

# WORDPRESS WEBSITES FOR ARTISTS

Frank Juarez

Frank Juarez Gallery

Gallery Director

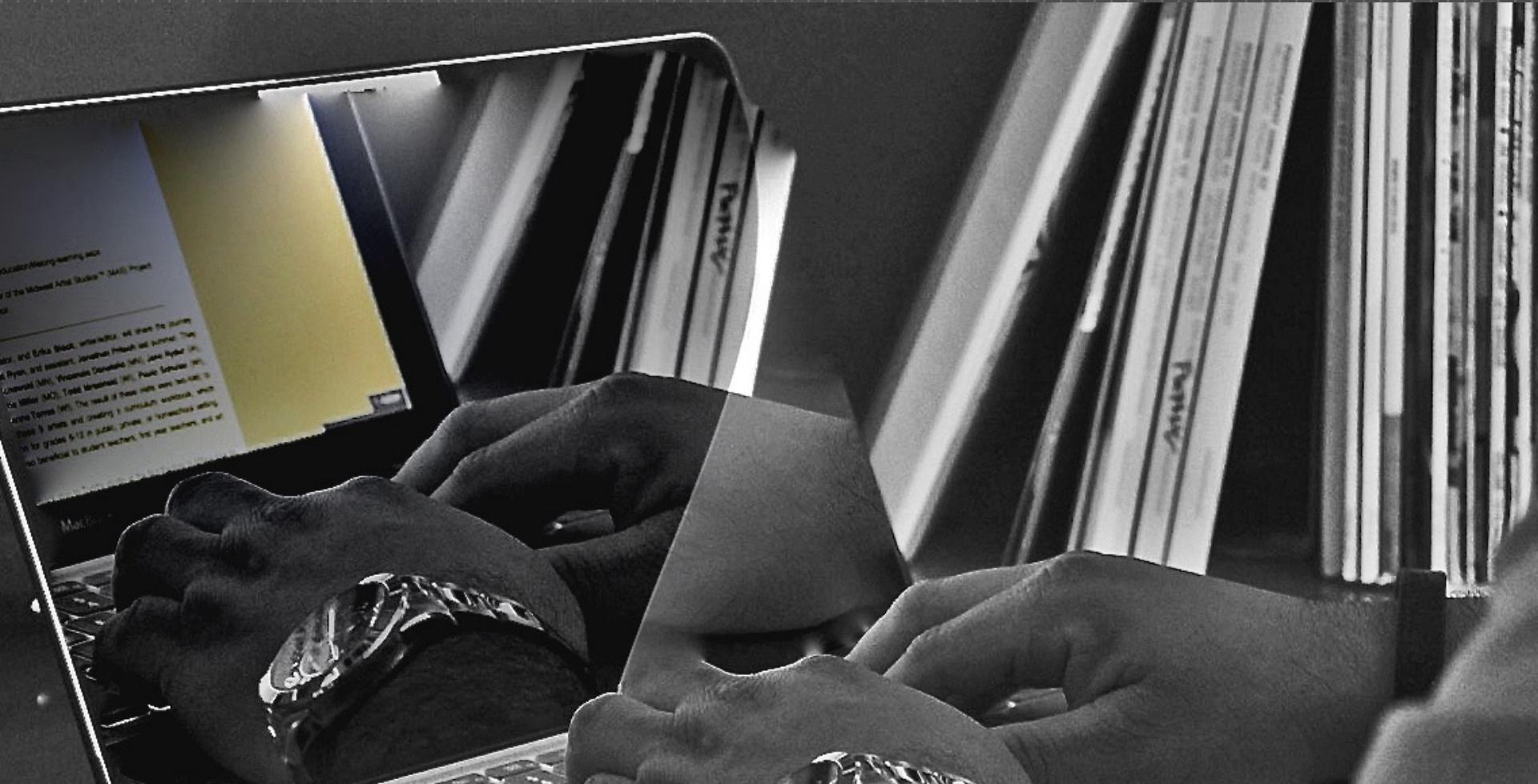
Racine Art Museum

Wustum Museum of Fine Arts

Professional Artist Development Series

# OBJECTIVES

- 1) CREATE A WEBSITE USING WORDPRESS
- 2) INTEGRATE SOCIAL MEDIA
- 3) DEVELOP ONLINE PRESENCE



**WITH THE ACCESSIBILITY OF WEBSITE HOSTS SUCH AS WORDPRESS ARTISTS CAN CREATE AN ONLINE PRESENCE.**

**IF YOU CAN SEND AN EMAIL, YOU CAN DEVELOP YOUR OWN SITE, AND ESTABLISH YOUR CREATIVE BRAND ON THE WEB.**

WHY DO YOU WANT TO  
CREATE A WEBSITE?

THINK OF THREE REASONS.



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IN THE  
DRIVER SEAT

EXPOSE.  
EDUCATE.  
ENGAGE

CREATE MY OWN  
ART MARKET

GOAL  
SETTING

PERFECTING THE  
IMPERFECTION

LAY THE  
FOUNDATION

PERSONAL  
MISSION

SUCCESS IS  
COLLABORATIVE

BE ACCOUNTABLE

# The Website

# CONTENT

What information do you want your website to communicate?

*Take a couple minutes and jot down your ideas.*

# DOMAIN

Invest in yourself. Choose your name as your domain.

Free (wordpress.com)

vs.

\$18 (.com, .net, .org)

Before jumping into opening your Wordpress account and starting to create your own website here is a list of items you will need to make a smooth transition.

