

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.



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.

WordPress.com: Create a f x

WordPress.com (Automattic, Inc.) [US] https://wordpress.com


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WordPress.com Log In

Create your new website for free

WordPress.com is the best place for your personal blog or business site.


Create WebsiteCreate Blog



Create a Website

Promote your business or personal brand


[Learn more](#)



Start a Blog

Share your thoughts with friends and fans

[Learn more](#)



Discover

Find and discuss the best stories on the web

[Learn more](#)

Stats — WordPress.com

WordPress.com (Automattic, Inc.) [US] https://wordpress.com/stats/insights/frankjuarez.net

Apps

365 Project

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FRANK JUAREZ

frankjuarez.net

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People

Add

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Days

Weeks

Months

Years

Posting activity

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

JAN

FEB

FEWER POSTS MORE POSTS

Latest Post Summary

It's been 2 days since Video: Artist Frank Juarez. Filmed and directed by Zach Schramm. was published. Here's how the post has performed so far...

VIEW

3

★ LIKE

0

COMMENT

0

Today's Stats

VIEW

2

VISITOR

1

★ LIKE

0

COMMENT

0

All-time posts, views, and visitors

POSTS

10

VIEW

12,790

VISITOR

887

BEST VIEWS EVER

115

JANUARY 18, 2016

Most popular day and hour

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Dashboard

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

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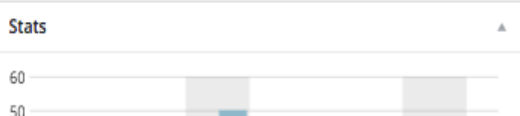
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- WordPress.com Blog
- Field Notes: The Codex Hackathon 2016
 - New Theme: Revelar
 - Customizing Twenty Sixteen: Four Takes on Our Annual Theme
 - New Themes: Escutcheon and Orvis
 - "Discover" Great Features You Might Have Missed
 - New Theme: Toujours
 - 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



Dashboard

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At a Glance

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[Add New](#)

Categories

Tags Top Blogs Top Posts Latest

[Copy a Post](#)

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Stats — WordPress.com

Dashboard • FRANK JUAREZ

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

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https://frankjuarez.wordpress.com/wp-admin/post-new.php?post_type=page

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Andy Gibb — Andy Gibb - Greatest Hits

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9 items

Pages

Add New

Mine (9) | All (9) | Published (9) | Trash (3)

Bulk Actions

Apply

All dates

Filter

<input type="checkbox"/>	Title	Author	Stats		★	Date
<input type="checkbox"/>	ABOUT	Frank Juarez Gallery		3	—	Published 2009/07/29
<input type="checkbox"/>	NEWS	Frank Juarez Gallery		—	—	Published 2016/02/01
<input type="checkbox"/>	CALENDAR	Frank Juarez Gallery		—	—	Published 2009/12/21
<input type="checkbox"/>	PRESENTATIONS	Frank Juarez Gallery		—	—	Published 2010/03/12
<input type="checkbox"/>	PUBLICATIONS / PRESS	Frank Juarez Gallery		—	—	Published 2010/01/21
<input type="checkbox"/>		Frank Juarez Gallery		—	—	Published 2016/02/07
<input type="checkbox"/>	PROJECTS	Frank Juarez Gallery		—	—	Published 2016/02/08
<input type="checkbox"/>	VI ART E-NEWS	Frank Juarez Gallery		—	—	Published 2016/02/05
<input type="checkbox"/>		Frank Juarez Gallery		—	—	Published 2009/12/22

Bulk Actions

Apply

9 items

Themes

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

WordPress — Tutorials and Walkthroughs

Stats — WordPress.com

Manage Themes • FRANK

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Search themes...

