Kia Ora Regan/Ciaran

It was good to catch up with you earlier and talk about your website. Absolutely keen to help you out and do this for you. This email is a formal proposal, and contains some early research so you know what we're getting into. I've also attached a contract so we're all clear.

Proposal

Currently your Wix site is fine for the bare minimum of an artist website, it has images of your work and your contact details. That's fine, but I've thought about what I can do for you to improve your web presence. The website will absolutely need to:

- Be a professional portfolio
- Display work in organised way; Type / Medium / Year / Series / etc
- Manage painting and print sales
- Facilitate commissions
- Display contact information
- Display an "About" page
- Be search engine optimised
- Be easy to update and customise

Of a secondary importance to you is that the website can:

- Maintain a mailing list
- Allow you to blog and post news and updates
- Connect to your social media accounts
- Display exhibition and publication information, in the future should your career advance in that direction

If we have the time, I will follow you up on these.

Research

I've also done some research on other artist websites and thought about what sort of direction I should take for you, given that artist websites are at best an extension of the artist's work.

As you are primarily a muralist who takes commissions, and you aren't aiming for the gallery market, I would advise against a highly minimal and overly classy site. I also think an overly bizarre and unintuitive site wouldn't be a fit for your work either, as it might for a conceptual artist, you need something that will be fun, as your work is very colourful and psychedelic, but still very simple to use for customers.

Here are some examples of what I mean:
https://www.lorrainenam.com/
https://www.jonmarchione.com/
https://www.tgoodman.com/

A gallery artist's and a conceptual artist's website would look like these:
https://samanthakeelysmith.com/
https://taubaauerbach.com/

I'll get back to you with some design work to review before the weekend so we could touch base on Monday, or when suits you.

I'll also write you a guide to using wordpress and the site, so you don't need to worry about that.

Nga Mihi
Yasser

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