- Professional headshot
- Brief bio
- Professionally photographed artwork

# A CLOSE LOOK INTO WORDPRESS

## INSTRUCTIONS:

**STEP 1:** GO TO WORDPRESS.COM AND CLICK ON CREATE BLOG

.

**STEP 2:** CLICK ON WP ADMIN TOWARDS THE BOTTOM LEFT SIDE BAR.

**STEP 3:** TO ADD A NEW POST CLICK ON THE '*POST*' TAB. IN A POST YOU CAN ADD TEXT, IMAGES, AND EVEN VIDEO.

**STEP 4:** TO ADD A LINK CLICK ON THE '*LINK*' TAB. THIS IS A GOOD PLACE TO ADD ANY LINKS THAT YOU ARE INTERESTED IN SUCH AS ARTISTS' WEBSITES, PINTEREST, ONLINE RESOURCES, ETC.

**STEP 5:** TO ADD A PAGE CLICK ON THE '*PAGE*' TAB. IN THIS SECTION YOU CAN ADD THE FOLLOWING: ABOUT, NEWS, CALENDAR, GALLERY, CONTACT, ETC.

## INSTRUCTIONS CONTINUE

STEP 6: SELECT A THEME BY GOING TO THE ‘APPEARANCE’ TAB. WHEN SELECTING A TEMPLATE MAKE SURE YOU SELECT THE ONES THAT ARE FREE.

STEP 7: WANNA INTEGRATE SOCIAL MEDIA INTO YOUR SITE, THEN YOU WILL NEED TO CLICK ON THE ‘APPEARANCE’ TAB AND SELECT ‘WIDGETS’. ONCE YOU CLICK ON ‘WIDGETS’ YOU WILL NOTICE QUITE A FEW OPTIONS ON THE LEFT SIDE OF YOUR SCREEN. ALL YOU DO IS CLICK AND DRAG THE WIDGET INTO THE ‘PRIMARY SIDE BAR’, ENTER THE PROVIDED URL, CLICK SAVE.

