 1. We found your site in the first 4-5 pages of the top search engines.
- 2. The site loads quickly (under 30 secs.)
- 3. No entry page or animation gets in the way of quickly seeing what you have to offer.

Home Page

- 4. The page fits our computer screen. (800 X 600 pixels)
- 5. Your logo, name and what you do is at the top.
- 6. A table of contents shows everything we can see on the site.
- 7. The description of you and your work is clear, concise and in our terms.

- 8. The few graphics and photos support what you say and make us want to see more.
- 9. There are no flashy gimmicks to confuse us or waste our time.
- 10. Your navigation shows clearly where to go and what's on the other end.
- 11. Your name and how to reach you by phone, fax, mail, and email is on the bottom of every page.
- 12. A navigation bar at the bottom of the page keeps us from having to scroll up.
- 13. We used the Bookmark site button.
- 14. We filled out the Tell A Friend form so we could share with our family and friends.
- 15. The 'Ask A Question' links on each page makes you seem accessible.

Gallery Pages

- 13. Your logo and page title let us know where we are.
- 14. The thumbnails and short descriptions tell us what you are offering.
- 15. Clicking a thumbnail to popup a large picture and detailed information helps us see if this is the piece we want.
- 16. The high quality of the photographs gives us confidence in what we are about to buy.
- 16. We like to know the story behind each piece we buy to share with friends.
- 17. Nice to know how to arrange a studio visit
- 18. The 'Email Your Questions' and the 'Order Now' buttons show us what we need to do to move ahead.

Artist's History Page

Y N

Order Page

Y N

19. Seeing your picture creates a connection for us.

31. Multiple payment options make it easy to plan a purchase.

20. The more we know about your background and training the better we understand what you are doing.

32. We like the printable order form for faxing with a credit card number.

33. A toll free number for immediate credit card orders makes it easy.

Methods, Materials & Vision Page

21. What motivates your work is important to us.

34. PayPal is one of our favorite ways to make purchases.

22. The methods and materials you use fill out our understanding of the quality and desirability of your work.

35. The Secure Shopping Cart feature is one we are comfortable using.

23. Seeing photographs of you at work in your studio builds our confidence in your skills.

36. Your 30 day money back guarantee makes it possible for us to order with confidence.

24. We like your offer of custom designed, handcrafted work.

37. We appreciate the protection your clearly stated privacy policy affords us.

25. It is helpful to know about how long we will have to wait for custom work.

Links Page

38. Some of the sites you link to are pretty amazing.

Work in Progress Page

26. Seeing new work in progress gets us involved and eager to see the final work.

Add up the 'yes' answers: Yes No

27. We used the form to sign up for your update bulletins.

30-38 is an ecommerce ready site
20-30 could be upgraded
under 20 needs work

Testimonials Page

27. We are impressed by the experiences your collectors have with you and your work.

“How to Sell Your Art In A Recession”

What you can do to reshape your business, make your art easy to buy and build a circle of devoted collectors to carry you through trying times.

Contact Page

28. The pictures of you, your staff and your studio are very impressive.

“It answers everything you want to know from how to think about business to treating collectors so they stay with you forever. Highly recommended.”

29. It is good to know we can reach you by phone, fax, mail or email at any time and will get a prompt response.

Hector Sandoval

30. The form helps structure our inquiry.

Click to order your eBook:

“How to Sell Your Art In A Recession”

\$38.50 PDF delivered to your desktop