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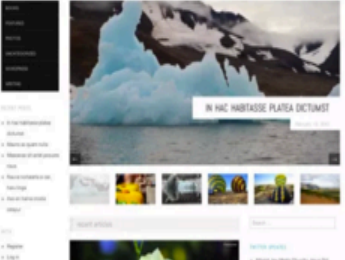
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Trending Popular Newest

ALL FREE PREMIUM


Oxygen Demo



Active: Oxygen

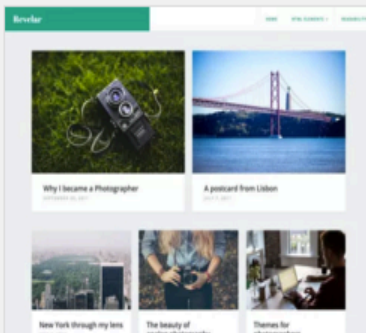
Customize

Escutcheon



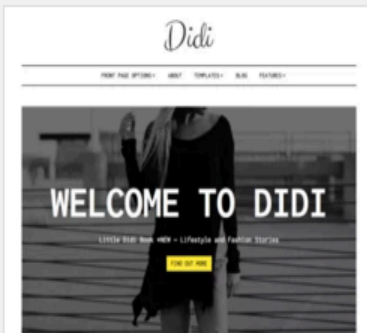
Escutcheon

Revelar




Revelar

Didi



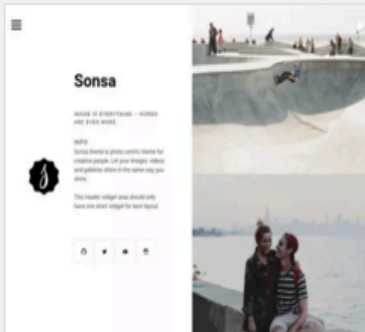
Didi \$79

Orvis




Orvis

Sonsa



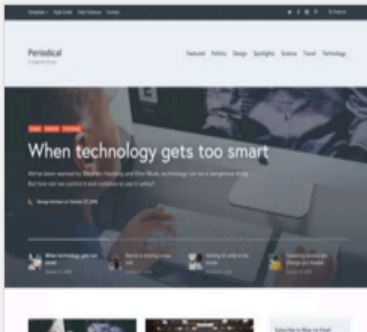
Sonsa \$69

Toujours



Toujours

Periodical



Periodical \$69

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At a Glance

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WordPress.com Blog

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

Features You Might Have Missed

Refresh Your Website in 2016

WordPress.com Year In Review!

Blog? Start on the right foot.

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Waiting for api.olark.com...

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Available Widgets

To activate a widget drag it to a sidebar or click on it. To deactivate a widget and delete its settings, drag it back.

About.me Widget Display your about.me profile with thumbnail	Akismet Widget Display the number of spam comments Akismet has caught
Archives A monthly archive of your site's Posts.	Author Grid Show a grid of author avatar images.
Authors Display blogs authors with avatars and recent posts.	BandPage Display your BandPage content
Blogs I Follow Display linked images for the blogs you follow	Blog Stats Show a hit counter for your blog.
Calendar A calendar of your site's Posts.	Categories A list or dropdown of categories.
Category Cloud Your most used categories in cloud format.	Contact Info Display your location, hours, and contact information.
Custom Menu	del.icio.us

Primary Sidebar

- Follow Blog: Email Subscription
- RSS
- Links
- Twitter: TWITTER FEED
- Flickr
- Archives

Secondary Sidebar

- Footer Widget Area One
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Footer Widget Area Three

Footer Widget Area Four

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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: February 15, 2016

Time Format

☐ 6:30 pm

☒ 6:30 PM

☐ 18:30

☐ Custom: 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, ph x

frankjuarez.net

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FRANK JUAREZ

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

[about](#) / [news](#) / [calendar](#) / [presentations](#) / [publications / press](#) / [projects](#) / [curatorial projects](#) / [frank & co wi art e-news](#)

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Enter your email address to subscribe to this blog and receive notifications of new posts by email.

