

# FROM STUDIO TO SCREEN

## Building Your Professional Website



# MEET YOUR FACILITATOR

Nicole Kurtz is a versatile artist and entrepreneur. As the founder of Aducate Digital, she specializes in simplifying marketing insights for entrepreneurs ready to scale their ventures. With a background in instructional design and business development, Nicole blends creativity with strategy to craft impactful brand experiences.

Nicole's mission is simple: to empower those who empower others. With a particular focus on supporting healthcare providers aiding children on the autism spectrum, she strives to make complex topics visually engaging and easy to understand. From brand development to content creation, Nicole is dedicated to helping her clients thrive in today's competitive landscape.

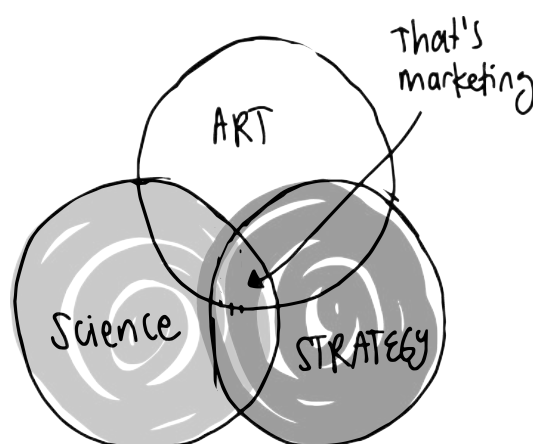
## Aducate Digital

Aducate Digital, your strategic marketing ally, specializes in empowering businesses hungry to scale. Through market research, brand identity, and strategic advisement, we guide owners towards sustainable growth. Our tailored approach starts with understanding your business inside out. This culminates in actionable insights to fuel marketing and sales success. We ensure alignment between tactical activities and measurable outcomes, while equipping your team with the skills they need.

Our ultimate mission? To render ourselves obsolete by empowering you to thrive independently. Let's unlock and amplify your story to those who matter most.

## Let's Connect & Inspire

[www.aducatedigital.com](http://www.aducatedigital.com)  
@aducatedigital  
nicole@aducatedigital.com



**Nicole Kurtz**  
Market Research | Brand Identity  
Strategic Advisement | Instructional Design

# AGENDA

This workshop is designed specifically for artists looking to establish a strong online presence. In today's digital age, having an online platform is essential for reaching a broader audience, showcasing your art, and growing your business.

Whether you're transitioning from traditional venues like craft fairs and gallery shows or starting fresh in the digital world, this workshop will equip you with the knowledge and tools needed to create a professional website that truly reflects your artistic brand.

In this workshop, we will guide you through the process of building your own professional website, from understanding the fundamentals of brand identity to launching and maintaining your site.

By the end, you'll be ready to take your art from the studio to the screen, connecting with a wider audience and growing your business.

**Let's embark on this journey together and transform your art business from studio to screen!**

## Goals and Objectives

### Brand Identity in an Online World

Learn to translate your unique artistic style and vision into a cohesive website design, including logo, color palette, and page hierarchy.

### Authentic Content and Brand Consistency

Organize website content that authentically represents your artistic brand and clearly communicates with your ideal buyer.

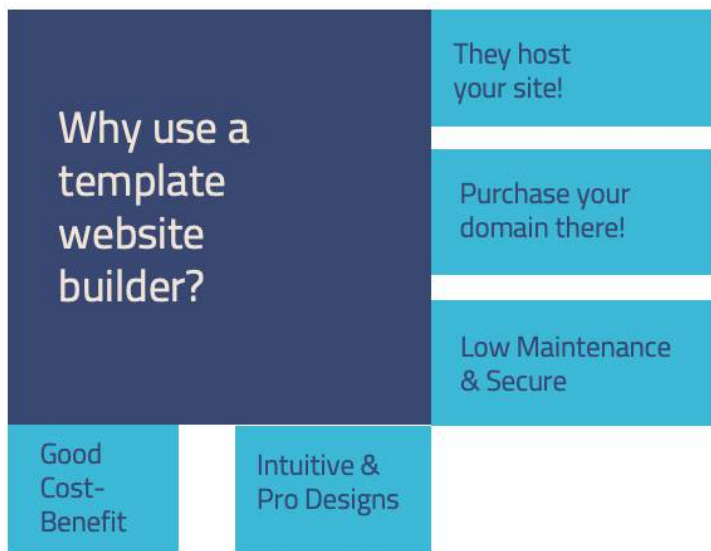
### Build, Launch, and Brand Growth

Understand the steps required to build and launch a professional website. Learn best practices for maintaining and growing your online presence, including SEO basics, consistent content updates, and knowing when to seek professional support for advanced technical needs or design improvements.

# TABLE OF CONTENTS

- 04 Websites 101
- 05 How to Make A Website
- 06 Basic Anatomy
- 07 Start Simple and Grow
- 08 The Process is Messy
- 09 Squarespace 101
- 10 Basic Settings
- 11 Preview Modes
- 12 Page Layout
- 13 Navigation Menu
- 14 Style Guide
- 15 Page Layout, Section & Block Options
- 16 Marketing 101
- 17 Consider Your Goals
- 18 Mission, Vision, Values
- 19 Brand Basics
- 20 Target Audience
- 21 Domain Check
- 22 Squarespace Templates
- 23 Getting Organized
- 24 Sketch It Out: Home Page
- 25 Sketch It Out: Products Page
- 26 As You Grow
- 27 Maintenance
- 28 Additional Resources
- 29 Continue The Journey

# WEBSITES 101



## Dive Deeper

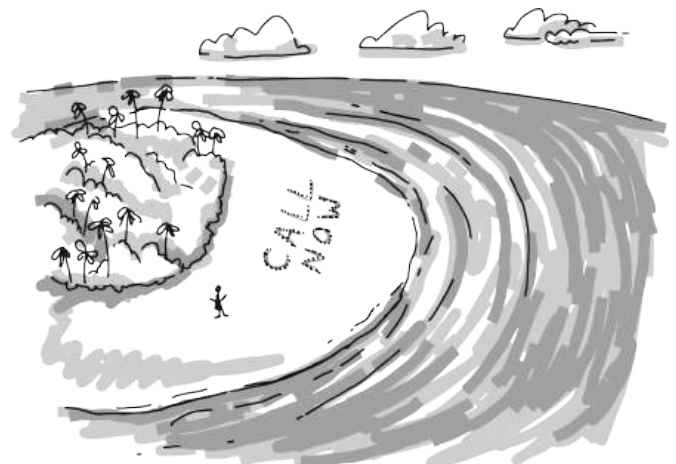
The QR code will take you to a 60 minute pre-recorded webinar called "A Beginner's Guide to Beautiful Website."



## People spend an average of 54 seconds on a website.

That's not a lot of time to capture their interest and inspire a next step. Make the content on your site relevant to your target audience. A website should act as an elevator pitch. Give enough information to generate interest, but not so much that it overwhelms. You need to showcase that you offer a solution to their pain point and that you can be trusted to do so.

