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Website Layouts and Templates That Attract Art Buyers

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Question: Are there proven website design layouts and templates for artists that are more effective in attracting art buyers?

Based on my conversations with photographers, editors, and ad agency creatives, there are certain "requirements" for a successful website – one that will be bookmarked and returned to again and again.

Building a Good Website Is Mostly Common Sense, Not Rocket Science



The first and most obvious requirements for an artist's website are:

- Large, quick-loading images
- Easy and quick to navigate
- Simple for you to update on a regular basis

The second set of requirements includes:

- Don't make the portfolios too long. If you see a portfolio of images that says 1 of 20, it feels like a reasonable and manageable number of images to view; if it says 1 of 68, chances are the viewer is not going to look at all 68 images.
- Please make the effort to label them. There's nothing more uninviting than Portfolio1, Portfolio2, and so on.

Navigation, Navigation, Navigation

A few years ago, when templated websites started to become more popular, one of the frequent criticisms was that "they all look the same." With a greater number of design options and affordable choices available now, they really don't all look the same- the common element is the navigation. And, the fact they are the same or similar is something an art buyer doesn't mind. If buyers see that your site is a liveBooks or an A Photo Folio's website, then they already have an idea as to how to navigate it. This gives them one less thing to be concerned about during the short visit they make to look at your work, allowing them to enjoy looking at the work more.

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