

Procedural Steps for MesArt.com Web Site Setup Using their Graphical User's Interface (GUI) Template © 2009 - 2012

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Establish Web Site

The first step in getting a web site up and running it is to establish a web site domain name and pay for that privilege. A search using Google, Yahoo, Bing, etc., will tell you whether or not the name you are hoping to use is available. As an example, a Google search on Beaded Baubles yielded BeadedBaubles.com, BeadedBauble.com, and Beaded-Baubles.com. Since there are already several BeadedBaubles established that is a good thing since a search in Yahoo, Google, MSN or Bing on "Beaded Baubles by Ellen" will probably land that web site on the first page of a search return. The more like-named sites, grouped, the more likelihood that yours will be included early in a search return. (Beaded Baubles is used as an example of a jewelry business throughout this package.)

Email Address Aligned with Business Name

I also suggest that you establish another email address with your Internet Service Provider (ISP). They generally allow you to have several screen names and using one solely for your business will help you identify business versus personal emails and process orders more quickly. It might mean scraping your business cards and getting new ones, but you really need to make the email link names closely to the web site link.

Name Your Product Series

Identify your product line by Series Names, i.e., Argentinian, Peruvian, Gemstones, Whimsical, etc. You get the idea. This also gives you folder names for your images. It is much easier to upload a series if you already have its own folder created. Each image within the series should have a unique file name that is close to the item name you will give it on your site. The names can be descriptive of the item itself (its "look"), the location where the central beads were purchased, or something cutesy. My dichroic bead supplier gives names to her central beads and I use those in my item names: "Tropical Sunset", "Sienna Sonota", etc., as the names of the chokers I create with her beads.

Create Text Templates

Create text templates that can be used, by Series, for every item within the Series for headers and footers. You might want one series to be Peruvian Influences, another could be Cancun Treasures. It is a good idea to create your other texts such as your short bio (up to 50 words), and your biographical statement on your computer. This will save you time when you fill out the online template forms. Refer to the Section: A Word About Keywords in order to do research on how to maximize your text. This central idea needs to be well understood before writing your text.

When creating your template, think in terms about what text can be boilerplate for a header, ditto for a footer on each and every image (product) within each individual series. Then you merely create original text for each individual uploaded image/item to insert between the header and footer, identifying its size, color, point of origin, etc. and enter this original text when you get to the section: Artist Studio Sign Up Step-By-Step Instructions, Item I: Fill out the online form 'Artist Studio - Inserting Item 1': #14.

Editing Graphic Images

Before you Join or in order to open an account with MesArt.com, you need to have a computer image of one artwork, and a personal photograph of yourself. After you have opened an account, you will be able to change or replace the images and texts in your account at any time.

The images must be in GIF or JPEG format, with widths of at least than 600 pixels (recommended 1000 - 2000 pixels) and file sizes no larger than 1MB. Most graphic packages such as PhotoShop, ACDSee, allow you to save any image you have captured either from a digital camera or a flat bed scanner in a .gif or .jpg format. I prefer .jpg since it is more universal. A graphic package will also allow you to resize an image.

As an example, when I scan a piece of jewelry, I save the image with a resolution of 600 dpi and as a .jpg image. I then make sure the image is clean and true to color, then check the size of the file. If the file is over 2000 pixels in width, I use the graphics package to resize the image. I generally use a 1000 pixel size on all images so that when they appear on my web site page, the images are close in size to one another. It gives a more appealing page view.