**How do you do that? We'll let's get into it!**

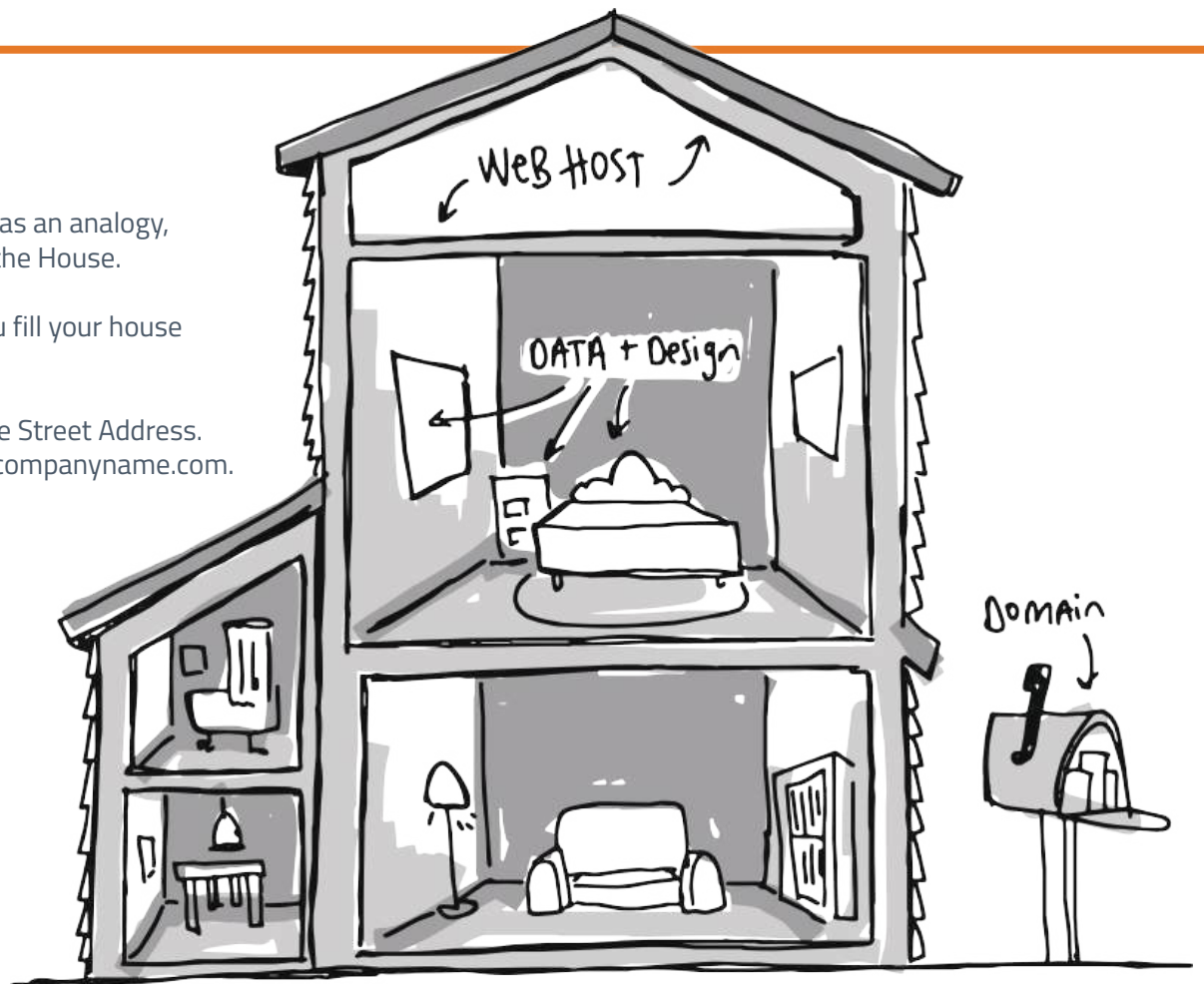


# HOW TO MAKE A WEBSITE

Using a property as an analogy, the Web Host is the House.

The Furniture you fill your house with is the Data.

The Domain is the Street Address. That's the [www.companyname.com](http://www.companyname.com).



The **Web Host** (or "house") is the WordPress, Squarespace, Wix, Weebly, or any other template site. They store your data files for you. You are renting space on their servers and in return they display your site for people to find.

When you see promotional deals for Squarespace at \$12 a month, this is only referring to the web host fee.

The furniture you place in your house is the **Design or Data Files**. This is all the visual and written content that makes up your website. Any pictures you upload, blogs you write, product photos, and so on - this is your furniture.

Individual styles affect how much we spend on the furniture in our house. Similarly, designing a website will be your biggest pricing variable.

Are you making it yourself? Are you paying a freelancer? How many web pages will your site require? Do you want custom form fill functions? Do you need custom graphics and stock photos? What is your turnaround?

You may have researched website costs and found the results to be anywhere from \$500 to \$25,000. The reason for the wide range is your "furniture."

Your **Domain** is the "street address." It's how people find your website when they do a search. You register this address with the internet for an annual fee.

This annual fee ranges from \$10-\$50. Domains that end with ".com" are cheaper than unique options like ".me"

# BASIC ANATOMY

## Headline

This is the first thing your visitor will see. It's a clear value proposition statement. Your headline needs to be "above the fold."

## Call-To-Action

The same calls-to-action from social posts need to be on your website. A call-to-action should be front and center and also at the center of the screen.

## Images of Success

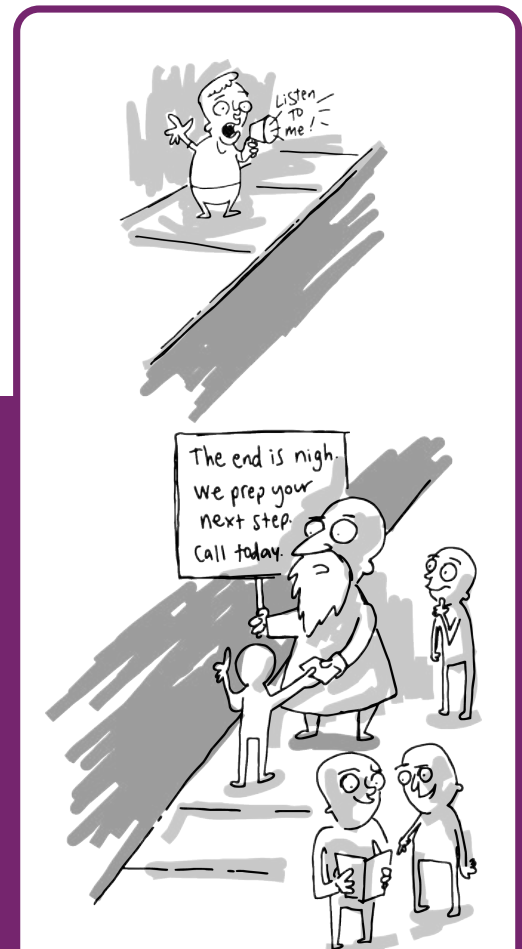
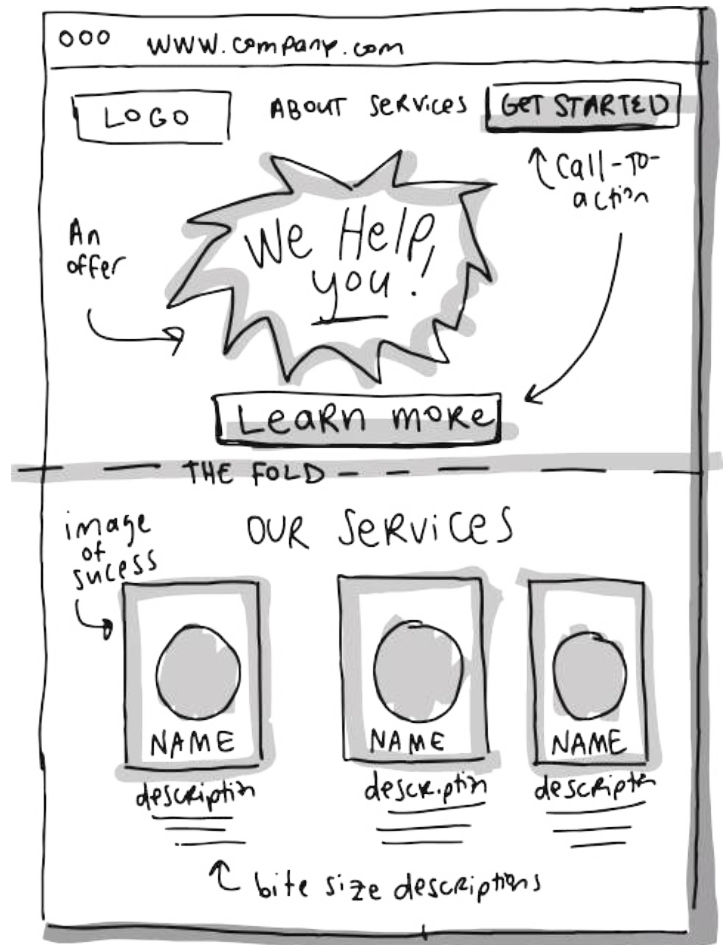
Stock images allow the visitor to see a vision of a successful future. Add images that show how their life will be better after using your product or service.

## Bite-Sized Descriptions

Most web searches are done on mobile. People skim. They're not looking for long descriptions. Make it short and sweet.

## Concise and Specific

A good rule of thumb is ~700-1,000 words per webpage. This is relative though. Your Contact Us page will have less text than your Services page, for example.



# REMEMBER!

People spend an average of 54 seconds scanning a website!

They need to quickly identify:

- Who You Are
- What You Do
- Where You Are

Get to the point, quickly!

# START SIMPLE AND GROW

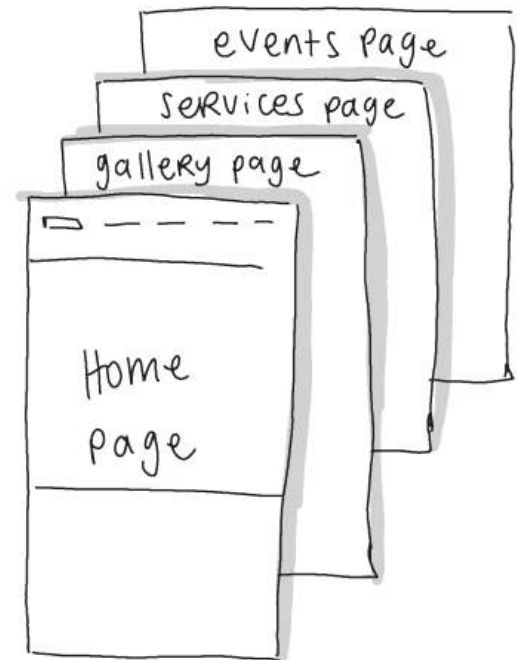
When you're just starting out, it's perfectly okay to keep your website simple. Your initial website can be a **"one-pager"** with essential sections. These sections include a header image and statement, an about me section, a what we do section, and a contact us form. This straightforward setup ensures that anyone visiting your site quickly understands the basics.

