



How to Create a StudioDoorz Listing

STEP 1. Create a StudioDoorz account

Instructions

1. Fill in all the required information to create an account. Be sure to choose an email address that you have access to, as you'll be receiving a confirmation email. You may opt to subscribe to our monthly newsletter. Our newsletter is packed with valuable information and tips for marketing your studio and your artwork.
2. Once you have filled in all the sections and clicked the "Create Account" button, you will receive a confirmation email at the email address you entered. Go to your inbox to find this email, and click the confirmation link in the inside. Your account will be activated and you may log into the website.

Accessing your account

To access your account at any time, log into the website using your username/email address and password. Once logged in, click "Account" in the upper right corner of the site and select "My Profile and Studios". This is where you will add information about your studio and your work.

STEP 2. Complete your artist profile

Before you start

Your StudioDoorz listing will have two main features: the *artist profile* and the *studio listing(s)*. It is very important that you complete both of these sections, as they always appear together.

When a visitor clicks on your studio listing, they will see your studio information along with your artist profile. StudioDoorz is a fantastic way for art lovers and prospective collectors to discover your work, so we recommend providing a robust description of your offering.

The **Artist Profile** provides the public with information about you, the artist. This includes your name, a brief bio or artist statement, a portrait image (head shot) of you against a background banner image, and a link to your Studio listing(s). The portrait image, name and bio you set up here will appear in the sidebar of each of your Studio Listings.

Studio Listing(s) provide information about the work you produce in each of your studios. While most artists have one studio, others may have several—even in different states or cities. StudioDoorz allows you to create as many studios as you wish. Each listing requires a separate yearly subscription. The Studio Listing is where you will talk about your work and display samples of the work you produce in that studio.

Instructions

We strongly recommend that you create your listing using a desktop, laptop or pad device.

1. **Log into your account.** If you are not logged in, you will see a Login option in the upper menu bar towards the right. Once logged in, the Login option is replaced with a red Account button.
2. **Navigate to your Profile page.** Under the red **Account** button, select **My Profile and Studios**. You will be directed to your Artist Profile page. Here, you can manage your StudioDoorz account and your Profile information and create your Studio listing(s). When a visitor comes to this page, they will see your cover image and photo, along with a list of Studios you have set up. This page has 4 tabs:
 - *Instructions (visible only to you)*
 - *My Profile (visible only to you)*
 - *My Studios (visible only to you)*
 - *Studios (visible only to the public)*
3. **Set up your Artist Profile.** When people visit your Studio on StudioDoorz, they will see information in the sidebar about you. When they click on your photo, they will be taken to this page. Here's how to set this up.
4. **Add a portrait image.** At the top of the Profile page, you will see a round placeholder image for a photo of you, the artist. We recommend choosing a

professional, aesthetically pleasing photo of you. Remember, your artist profile reflects the story behind the work. Many collectors feel that the artist's story is as important as the work itself. When you click the icon you will be asked to upload a new image. The photo you choose should be 150px wide x 150px tall. Once uploaded, you will be asked to crop the image. There are tiny circles in the upper left of the image that, when dragged, create a square frame in the image. Be sure this frame includes the part of the image you want displayed in your portrait.

5. **Add a banner image.** Behind the portrait image, you will see a large rectangular image. A good cover image would be an image of you working in your studio, posing with your work, a photo of your studio itself, or a representative piece of your work. Click on the white camera icon that floats above the placeholder, and you will be asked to select a cover image. This image should be 1440px wide by 500px tall.
6. **Edit your Name and Bio.** Click on the *My Profile* tab, and you will find a form where you can edit your **Name**, **Email**, and **Bio**. Be sure your name is as you would like it to appear where it is listed. We recommend capitalizing the first letters of your name to make it appear well with other site design elements. Try to keep your **Bio** short, interesting and fun. We recommend one or two short paragraphs at the most, since what you write here will appear in the sidebar of your Studio listing.
7. Click **Update Account** to save your changes.

STEP 3. Create a studio listing

Before you start

Now that you have completed your artist profile, it is time to list your studio. Unlike your artist profile, which provides information about you and your story, your studio listing is focused more on your physical studio space and your artwork. You'll include photos of work space and your artwork.

On submitting your listing, you will be redirected to a checkout page, where you will submit the payment for your listing. Your subscription will automatically renew each year, unless you indicate otherwise.

Your studio listing includes required fields and optional fields. Required fields are sections of the listing that you must enter in order to submit the listing. While you may return to your listing at any time to make edits, the required fields must be completed in one sitting. If you leave this page before clicking "Submit Listing", you'll have to re-enter all of your information next time you visit this page. We strongly recommend typing out your description in a separate word document the copying & pasting the passage into the description field of the listing when you're ready to submit it.

