

## HOW TO START A BLOG FOR YOUR VISUAL ART BUSINESS

Artisan Advantage

[www.artisan-advantage.com](http://www.artisan-advantage.com)

[becky@artisan-advantage.com](mailto:becky@artisan-advantage.com)

### **Before you Start:**

In order to have a blog-based website, you need to choose a blogging platform. A blogging platform is a software or service that you use to publish your content online. It allows you to create posts and manage everything you create. There are several blogging platforms out there, some are completely free, and some you will need to pay for.

Some of the most common blogging platforms used by visual artists.

- WordPress.com (free)
- WordPress.org (the same software, but you need to install it on your web host)
- Wix
- Weebly
- SquareSpace
- FASO

My recommendation in most cases is to use Wordpress.org. It is self-hosted, meaning you install it on a web host, such as Bluehost.

This guide will teach you how to set up a blog-based website on self-hosted Wordpress.org. This is one of the most versatile and cost-effective ways to build a blog-based website for the long haul.

If you are interested in building a free, or more basic blog-based website, I recommend trying [Wordpress.com](https://wordpress.com). Wordpress.org and Wordpress.com use the same software, but in this case, Wordpress is hosting the blog for you. If you are interested in setting up a free website on [Wordpress.com](https://wordpress.com), go [here](#). The [Wordpress.com](https://wordpress.com) system will walk you through the steps of set-up.

If you are using another web platform to build a blog, you can still use this guide as a general overview of the steps that you should take in the process.

This guide is broken up into sections. You can do all of this in one sitting, or if you would like to take a slower approach, I indicate good places to take a break.

*Please Note: Some of the links in this guide are affiliate links. I may receive a commission, at no cost to you if you make a purchase through a link. However, I only recommend services that I have used personally and believe would be good for your business. Check my [disclosure](#) and [terms of service](#) for more information.*

## How to set up a blog on Wordpress.org

### Blogging with WordPress

[WordPress.org](https://wordpress.org) is the most popular website platform in the world. It offers the most flexibility for design. It's what I use for Artisan Advantage.

**It does take a little longer to learn how to use than some other platforms.** If you stick with it, however, it becomes easy to use. I have worked with many platforms, and WordPress.org is my favorite.

## **1. Buy hosting for your blog**

Although WordPress.org is free, you will need to host your files on a server. This means that you do need to pay for hosting.

### **But what is a web host?**

Hosting is where you store your data. It's pretty much your blog disk space. Like the hard drive on your laptop, you need a place online where people can access everything you create. It's a bit like "the cloud" for your blog.

I use [Bluehost](#) as my web host.

### **Select your plan**

Go to [Bluehost](#) and hit the green "Get Started Now" button to choose your package.

*It's only \$3.95 a month through my link if you sign up for 36 months.*



You will be directed to a page where you can select the type of plan you want to purchase. I recommend choosing the **Basic** plan. With a new blog, the basic plan is all you need to get started, and you can always upgrade later if you need to.

		Recommended	
<b>Basic</b>	<b>Plus</b>	<b>Choice Plus</b>	<b>Pro</b>
<b>\$3.95/mo*</b>	<b>\$5.95/mo*</b>	<b>\$5.95/mo*</b>	<b>\$13.95/mo*</b>
Normally \$7.99	Normally \$10.99	Normally \$14.99	Normally \$23.99
Select	Select	Select	Select
1 Website	Unlimited Websites	Unlimited Websites	Unlimited Websites
50 GB SSD Storage	Unlimited SSD Storage	Unlimited SSD Storage	Unlimited SSD Storage
Unmetered Bandwidth	Unmetered Bandwidth	Unmetered Bandwidth	Unmetered Bandwidth
Free SSL Certificate	Free SSL Certificate	Free SSL Certificate	Free SSL Certificate
Standard Performance	Standard Performance	Standard Performance	High Performance ⓘ
1 Included Domain	Unlimited Domains	Unlimited Domains	Unlimited Domains
5 Parked Domains	Unlimited Parked Domains	Unlimited Parked Domains	Unlimited Parked Domains
25 Sub Domains	Unlimited Sub Domains	Unlimited Sub Domains	Unlimited Sub Domains
	Spam Experts	Spam Experts	2 Spam Experts
	1 Office 365 Mailbox - Free 30 Days	Domain Privacy	Domain Privacy
		Site Backup - CodeGuard Basic	Site Backup - CodeGuard Basic
		1 Office 365 Mailbox - Free 30 Days	Dedicated IP
			1 Office 365 Mailbox - Free 30 Days

## Pick your blog's domain name

Next, you'll get to the page where it's time to choose the domain name for your blog:

## Next we'll set up your domain.

Your domain will be your website's address.  
You can create a new domain, use one you already own, or make one later.

### Create a new domain

Search available domains

Next

### Use a domain you own

Enter your existing domain name

Next

Or you can skip this step and create a domain later.  
[I'll create my domain later >](#)

Here you need to enter the name you picked in the first step (for example, my name would be artisan-advantage.)

If your name isn't available or you still want to think about it, you can also skip this step and click on "I'll create my domain later" at the bottom of the page.

---

### Already own a domain name?

If you already own a domain name that you bought before from a website like GoDaddy, you will need to connect it to your [Bluehost account](#). Just choose the second option on the right of the page instead of registering a new domain name. You will then have to log in to your domain provider's Account Manager page and follow the specific instructions to connect your domain to your Bluehost server.

---

## Create your Bluehost account

Next, you fill in your account details like your name, email address (make sure you use your most up to date email address as all your billing and login information will be sent here.)

### Account Information

All fields are required unless otherwise noted.

First Name	<input type="text"/>
Last Name	<input type="text"/>
(optional) Business Name	<input type="text"/>
Country	<input type="text" value="United States"/>
Street Address	<input type="text"/>
City	<input type="text"/>
State	<input type="text" value="Please select a state"/>
ZIP Code	<input type="text"/>
Phone Number	<input type="text" value="(123) 456-7890"/> Ext <input type="text"/>
*Email Address	<input type="text"/>

\*Your receipt will be sent to this address.

## Which pricing plan should I select?

The longer your plan is, the cheaper it will be. I suggest you purchase at least a 12-month hosting plan. If you are serious about blogging for your art business, you need to commit to it for at least a year.

You will receive a **FREE domain** for the first 12 months, included in the package.

If you want to keep your costs as low as possible, remember to uncheck any of the extra add-ons. I recommend paying for "Domain Privacy + Protection", which is only \$0.99/month to keep your details private.

## Is Domain Privacy Protection necessary?

It's really up to you. Adding Domain Privacy + Protection hides your personal information from the whois database, which is visible to anyone on the internet. If you don't pay for it, your personal contact information could be used by marketers and spammers to send you unwanted emails. If you don't mind receiving some extra spam emails, you can avoid paying for it.

### Package Information

Account Plan	<small>Basic 36 Month Price - \$3.95/mo. ↕</small>
Hosting Price	\$142.20 (\$3.95 for 36 months)
Primary Domain Registration	Free
Let's Encrypt SSL	Free - terms

### Package Extras

Domain Privacy Protection	<input checked="" type="checkbox"/> - \$ 0.99 per month (Billed annually at \$11.88/yr, <a href="#">affiliatetestsetup123.com</a> ) <a href="#">More information</a>
SiteLock Security - Find	<input checked="" type="checkbox"/> - \$ 1.99 per month (Billed annually at \$23.88/yr) <a href="#">More information</a>
Codeguard Basic	<input checked="" type="checkbox"/> - \$ 2.99 per month (Billed to end of hosting term) <a href="#">More information</a>
Bluehost SEO Tools Start	<input type="checkbox"/> - \$ 1.99 per month (Billed annually at \$23.88/yr) <a href="#">More information</a>
1 Office 365 Mailbox - 30 Day Free Trial	<input type="checkbox"/> - FREE <a href="#">More information</a>
Savings	<b>\$145.44 (50% off)</b>
Total	<b>\$285.60</b>

## 2. Install WordPress

[Bluehost](#) makes it very easy to create a WordPress blog.

Bluehost will now automatically install WordPress for you. All you have to do is choose your password!

## Choose a password for your account:

Before you can login to your account or use your new hosting features, you first need to create a secure password - Please note this password and your hosting payment information, as these are used for account verification purposes when contacting Bluehost support.

