



C. Phil Moncrief



New Discussion

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Need Feedback for my new website. Would like to step up the marketing before the holidays.



janderson Posts: 12

November 16 in Artists

Hello Everyone,

Please feel free to post feedback on my new website. I would like to step up the marketing with it before the holidays and get it going live.

Here is the website link: CoastalGeorgiaPrints.com

Thanks!

Jamie Anderson



Quote

Comments



taylor Posts: 10

November 16

Hey Jamie,

Looking good. Great images and love the site/business name – "Coastal Georgia" should be a super-powerful niche beyond just using your own name to promote the thing.

My 2 cents would be to fill out your site's pages with a little bit more information.

For example, I love to see you offering a "Join Our Email List" button, but how about a quick line of text above the form to describe what I'll be receiving if I opt in? A weekly image of yours? Announcements when new products go on sale? Occasional coupons/discounts? Considering how valuable that mailing list will be, sell it like a product.

Same goes for the "Contact" page - what are some of the reasons I would want to contact you? Adding a quick note at the top like – "Have a question about my work? Looking for commission info? Feel free to contact me using the form below!" – can go a long way in adding an extra bit of friendliness and approachability to your business and artwork.

Finally, your first blog post is a selling machine! Works both as an FAQ and your primary pitch. But it's missing a call to action! End the thing with an invitation to browse your online store and a direct link to get there. Then, drive traffic to that page to reinforce the quality of your work and clarify your return policy. You could email it, post it on social, and even link to it on other areas of your site ie: home page, product page. I think that post will be a big deal in your future customers getting to know you and what to expect from their purchase.



Quote



Cory Huff Posts: 15

November 16

+1 for everything @taylor said. Great stuff.

A few things:

- Check your SEO settings. The Title tag for your site says Home. It should be something like Coastal Georgia Prints if that's the keyword cluster you're aiming for.
- Your About page is ok. What most artists miss is that the About page isn't really about the artist - it's about telling the visitor about themselves in relation to the artwork. I'd recommend checking out Kimberly Houston's [guide to a client-attracting About page](#).
- the blog post that Taylors mentioned is indeed a selling machine. That's great. I'd encourage you to make your images larger on the blog post itself, along with links to the images in the store so someone can buy them.
- Generally speaking, dark text on a light background is better. The way you have it is harder to read - but that's a minor thing.

“ Quote



janderson Posts: 12

November 16

Thanks Taylor and Cory. Great suggestions!

I have already made some of these changes.

Thanks!

Jamie

“ Quote



patrick21 Posts: 83

November 17 edited November 17

@janderson Your SEO is a critical step. I completely agree with @Cory Huff on that one. We have so many on the platform that have not done the basics yet.

Which to be honest with you is completely understandable... its sorta complicated and not something most artists spend their time reading up on.

Its why we created the success plan. So if you follow the steps in there it will explain in detail how to do it.

The basics are so critical.

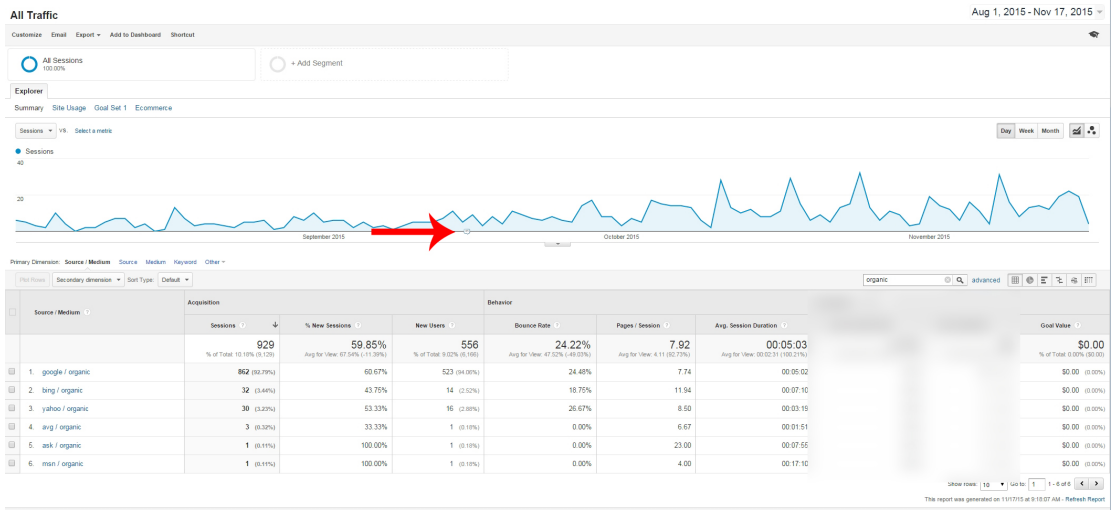
Now to the fun part. One of the reasons I am really loving my job right now is I get to contact folks on our platform, let them know I have an idea I want them to try, and then help them implement it. Afterwards we take a hard look at the data and see how we did.