Essential One Pager Website Elements	Header Image and Statement
	About Me Section
	What We Do Section
	Contact Form

Potential Dedicated Pages	Gallery/Portfolio Page
	Individual Services Pages
	Upcoming Events Page
	Blogs and Resources Pages



One Pager Website



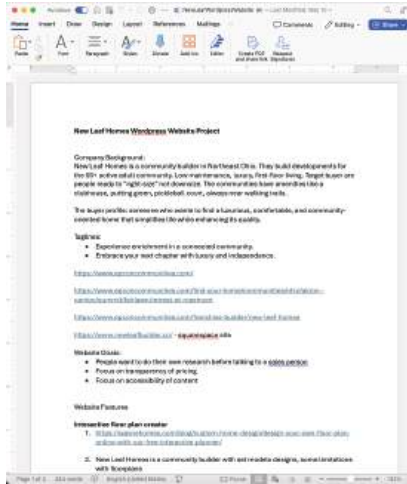
Add dedicated pages as you grow

## REMEMBER!

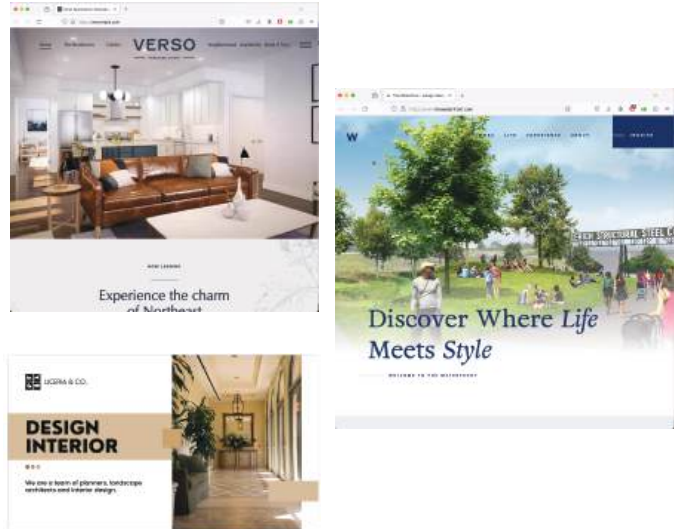
Starting with a simple one-pager ensures that your website is manageable. Your artistic practice and online presence will continue to evolve. No need to stress about getting it perfect right out of the gate. You can continue to expand and refine your website to better serve your growing audience.

# THE PROCESS IS MESSY

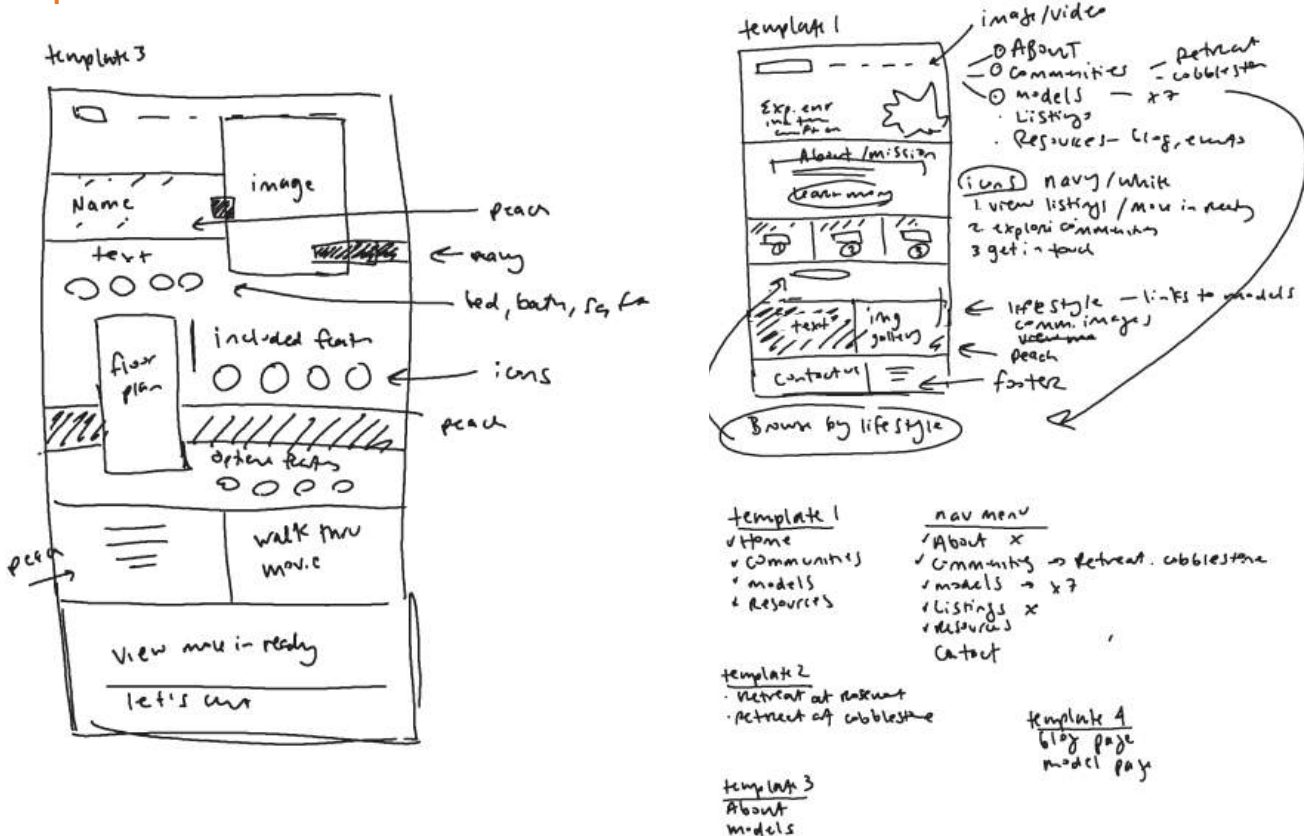
**Step 1: Make a gameplan. What is the goal of the project? Who needs to see it?**



**Step 2: Get inspired with references and examples**



**Step 3: Sketch and revise**



**REMEMBER!**

With a solid gameplan, you can head to Squarespace with confidence and clear direction.



# SQUARESPACE 101

## Picking a Squarespace Template

Option 1: Choose a professionally designed website template

Option 2: Build a custom website with Squarespace Blueprint AI

Think of the templates as "Layout Ideas."