STEP 8: PERSONALIZE YOUR SITE BY CLICK ON THE ‘SETTING’ TAB. CHOOSE A SITE TITLE, TAGLINE, UPLOAD YOUR PROFESSIONAL HEADSHOT AND SAVE

# TOP 5 TIPS

1. PLAN AHEAD. MAKE SURE YOU HAVE YOUR PROFESSIONAL HEADSHOT, BIO, ARTWORK, VIDEO URLs, INVENTORY LIST, ETC READY BEFORE YOU BEGIN TO WORK ON YOUR SITE. THE MORE CONTENT YOU HAVE THE EASIER IT WILL BE TO SEE WHAT THE SITE WILL LOOK LIKE IF YOU DECIDE TO CHANGE THE TEMPLATE.
2. MAKE SURE THAT YOU ARE AWARE AS TO WHAT YOU ARE CLICKING ON. THERE ARE TEMPLATES THAT WILL COST MONEY SO MAKE SURE THAT YOU SELECT THE 'FREE' TEMPLATE OPTION.
3. BE VERY SELECTIVE AS TO WHAT YOU PUBLISH ON YOUR SITE. ALWAYS PUT YOUR BEST WORK INTO PLAY.
4. POST FREQUENTLY.
5. ALWAYS BE PROFESSIONAL WHEN YOU ARE TALKING AND SHARING YOUR WORK.





**Dashboard**

Home  
Comments I've Made  
Site Stats  
My Blogs  
Blogs I Follow  
Akismet Stats  
OmniSearch

Store  
Posts  
Media  
Links  
Pages  
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Comments  
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**Dashboard**

Tip: Buy a premium theme for your blog and stand out from the crowd!

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WordPress.com Blog

- [Field Notes: The Codex Hackathon 2016](#)
- [New Theme: Revelar](#)
- [Customizing Twenty Sixteen: Four Takes on Our Annual Theme](#)
- [New Themes: Escutcheon and Orvis](#)
- ["Discover" Great Features You Might Have Missed](#)
- [New Theme: Toujours](#)
- [Three Ways to Refresh Your Website in 2016](#)
- [New Theme: Canapé](#)
- [The 2015 WordPress.com Year In Review!](#)
- [New year, new blog? Start on the right foot.](#)

**Quick Draft****Stats**

60

50



## Dashboard

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#### Categories

#### Tags

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#### Copy a Post

-  [Field Notes: The Codex Hackathon 2016](#)
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-  [New Theme: Canapé](#)
-  [The 2015 WordPress.com Year In Review!](#)
-  [New year, new blog? Start on the right foot.](#)

### Quick Draft

### Stats

**Dashboard**[Home](#)[Comments I've Made](#)[Site Stats](#)[My Blogs](#)[Blogs I Follow](#)[Akismet Stats](#)[Omnisearch](#)[Store](#)[Posts](#)[Media](#)[Links](#)[Pages](#)[Portfolio](#)[Comments](#)[Feedback](#)[Appearance](#)[Users](#)[Tools](#)[Settings](#)[Collapse menu](#)

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At a Glance

Your Stuff

All Links

Add New

[Top Blogs](#) [Top Posts](#) [Latest](#)

Link Categories

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- [New year, new blog? Start on the right foot.](#)

Quick Draft

Stats











Stats - WordPress.com

Manage Themes - FRANK

Frank

<https://frankjuarez.wordpress.com/wp-admin/themes.php>[Apps](#) [365 Project](#) [INSIDE \ WITHIN](#) [In the Make](#) [Chicago Artists Reso](#) [FRESH PAINT MAGA](#) [S SUCCESS](#) [SASD Learning Lead](#) [New folder](#) [Other Bookmarks](#)

Help

Themes 500

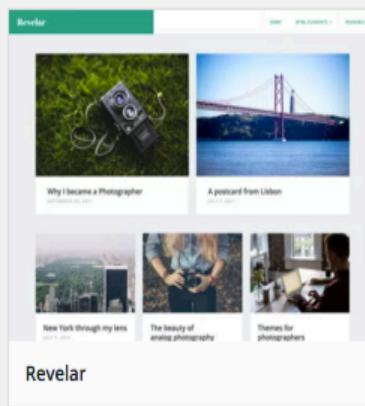
Search themes...