Create your password

If you are unsure about what to do during any step, you can open *Live Chat* on Bluehost at any moment and their technical support will be able to help you.

## Create Your Password

..... ✓

..... ✓

[Display Characters](#)  
[Suggest Password](#)

*Be sure to make note of this new secure password, for future reference.*

I have read and agree to Bluehost's [Privacy Policy](#) and [Terms of Service](#).

Next



Step 1 of 2

## Let's create a website!

What do you want to name your site?

e.g. Boston Dogs, Rick's Adventures, Good Eats

What's your site's tagline?

e.g. A blog about my travel adventures

Do you want a blog?



Do you want an online store?



Continue

[I'm not creating a website](#)

You almost started your blog!

After you have installed WordPress and selected your password, answer the questions to move through the WordPress screens.

## Tell us a bit more about you.

### What are your goals online?

This helps us give you recommended plugins and extensions for your site.

- Share my ideas, photos, stories, or videos
- Promote my business, skills, or organization
- Offer services, training, or education
- Sell products or collect payments online
- Create websites for Clients
- Other \_\_\_\_\_

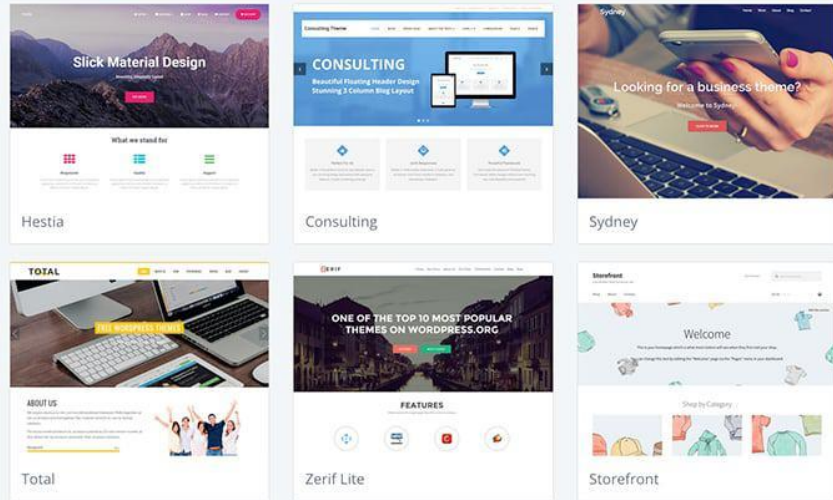
### Are you comfortable with creating websites?

A little  —  —  —  Very

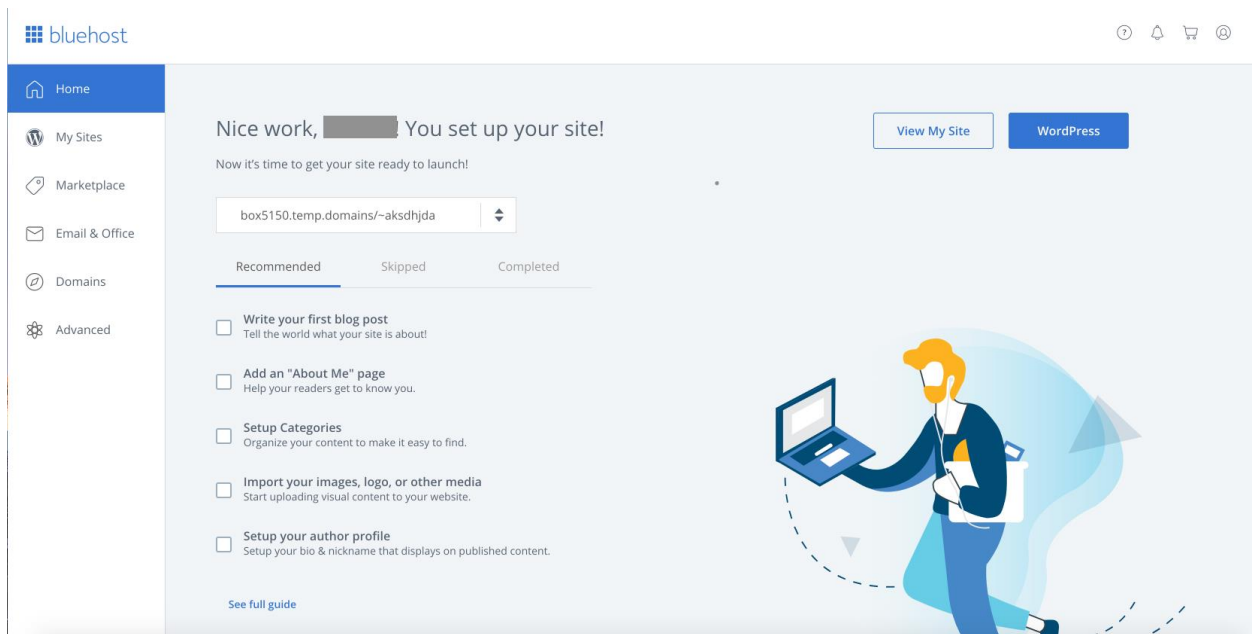
[Continue to Theme Selection](#)

Bluehost will then give you the option to select a theme. I will go into more detail on this later. You can either select any of the themes or click *Skip This Step* below the offered themes.

Pick a theme that inspires you.  
You can always change this later. So, let's get building!



Now you just need to click the blue **WordPress** button.



And you will be redirected to WordPress:

**(You Can Take a Break Here If You Need One)**

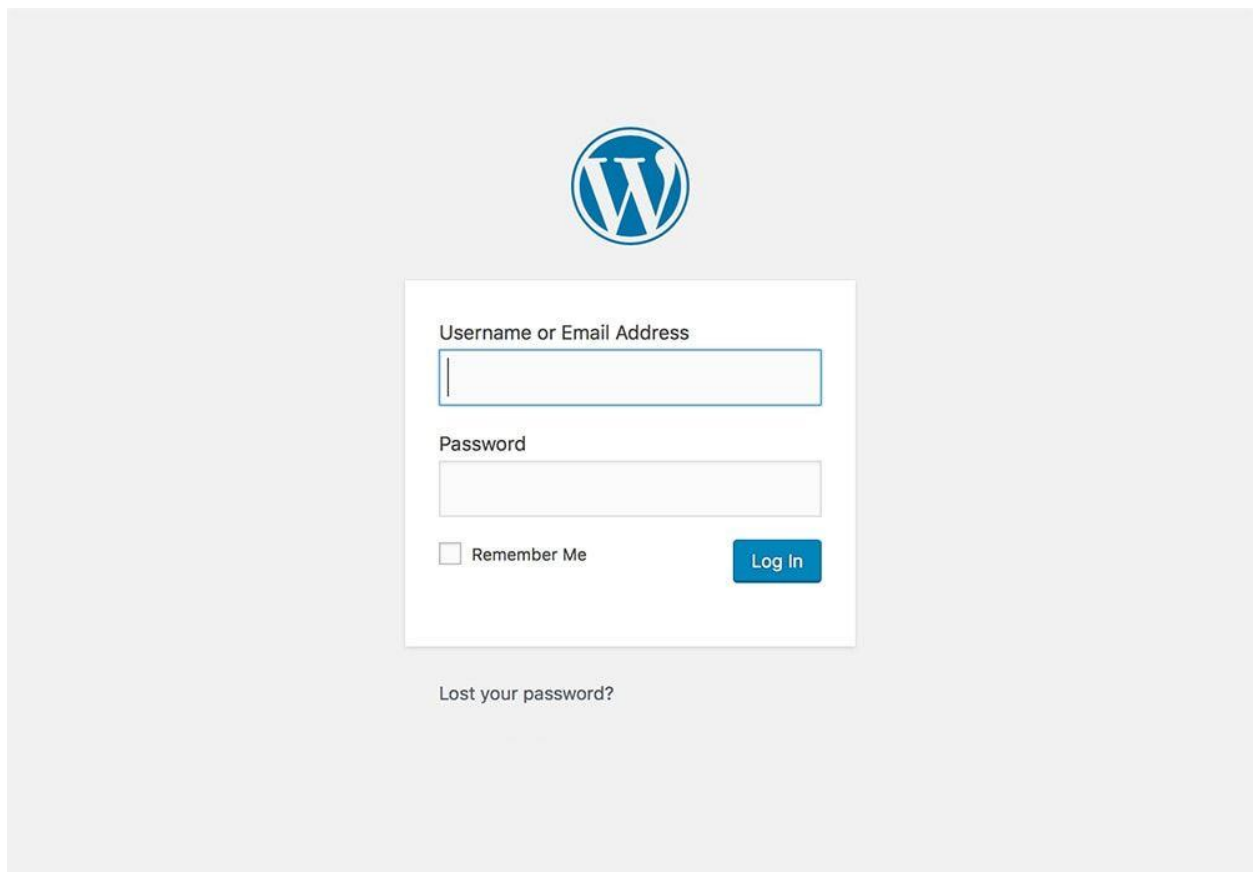
### **3. WordPress Tour & Settings**

#### **Login to your WordPress blog**

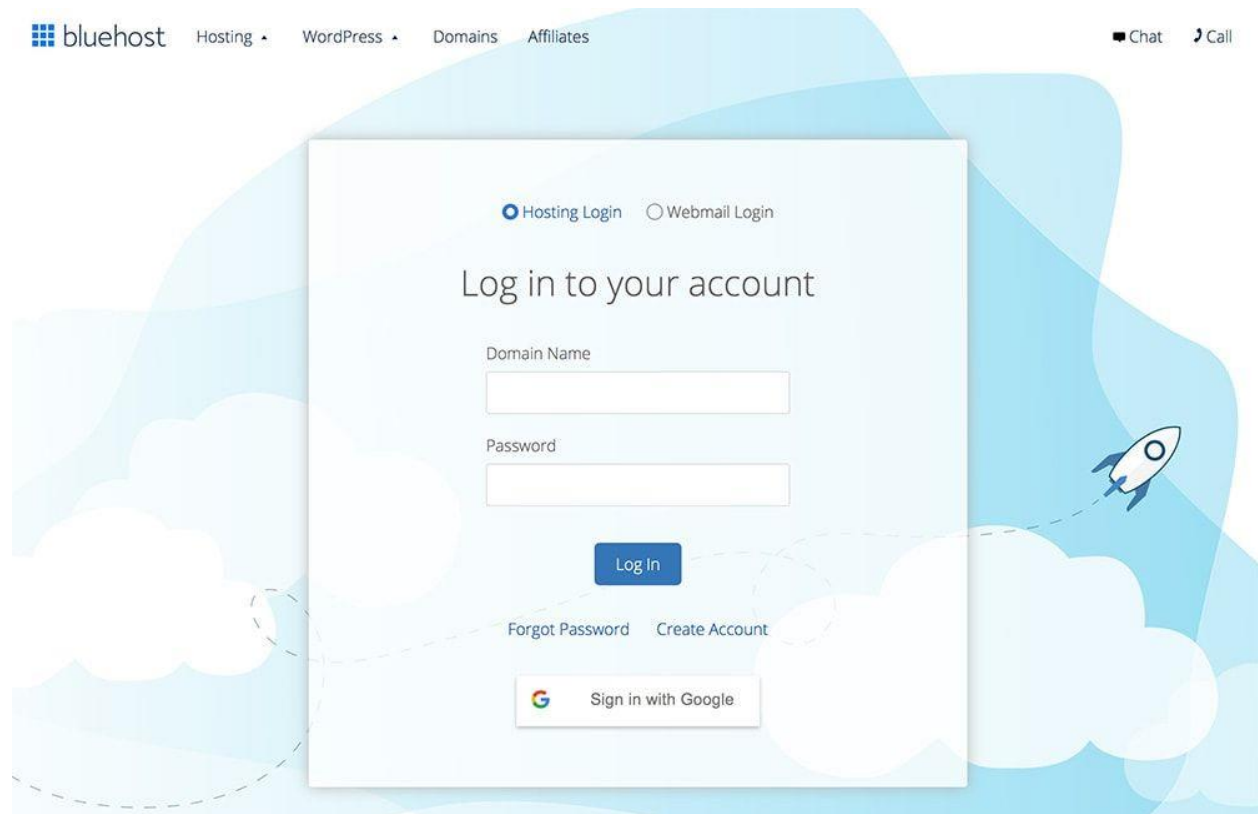
To login to your website, you're just going to type in the domain name and add **wp-login.php** to the end of the web address. It's as easy as that.

So, for example, if your domain name were artisan-advantage.com, you would log in to your website from **artisan-advantage.com/wp-login.php**

The login page will look like this, and you need to use that same username and password that you created earlier in this tutorial.



**NOTE:** For the first 24-48hours, you are not going to be able to login to WordPress directly. This is because it will take some time to assign your domain and redirect your website to the correct web address. If you don't see this screen, you can log in to your Bluehost account by going to <https://my.bluehost.com/>

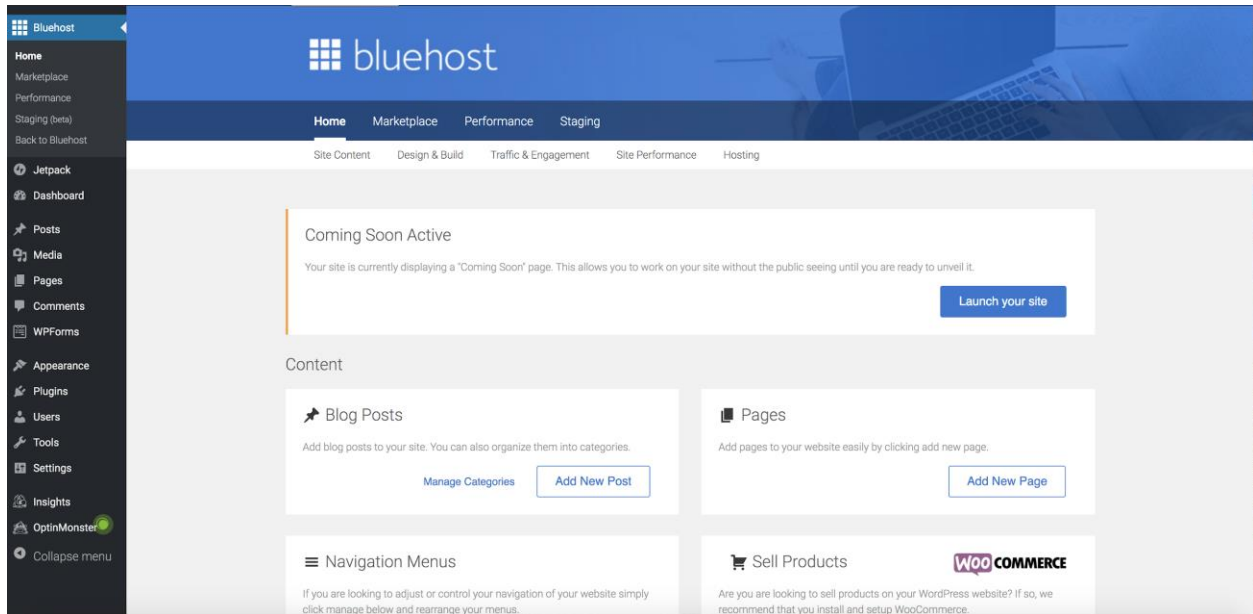


And click on *Login to WordPress*:

You are now logged in the WordPress Dashboard!

The Dashboard will become your new best friend for the next few weeks. I know it looks very easy. And you will feel like it's complicated at first, but I promise, it will get easier and easier!

It will look something like this:



First things first, you should familiarize yourself with the menu on the left:

### **Posts:**

This is the tab that you'll click on to write your new blog posts.

### **Media:**

This is the library where all of the images that you upload to your website will be stored. You can add, delete, or edit images, video, and audio right here.

## Pages:

This is where you'll create the different pages that you want to have on your website, including your *About* page, *Contact* page, and your *Privacy Policy*.

---

*What is the difference between pages and posts?*

**WordPress posts** have an official publication date and are displayed by date on your site's blog page. They also have a more social aspect to it, as comments are enabled.

**WordPress pages** do **not** have a publish date and are meant for static, timeless content. Two common examples of content that should be a page are your site's *Contact* or *About* pages.

---

## Comments:

Here you can check, moderate, and respond to comments that are posted on your website.

## Appearance:

This is where you will manage the entire look and layout of your website. We'll talk about this tab a bit more in-depth later. This is where you'll find your themes, widgets, menus, customization options, and more.