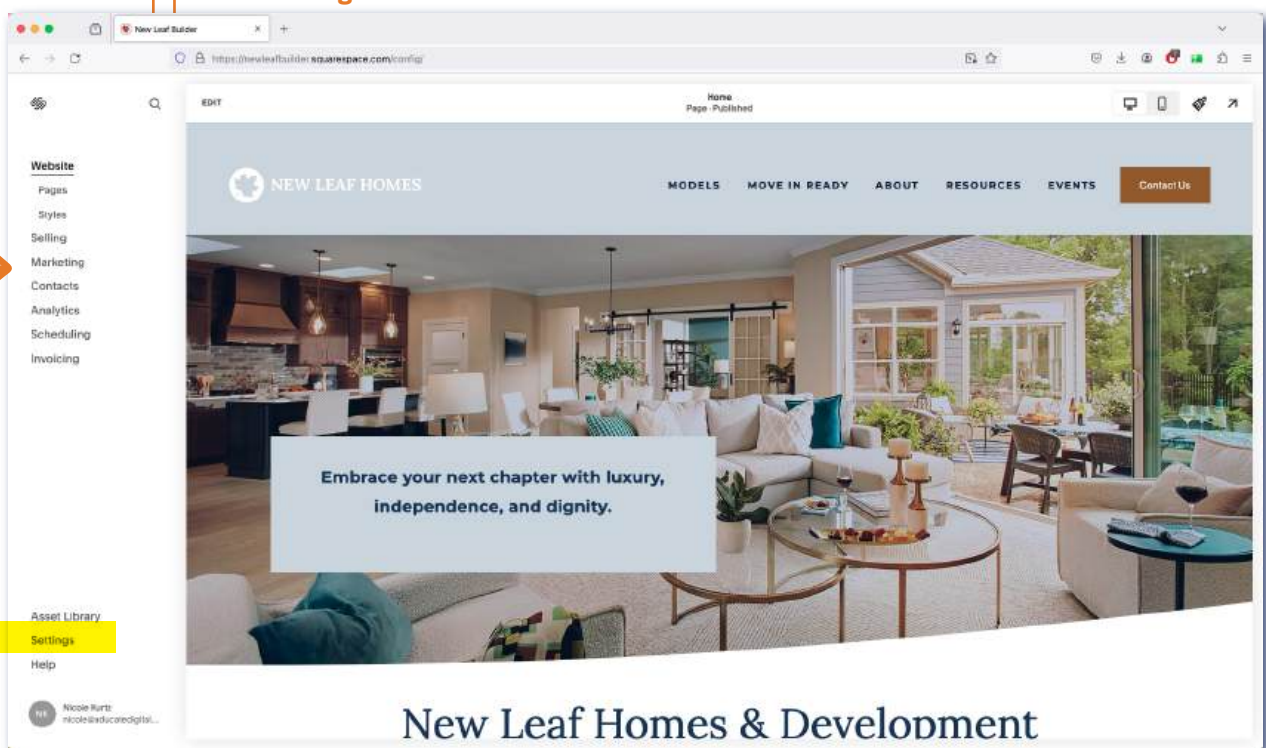
In short: there's no wrong answer



# THE BACKEND

Editing area

Left hand menu



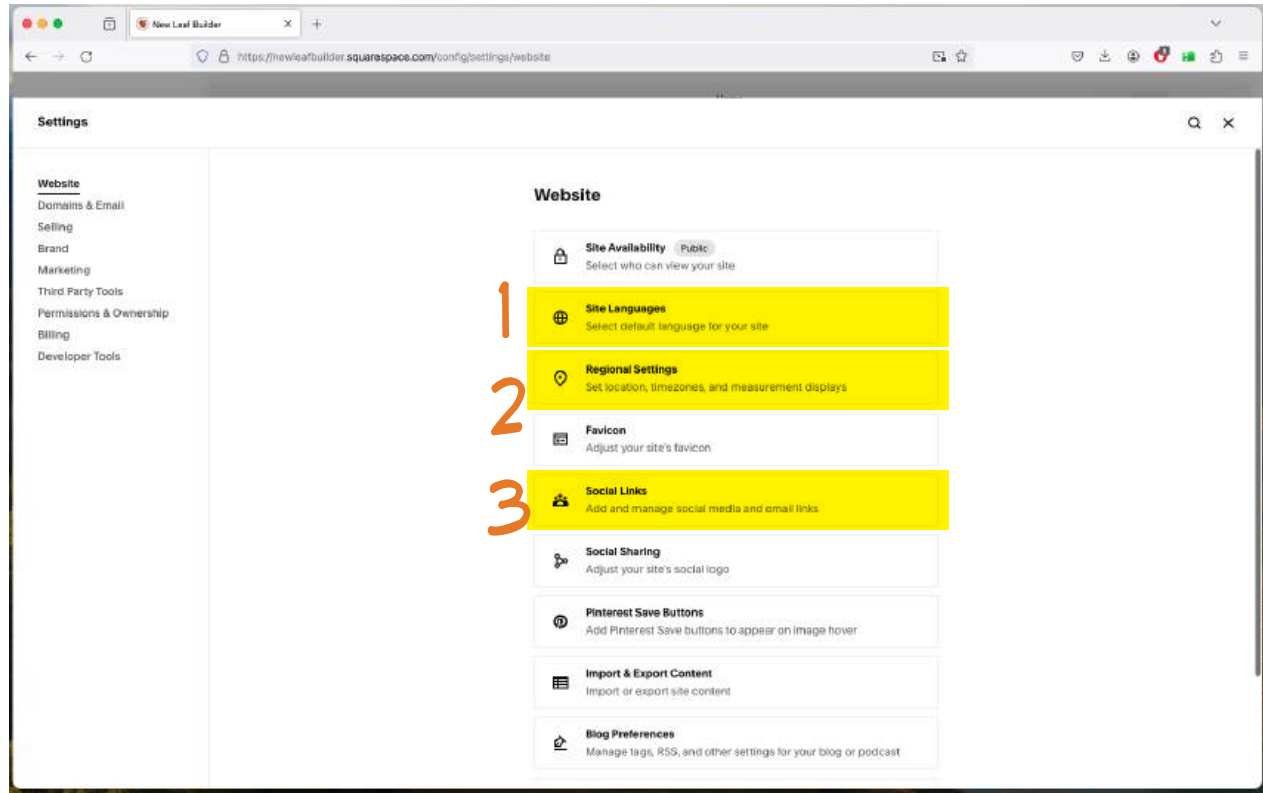
# REMEMBER!

Squarespace has a vast tutorial library with videos and articles. This QR code will take you to Squarespace Help Youtube Channel.



# BASIC SETTINGS

Let's make sure some basic settings are correct. We're going to confirm the Language setting and Regional settings are accurate. Then we're going to connect our social media accounts.



1

## Language

1. click on **Settings** in the left hand menu.
2. In the Website's tab, click on **Site Languages**.
3. It should default to English. Change this if needed.
4. Ensure the date, time, and currency are in your preferred formats.

2

## Regional Settings

- Next, we're going to check the Regional settings.
1. To return to the main settings menu.
  2. Select **Regional Settings**
  3. Confirm the country, state, and timezone is correct

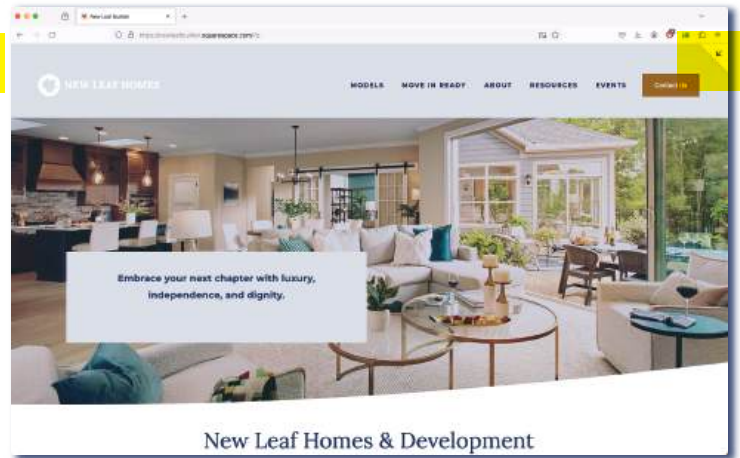
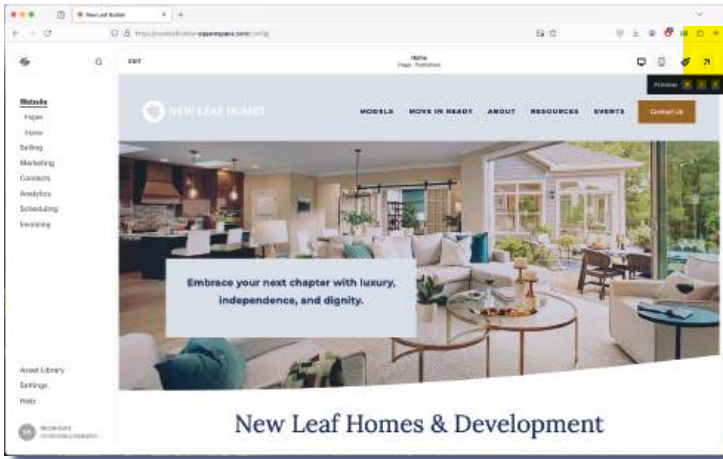
3

## Connect Your Social Media Accounts

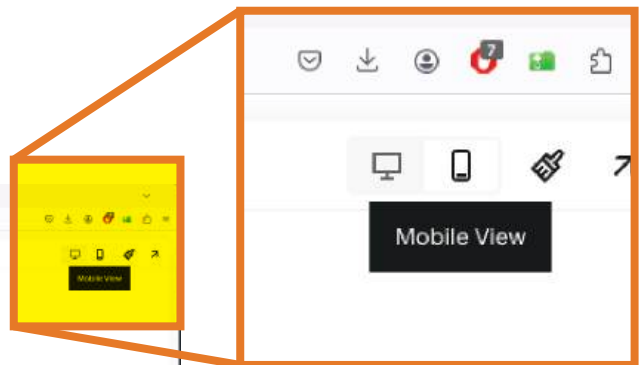
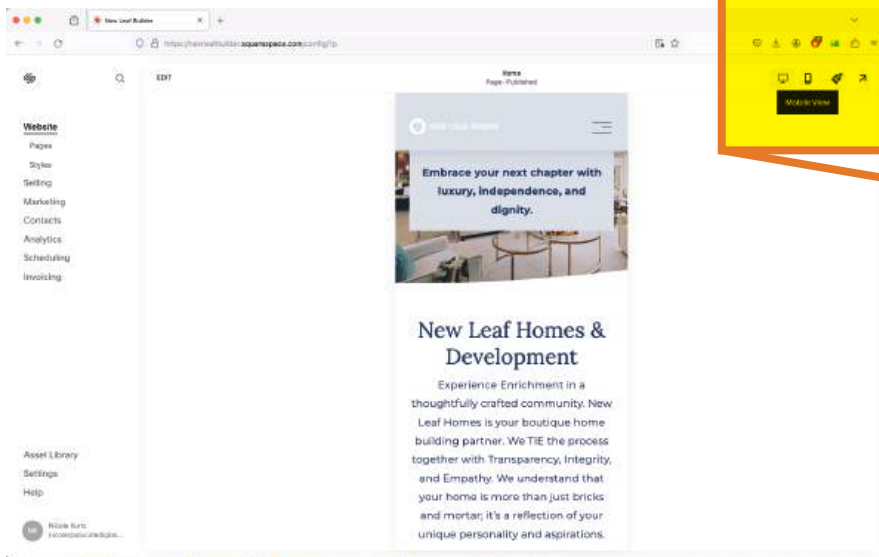
- Finally, we're going to connect your Social Media accounts.
1. To return to the main settings menu.
  2. Select **Social Links**
  3. Copy and paste your social media url in the field. Squarespace will auto-detect which platform it refers to.
  4. You can also connect your email by typing in your email address in a new field.
  5. To delete, simply click on the account you want to remove. In the new window, select **Remove** and then **Confirm**.