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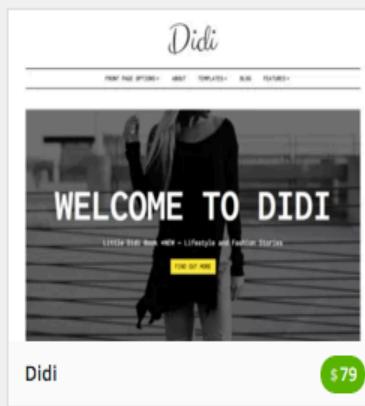
Active: Oxygen

[Customize](#)

Escutcheon

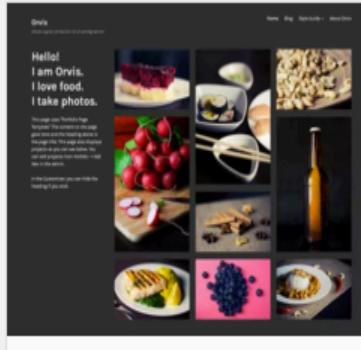


Revelar

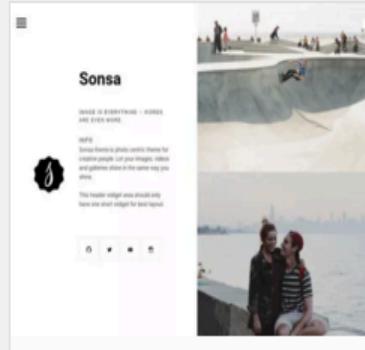


Didi

\$79



Orvis



Sonsa

\$69



Toujours



Periodical

\$69





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<b>Custom Menu</b>	<b>del.icio.us</b>

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Flickr

Archives

**Secondary Sidebar**

Footer Widget Area One

Footer Widget Area Two

**Footer Widget Area Three**

**Footer Widget Area Four**

After Post

## Dashboard

Tip: Check out our growing collection of premium themes to find the perfect fit for your blog.

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## Your Stuff

## What's Hot

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## Field Notes: The Code

general  
nty Sixteen: Four Takes on Our Annual Theme

Writing Cutcheon and Orvis

## Reading Features You Might Have Missed

## Discussion

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### atings

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### Final Post Changes

### period

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Site Title: FRANK JUAREZ

Tagline: artist, photographer, gallery owner, art educator, ad  
*In a few words, explain what this site is about.*

Timezone: UTC+0 UTC time is 2016-02-15 18:30:02  
*Choose a city in the same timezone as you.*

Date Format:  February 15, 2016  
 2016-02-15  
 02/15/2016  
 15/02/2016  
 Custom: Fj, Y February 15, 2016

Time Format:  6:30 pm  
 6:30 PM  
 18:30  
 Custom: g:i A 6:30 PM  
[Documentation on date and time formatting.](#)

Week Starts On: Sunday

Language: en - English

Language this blog is primarily written in.  
You can also modify the interface language in your profile.

Blog Picture / Icon



Upload a picture (jpeg or png) to be used as your blog image across WordPress.com. We will let you crop it after you upload.

Choose File No file chosen

Upload Image Remove Image



# FRANK JUAREZ

artist, photographer, gallery owner, art educator, advocate and community leader

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## EMAIL SUBSCRIPTION

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## PROFESSIONAL

- Frank Juarez
- Presentations
- Sheboygan North High Art Department

## PROJECTS

- 365 Artists 365 Days Project



Art, art education, Community

[VIDEO: ARTIST FRANK JUAREZ. FILMED AND DIRECTED BY ZACH SCHRAMM.](#)

February 13, 2016

[Leave a comment](#)

This week Zach, senior, at Sheboygan North High created this awesome video for one of his class projects. About the video: High school art teacher and artist Frank Juarez talks [...]



*Where passion finds purpose.*



[Click here to read About Frank Juarez](#) [Click here to read about the featured student project.](#) [Click here to see works by Mikayla.](#)

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| Please Note: As of Decem X

frankjuarezgallery.com

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# FRANK JUAREZ GALLERY

Please Note: As of December 27, 2015 the gallery is closed. Thank you for five amazing years in Sheboygan.