## Plugins:

Plugins are one of the most important benefits of using a self-hosted WordPress blog. A plugin is a piece of software that acts as an add-on to a WordPress website. Plugins can extend functionality or add new features to your blog.

I will share the essential plugins you need to install on your brand new blog later.

## **Users:**

Here you can manage the users on your website. Just make sure your main login isn't called *admin*. Hackers might try to login to your website, and it's a lot easier for them to attack you if you use a standard username like *admin*. Change it as soon as possible for something less recognizable.

## **Tools:**

This tab gives you the option to import/export data to and from other content management systems. You won't be using this now.

## **Settings:**

WordPress settings are important. As much as you might not understand exactly what you are doing yet, you must set up this tab correctly immediately, or it will be harder to change things later.

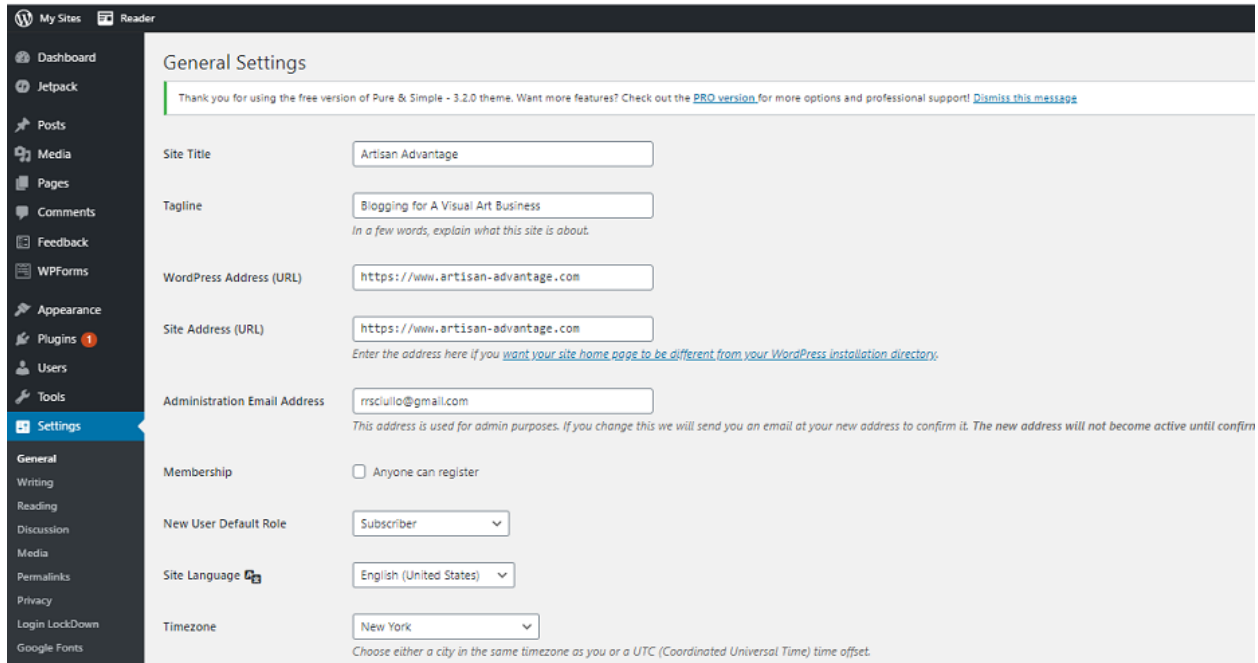
### **Your WordPress settings: set it up right**

You don't have to worry too much about every tab under Settings.

Two tabs that you should update immediately are under *General* and *Permalinks*.

Here is what my *General Settings* page looks like.





## General

**Site Title:** This is going to be the name that you want to appear front and center when someone lands on your website. Mine is *Artisan Advantage*, which is what people see at the top of my website.

**Tagline:** This is a short one-liner blurb about your blog. My tagline is *Blogging for a Visual Art Business*. It appears right below your website name on your website homepage. You do not have to use a tagline if you don't want to, it is 100% a personal choice, so don't waste too much time here!

**WordPress Address (URL) & Site Address (URL):** These will both be your domain name.

**Email Address:** This is the main email address attached to your website as the primary contact address. You can set up your business email address through Bluehost in about two minutes. Just login to your Bluehost dashboard, go to Email & Office, go Manage, and set up your email account.

You can pretty much leave everything else here as it is.

## Permalinks

### ***What is a permalink?***

A permalink or permanent link is a URL that is intended to remain unchanged for many years into the future. It's the web address of each of your blog posts. Permalinks should be as user-friendly as possible, to make it easy for people to remember them.

### ***Why should permalinks remain unchanged?***

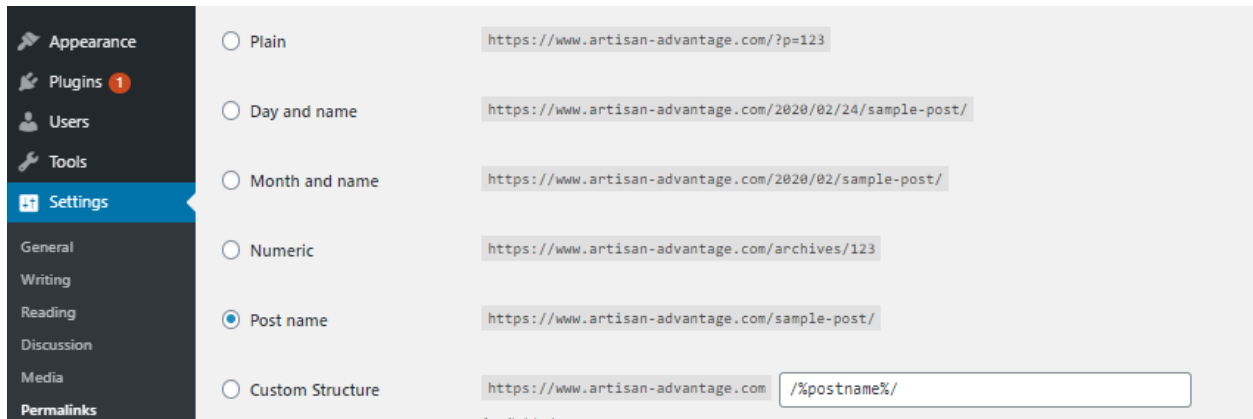
After a particular post or page is published, the permalink for that page shouldn't be changed without very good cause (and in extreme exceptions). Permalinks should remain unchanged because any incoming links the post or page has from other websites, will suddenly be pointing to a missing URL.

### **How to set up permalinks correctly**

When you set up your WordPress blog using [Bluehost](#), the permalink settings should already be set to publish new blog posts in the format of *domain.com/post-name*.

If your permalink settings aren't already set to this format, it's important to change them right now. That'll help you rank better in search engines like Google because your title's text will appear in each of your URLs.

In your WordPress dashboard, hover over *Settings* and navigate to *Settings > Permalinks* to make this adjustment. It should look like this here. Choose *Post Name* as your permalinks option:



**(YOU CAN TAKE A BREAK HERE)**

## 4. Select a theme

### What is a theme?

A theme defines how your blog will look. It provides the framework to create the styling of your WordPress site.

