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# **Sell Your Art On-line With Your Own Unique Website**

If you're serious regarding selling your art online, then you ought to be serious about developing your own website. I am not pertaining to those free website builders your Web Service Supplier provides you or any other free web site providers. I am talking regarding a skilled web site with your own distinctive domain name: [www.yourname.com](http://www.yourname.com).

There are good reasons why you ought to never use a free style service. The corporate that provides the free service owns your website house and they'll do no matter they would like with your web site, particularly advertise on it.

There's nothing additional unprofessional than unrelated banner advertising and popup windows that are usually related to free websites. Not solely are they annoying, but they also distract guests from your art.

There is also the chance that your web site provider may go out of business. That free web site you spent all that time promoting is gone and your efforts were in vain.

Along with your own distinctive domain name, the worst-case state of affairs is you have got to alter hosting accounts. Your domain name remains unchanged and your customers can still reach your site.

Having your own website with a unique domain name tells your potential customers that you are a professional and heavy regarding your business. It also looks wonderful on business cards!

Can you imagine handing out business cards at art shows or to other interested people with this printed on your cards: <http://www.somefreewebsite.com/artists/yourgallery/index.html>. This can be unprofessional and it's troublesome for your customers to remember.

Having your own unique website offers convenience for you and potential customers. For example, let's imagine you're traveling to a different state, or another part of the globe for that matter. You meet someone who is curious about seeing your work, however you do not have your portfolio with you. You will have simply lost a possible customer. If you have a nice business card, along with your web site address printed on it, the potential client can simply visit your website at his or her convenience to view your work, and it doesn't matter if they live around the corner or on the other facet of the planet! Your website is obtainable twenty four hours each day seven days a week.

Now that you see the benefits of having your own website, you'll need to require the primary step, and that is to register your domain name (<http://www.yourname.com>).

Registering your own domain name is easy and extraordinarily affordable today. My recommendation is to register through a web site known as *Godaddy.com*. They are amongst all-time low priced domain registration services on-line at around \$nine for the complete year (this was the worth at the time of writing this text). Once you register your domain name, its time to start your web site design. You'll either rent a web designer or do it yourself. Whichever technique you choose here are some general guidelines:

My recommendation is to stay your web site clean and simple. Don't load your web site with heaps of fancy graphics or long multimedia presentations. These only annoy and distract visitors far from your art and increase the number of your time it takes for pages to download.

Make your website navigation is simple to follow and consistent throughout your entire site.

Make it straightforward for your visitors to contact you. Put a "contact" or "contact us" link on every page in clear view.

Avoid animated graphics, moving text, or other animated options on your website.

Build all of the links on your web site commonplace colours and underlined. Blue is for unvisited links, purple for visited.

**Resources for do it yourself net design** - There are many places on-line where you'll be able to learn HTML and net design utterly free. One in every of my favorite sites is W3 Schools - <http://www.w3schools.com/>. W3 Schools could be a wonderful web site full of lots of nice info on HTML and web design. The tutorials are informative and very straightforward to follow.

If you are not the sort who enjoys learning online, there are a handful of great books you'll be able to purchase. "Learning Net Design" by Jennifer Niederst could be a book that gives you a smart all around introduction to net design. There are other great books. Simply head over to a site like Amazon and do a look for "beginner web style". Realize books that have smart feedback ratings from customers. Scan through the feedback to form positive the book is the proper fit for your experience level.

I hope this article has got you excited concerning obtaining your own website. If you have got any questions about something covered in this article, do not hesitate to contact me. Please send your query to: [ralph@sellingartnews.com](mailto:ralph@sellingartnews.com).

Be positive and head over to <http://www.sellingartnews.com>, for a lot of great articles and tips on selling your art.

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