Join 419 other followers


Sign me up!

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.

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 [...]

February 13, 2016

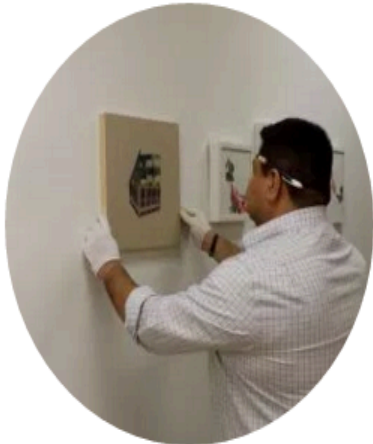
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Click here to read About Frank Juarez Click here to read about the featured student project. Click here to see works by Mikayla.





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MIDWEST ARTIST STUDIOS™ PROJECT

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), **Jennifer Omaltz** (Kent, OH), **Ellie Honl** (Bloomington, IN), **Jessica Anderson** (Jackson, IL), **Jason Ackman** (Rushville, IL), **Krista Svalbonas** (Chicago, IL), and

Emmy Lingscheit (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

Stats — WordPress.com

Dashboard • FRANK JUAREZ

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

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About.me Widget Display your about.me profile with thumbnail	Akismet Widget Display the number of spam comments Akismet has caught
Archives A monthly archive of your site's Posts.	Author Grid Show a grid of author avatar images.
Authors Display blogs authors with avatars and recent posts.	BandPage Display your BandPage content
Blogs I Follow Display linked images for the blogs you follow	Blog Stats Show a hit counter for your blog.
Calendar A calendar of your site's Posts.	Categories A list or dropdown of categories.
Category Cloud Your most used categories in cloud format.	Contact Info Display your location, hours, and contact information.
Custom Menu	del.icio.us

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- RSS
- Links
- Twitter: TWITTER FEED
- Flickr
- Archives

Secondary Sidebar

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- Footer Widget Area Two

Footer Widget Area Three

- Footer Widget Area Four
- After Post

Instagram

Search

Get the app Log in



frankjuarezgallery

FOLLOW

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

3,848 posts 843 followers 1,743 following



Twitter

Integrate via Widget

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← → ×

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Authors Display blogs authors with avatars and recent posts.	BandPage Display your BandPage content
Blogs I Follow Display linked images for the blogs you follow	Blog Stats Show a hit counter for your blog.
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Category Cloud Your most used categories in cloud format.	Contact Info Display your location, hours, and contact information.
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- Links
- Twitter: TWITTER FEED
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After Post

Frank Juarez (@effjaygallery)

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

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FOLLOWING

318

FOLLOWERS

410

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64

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 **Frank Juarez** @effjaygallery · 25m