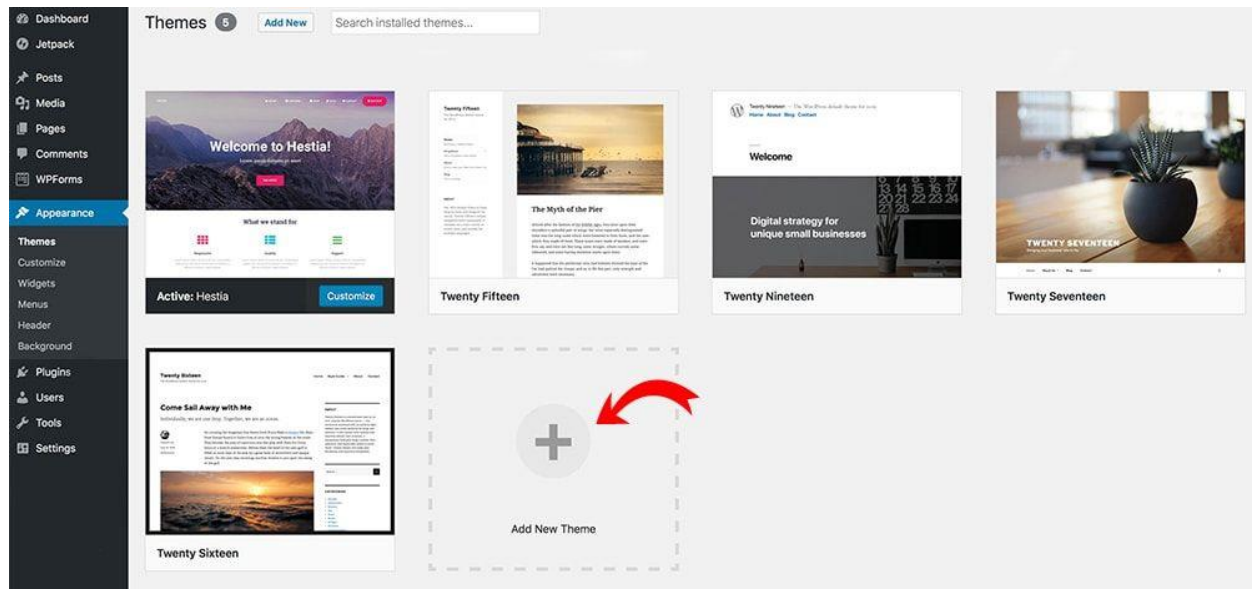
Most themes will provide you with:

- Page layout
- Colors
- Font styling
- Widget locations
- Navigation menus

You have plenty of options between free and paid themes, and you can start with a FREE theme.

To find a free theme that you like, you can log in to your WordPress dashboard, click on *Appearance*, and then click on *Themes*.

If you want to look for more free themes, you can click the big + button, and you will be able to pick between hundreds of beautiful free themes.



## A few things to remember when you select a WordPress theme

Choosing a great looking theme for your blog can be a lot of fun. But it can also be very time-consuming. And wasting time selecting a theme isn't how you should be spending the first few days of your blogging journey.

The most important thing about whatever design you pick is functionality. Your blog needs to be easy to navigate, clean, and mobile-friendly.

No matter what theme you pick, read ratings and reviews to make sure there are no glaring issues with it. **And remember: you can easily change your theme later, with a few clicks. Being able to update and customize the look of your blog is one of the remarkable features of WordPress.**

My favorite theme and the one I am using for *Artisan Advantage* is called **Pure and Simple**. A great starter theme is **2017**.

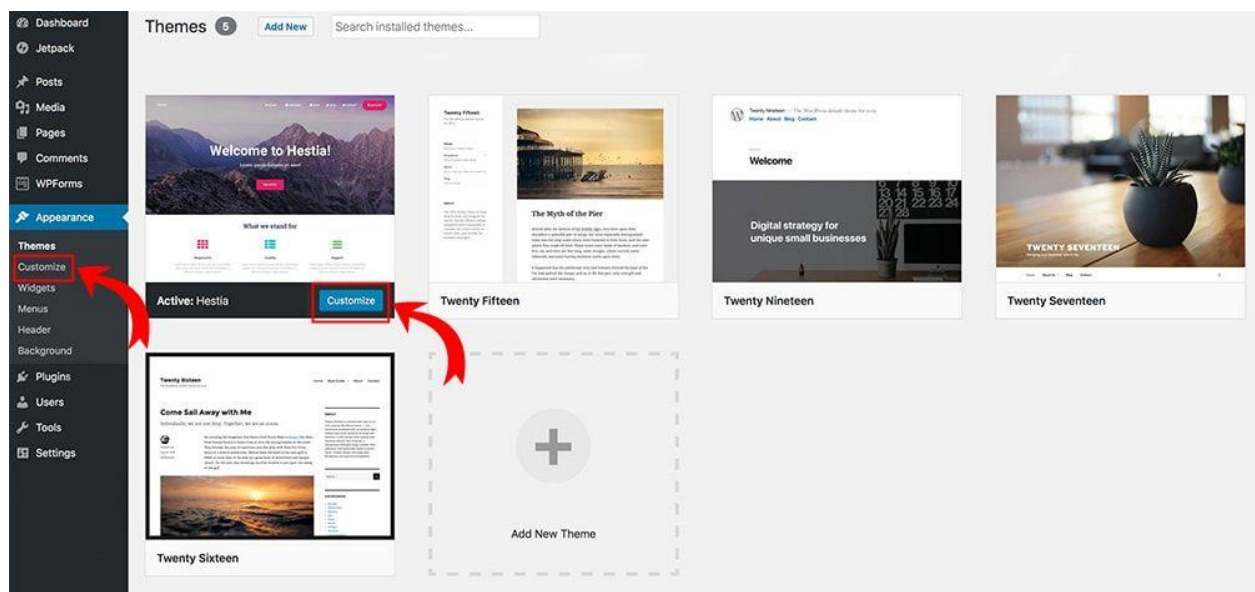
**TIP:** Do not spend hundreds of dollars on a theme! No one cares about your blog design but you. People will find you and will care mostly about your content and your work.

Just make sure your theme is simple and easy to navigate. The most important step is to take action and start!

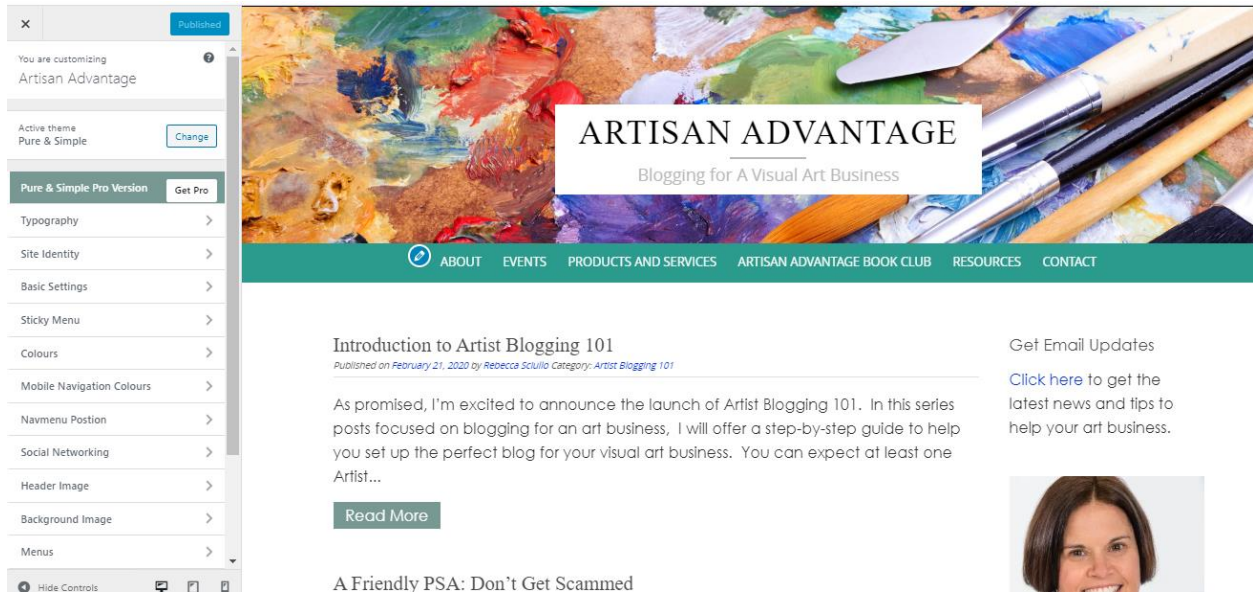
Once you find a Theme that you want to use, click *Install*.

## 5. Customize the look of your new blog

Now that you have selected your theme, you can start to customize it. You can either click on the blue *Customize* button under the theme you have installed, or select the *Customize* tab on the left, under *Appearance*.



Each theme will have its custom settings, but you'll normally see a page that looks like this:



You will have your menu on the left, and your blog on the right. The nice thing about this view is that you'll be able to see the changes in real-time. You can also navigate through your blog to see how the changes might affect each page or blog post.

## Site identity

This is just another place where you can change your blog name and tagline.

## Colors/Appearance settings

Here you will be able to play around with all the color settings of your blog, and sometimes fonts too. Make sure you select easy to read colors for your text but also your links. Links are important, and you want to make sure people see them.

## Header/Footer options

Here you'll add a logo if you have one, add your main image, and additional settings.