Package Comparison

	Lobby	Open Studio	Portfolio
Number of artworks	1	9	45
Short Biography	✓	✓	✓
Artwork Descriptions	✓	✓	✓
Artists' Directory Entry	✓	✓	✓
Link to Own Website	✓	✓	✓
Non-exposed E-mail	✓	✓	✓
Contact Information	✓	✓	✓
Artist's Photo		✓	✓
Biographical Statement		✓	✓
Career & Exhibitions Statement		✓	✓
Personalized URL		✓	✓
E-Commerce		✓	✓
Guest Book		✓	✓
Can be Featured			✓
Named Series			✓
Your Domain Name			✓
You@YourDomain.Com			✓
Your Mailing List			✓
<i>New!</i> Slideshow			✓
<i>New!</i> Website Statistics			✓
Unlimited Custom Categories			✓

Every digital camera has a graphics package that can handle the images you need for a web site. Again, be sure that each image is in a folder entitled with your Series name. Placing each image, with its partners, in a folder unique to those pieces, will alphabetize your images - a good thing. Uploading an entire folder's group of images, already in alphabetical order, saves a great deal of time from the sorting routine required if you merely indiscriminately upload them in random order. Adults search more quickly and intelligently when items are arranged in either numerical or alphabetical order.

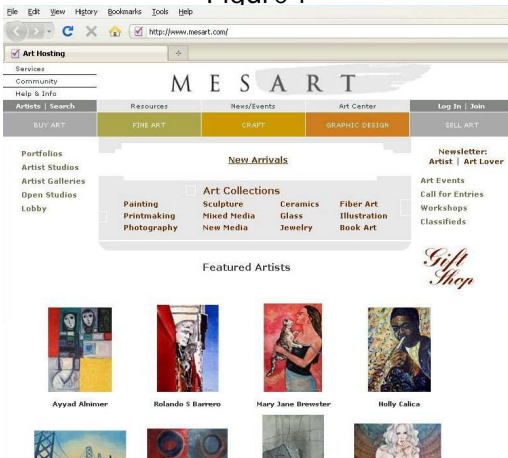
Using Your Own Domain Name with MesArt

If you would like to have your own domain name used with MesArt you must have an Artist Studio (\$15/month) or Artist Gallery account (\$20/month) and register a domain name. The least expensive way to register a domain name is at: www.godaddy.com. They'll try to make you buy their other services, such as 'private registration', but you typically won't need those.

It is better to have your own domain rather than just using the MesArt site. Having your own web site also establishes you as a business person with more credibility when you include it on your business card.

When registering a domain name with MesArt as your host, enter the following information into your domain record at your domain registrar:

Figure 1



Primary Nameserver: ns1.kattare.com
Secondary Nameserver: ns2.kattare.com

Primary Nameserver IP: 69.59.195.60
Secondary Nameserver IP: 65.212.180.60

If they don't have a place to enter a numeric IP address (69.59.195.60), just enter the nameserver names (ns1.kattare.com).

You don't need a web site name to begin using the MesArt.com site to play around with what your site will look like. Sign on to MesArt.com. Their Home page looks like this (Figure 2).

Figure 2



Using the Help & Info button on the upper left will take you to a screen that answers questions for First-Time Customers, Getting Started tips, Preparing Artwork & Text Files, and virtually anything else you need to know before you start setting up your site.

Opening the Services tab takes you to Quick Info with the most frequently asked questions (faqs) and less text than is provided under the Help & Info tab. The information in Quick Info is the same as that contained in Join.

Figure 3

Artist Studio Sign Up Step-By-Step Instructions

- Go to www.mesart.com/sellart.jsp.
- Choose the 'Artist Studio,' and click 'More Info.'
- Click 'Sign Up for Artist Studio' (See comparisons on different accounts in Figure 1).
- Fill out the online form and choose a payment method (Billing Information - Check/Money Order or Credit Card) and click 'Continue.' A credit card does not have to be in a company name. A check or money order is only allowed for a year's payment. I prefer the quarterly choice.

File Edit View History Bookmarks Tools Help

https://www.kabare.com/secure/mesart.com/accounts/accountProfInfo.jsp;sessionId=540E7E065E4F

Artist Studio Account Page

Services
Community
Help & Info

MESART

Artists | Search Resources News/Events Art Center Log In | Join

BUY ART FINE ART CRAFT GRAPHIC DESIGN SELL ART

Tips for optimizing your images for the Web

You can rename any item (click **Rename**)

Tip: to save typing, prepare the texts outside and then paste to boxes

My Profile

Category: Please choose a category that describes your art.