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JANUARY 19, 2016

## Gallery artists, Dale Knaak and Melissa Dorn Richards exhibit in the Wisconsin Visual Artists Biennial

Congratulations to gallery artists, [Dale Knaak](#) and [Melissa Dorn Richards](#) for being selected to participate in the 2016 Wisconsin Visual Artists Biennial at the Museum of Wisconsin Art in West Bend. Please join us on February 6 from 2-5pm for an artist reception and awards ceremony. MOWA is located at 205 Veterans Avenue in West Bend 53095.

Dale Knaak's work explores his fascination with the conventional spaces of the everyday. The ordinary that goes unnoticed. Stripped of embellishments, elegance or charm, the subjects of his paintings stand as a testament of time. Dale sees them as a point of contemplation, a contemporary statement on past and present, kept.

He finds it interesting to take a visual experience, process and reinterpret it as a personal experience.



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### BLOG STATS

- 57,580 hits

### ARTISTS REPRESENTED

1

- [Tony Conrad](#)
- [William Zubaek](#)

### ARTISTS REPRESENTED

2

- [Dale Knaak](#)
- [Melissa Dorn Richards](#)
- [Sara Willadsen](#)

### ARTISTS REPRESENTED

3

- [Rob Nelson](#)
- [Stefani Quam](#)

### BUSINESS OF ART

- [Frank Juarez](#)
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CONNECTING ART EDUCATION WITH REGIONAL CONTEMPORARY ART THROUGH STUDIO VISITS, CURRICULUM DEVELOPMENT, AND OPPORTUNITIES FOR EDUCATOR OUTREACH

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## Year 2 MAS Catalog and Workbook is now available. Get your copy today!



Year 2 MAS Catalog and Workbook is now available for purchase. This publication features 8 amazing artists from Michigan, Ohio, Indiana, and Illinois. They are **Melissa Redman** (Grand Rapids, MI), **Kate Robertson** (Ann Arbor, MI), **Jenniffer Omaltz** (Kent, OH), **Ellie Honl** (Bloomington, IN), **Jessica Anderson** (Jackson, IL), **Jason Ackman** (Rushville, IL), **Krista Svalbonas** (Chicago, IL), and **Emmy Lingschelt** (Urbana, IL). These artists' careers range from emerging to established working in mixed media, sculpture, painting, printmaking, installation, performance, photography, and collage.

To purchase your copy click the [link](#).

MAS publication is only \$40.70 (includes shipping/handling).

*(includes a catalog with artist interviews and studio shots. As well as a workbook containing lesson plans exposing, educating, and engaging students into various studio practices and media. In addition, to a series of artist videos, a gallery of images, and the opportunity to Skype the artists).*

*There is a limited quantity available.*

I am happy to announce that this year's publication is printed by NASCO arts & crafts in Fort Atkinson, Wisconsin. There is a beautiful ad inside this publication.

If you have purchased last year's MAS publication I would LOVE to hear from you.

Thank you for your support.  
Frank Juarez

art educator & founder

# INTEGRATE SOCIAL MEDIA

# Instagram

Integrate via Widget





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https://frankjuarez.wordpress.com/wp-admin/widgets.php

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RSS

Links

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After Post



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FRANK JUAREZ gallery director/art educator/photographer/traveler/artist/founder of the Midwest Artist Studios Project and the 365 Artists 365 Days Project.  
[frankjuarezgallery.com](http://frankjuarezgallery.com)