## Menus

Your menu options will vary based on the theme you choose, but here you'll be able to adjust which menu structure(s) will be assigned to your website.

## Widgets

Widgets are simple elements you can use to build your website's sidebars (and other areas, as well). They enable you to easily add text, links, and other types of information to specific areas like the sidebars and bottom of your site (determined by your theme).

To add a widget to your site, you'll need to log in to your dashboard, then navigate to *Appearance > Widgets*.

## Additional CSS

If you know how to code, here is where you can add some custom bits of CSS (cascading style sheet) styling to your blog. If you don't know how to code, don't worry about CSS.

## REVIEW

You should read all the instructions to customize your theme and play around with the settings you have to make it look like you want. **Making your site look like you want it to might take a bit of trial and error, but don't stress out too much about it. You can always come back here and change it at any time. Your blog might not look exactly like the template you chose at first, and this can be frustrating. To replicate what you see in the theme demo, you need to set up menus, pages, blog posts, and add images. It takes a little time to get everything set up, but you will get there.**

**(This is a good place to take a break if you need one)**

## 6. Pages, posts and categories

Now that you have set up the look of your blog, we need to start to set up the most important pages.

*Pages, Posts, and Categories* will create the basic structure of your blog. Like everything before, you can always change things, but it's important to sit down and come up with a good, easy-to-navigate structure for your blog.

### **How to create a new page in WordPress**

Your ***website pages*** are the static pages that will remain on your website menu all the time. They usually don't move from their place on your website, and they don't change, unless you go into your editor to change them.

Some pages to start with are.

- Your About page
- A contact page
- A Privacy Policy page

Other pages to consider:

- Where to find my work.
- Gallery
- Press
- Events



Creating a new page is pretty simple. You need to select *Pages > Add New* and you will find yourself on a page that looks like this:



You can then start typing. Save your work as a draft until you are ready to Publish.

Remember, you can always come back here and change your content at any time. So don't stress too much about what you write.

## How to make your blog legal

As soon as you install some plugins on your blog like *Google Analytics or MailChimp*, you will be collecting information from your readers in the form of cookies and other settings.

If you want your blog to be legal, you need to make sure you inform them of what type of information you are collecting and/or that you are making money from the links you have on your website.

The three legal components that every website needs are: **Privacy Policy, Disclaimer, and Terms and Conditions.**

You don't necessarily have to have three different pages. I have all this information within two pages. But you need to make sure the information on this page/s is accurate

and based on what you have installed on your blog. Simply cutting and pasting a Privacy Policy from another blog is not going to work.

*Disclaimer: I am not a lawyer; therefore, this is my own personal advice. If you want to be sure your blog is legal, you should double-check with a professional. I like this website for helping artists with legal stuff:*

<https://theartistsjd.com/>

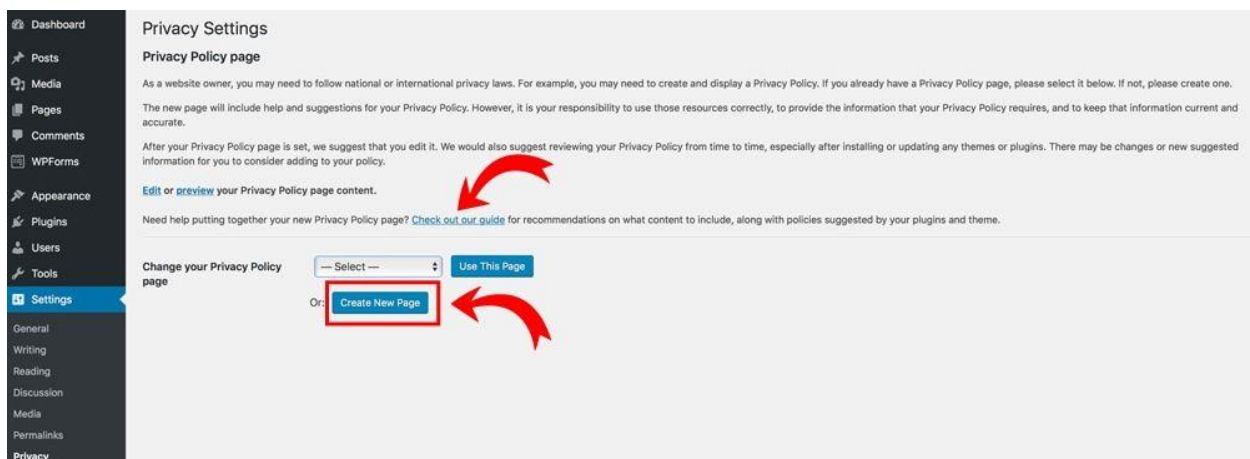
## What is a Privacy Policy?

A Privacy Policy is a statement that discloses all of the ways you gather, use, disclose, and manage a reader's data. It fulfills a legal requirement to protect a reader's privacy.

Privacy policies are legally required. If you collect personal information from your website visitors, then you need to have a Privacy Policy posted to your site.

## How to set up your privacy policy

WordPress makes it easy to set up a Privacy Policy page. You need to go in *Settings > Privacy* then click on *Create A New Page*. WordPress has a link to a handy guide that will tell you exactly what you need in your Privacy Policy page.



## What are Terms and Conditions?

Terms and Conditions help your readers to understand what they should expect from your blog.

A Terms and Conditions agreement is like a how-to guide for the use of your site. It covers topics like sharing intellectual property, community standards, use restrictions, and helps to protect you from liability.

Here you can also protect your work and let people know its covered by copyrights.

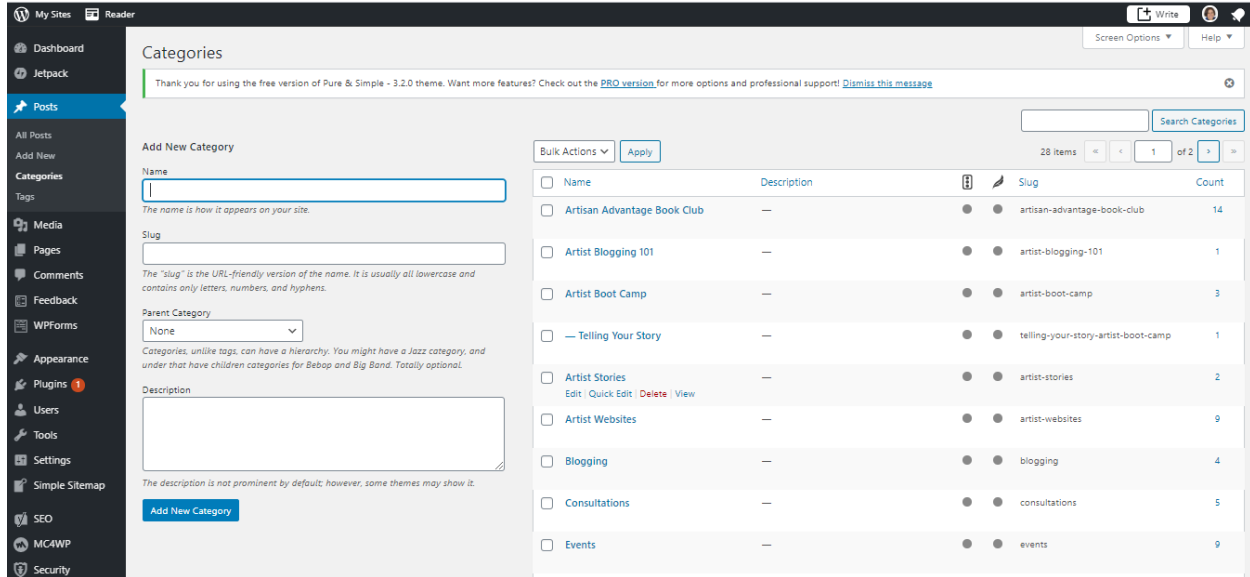
## Categories

Your blog post categories are your main topics for your blog. The category labels organize your blog topics and make them easy for your readers to find. They usually are the main sections on the menu of your blog and are used to easily group all your posts to make these easier to sort and find.

To keep your blog layout and navigation simple, start with three to four categories.

To create a new category, go under *Post > Categories*

Below is an example using my Categories section in the dashboard.



## Name

You category name, for example, *Blogging*

## Slug

This is the URL of that specific category. For instance, for *artisan-advantage.com/category/blogging/* the slug will be *blogging*.