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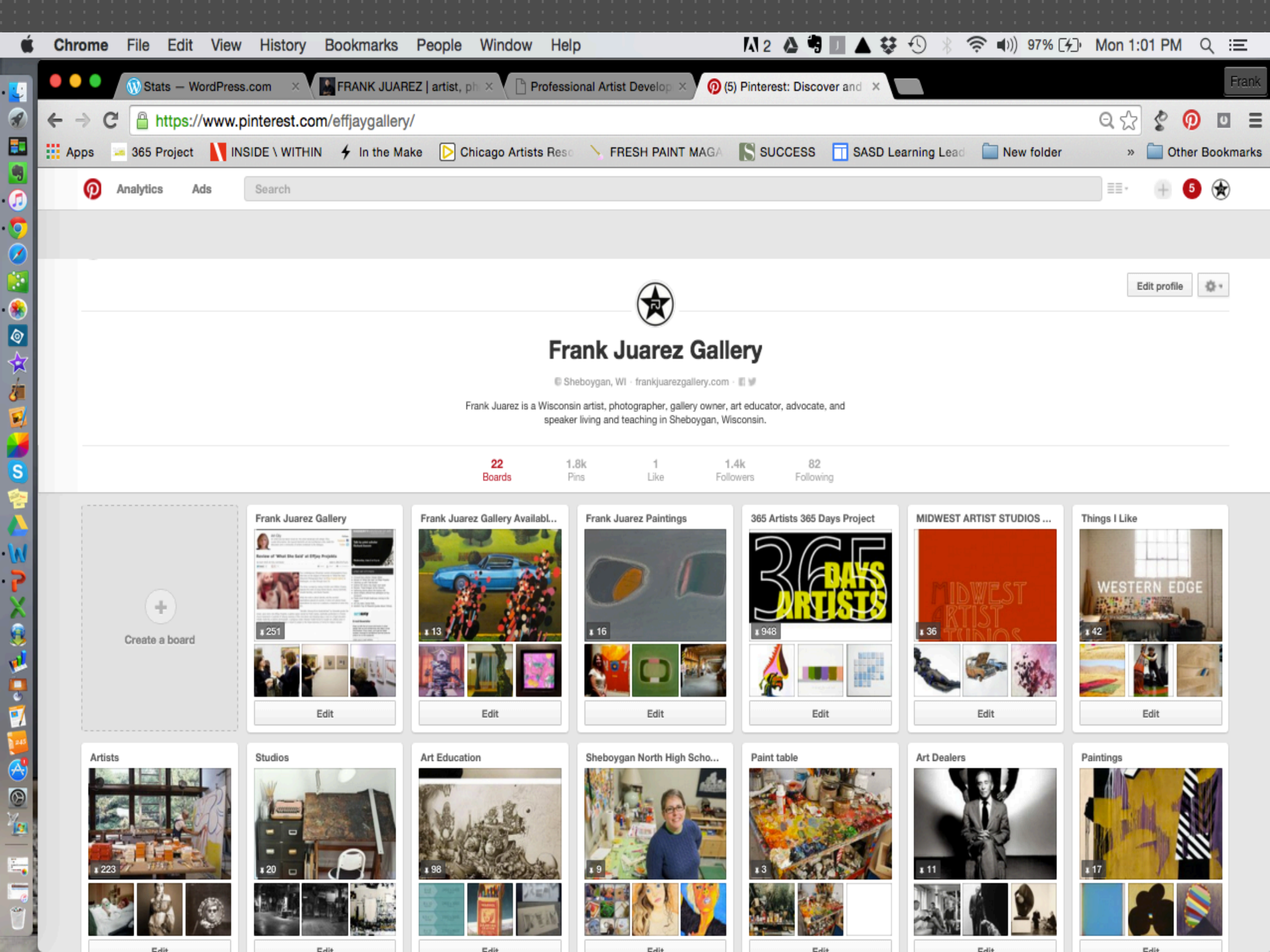
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6 WAYS TO GET YOURSELF ONLINE

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)