So in this particular case it was SEO and where you are now. I wanted to see what kind of impact our recs would make.

I spent a few minutes on google doing some keyword research, made my recommendations on keywords, got the artists agreement, implemented the keywords on all pages and then he followed it up doing all images.(all those steps are in the success plan btw)

On Sep 15th I added in the meta tags and descriptions to all of his pages. As previously stated he started making changes to individual images at that point and I think has probably finished by now.

So what you are looking at in the image below is organic traffic. The red arrow points to the date of September 15th.



Here is what the monthly numbers look like...

- July 109 sessions
- Aug 139 sessions
- Sep 194 sessions
- Oct 356 sessions

Now we are still not talking about HUGE numbers but who cares. The organic traffic is steadily growing and will continue to do so.

Because some of the keywords we used for his site are not heavily contested (yours likely are not either) he has already hit the first page of google for his keywords and is number 1 on a few of them.... which is awesome.

I am working on a blog post that will be a case study of this particular test and will detail all of the steps and exactly what I did.

So far though completely stoked with the results.

Quote



C. Phil Moncrief Posts: 31
November 17

@patrick21 those numbers are not insignificant. That should be a blog post, so that this information can get out to everyone on the platform who is not reading this thread. All of those people need to start implementing the ASF Success Plan.

There is no better way to get easy traffic from your targeted niche than by properly SEO'ing your site.

@janderson - when I go to google and type in "georgia coast art", only the top 3 results are actually art websites. The rest are travel sites. Which means, by following this part of the success plan, you should at least be #4 on that list after a period of time and I wouldn't be surprised if you get to #1 or #2 if you really do a good job.

Quote



Cory Huff Posts: 15
November 17

Might be fun to do a webinar on SEO for artists, talking super-niches like these.

Quote

**janderson** Posts: 12

November 17

Yep, I gottcha! I was actually reviewing the SEO for all the pages as part of the success plan, but somehow I was thinking the "Title" tag would show up on the actual page itself, which it does not. So, I have since gone back in and added the title tags.

Interesting discussion on search terms though. I would be very interested in your blog post Patrick. Of particular interest would be how to research the best (optimal) search terms to describe your pages. I put in the keywords that I would use to describe the pages, however, there may be other terms that people are actually using, maybe even more frequently, to try to find them.

Here is a free tool for coming up with keywords for images and artwork itself. I use it quite often when posting new artwork. It helps you find more keywords and perhaps ones you haven't thought of before:

<http://microstockgroup.com/tools/keyword.php> .

Also, Cory, the "Guide to a Client-Attracting About Page", by Kimberly Houston is a great read! I just finished reading it this evening, so, that is another thing I will have to rethink. Sometimes I have to read something like that and think about it for a day or so before I come up with my own idea for it, but eventually, I'll get it done.

Thanks!

Jamie

Quote

**janderson** Posts: 12

November 19

Ok, finished a new about page. Hopefully it's a little better. Thanks for the info on Kimberly Houston's guide to a client-attracting About page.

Quote

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