Required fields include

- The Studio Name
- Studio Description
- Your primary medium
- Your studio address
- Your address display preferences
- The email address you'd like to have linked to our contact form
- At least one photo of your studio and work, which will appear at the top of your Studio Listing

Instructions

1. **Add your Studio Name.** We recommend including your artist name in this area as it will help anyone searching for you specifically, to find you.
2. **Add a Studio Description.** Use this area to provide a thorough description of your artwork, your choice of mediums, your process and inspiration, and anything else that describes your work. This is also a great place to share of any awards you've received, and events you've taken part in, including any exhibits, gallery affiliation, upcoming art fairs, etc. Remember, your studio description is as much a part of your artist brand as the aesthetics of your work.
3. **Select your Medium(s).** Click on **Select Category** and choose one or more mediums from the dropdown menu. You may choose as many mediums as you'd like.
4. **Select Tags.** Tags are terms or short phrases that are more detailed descriptions of your work or style than the broad medium you selected previously. Click on **Select Tags** and choose as many tags as you'd like. Any tags you select will appear underneath your studio name on your published studio listing page. They are also links that site visitors can use to "tag surf" between studios with the same tag.

Choosing tags allows visitors to discover your studio by looking at someone else's and clicking on a tag that you and the other artist have in common.

5. **Studio Location.** When someone searches StudioDoorz, they are presented with a map showing all studios in the area they search. In order for your studio to appear on the map, you'll need to provide an address. Be sure to use your actual zip code and your general location to make sure that your studio appears in its approximate location on the map. To protect your privacy, you may opt out of displaying your address in your listing, while still having your Studio appear on the map. By default, your address will not be displayed, but you may choose to display it by selecting the "Yes" button located below the map.

Very important. Once you have entered your address, be sure to click the **SET ADDRESS ON MAP** button to make sure your geolocation is recorded. Otherwise, you will not appear on the map.

6. **Contact Information.** We will use the email address you provide here to allow visitors to schedule visits for this studio. To protect your email from spam harvesters, your email address will not appear on your listing. To contact you, a prospective visitor will fill out a form, which will trigger the system to send you an email. This may be the same email address you've used to register your account. You also have the option of displaying or not displaying your phone number. A phone number is not required for contacting you to schedule a visit.
7. **Where to find you on the web.** Enter URLs for your website and various social media accounts here. It is important to enter the entire URL for this to function properly. The best thing to do is to go to your page in your browser (your website, facebook page, etc.), copy the URL from the address bar at the top of your browser, and paste it in here.
8. **Image Gallery.** This is where you can show some samples of your work. You may upload up to 20 photos of your work, studio space, exhibits, etc. Drag the images around to rearrange them as you wish. **IMPORTANT:** The first image in your gallery will be displayed at the top of your studio listing. Mouse over the images and click the edit (pencil) icon to add Titles and Captions. We recommend adding at least 5 images. While the public can access your website and social media profiles to see more of your work, it is ideal to show them a representative portfolio of your work without requiring them to navigate to a different website.

It would be best to format your images in an image editor for best display on the web. The web uses a much lower resolution than what is required for print. Optimizing your images insures your page loads quickly.

Ideally all images should be JPG images (best for art) optimized for the web with the following settings:

- **Resolution:** 72dpi
 - **File Size:** Less than 300Kb (to achieve this, you can reduce the JPG quality to as much as 50%)
 - **Dimensions:** The first image in your gallery will be appear at the top of your Studio page. It should be 1440px wide x 960px tall. Other photos in your gallery can be between 600px and 1440px wide and no more than 1440px tall.
9. **Payment.** Each studio listing is \$25/year. Your subscription will automatically renew one year from your payment date. You will be able to make either PayPal or credit card payments by following the payment link.

ADDITIONAL TIPS & INFORMATION

StudioDoorz is an alternative marketing platform. StudioDoorz is a unique and highly effective way for art lovers to discover new artists, visit their studios, and purchase work from them directly. As such, your artist listing on StudioDoorz is as important as your website and social media profiles. Imagine taking the position of a prospective visitor and stumbling upon your StudioDoorz listing for the very first time. Is it professional? Inspiring? Beautiful? Does it make you want to reach out and see this art in person?

PRO TIP

Take your time to compose descriptions and select images of your work that reflect your professional brand. Your StudioDoorz listing stands on its own as an important component of your overall marketing strategy. Additionally, exemplary StudioDoorz listings will be featured in our newsletter as well as our own social media marketing.