

Artist Websites

Website Platform Options for Visual Artists





Is Your Website Working For You?

Your website has an important job. As an Artist, a website is one of the most powerful ways you can control how you want to 'Show Up'.

Websites make it easy to introduce yourself and your work in the way you want. You get to showcase your work to your audience in a relatively controlled way – you decide what to include and exclude and how it is all laid out.

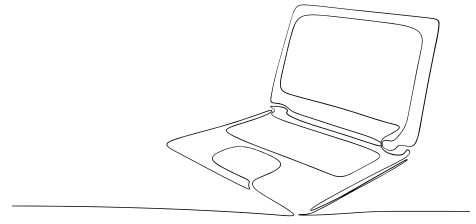
A great online presence via a website can expand your reach exponentially because it can be visible to anyone in the world with an Internet connection, any time of the day or night.

It's also a way to grow your earnings, opportunities and audience.

As visual people, we can get fixated on the 'right look' – which is totally understandable because we and our followers are visual and the right look is so important, but the features of our website are also important, and different platforms offer different features, so how do you decide what is the right option for you?

Here I have collated a few of the most common website platforms used by artists (plus one wildcard) and give a quick overview of each. Each of the options here is mobile responsive which is critical for your website.

Go through the list and click the platform name to be taken to their website where you can explore further.



1. **Shopify**

Best used for: Artists who want to sell their artwork online with ease.

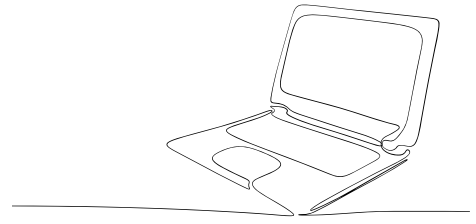
Why it's a good option: Shopify offers robust e-commerce features, allowing artists to set up a professional online store, manage inventory, and process transactions seamlessly.

Ease of use rating: ★★★★★

Cost rating: \$\$

The Downside for Artists: Shopify's pricing plans can be relatively higher compared to other platforms, especially for artists who are just starting out.

Extras: The Artists Business Lounge has an ebook *E-commerce for Artists with Shopify*



2. WordPress.org

Best used for: Artists who prefer customisation and flexibility in their website design.

Why it's a good option: WordPress offers a wide range of themes and plugins, making it highly customizable to showcase artwork in unique ways.

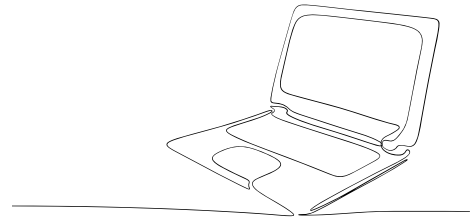
It also has WooCommerce and other e-commerce options available for selling, and many other plugins available to expand the features available making this option the most flexible.

Ease of use rating: ★★★

Cost rating: \$ (Free platform, pay for hosting, plugins include free and paid options)

The Downside for Artists: WordPress requires more technical knowledge compared to other platforms, which may be a challenge for artists who are less tech-savvy. However, there are thousands of people who can support WordPress building.

Extras: The Artists Business Lounge has Technical WordPress and WooCommerce instruction free for Art Business Success System Program participants.



3. Squarespace

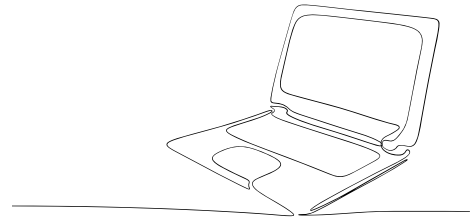
Best used for: Artists who want a sleek and modern website to showcase their portfolio.

Why it's a good option: Squarespace provides beautifully designed templates with a focus on visual aesthetics. It offers intuitive editing tools and built-in e-commerce functionality for selling artwork.

Ease of use rating: ★★★★★

Cost rating: \$\$

The Downside for Artists: Squarespace's pricing plans can be relatively higher compared to other platforms, which may be a downside for artists on a tight budget.



4. Wix

Best used for: Artists seeking a user-friendly platform with visually stunning templates.

Why it's a good option: Wix provides a drag-and-drop website builder, making it easy to create visually appealing websites. Wix has recently incorporated AI website builder functionality. Wix offers artist-friendly templates and integrates well with e-commerce functionality.

Ease of use rating: ★★★★★

Cost rating: \$\$

The Downside for Artists: While Wix offers a good range of design options, customisation can be limited compared to other platforms.

5. Weebly

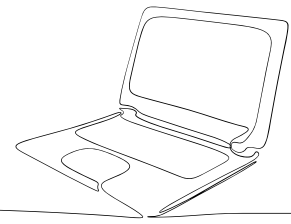
Best used for: Artists who want a simple and straightforward website platform.

Why it's a good option: Weebly offers an intuitive drag-and-drop website builder, making it easy to create a basic artist portfolio or online store. It's beginner-friendly and offers e-commerce features.