3,848 posts

843 followers

1,743 following



# Twitter

## Integrate via Widget





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Frank

Twitter, Inc. [US] <https://twitter.com/effjaygallery>

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## Frank Juarez

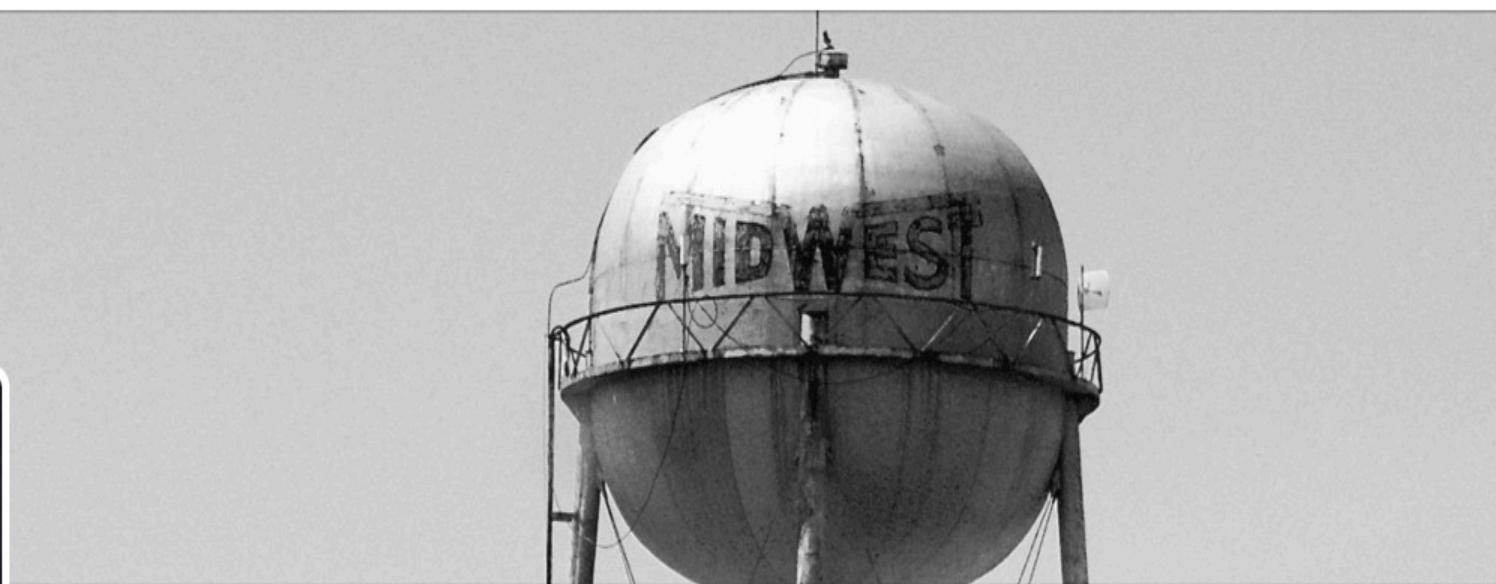
@effjaygallery

Frank Juarez is a Wisconsin artist, gallery owner, art educator, advocate, public speaker, and community leader living and teaching in Sheboygan, Wisconsin.

Sheboygan, WI

[about.me/frankjuarez](http://about.me/frankjuarez)

Joined June 2009



TWEETS

3,301

FOLLOWING

318

FOLLOWERS

410

LIKES

64

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Tweets & replies

Photos & videos



Frank Juarez @effjaygallery · 25m

Have you heard about Frank & Co? It is a WI art e-newsletter committed to promoting the visual arts in Wisconsin.  
[frankjuarez.net/frank-co-wi-ar...](http://frankjuarez.net/frank-co-wi-ar...)



...

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Edit profile

Frank Juarez Gallery

Sheboygan, WI - frankjuarezgallery.com

Frank Juarez is a Wisconsin artist, photographer, gallery owner, art educator, advocate, and speaker living and teaching in Sheboygan, Wisconsin.

22 Boards 1.8k Pins 1 Like 1.4k Followers 82 Following

Create a board

Frank Juarez Gallery Frank Juarez Gallery Available Frank Juarez Paintings 365 Artists 365 Days Project MIDWEST ARTIST STUDIOS ... Things I Like

Artists Studios Art Education Sheboygan North High Scho... Paint table Art Dealers Paintings

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Frank Juarez Available

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365 Days Artists

MIDWEST ARTIST STUDIOS

Things I Like

WESTERN EDGE

Artists

Studios

Art Education

Sheboygan North High Scho...