## Description

You can write a small description of each category. Some themes will display this field, and others won't. Check your theme's settings and find out if it's necessary. I don't write descriptions for my Categories.

After you filled all the information, click on *Add New Category*, and you are set.

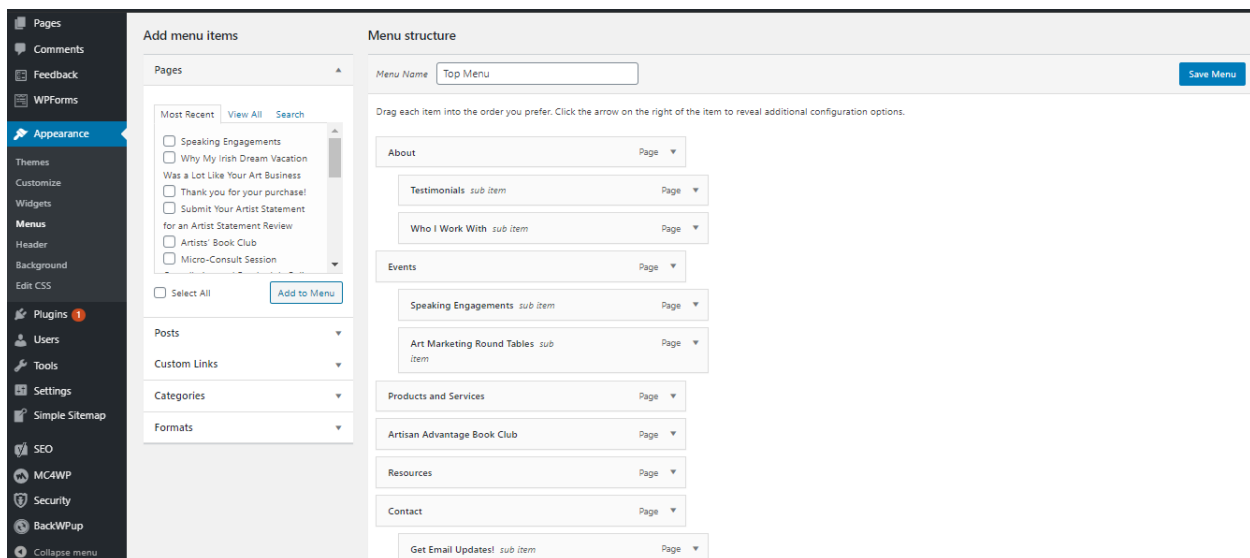
## 7. Menus and navigation

Once you get people to your site, you want them to stay on it as long as possible. One of the ways to do that is to make it easy for them to navigate through your content. This is why your menu is important: it's how people will find your content.

Your menu needs to be uncluttered and straightforward. Your theme often dictates the look of your menu. Try to select a theme with an easy-to-use menu.

Create your menu **after** you create your essential pages.

Go to *Appearance > Menus* and you can create menus in just a few clicks. You will be able to add pages, categories or even posts to your menu.



But remember: just KEEP IT SIMPLE.

## Review: Here's Your Action Plan

- **Pick a domain name.** Pick a name that is easy to remember, make it easy to spell, keep it short and if possible, pick a name that relates to what you want to write about.
- **Buy your hosting.** If you want to make money blogging, using a self-hosted plan is the way to go. Simply [click here](#) to start.

- **Familiarize yourself with WordPress.** Look around your WordPress dashboard and update the basic settings.
- **Customize the look of your blog.** First of all select a theme. If you don't want to spend money, a free theme will be fine to start with.
- **Set up the essential pages and menus.** Before you write your first post, make sure you have all the legal pages and your *About* page set up. Now it's also time to think about your categories and main menu for navigation.

## CONTENT FOR YOUR VISUAL ART BLOG

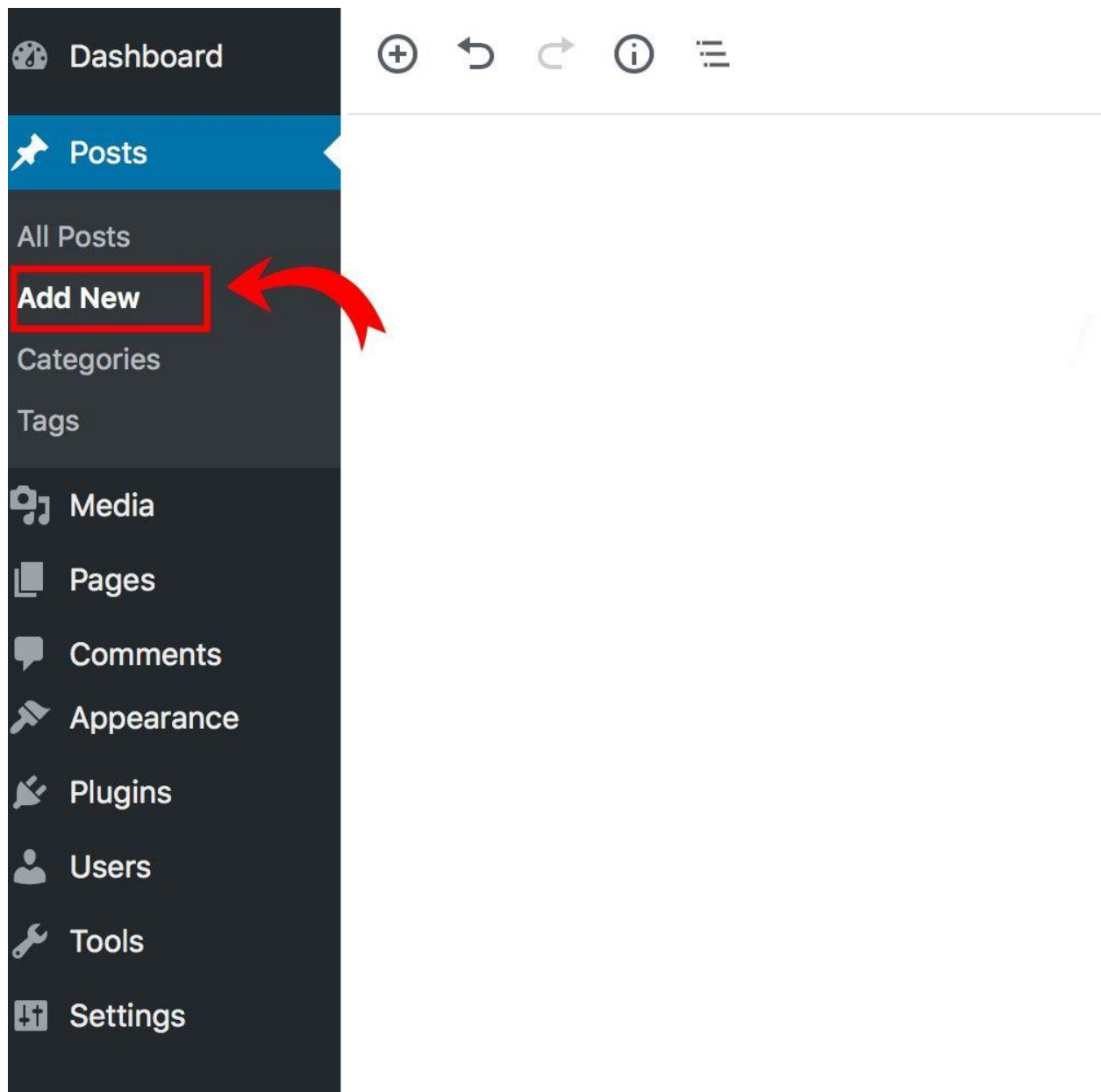
Now it's time to talk about the content that you add to your blog - the actual "blogging" part of your site.

Think about your business goals and the audience that will likely be reading your artist blog. Create content that is in sync with your goals and will appeal to your audience.

### How to create your first post

Once you've decided on the first blog post you want to write, you'll navigate to the *Add New Post* section from your WordPress Dashboard.

Go to *Posts > Add New* which will look like this:



You will find yourself in front of a blank canvas. You can simply write a title, and start to type away.

Remember to do 2 things right away.