○ FINE ART:

● CRAFT:

○ GRAPHIC DESIGN:

Personal Photo: Browse...

Short Biography: Up to 50 words for use in artist listing, art categories and other listing pages.

Judith's functional jewelry line includes stretch rings, coil bracelets and chokers designed over memory wire, ID Badge Holders, earrings and eyeglass leashes.

Functional jewelry allows you to overcome problems with hands, elbows, shoulders and/or fingers while getting dressed. Her innovative approach to functional jewelry design is also beautiful and ever expanding.

Homepage Text: Text for the home page.

Judith is a resident of Hernando FL, moving there from Charleston SC in 2004. She began dabbling in the jewelry business soon after. Her stretch rings began to sell widely and in 2007 she added memory wire coil bracelets to her product line.

Her functional jewelry line of stretch rings, coil bracelets designed over memory wire, chokers over memory wire, ID Badge Holders (Lanyards), and eyeglass

Figure 4

File Edit View History Bookmarks Tools Help

https://www.kabare.com/secure/mesart.com/accounts/packages2.jsp;sessionId=540E7E065E4F0AD5

Contact Info

Services
Community
Help & Info

MESART

Artists | Search Resources News/Events Art Center Log In | Join

BUY ART FINE ART CRAFT GRAPHIC DESIGN SELL ART

Tip: Use the Tab button to navigate through form fields.

Note: Your e-mail address is safe. We do not share e-mail or other personal information with third parties.

How to get an e-mail address matching your domain.

Login:

Password:

Confirm Password:

Contact Information

First Name:

Last Name:

Company: Optional ?

Use company instead of name in my page titles

Address:

City:

State:

Zip Code:

Country:

Show my address online

Phone Number: Show my phone number online ?

Email: Will not be shown online

Payment Method

Check/Money Order Credit Card

Figure 5

E.

Read the user agreement and click 'I Agree.'

F.

Enter the username and password that you have selected, and click 'Submit'. I used merely 'Judith'. Other suggestions are Last Name/First Initial.

At this point the system has created your account. You may continue with your setup now by continuing to the next step, or return to complete your account at anytime. You can always use the 'Member Login' link shown on Figure 3 to access your account.

G.

You have arrived at your new Artist Studio account page. Click 'Complete Setup' button.

H.

Fill out the 'My Profile' online form.

* Choose your category as either 'Fine Art', 'Craft' or 'Commercial Art' and then further specify your particular genre.

* Click the 'Browse' button to upload your personal photo.

* Enter 'Short Biography.' This text will be presented on your Artist Studio home page and in the Artist Listing entry. You will be able to change the text at anytime.

* Enter the more extensive and complete biographical text for your Biography page. You will be able to change the text at anytime.

* If you have a website, enter its web address (optional). I chose not to include personal information such as home telephone or address.

* A link to my email address is on the site and after a contact with me is made I determine what personal information the sender should have.

* Click 'Save.'

The screenshot shows the 'Artist Studio' form on the MESAART website. The form is titled 'Inserting item 787 (maximum 1000 images)'. It includes the following fields and callouts:

- 1: Image upload button (Browse...)
- 2: Artwork Name text input
- 3: Series dropdown menu
- 4: 'or, new series name:' text input
- 5: Height, Width, and Depth text inputs (Optional)
- 6: Edition text input (Optional)
- 7: Medium dropdown menu
- 8: Theme dropdown menu
- 9: Style dropdown menu
- 10: Color dropdown menu
- 11: Category selection (FINE ART, CRAFT, GRAPHIC DESIGN) with a sub-selection for 'Jewelry'
- 12: 'Available for Sale' radio buttons (yes, no, sold)
- 13: Original Price, \$US text input
- 14: Giclee Print Price, \$US text input (Optional)

At the bottom of the form, there is a 'Description' text area, a 'Price is Negotiable' checkbox, and a 'Max Discount (%)' text input. A message states: 'Please wait until you will see your uploaded image, and then click on the 'Enable' button.' Below this are 'Save' and 'Return to My Artworks' buttons.