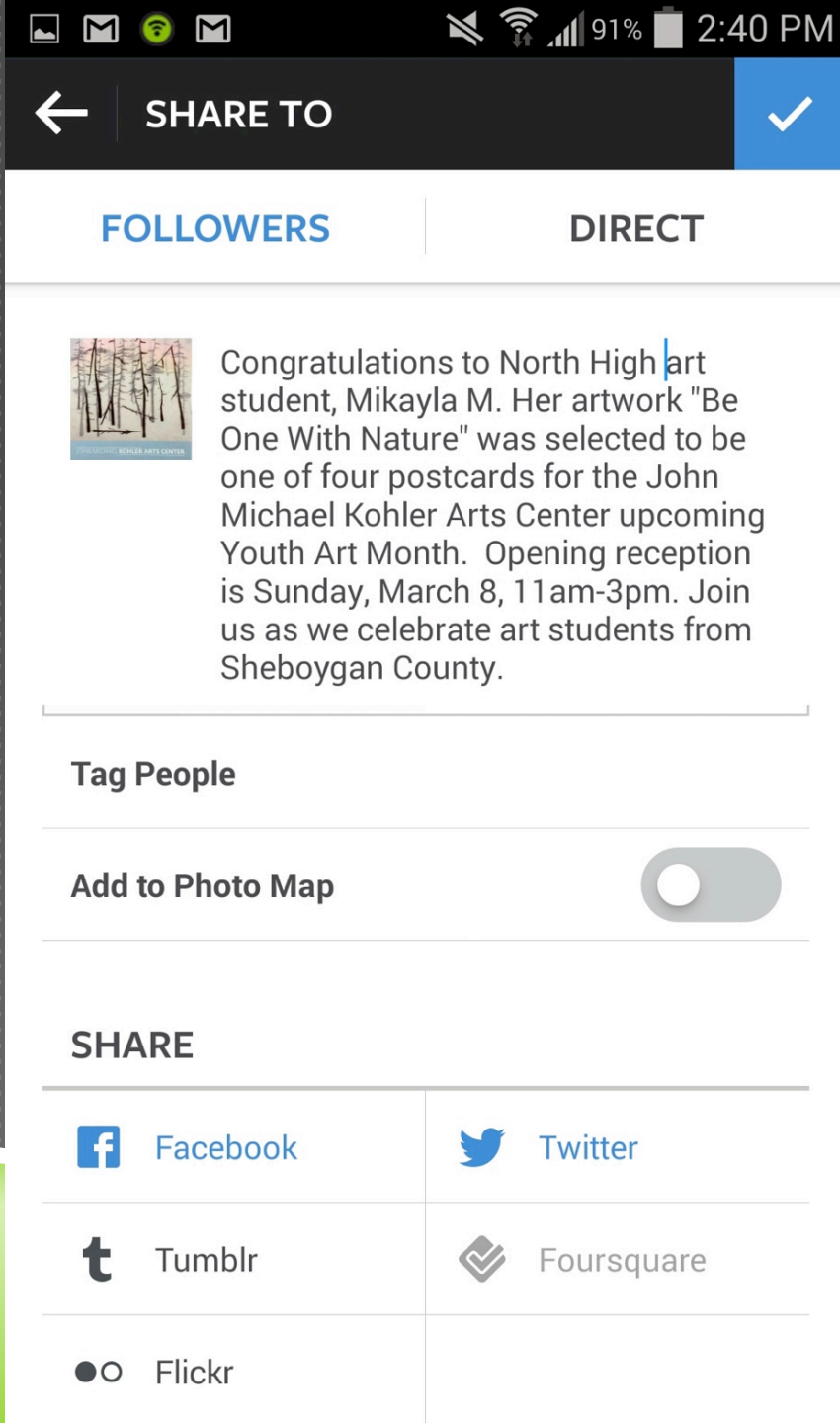
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Number 6: Evaluation

(obtaining and reviewing results)

Shortcuts

(maximize your clicking energy)



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Frank Juarez • 12:49pm

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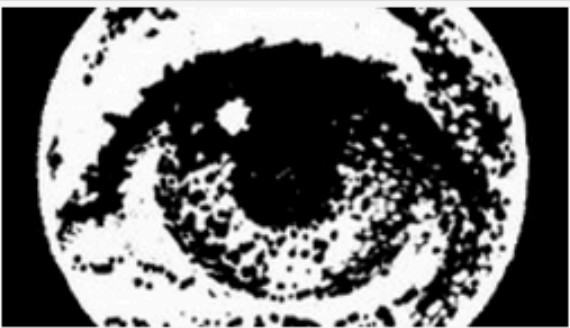


