

# Artist Website Planning Worksheet

*Class: Art Entrepreneurship – George Mason University*

*Assignment: Website as Your Brand Hub*

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## 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? (Y/N)	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: \_\_\_\_\_

\_\_\_\_\_

## Part 2: Brand Snapshot

#### 3–5 Words Describing Your Artistic Brand:

1.

\_\_\_\_\_

2.

\_\_\_\_\_

3.

\_\_\_\_\_

4.

\_\_\_\_\_

5.

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**Brand Visuals / Style:**

*(Colors, mood, images, fonts)*

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**Tone of Voice for Website:**

Professional | Playful | Educational | Inspirational | Other:

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## Part 3: Mini-Site Outline

**Step 1: Site Map**

List the main pages you want:

Page Name	Key Content	Call to Action
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: \_\_\_\_\_

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## Part 4: Peer Feedback

**Partner Name:**

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Feedback from partner:

- Does the site goal come across clearly?

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- Is it audience-centered?

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- Does the brand feel consistent?

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## 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: \_\_\_\_\_