Paint table

Art Dealers

Paintings

# 6 WAYS TO GET YOURSELF ONLINE

## Number 1: Strategy

(what type of action will you take?)



# 6 WAYS TO GET YOURSELF ONLINE

Number 2: Establish A Presence

(professional vs. personal)

# 6 WAYS TO GET YOURSELF ONLINE

Number 3: Carry Forward

(stagnant vs. frequency)

# 6 WAYS TO GET YOURSELF ONLINE

Number 4: Nurture Relationships

(expose.educate.engage)

# 6 WAYS TO GET YOURSELF ONLINE

Number 5: Maintain Visibility

(workin' it)

# 6 WAYS TO GET YOURSELF ONLINE

Number 6: Evaluation

(obtaining and reviewing results)

# Shortcuts

(maximize your clicking energy)



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DIRECT



Congratulations to North High art student, Mikayla M. Her artwork "Be One With Nature" was selected to be one of four postcards for the John Michael Kohler Arts Center upcoming Youth Art Month. Opening reception is Sunday, March 8, 11am-3pm. Join us as we celebrate art students from Sheboygan County.

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# Hootsuite.com

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1 X Have you checked out artdoseartguide.com lately

Frank Juarez (Facebook) x Frank Juarez (LinkedIn) x Frank Juarez (twitter) x Frank Juarez Gallery (Google+ Page) x +

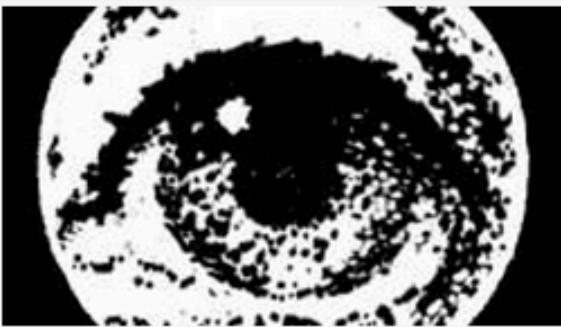
Frank Juarez (Facebook) x Frank Juarez (LinkedIn) x Frank Juarez (twitter) x Frank Juarez Gallery (Google+ Page) x +

+ Add Stream + Add Social Network

**News Feed - Most Recent** Frank Ju...

**Frank Juarez**  
• 12:49pm

Have you checked out artdoseartguide.com lately? It is your only art source in North East Wisconsin dedicated to promoting and bridging art communities. <http://ow.ly/JVWRG>