Figure 6

'My Artworks' page will appear. Click 'Add Artwork.'

Fill out the online form 'Artist Studio - Inserting Item 1':

1. Click the 'Browse' button to go to the folder on your hard drive that holds the first image.
2. Be specific in naming your piece. The name should be descriptive enough so that when you are looking at text information only in order to sort, you have a mental picture of the item.
3. Add the Series Name you have selected for your first Product Category.
4. When adding new images from a different Series, enter that new series name.
5. I don't use the measurements, but you may do so. These measurements don't appear in text with the image, they are used for a sort or search by someone trying to find a particular-sized item.
6. Select the medium. There are quite a few so identify the one that most closely matches your products.
7. Select the theme. Depending on the Series Names, select the one that resonates with you and your item.
8. Select the style. In my case, I used "Functional".
9. Identify the major color on the item if possible. If not, use Multi or Other.
10. Provide keywords to identify your item. This is the single, most important entry you can make. Put as many descriptors in that apply such as: Jewelry, Peruvian, Handmade, Decorative, etc. These words are the ones the Webcrawlers will select to identify each piece. When someone searches on any of these keywords, you want your images to be selected and returned. Refer to A Word about Keywords.
11. Select your craft: Mine was Jewelry
12. Click "Available for Sale" Yes.
13. Enter your item price.
14. Go to the text files on your hard drive and copy the text you want in this area. You will only enter original text about this item. Later on you will have the opportunity to add the header and footer for this item along with the header and footer for all items in this Series. You cannot do that on the first item. Click 'Save'.



Figure 7

* If there was an error while you were filling out the form, it will be displayed in the top area of the form. Otherwise, you will see the uploaded image of your artwork. In this case, simply click 'Enable.' The Enable button WILL NOT activate your account.



Figure 8

* You should establish shipping options for your product by size and weight. The USPS staff can assist you with this.

You can assign different shipping options to each individual product. I set up snail mail, Priority Mail and Express Mail options for each item.

* There is currently no cart option. That means that each piece purchased carries with it an individual shipping cost and is one order. For multiple purchases the shipping cost will be more than is practical. If your customer orders more than one item, MesArt owner Tatiana sends an email to you asking how much shipping you want charged to the buyer because of the individual orders and associated shipping charges. You combine the orders and tell her how much to charge on the credit card. This is working for now.

L. Your first image has been uploaded and you are presented with 'Artist Studio - Inserting Item 2'. You can proceed with uploading another image, or click 'Done' in the bottom of the form.

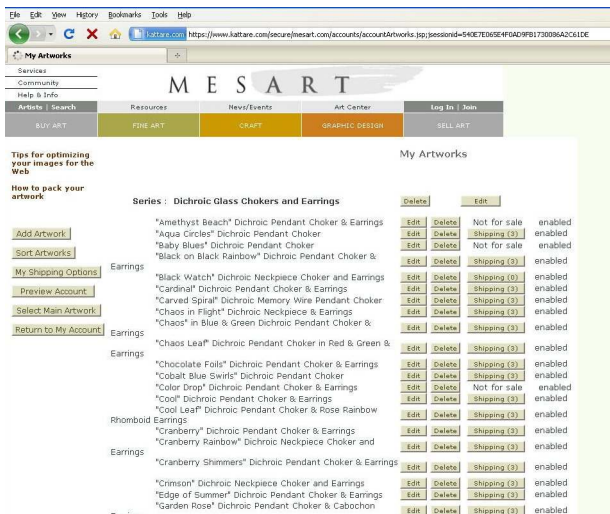


Figure 9

M. After clicking 'Done,' you are presented with the 'My Artworks' page. Click 'Preview Account' to see your new account, or click 'Done' again to finish.

