Artist Website Discovery Worksheet

Created by christina balch studio for use by individual artists on their own

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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Good luck with your website project! Remember that your website will grow and change with you so do not put pressure on yourself to make the perfect website. If your website achieves your top 3 professional goals, then it’s ready for launch!