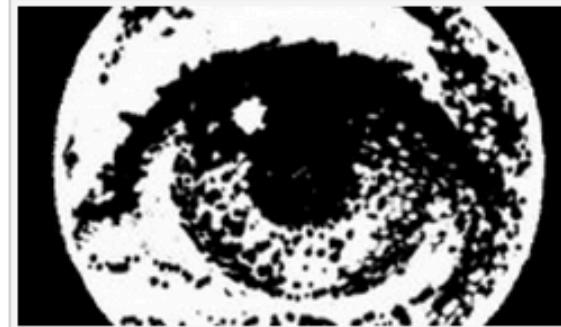


Artdose Vol IX now available. Featuring

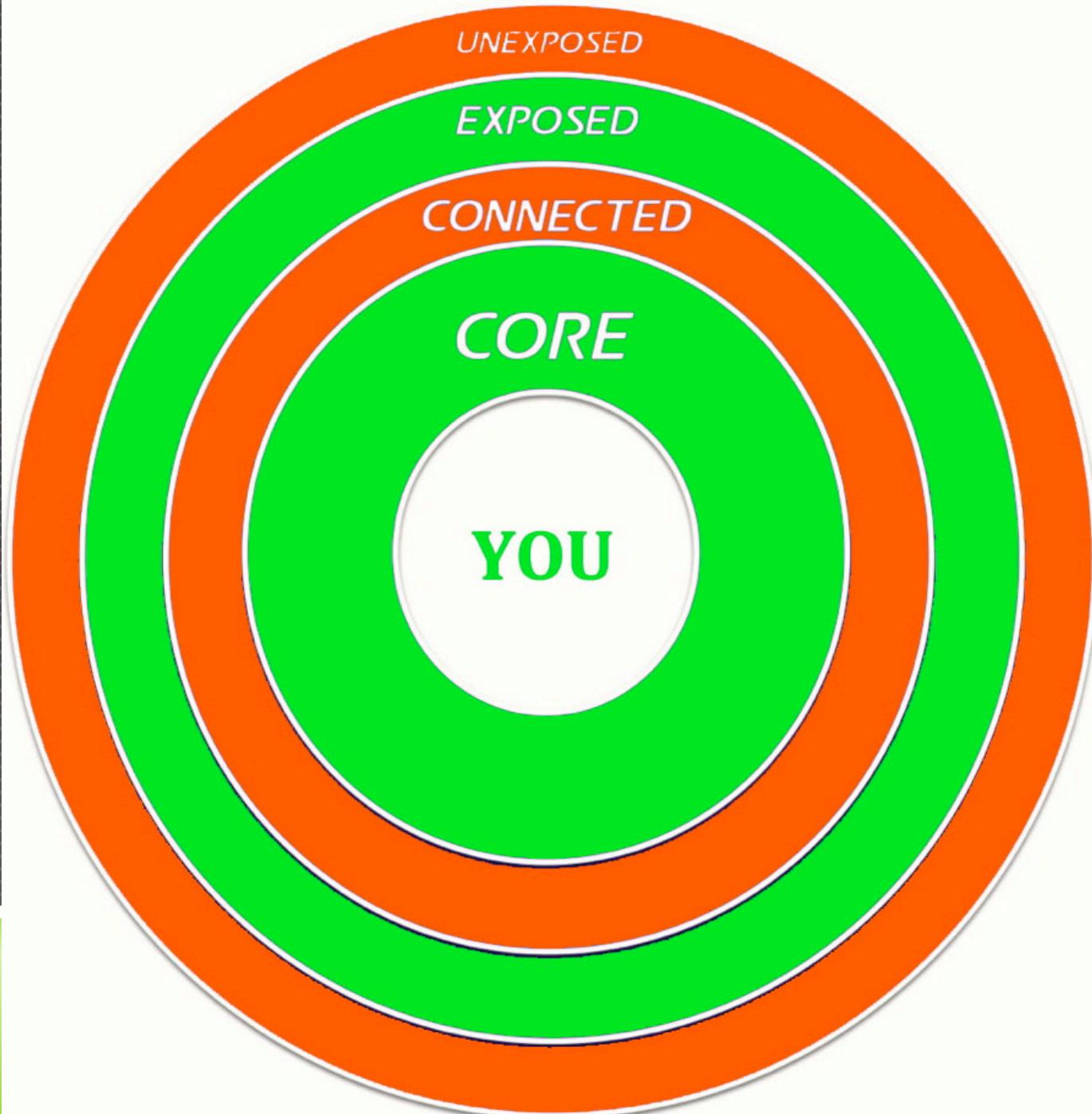
**All Updates** Frank Juarez 1

**Frank Juarez**  
• 12:49pm

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## **UNEXPOSED**

People that do not know who you are

## **EXPOSED**

People who know your art

## **CONNECTED**

People who have attended your reception, seen your work, bought your work

## **CORE**

People who support you financially and mentally

## **YOU**

IF YOU DO NOT PROMOTE YOURSELF,  
WHO WILL?

# CONTACT INFORMATION



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Photo by William Zuback

# BUSINESS OF ART COACH



With a decade of experience Frank has been leading workshops and presentations on the Business of Art, guiding and shaping careers of local and regional artists. His coaching involves the use of writing assignments, short-term/long-term planning, rolling forecasts, online interactivity, record keeping, and the power of reflection. Through differentiated instruction he is able to meet the needs of every artist he coaches.

To inquire about his services contact Frank Juarez at [frankjuarezgallery@gmail.com](mailto:frankjuarezgallery@gmail.com)

# STAY CONNECTED



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