# PREVIEW MODES

## DESKTOP VIEW



## MOBILE VIEW



**REMEMBER!**

This QR code will take you to Squarespace Help Video called "Previewing Pages"



# PAGE LAYOUT



## Header

Your site header is where your navigation and title or logo display. The header looks the same throughout your site and plays a big role in how visitors navigate and interact with your content. It's positioned at the top of your site. Learn how to customize the look of your header with this QR code.



## Section

You'll build your site's pages and footers with customizable sections stacked vertically. You can add, delete, and move sections to arrange your content. This QR code will show you what options you have and how to create unique page layouts with different sections. We'll dig into this a bit more too.



## Blocks

Blocks are the drag-and-drop features that display content on your site. You'll use them to customize your pages with a variety of content, like text, images, buttons, and forms. Blocks are contained within your sections. This QR code will tell you about the different blocks available in Squarespace.



## Footer

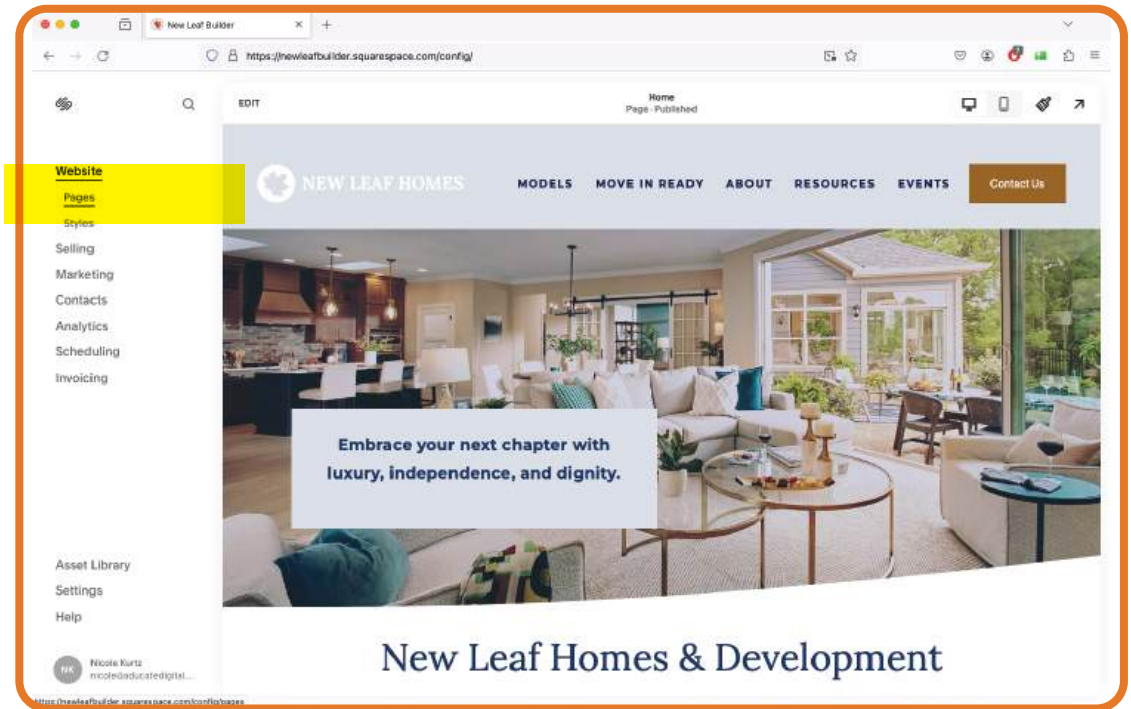
The footer is the bottom of your site, below your page content. This is often where visitors look first for contact information, social icons, FAQ, and links of important information. Learn how to customize the footer with this QR code.



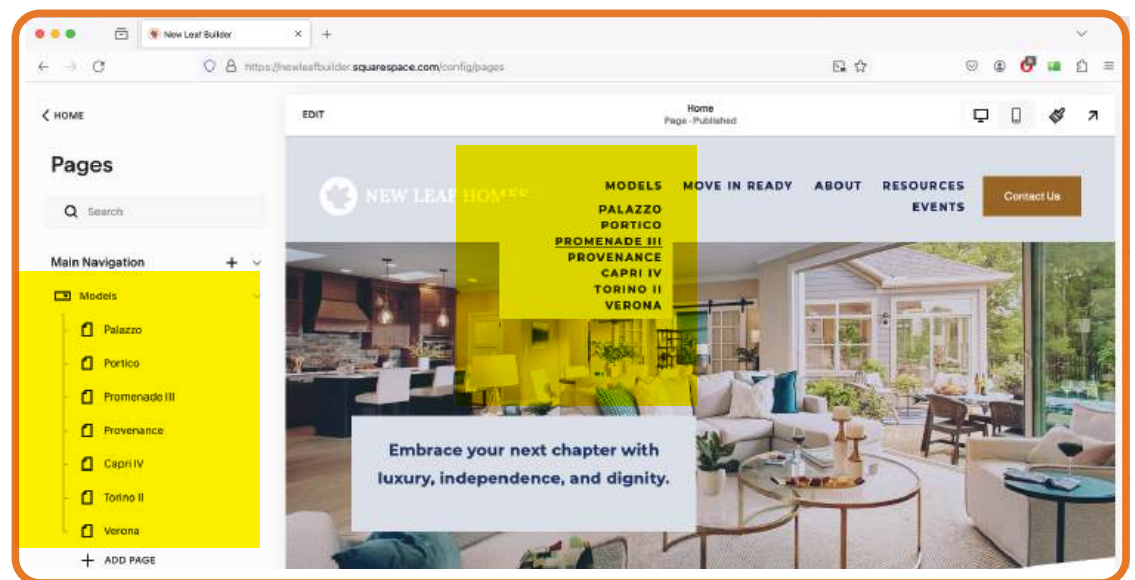
# ORGANIZING THE NAV MENU

In most templates, the page order in your pages panel determines the order of your sites navigation menu. You can organize the navigation menu by dragging and dropping pages around in the Pages panel.

To start, go to the Home menu, and click on Pages. Click and drag a page you want to move and then release the page in it's desired position. If you want a page to be hidden, drag it to the Not Linked section.



The Pages panel is also where you can add new pages and delete unnecessary ones. Use this panel to create subpages. You do this by creating a Folder in the Pages Panel and then dragging the pages you want to act as subpages into this folder.



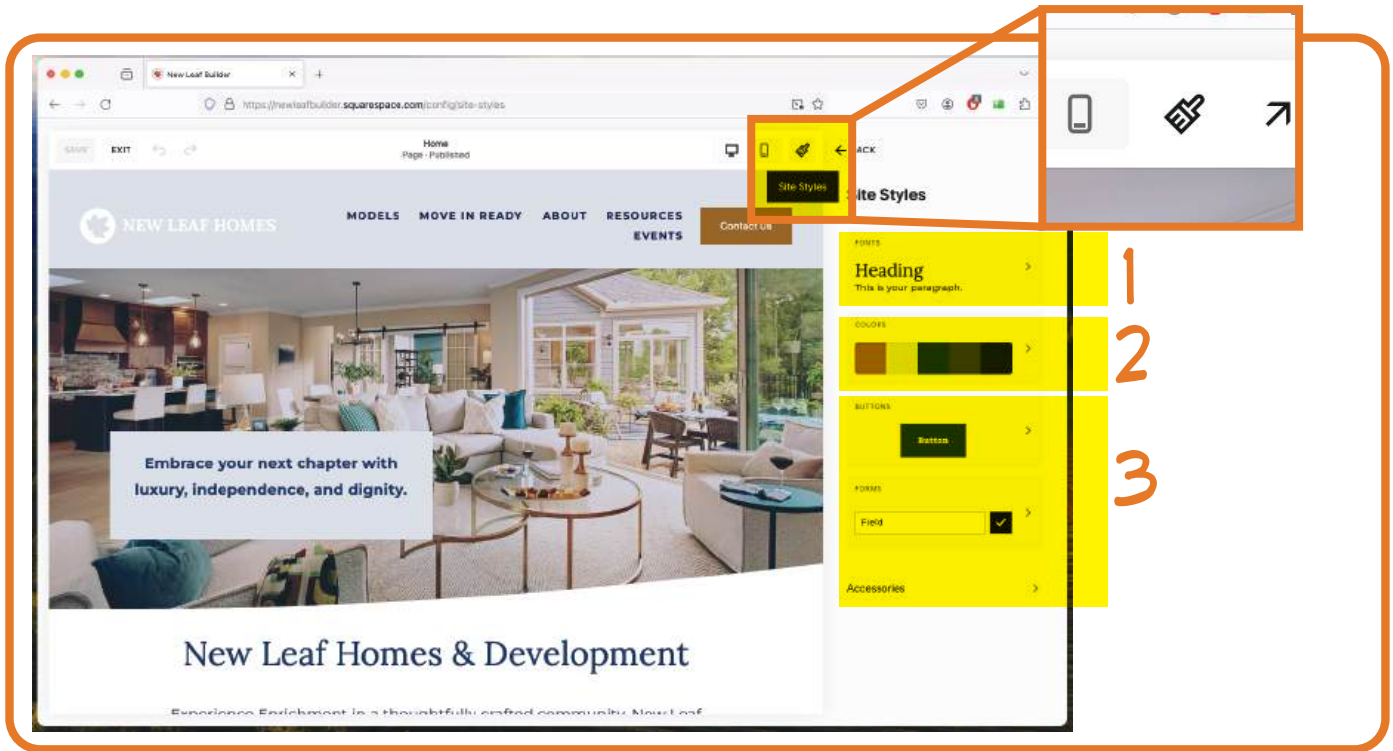
**REMEMBER!**

Check out this video tutorial called "Pages and Navigation"



# STYLE GUIDE

As you build your website with Squarespace, use the options in the **Site Styles** and Design panels to make style changes to your site. By testing different **fonts, colors, and page settings**, you'll get a grasp of what's possible and create a design you'll love.