N. Click 'My Site Look' button and then 'Upload Homepage Image' to set the image that will be displayed on your Artist Studio home page. It may be one of your artworks or any other image. Click 'Save.'

O. Click 'Notify.'

P. Your Artist Studio account page will appear. You can adjust any information or simply click 'Log Off.'

You can also look at your work by clicking on the Preview Account button (4th down on the left).

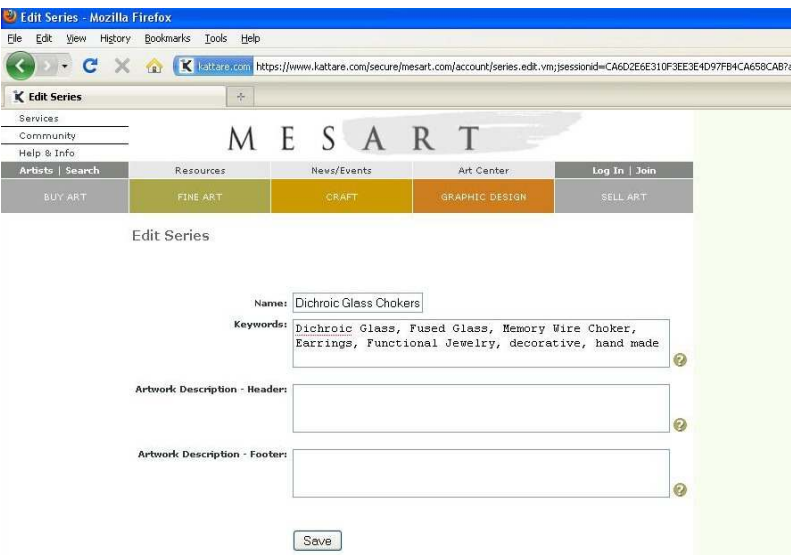


Figure 10

Data Entry Shortcut Hints

Okay, here's where the shortcut to each individual item data entry process comes in:

After you have created items in your series, your Artist Studio will look like Figure 9. Notice the "edit" button to the right of the first series name. When you click on the edit button you will be able to minimize data entry for each series.

Here's how:

The series name will appear in the top box. The second box is for Keywords.

Remember where you entered keywords when uploading an individual image in a series? Repeat those keywords here. That will double the likelihood that your web site

will be returned in a search for specific items. Refer to A Word About Keywords.

Now, here comes the good part. In the Artwork Description - Header, copy and paste the text that you created earlier, that applies to this particular series. Your header text will appear first on the page of every individual item, then what you specifically typed in on the 'Artists' Studio' data entry page comes next. Your text in Artists Description - Footer text will end the description of this item and appear on every item in this series.

Great, huh? It cuts down a lot of work. You just need to be prepared in advance in order to utilize these shortcuts. Just so you know, MesArt created these two shortcuts at my request.

Additional Steps

Now let's go back and cover a few other items that didn't fall into place earlier.