**1. Save a draft as soon as you pick a title**

**2. Change the permalink to something easier to remember, as close as possible to your keyword:**

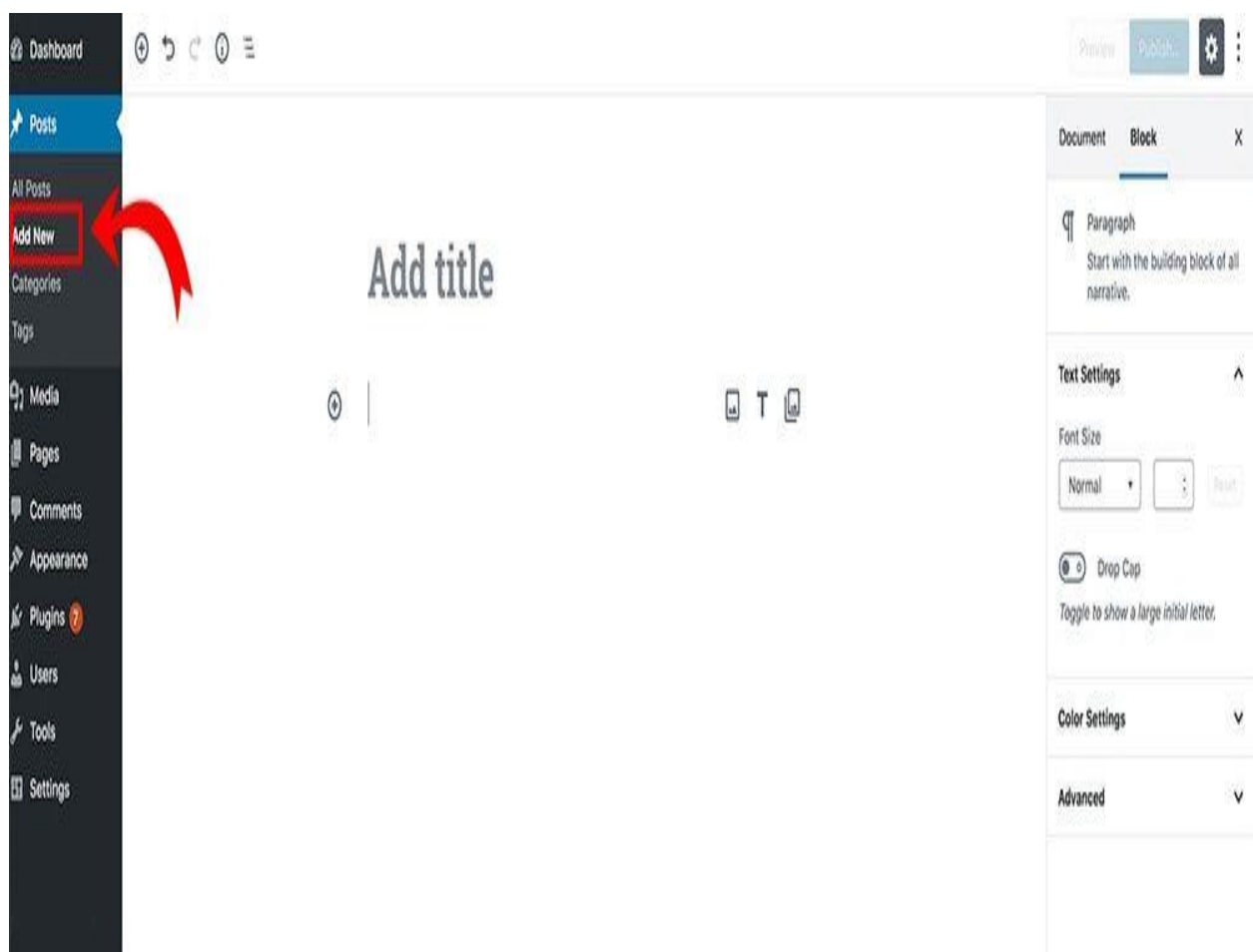
This will help you to show up in Google searches more.

For example, in our case, instead of having an awful long permalink called:

<https://artisan-advantage/15-post-ideas-for-a-visual-art-blog>

I should change it to something more like:

<https://artisan-advantage.com/ideas-visual-art-blog>



You can only change the permalink *after* you have saved a draft and *before* you hit the **Publish** button. Once your post is live, it's much more difficult to change it.

Select the appropriate category for your blog post before you hit publish (although this is much easier to update at any stage).



## **Organize your ideas**

It helps to keep an organized list of content/post ideas. I collect all of the ideas I have for blog posts in what I call a *Content Calendar Worksheet* in Google Sheets. I keep a master list, and then a tab for every month where I plan out what I post by month.

## **How to structure your post.**

For each blog post you write, try to cover the following features.

### **1. Strong headline**

Your headline is the first thing people see. Don't be boring or you might lose people. Make your headline catchy and clickable.

### **2. Beautiful images**

You have this covered with your artwork!

### **3. An easy-to-read layout**

Break up your blog post into readable paragraphs. And add sub-headers to make it easy to follow. Readers get bored quickly. And looking at a giant wall of text can make people leave your blog.

Add bullet points and use bold and italic to break up sentences.

### **4. A conclusion with a call to action.**

Use your ending to create a connection. Then, add a call to action, suggesting what readers should do after they read your post. For example, you could ask readers to join your mailing list or visit your online gallery.

## How many posts should you have on your blog when you launch it?

You want your blog to have some content before making it “live” or launching it. Start with at least five posts to make your site credible and interesting.

## Resources for Your Blog

*Everything you need to make your blogger life easier*

### Essential WordPress plugins

A plugin is a piece of software that can be added to any WordPress website. It can extend functionality or add new features to your blog. Plugins make your life much easier, as you don't need to learn how to program or be too technical.

And they can help you with everything from SEO, to backups, to optimizing images.

The only problem with plugins is that there are thousands of them. If you install too many, you risk slowing your website down.

Here are the top free essential plugins you need when you are starting.

#### Yoast

Yoast is the best SEO plugin around. It's a must-have on your site and it's completely free. Yoast helps you to optimize your blog post titles, descriptions, content length, and other elements across your entire blog so that search engines can easily find you.

You don't need the premium version. The free version is good enough forever.

#### Akismet Anti-Spam

Akismet is one of the best ways in the world to protect your blog from spam. Akismet checks your comments and contact form submissions against spam content to prevent your site from publishing malicious content.

## **Updraft**

Install a backup plugin on your blog. Updraft is reliable: it takes backups locally, or backup to Amazon S3, Dropbox, Google Drive, Rackspace, (S)FTP, WebDAV & email, on automatic schedules. The free version is fine.

If anything happens to your site you can restore your backup on your server.

## **Other Resources**

I use Grammarly to help edit my posts. This is a tool that I use every day!

## **Grammarly**

Grammarly helps me to spell check everything I write: from my blog posts to my emails. Grammarly automatically detects grammar, spelling, punctuation, word choice, and style mistakes in your writing.

## **If you've made it this far, congratulations!**

I tried to give you just the basic information you need to get your blog up and running, and as you can see, it's still a lot.

I promise if you stick with it, you will be blogging about your art in no time.

Blogging is a process. The more you work at it the more comfortable you will get.

**Don't worry about learning everything at once.**

Take it one step at a time and it will come!

If you'd like help building your blog, I offer the following programs and services for visual artists.

### 30 Days to a Dynamic Web Presence Program

Build a blog-based marketing system for your visual art business in thirty days is a self-paced course that includes twelve months of guidance and content.

### Blog Build Out Service

This package is for artists who have a website with blog capabilities but are not utilizing the blogging function. With this package, I will help you to activate the blogging feature and get it up and running.

### Blog Consulting Blocks

Blog consulting blocks are great for visual artists who are comfortable using their blog based website, but are stuck on one particular aspect of the process that they would like help with. Blocks can be purchased in two hour increments for \$175 a block.

Please contact me at [becky@artisan-advantage.com](mailto:becky@artisan-advantage.com) for questions or to sign-up for a program or service.

Please visit my blog at [www.artisan-advantage.com](http://www.artisan-advantage.com) for posts related to building a blog for your art business. I will go into much more detail on each of these steps in my [Artist Blogging 101 Series](#). So, if you want to take it slower, just follow along as I blog through this process.

Finally, if you have a specific question about this guide, or need some clarification on a point, please do not hesitate to email me at [becky@artisan-advantage.com](mailto:becky@artisan-advantage.com). It may take me a day or two to respond, but I promise I will get back to any emails.

Happy Art Blogging!

Becky