1

## Fonts

When you click on Fonts, you'll see multiple type options grouped under different categories: San-serif, Serif, and Mixed.

2

## Color

You can also change the colors of your site. You can choose your preferred set of colors and how they display using the theme and palette options.

Squarespace gives you 3 ways to choose palettes: from a preset, by uploading an image, or by selecting one color and having Squarespace generate the rest of the palette.

3

## Page Settings

You can also make global adjustments to the look of your buttonsn forms and other site accessories.

Customizations include a consistent spacing between block elements, alignment, and simple animations.

Play around with the options and see what you like best. You can always undo!

# REMEMBER!

Check out this Squarespace Help video called "Style and Design Options"



# PAGE LAYOUT, SECTION, & BLOCK OPTIONS

Squarespace offers a variety of page layout options to help you create a professional and visually appealing website. Each of these page types can be further customized with different blocks and design elements to match your brand and functional needs.

## Page Layout Options (Most Common)

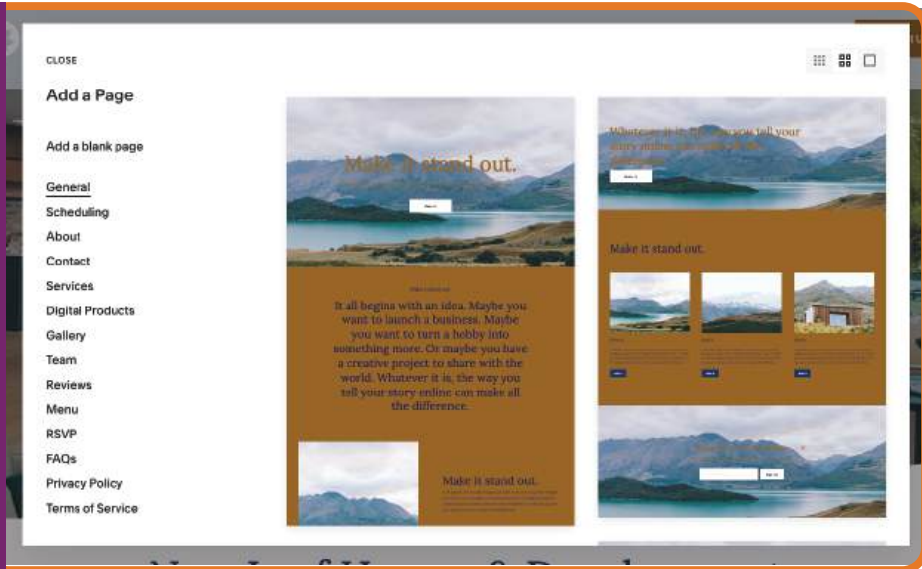
**Blank Page:** A blank page that you can fully customize using Squarespace's drag-and-drop editor and content blocks. Ideal for unique layouts not covered by other templates.

**Blog Page:** A page designed to host blog posts. It includes built-in features for categorizing and tagging posts, displaying author information, and adding comment sections.

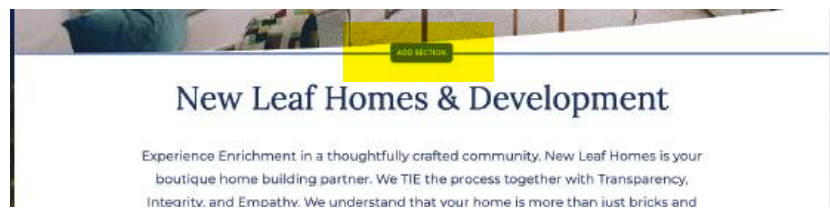
**Portfolio Page:** Tailored for artists and creatives to showcase their work. Can be customized with various layout options to display projects and portfolios.

**Store Page:** For creating an online store. Includes product listings, product detail pages, and shopping cart functionality.

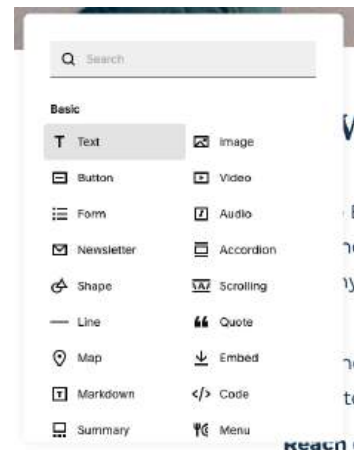
**Events Page:** Allows you to create and manage events. You can display event details, dates, and locations, and allow visitors to RSVP.



To customize a page layout with your own sections, click on "Add Section." Here you can choose from a variety of options including: adding a contact form, an about section, products or services carousel, image gallery, and more. Learn how to customize individual sections by heading to the Squarespace Help video library.



You can customize pages even further by adding and adjusting the block elements within a section. Find the Add Block button within a section.



# MARKETING 101

Creating a website involves more than just knowing the technical side; it's about defining your goals and understanding how your website will support your marketing efforts.

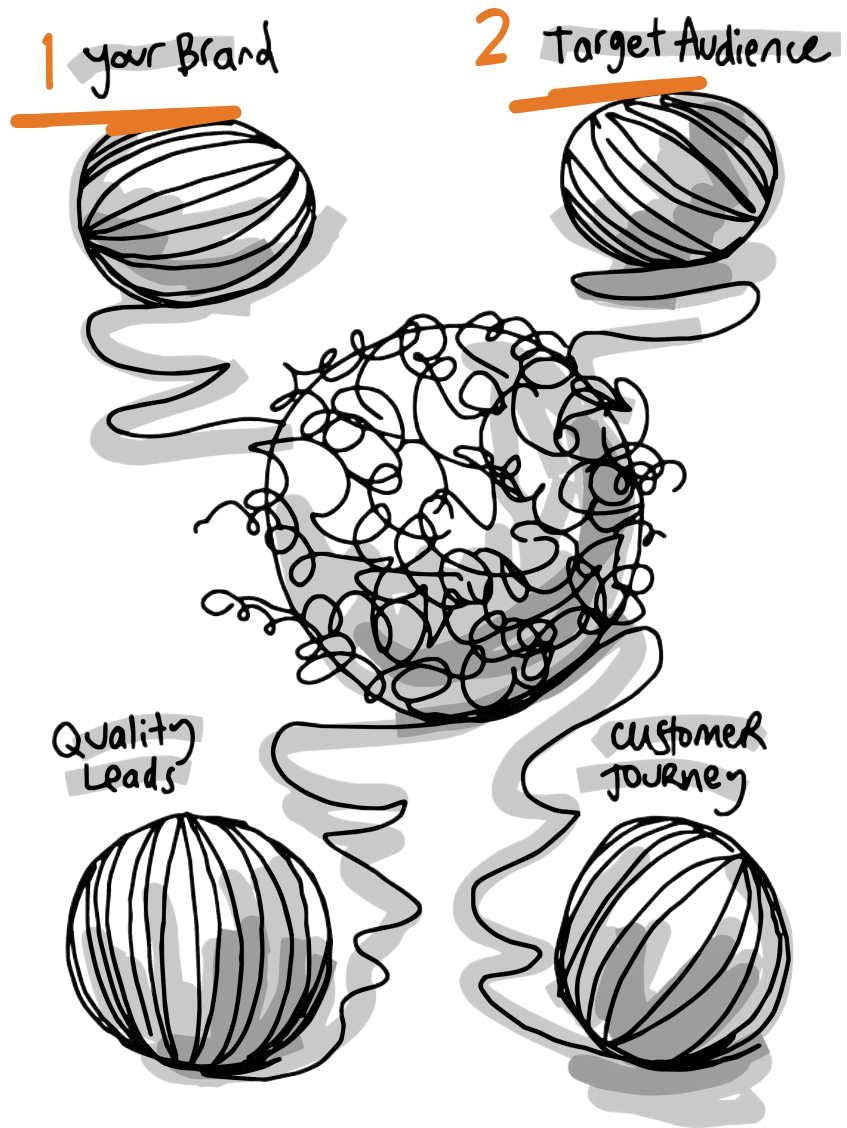
While this workbook and workshop briefly touch on the technical aspects—supported by numerous QR codes linking to helpful videos—the true benefit lies in the opportunity to troubleshoot and think through solutions with an expert in real time.

The majority of this workbook and workshop focuses on helping you develop a comprehensive marketing strategy.