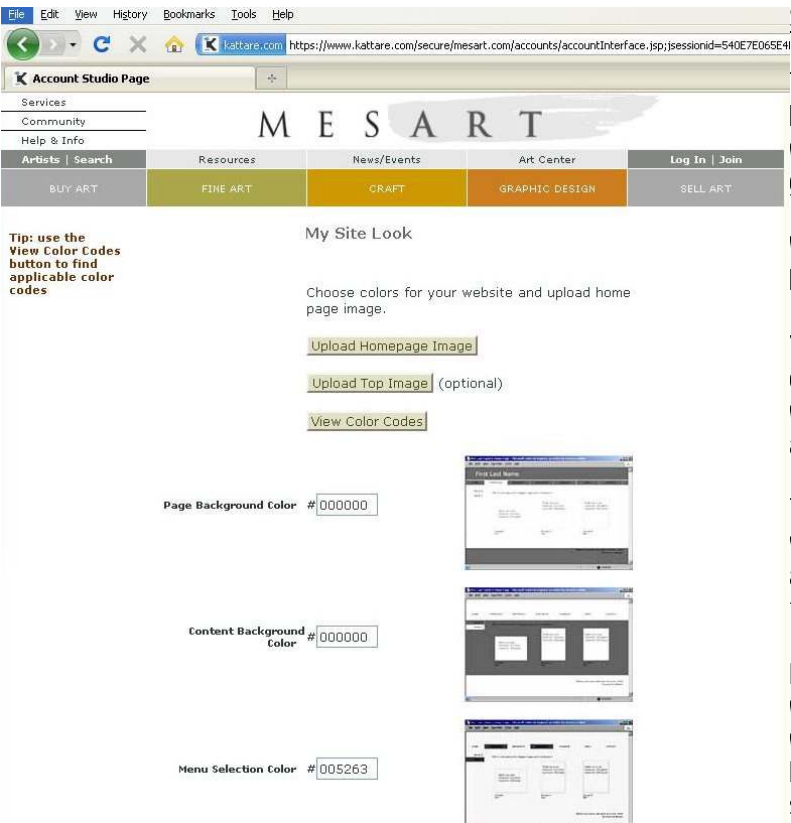


Figure 11

Site Look

This is probably *THE* most important consideration before activating your web site. Look at a lot of other web sites and try to determine what makes them look great or awful. You want to go with the first, obviously.

What colors excite you? You will have the choice of your background color, title page color, text color, etc.

You'll need to play around with all of these to get the combinations that are most pleasing to you, represent who you are to the Internet world, but most importantly, are easy to read on a computer screen.

This is the time to play around with color. As you select various options, try to manipulate only one category at a time, such as Page Background Color. Then move on to the next category.

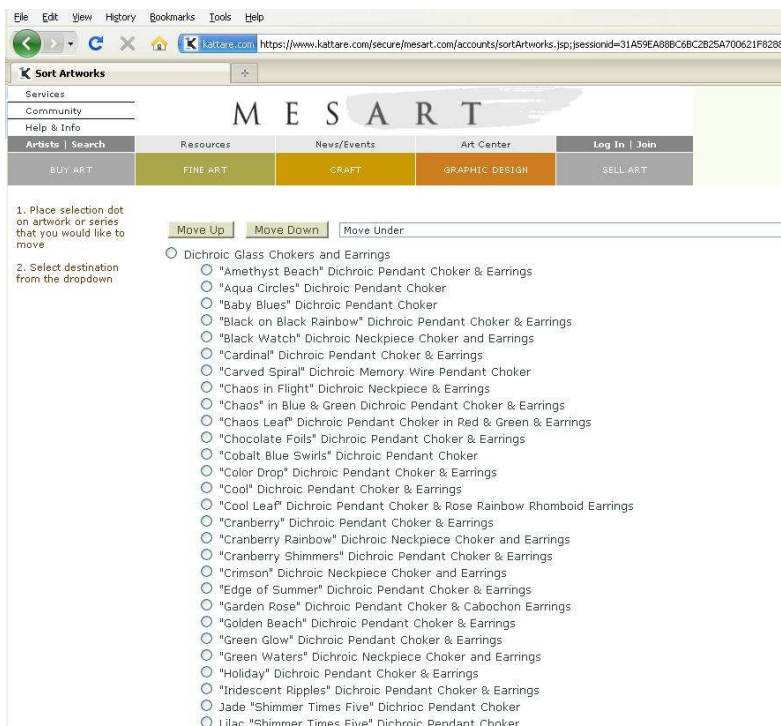
I didn't do this and became thoroughly confused about what I was changing. It took a lot of time to identify which was the Content Background and which was the Menu Selection color because I was making multiple selections at once and then viewing the results.

Also, be sure to write down each selection as you choose

it. Cross out those that just don't work and circle those that do so you can go back and see how the ones you liked when you changed it by itself now look when you have completed all your selections.

