Artist Website Discovery Worksheet

Created by christina balch studio for use in individual short consultations

Congratulations on taking the next step to making your website work for you. Your website is a digital representation of your artwork and yourself. It should also exist to work for you and to achieve specific goals. By focusing on specific goals rather than trying to fit into a common website template, you will see better results and get closer to your goals.

# Goals

What are the main goals of your website? Or what are your career goals that you want your website to facilitate? These should be actionable and specific. Prioritize these goals starting with the most important.

*Examples: Sell a new series of small paintings, Get gallery representation from X gallery,*

*Get X artist grant, Get X artist residency, Work with artist collaborators creating digital work*

Goal 1:

Goal 2:

Goal 3:

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# Audience

Who is the audience you need to reach in order to attain these goals? There should be a main/primary audience for each of the goals you listed above. Feel free to include secondary audiences as well. Be as specific as possible. If you have one person that you can pinpoint is the ideal audience for your website to achieve your goal, that’s perfect!

*Examples: Commercial gallery curators, Assistant curator at X gallery, Art enthusiasts and buyers who want to buy neon art for their homes, Museum directors hiring art educators, Local artists and art supporters who will pay to see an art performance*

Goal 1 audience:

Goal 1 secondary audience (optional):

Goal 2 audience:

Goal 2 secondary audience (optional):

Goal 3 audience:

Goal 3 secondary audience (optional):

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# User action

What do you want this audience/person to do on your website? What action can they take to achieve your goal? Write or draw it out below.

*Examples: contact you via form or email, buy your prints online, know who you are and why you’re important, follow you on TikTok, hire you as a studio assistant*

Goal 1 user action:

Goal 2 user action:

Goal 3 user action:

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# Additional questions to think about

What are other secondary or tertiary goals that you want your website to achieve? These can be things like “look professional”, “have an online presence”, “have a digital portfolio or archive” and don’t necessarily need to be tied to specific, actionable goals. Please list these more general goals and why they are important to you.



**Other things to think about and discuss**

Do you have an existing website now? Please list the URL.

i.e. artistname.com or artistcollective.net

Do you have multiple websites? Please list them and write a little about each and why they are separate from your artist website. There’s no wrong answer - it will just help me to understand why you set things up the way you did.

If you have an existing website, what website platform are you using? Do you like it and want to continue using the same platform? Do you hate it and want to try something new? If you don’t have a website yet, is there a specific website platform you’re leaning toward? Why? There’s no wrong answer - it will just help me to understand your preferences.

i.e. Wordpress, Squarespace, Cargo, etc (there are many)

Content requirements - how much work do you have? What type of work do you have and how do you represent it? I.e. photo vs video vs …, performances or installations as video files, sculpture as image file, digital art as NFTs, sound art as video and audio file and sketches.

Is your work for sale on your website or on other platforms? Do you want/need any other transactions on your website (i.e. ticket sales, service sales, etc)?

Do your social media accounts serve your goals listed above? List your social media accounts below and write Yes or No next to each.

Is most of your work on other platforms like YouTube or Soundcloud?

Is writing important to your practice? Do you already have a regular writing practice? If so, do you want to post this writing to your website?

What else is important to your practice that hasn’t been covered yet?

List any other questions you have about your goals and website.

Please save this document with your answers and send to producer@christinabalch.com

If you printed this document and then filled it out, please photograph with your phone and email the images to producer@christinabalch.com