The following section provides a series of worksheets designed to help you figure out (1) **your brand** identity and (2) define **your target audience**.

By understanding these key elements, you'll be able to create a website that is not only beautiful but also effectively engages and connects with your ideal customer.

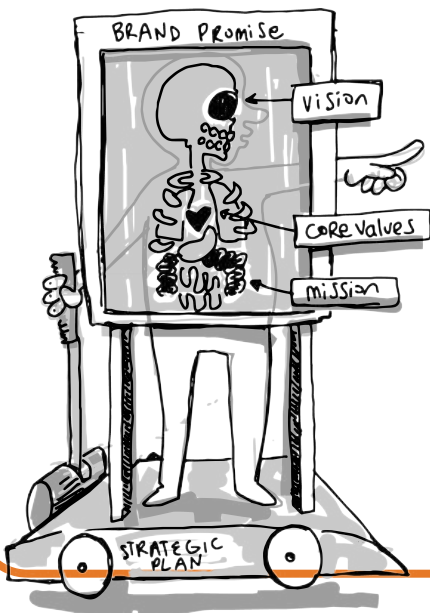
Use these worksheets to build a strong foundation for your online presence, ensuring your website reflects your unique brand and attracts the right audience.





# CONSIDER YOUR GOALS

What are your goals for this website? Use the space below to jot down some notes.



# CRAFTING YOUR MISSION, VISION, & CORE VALUES

**Your Story** How did you get here? Where are you going? What is the reason for the problem you're solving? What is the context that defines your solution?

**Your Values** What are the values that you are speaking to/from? How will your services help people survive and thrive? What will your customer/client look like if they do (or don't) get what they want?

**Tone** What is the tone you want to convey? Are there unique aspects to your voice? Is there any jargon or terms needed to educate your audience?

**Credibility** What lends credibility to your position? What specific facts or third parties can verify your claims? Where might your credibility be challenged?

**Landmines** What are the pitfalls? What defines a positive or negative message on the issue you're solving? What message has been tried and failed in the past??

# BRAND BASICS

Primary Colors

Fonts

Taglines / Slogan

Facebook Business Page:

Instagram Business Page:

LinkedIn Business Page:

Additional Social Account:

## Brand Voice and Tone

- |                                    |                                   |                                  |                                  |                                   |        |
|------------------------------------|-----------------------------------|----------------------------------|----------------------------------|-----------------------------------|--------|
| <input type="checkbox"/> Corporate | <input type="checkbox"/> Natural  | <input type="checkbox"/> Elegant | <input type="checkbox"/> Minimal | <input type="checkbox"/> Bold     | Rustic |
| <input type="checkbox"/> Modern    | <input type="checkbox"/> Abstract | <input type="checkbox"/> Luxury  | <input type="checkbox"/> Vintage | <input type="checkbox"/> Creative | Classy |

Brand Archetype (think about your traits and values. What emotional connection do you want to create with your audience?)

Use this space to write your bio:

## REMEMBER!

A brand archetype is a universally recognized character or role that embodies specific traits, values, and personality. It's like giving your brand a distinct character that helps you connect emotionally with your audience. By identifying your brand archetype, you can create a more relatable and memorable identity that resonates with your ideal clients. Think of it as the personality that shines through in every aspect of your brand, from your website design to your marketing messages. This QR code will take you to a free self-assessment tool to identify your archetype.



# TARGET AUDIENCE PROFILE

What does your customer value most when making a purchase?

- They spend money on experiences with family, rather than material things.
- They're first in line when a new iPhone comes out.
- They buy secondhand to save the environment.
- They can't afford Gucci, but they'll take the knockoff!

What is your customer's primary responsibility in life?

- They're part of the Sandwich generation. Taking care of kids and elders.
- Finishing school/getting the promotion to achieve a better life.
- Keeping up with the Jones's.
- Making this month's rent payment.

What is their greatest pain point?

- Don't have the support they need, or the time to research.
- Analysis Paralysis. Too many choices.
- Financial. Struggling to earn a living.
- Tried before, didn't work. Won't try again.

Who do they trust?

- Someone with an expensive car, nice clothes: "That person has it figured out!"
- Someone who can provide data and research.
- Someone who remembers their name and shows empathy.
- No one.

How do they make decisions?

- Spontaneous and go with their gut
- Methodical and need to research
- Humanistic and like to feel connected
- Competitive and want the best

What motivates them?

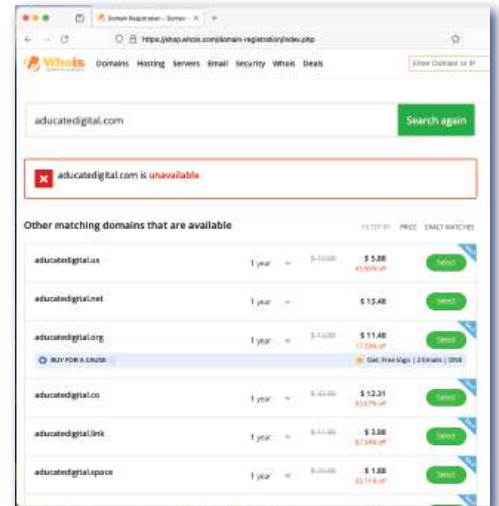
- Connecting with a community, friends, and family
- Climbing the ladder
- Finding the deeper meaning
- Saving time, money, energy.



# DOMAIN CHECK

Ensure your business name is available as a domain. Visit <https://www.whois.com/> to check for available domains. Simply search for your desired URL. The search results will tell you if it's available. If it isn't, it will provide available alternatives.

List potential domain names and their availability status.



**No luck?** Was your business name already taken? Let's brainstorm to find an alternative. Think about how people describe you. How do you want your customers to feel as a result of using your product or services? Use these adjectives as keywords for potential business names. Get inspired by other business names. Use an acronym. Use the space below to brainstorm.

## REMEMBER!

This QR code will take you to a blog called: "Business Name Basics: Building an Authentic Brand from the Ground Floor."



# FINDING INSPIRATION

**Favorite website(s). Name or URL of the website:**

---

What do you like about the design? Consider colors, fonts, layout and overall aesthetic.

How do the colors, fonts, and flow help you navigate through the website?

What are some things you might do differently on your own website?

Other thoughts and observations

# GETTING ORGANIZED

Use this worksheet to plan the structure and content of your website. Think about the pages you want to include and how they will work together in a navigation menu.

List out the pages as they will appear in the navigation menu. How will visitors move through your site?

What content do you already have for these pages? (*specific photos of your artwork, headshot, bio, descriptions of your artwork, etc*)

What content do you need to create?



## REMEMBER!

### Asset List

An asset refers to any resource or material that is used to build and enhance the website's content and design. This includes things like: images, text, videos, fonts, and icons. Assets are critical in ensuring that the website is visually appealing, informative and functional. Keeping an asset list for each page is a good way to stay organized.

# SKETCH IT OUT HOME PAGE

Use this space to sketch out your home page. Consider what pages you might need.

Remember, people only spend about 54 seconds scanning a website. Make it easy for them to identify:

1. Who you are
2. What you do
3. How do contact you

## Home Page Asset List



# SKETCH IT OUT PORTFOLIO PAGE

Consider how you want to organize and display your artwork, including the layout, style, and key elements you want to highlight.

## Portfolio Page Asset List

# AS YOU GROW

As your business evolves, your website should grow with you. Here are some next steps and pieces of content to consider adding to enhance your online presence and support your business goals:

## **Blog Pages:**

A blog is a powerful tool for sharing updates, showcasing your expertise, and engaging with your audience. Regularly updated blog content can also improve your website's SEO, helping you attract more visitors.

## **Members-Only Subscription Content:**

Consider offering exclusive content to members through a subscription-based model. This could include tutorials, behind-the-scenes access, or special offers. Members-only content can create a sense of community and provide a steady stream of income.

## **eCommerce:**

If you're ready to sell your artwork online, setting up an eCommerce store is the next step. Squarespace and other platforms make it easy to add an online store to your website. You can sell original pieces, prints, merchandise, or digital downloads directly to your customers.

## **SEO (Search Engine Optimization):**

SEO is crucial for increasing your website's visibility on search engines. Start by researching keywords related to your art and incorporating them into your website content. Utilize tools like Google Analytics to track your performance and make data-driven decisions to improve your rankings.

## **Content Ideas:**

- **Portfolio Expansion:** Regularly update your portfolio with new work to keep it fresh and engaging.
- **Customer Testimonials:** Add a testimonials page to build credibility and trust with potential buyers.
- **Events Page:** Keep your audience informed about upcoming gallery shows, workshops, or exhibitions.
- **FAQs:** A frequently asked questions page can help address common inquiries and improve the user experience.

By continuing to enhance your website with these additional features and content, you'll create a dynamic online presence that grows with your business and keeps your audience engaged. Keep exploring, creating, and connecting with your audience to take your online presence to the next level.



# MAINTENANCE

One of the great advantages of using Squarespace is its minimal maintenance requirements compared to platforms like WordPress. With Squarespace, you won't need to regularly update plugins or worry about your site crashing due to compatibility issues. Squarespace also provides robust security features to keep your website safe.