Ease of use rating: ★★★

Cost rating: \$

The Downside for Artists: Weebly may have limited customisation options compared to more advanced platforms.



6. Format

Best used for: Artists who prioritize showcasing their work in a clean and minimalist format.

Why it's a good option: Format is designed specifically for artists and photographers, offering elegant templates that emphasise visual content. It includes e-commerce functionality for selling artwork.

Ease of use rating: ★★★★★

Cost rating: \$\$

The Downside for Artists: Format's pricing plans can be relatively higher compared to other platforms, especially for artists with larger portfolios.

7. GoDaddy Websites

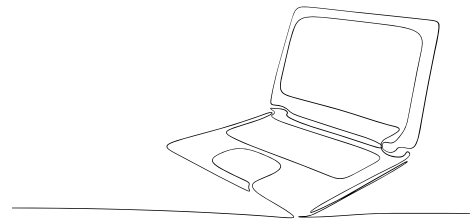
Best used for: Artists who want a simple and affordable website solution.

Why it's a good option: GoDaddy Websites offers an easy-to-use website builder with customizable templates specifically designed for artists. It provides seamless integration with e-commerce functionality, allowing artists to sell their artwork online.

Ease of use rating: ★★★

Cost rating: \$

The Downside for Artists: GoDaddy Websites have limited advanced customisation options compared to other platforms, which may be a drawback for artists looking for more design flexibility.



8. Systeme.io – the Wildcard of this bunch.

This one is a little different as it is an all-in-one marketing tool. They call their website a 'blog' but it has tons of elements that can be dragged and dropped to create all the features you find in a website.

So why did I include it?

It is best used for: Artists who want an all-in-one platform for website building, email marketing, and sales funnels with upsells, downsells and one-time offers to generate income. It is also ideal for artists with online courses, and affiliate programs and who want to build communities.

Why it's a good option: Systeme.io offers a comprehensive suite of tools, including website building, email marketing, and sales funnel creation, making it a cost-effective solution for artists who want to streamline their online presence.

Ease of use rating: ★★★★★

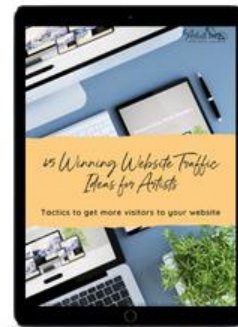
Cost rating: \$

The Downside for Artists: Lots of flexibility to drag and drop elements but it's not really a 'gallery' portfolio-oriented site. Systeme.io may have a steeper learning curve for artists who are new to online marketing and sales funnel concepts.

More Website Resources

[45 Winning Website Traffic Ideas for Artists](#)

eBook with tips to help you get more people to your website



[Plan and Build Your Artist Website – Trello Board](#)

Step by step guidance to plan and build your website. Includes resources and links to many useful resources. Build a website that not only looks great but that actually works for you too!

Other Services

[The Artists Business Lounge Success System](#) program



Our signature program features regular group coaching calls, Q&A calls, guest experts, access to up to 20 online courses, community, templates, resources and so much more.

Individual Coaching - the fastest way to make progress

My eyes and attention on your art business. Together we craft a plan tailored to your specific needs and stage of your career. From a one-off session, an activation workshop, through to a 3, 6 or 12 month program. [Get in touch here.](#)

[Standalone Courses](#)

Money Mindset for Artists, Marketing for Artists, The Art of Profitable Email and more. See the options here.

Do you want to find out more? Book a complimentary 20-minute 'Let's Chat' call via our [website](#)

The Artists Business Lounge

Art Business for Artists

The Artists Business Lounge was launched by Australian Artist and Coach Amanda van Gils in 2020 to support artists to grow their careers and business through individual coaching, online courses, group programs and resources, all designed for visual artists who want to achieve more.

We cover a broad range of topics essential for every artist from strategy, identifying your target audience, grants, pricing, marketing, developing your vision, working with galleries and so much more.

The Artists Business Lounge is here to help you take the next steps in your art career, all without neglecting that most important thing you do – creating your art.



Visit the website
theartistsbusinesslounge.com/



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Email
support@theartistsbusinesslounge.com

Meet Amanda

Amanda van Gils is a professional artist who has been exhibiting extensively - in over 100 exhibitions - since completing her Graduate Diploma at The Victoria College of The Arts (VCA) in Melbourne, Australia in 2000.

As a lifelong learner, Amanda has spent decades acquiring and testing all sorts of strategies for artists.

With a parallel career as a consultant, manager and coach, Amanda has also learned a thing or two about business.

Amanda loves supporting artists to flourish in their chosen fields.

In 2008 Amanda established an 'artists supporting artists' online forum (TLF) and she has curated three exhibitions - NetWork at The Art Gallery of Ballarat (38 artists), Exchange, an exhibition and art swap involving 55 contemporary artists and Table21 featuring 12 artists from The Artists Business Lounge group program.

Amanda launched The Artists Business Lounge at the end of 2020 and has clients in Australia, the US, Canada and the UK.