

Artist Website Planning Worksheet

Class: Art Entrepreneurship – George Mason University

Assignment: Website as Your Brand Hub

Part 1: Personal Online Audit

Step 1: List Your Current Online Spaces

(Check all that apply and write your URLs)

Platform/Website	URL (If Applicable)	Voice/Brand Consistent?	Effective? (Y/N)
Instagram			
TikTok			
LinkedIn			
Portfolio sites			
Gallery/ Marketplaces			
Blog/Other			

Step 2: Identify Key Issues

- Where is your messaging inconsistent?
 - Which platforms are hardest to manage?
 - Which sites drive the most engagement?
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Step 3: Define Your Website Goals

Primary Goal of Website:

(Circle or write)

Showcase work | Sell work | Build audience | Get hired | Share events | Other:

Target Audience(s):

(Who will visit your site?)

- Collectors: _____
- Galleries/Curators: _____
- Clients/Commissions: _____
- Peers/Students: _____

Desired Visitor Action:

(What should people do on your site?)

- Contact me | Purchase art | Subscribe to newsletter | Book a commission |
 - Other: _____
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Part 2: Brand Snapshot

3–5 Words Describing Your Artistic Brand:

1.

2.

3.

4.

5.

Brand Visuals / Style:

(Colors, mood, images, fonts)

Tone of Voice for Website:

Professional | Playful | Educational | Inspirational | Other:

Part 3: Mini-Site Outline

Step 1: Site Map

List the main pages you want:

Page Name	Key Content	Call to Action
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Home

Portfolio

About

Events/Press

Contact/

Shop

Other

Step 2: Flesh Out One Page

(Choose one page to plan in detail: e.g., Portfolio page)

Page Name: _____

Content to Include:

- Images/Videos: _____
- Text/Descriptions: _____

- Call-to-Action: _____
 - Social/Email Integration: _____
-

Part 4: Peer Feedback

Partner Name:

Feedback from partner:

- Does the site goal come across clearly?
-

- Is it audience-centered?
-

- Does the brand feel consistent?
-
-

Part 5: Website Pitch Simulation

Notes for 1–2 Minute Walkthrough:

- Key feature 1: _____
- Key feature 2: _____
- How you'll guide visitor to desired action: _____

Peer Feedback:

- Most compelling part: _____
- Area to improve: _____