However, after you launch your Squarespace website, it's essential to keep optimizing and improving it to ensure it performs well and attracts the right audience. Here are a few steps to help you maintain and optimize your website:

Use HappyLaunch's Free SEO Audit Tool to maximize your website's visibility and reach. This tool provides a comprehensive checklist of actions to enhance your website's SEO, helping you to:

- Identify and fix broken links
- Optimize images for faster loading times
- Improve meta descriptions and title tags
- Ensure your content is keyword-rich and relevant
- Check mobile-friendliness and page speed

## **Regular Content Updates:**

Keep your website content fresh and engaging by regularly updating your blog, portfolio, and other sections. New content not only keeps your audience engaged but also signals to search engines that your site is active.

## **Monitor Performance:**

Use tools like Google Analytics to track your website's performance. Monitor key metrics such as traffic, bounce rate, and user behavior to identify areas for improvement.

## **Engage with Your Audience:**

Stay connected with your visitors by responding to comments, updating your contact information, and keeping your events and news sections current.

By following these maintenance tips and using available tools, you can ensure your Squarespace website remains effective, secure, and optimized for search engines. This will help you continue to attract and engage your target audience, driving growth for your business.

## **Know What Your Time is Worth:**

If you are not a technical person and it takes you hours to make simple updates to your website, consider hiring a professional to help with small maintenance tasks. Investing in professional assistance can save you time and ensure your website remains polished and functional.



# REMEMBER!

This QR code will take you to the free SEO audit tool through Happy Launch.



# ADDITIONAL RESOURCES

As you continue to build and refine your website, there are several resources that can help you create compelling content, find high-quality visuals, and enhance your overall digital presence:

**Hemingway Editor App:** This tool helps streamline your copywriting by highlighting complex sentences and suggesting simpler alternatives. It's an excellent resource for ensuring your content is clear and engaging.

**Pexels:** Pexels offers a vast library of free stock photos that you can use to enhance the visual appeal of your website. High-quality images can make a significant difference in how your site is perceived.

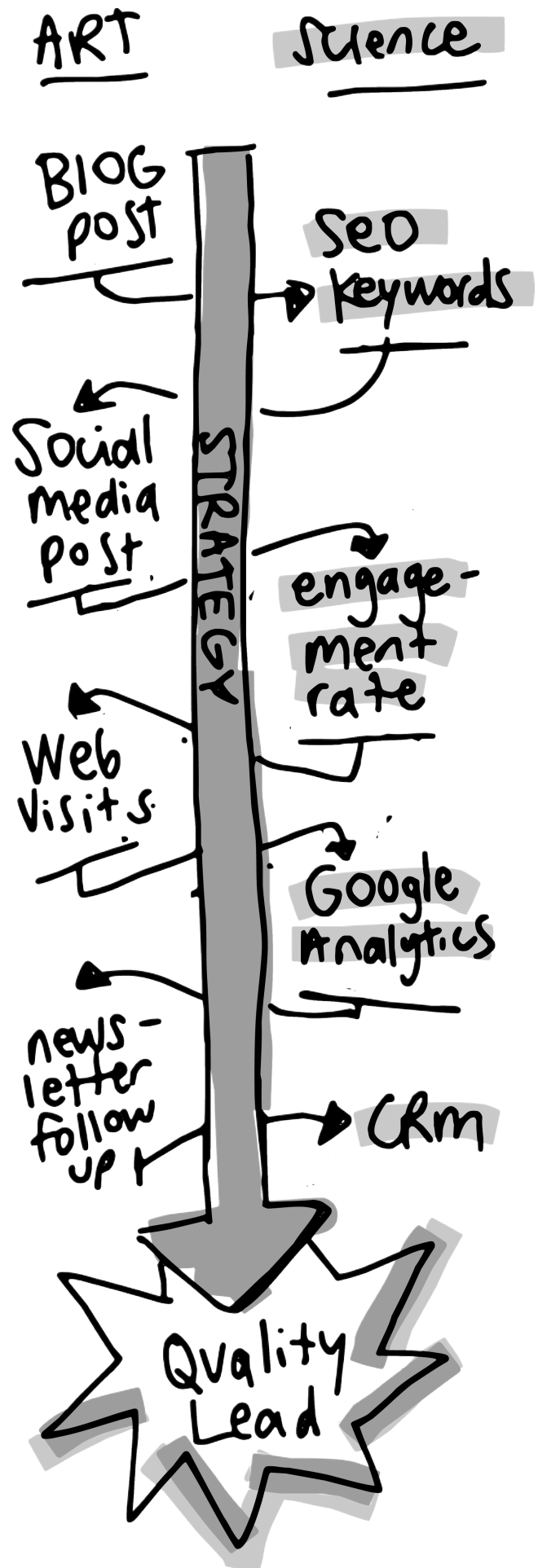
**Flaticon:** For graphic elements and icons, Flaticon provides a wide selection of free and customizable icons. These can help you visually represent various sections of your website and make navigation more intuitive.

**Aducate Digital:** Our website offers a wealth of resources to help you further your marketing strategy. Check out our blogs and research tools to stay informed and inspired. Here are some specific articles you might find useful:

**Small Business, Big Connections: Networking to Generate Leads:** Learn how to use networking to grow your business.

**Rank Higher in Google Search Results:** Understand the basics of SEO and how to improve your website's visibility.

These resources are designed to support your ongoing efforts to create a dynamic, engaging, and effective online presence. Use them to enhance your website, improve your marketing strategies, and continue to connect with your ideal audience.



# CONTINUE THE JOURNEY

Congratulations on completing the workshop and building the foundation for your professional website!

You've taken an important step in establishing your online presence. But remember, marketing is an ongoing journey that combines art, science, and strategy.

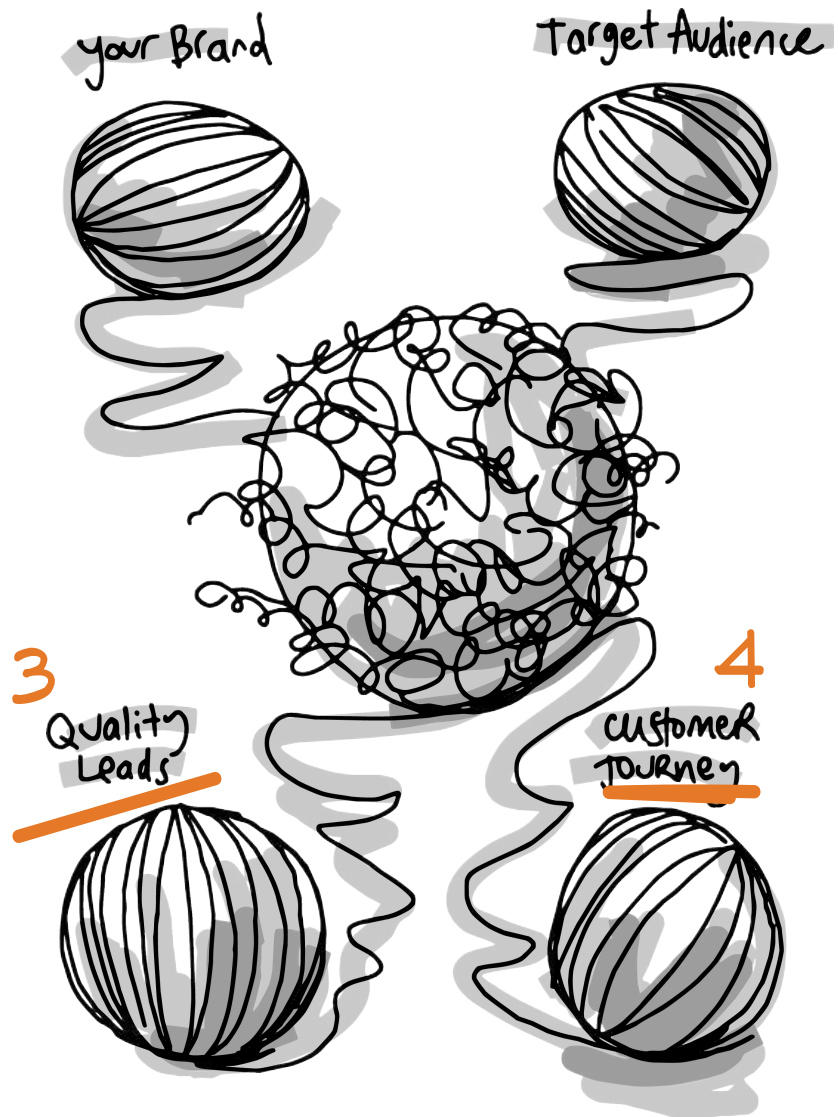
This workbook has helped you put together an effective website, but now it's time to integrate it into a comprehensive marketing strategy that drives quality leads to your business.

We invite you to continue this journey with Aducate Digital.

Schedule a free consultation with Nicole Kurtz to develop a game plan that takes your business to the next level. We'll help you attract **quality leads** and create a defined **customer journey** tailored to your unique needs.

## Ready to take the next step?

Contact us to schedule your free consultation and let's work together to turn your online presence into a powerful tool for growth and success.



Nicole Kurtz  
Market Research | Brand Identity  
Strategic Advisement | Instructional Design