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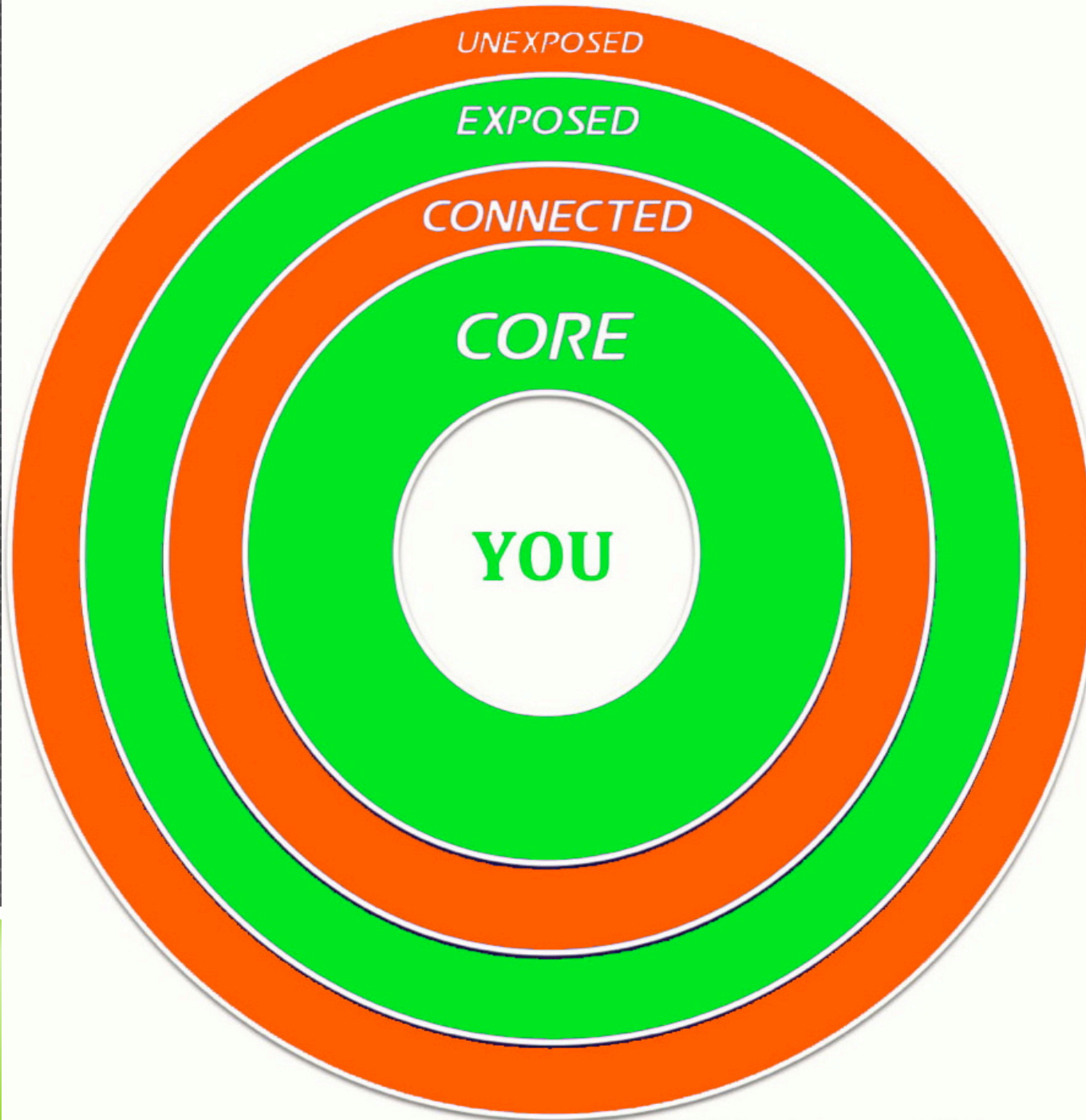
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People that do not know who you are

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



Photo by William Zuback

FRANK JUAREZ

TEL: 920.559.7181

EMAIL: FRANKJUAREZGALLERY@GMAIL.COM

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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.

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