You'll find that the ones you liked in the beginning such as Background, no longer excite you when you put them together with text, menus, etc.

It's a good idea to create a screen shot (Ct/Print Screen) of the Pantone color choices in order to refer to it when selecting your colors. Each printer is different but the printed sheet will be close enough to avoid going back and forth to the on-line image.



Sorting Your Artwork

As mentioned earlier, you can save a LOT of time if you identify your individual items, name them and then upload them, one at a time, in alphabetical order. The MesArt computer will kick you off if you utilize too much of their resources by churning their system in sorting. So, if you're smart (I wasn't, I was impatient to get things going and crashed repeatedly) you will enter your series in alphabetical order, ditto for each individual item.

Then, as you add new items, you will have minimal sort issues.

Summary

As soon as you have completed your web site setup and notified the MesArt staff, they will activate your account for the public. I recommend that you do not activate your account until you have thoroughly learned how to enter and edit text, sort your artwork within each series in the manner you want it displayed and have your color choices completed.

I made a mistake in not playing around enough with the color palate. While my initial color choices looked good, they weren't great. For 5 months my site was merely 'okay', now I think it "rocks".

A Word About Keywords

The use of keywords as descriptors in your text, in your Keyword entries, and in your header and footer text is critical to obtaining good Webcrawler identification (called Search Engine Optimization [SEO]). A good reference is www.selfpromotion.com. While the articles were written when people had to do their own self promotion in getting their site up written in html language, the tutorials and advice about how to determine your keywords is very sage. MesArt will do a great job of propagating your site and submitting it to all the proper search engines but you are, yourself, the key to being successful in search returns. And, search returns are how you get the business.

I sent the author of [selfpromotion.com](http://www.selfpromotion.com) a PayPal donation of \$25 because I used his wisdom in setting up my keywords and supporting text and my site has never been lower than #7 on the first page of a Google, MSN, Yahoo, etc., search for "functional jewelry". Currently I'm on the first page in a Google search return and have been for quite some time.

Google Analytics

After you have activated your site with MesArt, go to www.GoogleAnalytics.com and create an account with them. The statistics on your site can be reached through the Site Statistics button on your MesArt Artist Studio page. You will enter the account number from Google to link it with MesArt. Your statistics can be viewed by day, month or year; city, region, language, keyword; direct traffic, referring sites and search engines as well as many other esoteric categories. You can also view benchmark numbers that compare your site to others of like size or type.

After setting up the Google account, you can access your info from within the MesArt site. Go to your Artists Studio page and click on the 6th button: Site Statistics. You may receive an error message when attempting this but you only need to sign in a second time and you will be through the glitch. MesArt is aware of this and may have fixed it by the time you are reading this.

Well, hope this helps. Hopefully you will feel that I assisted you in getting your site up and running. I have researched other artists' sites such as Etsy, and they do not compare with MesArt, especially given the propagation effort and the fact that they are willing to work with you if you have a specific problem to solve, as I did earlier.

Other Options

I use the Calendar option extensively. I have followers who want to know when I'll be near them and keeping this up to date shows your clients that you are serious about notifying them where you will be. This section also allows you to add a thumbnail image next to the calendar date. I use abstract, colorful ones that attract the reader. Sometimes the system gives you an error message and will not allow you to upload the image. Merely sign in again and this glitch goes away. MesArt is working on this at the present time.

The Links option is another way to get higher SEO. When larger sites link to yours and you to theirs it increases the probability that your site will be returned in a search in a higher placement. Look at my site to see how I have set up the links to other organizational sites and individuals' sites.

It's cool when your viewers write in your Guestbook so when someone does, be sure to email them back with thanks.

Another thing I do when I receive an order through MesArt is to email the purchaser right away and notify them that they will be receiving another email from me when I have mailed the product. I generally use USPS Priority or snail mail but always pay for the Delivery Confirmation so I can include that number in the email. And, I include a blind copy to MesArt so they know the item was sent out.

Good luck.