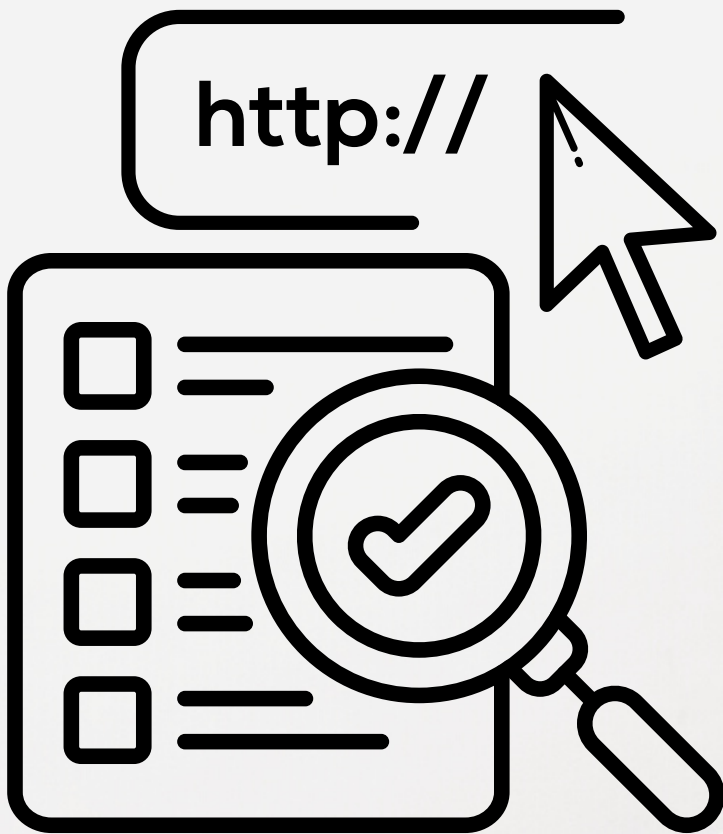



Art Gallery Website Audit for Optimal SEO



CHECKLIST





What's the value of a website audit?

Your gallery's website might be gorgeous, but if search engines can't read it or find it lacks usability, your website may rarely see that first page of the search index.

Website audits allow visitors to get the best possible online experience with your gallery. You have many other places where collectors interact with you online, and they should drive back to your website whenever possible through links and calls to action. Your other online sales and marketing channels depend on algorithms or email settings that determine their effectiveness. That can reduce the chance of your message being seen. Auditing your gallery website regularly helps ensure the viewing experience makes the best impression on prospective buyers.

Your audit will also provide a baseline for making significant changes, such as a site redesign. You can keep the aspects of the site that work best and correct problem areas. They are also valuable for regular site maintenance, especially if multiple staff members are involved in keeping it up-to-date.

Auditing your website annually is good business practice. Use this checklist to:

- Uncover your website's weaknesses
- Get a general overview of the SEO efficiency of your site
- Create a plan to fix problem areas
- Set expectations for your gallery website's future.

You may find that not everything can be improved at once, but that's OK. This checklist should help you see what to prioritize first.

Site Speed



CHECKLIST

The speed at which your pages load on a mobile device is probably the most critical factor for mobile optimization. The main factors that slow down your page are fonts, images, and JavaScript files on both mobile and desktop.

- Test the loading speed of your website using tools like Google PageSpeed Insights or GTmetrix to evaluate your website's speed for both mobile and desktop versions. The analysis you get back will offer valuable suggestions for improving your speeds.
- If your website is created with WordPress, try WP Fastest Cache plugin. It makes the process of resolving speed issues incredibly easy.
- Optimize images by compressing them without sacrificing quality.
- Minimize CSS and JavaScript files to reduce load times.
- Enable lazy loading of pages with significant content or images. This is helpful for long pages.
- Enable browser caching to improve the experience for returning visitors.
- Consider using Content Delivery Networks (CDNs) for faster content delivery.

Mobile Friendly Designs



CHECKLIST

Responsive designs are the norm today, enabling your website to adapt automatically to a user's screen size. It's likely that 50% or more of your site visitors are on a mobile device.

Most website templates will be mobile responsive, but it is still a good idea to check that your site is easy to use and looks as intended on different size screens.

- Test your website's mobile responsiveness using Google's Mobile-Friendly Test.
- Avoid flash files for animations. HTML 5 or embedded video is best because many phones may not have a plugin for flash viewing. Your design intentions will be lost.
- Minimize pop-ups because they get in the way of the viewing experience on a small screen.
- Check your font size is readable. You don't want viewers to pinch to zoom when reading text on your site. Set fonts to scale for screen size.
- Ensure images are appropriately sized and scaled for various devices.
- Check that navigation menus and buttons are easily clickable on mobile screens.
- Test for compatibility across different mobile devices and browsers.

Structure for Customer Experience



CHECKLIST

Focusing solely on aspects that convey specific information (like exhibition details) or prompt desired actions (such as submitting an inquiry form) is a misconception. A well-designed user experience aims to facilitate the tasks that your site visitors intend to accomplish while engaging with your gallery online. As you audit your website, consider how your gallery's online experiences make people feel.

Consider the following questions about the experience you are providing online.

- Are the navigation menus well-categorized and clear to an art novice?
- Do keywords stand out on the pages and resonate with what most collectors are looking for?
- Is it obvious how to contact the gallery with a question or find answers to questions in an FAQ section?
- Are there pages that should be deleted or new pages to create?
- Is your art gallery's brand reflected throughout your website by communicating your business values?
- Are there any new features that could make your site more enticing or easier to use, such as a chat plugin, filter or category tool, virtual exhibition application, etc.?

Website Content



CHECKLIST

Search engines scan your website for words to understand what it is about. Ensure the artist portfolio, event, and category pages have plenty of unique copy.

While using bio and CV copy from an artist's website for the gallery's site might feel like a time-saver, it will probably lead to slightly worse search engine rankings.

- Ensure a nice balance between sales pages, such as portfolio and event pages, and informational pages, like your gallery's About page, FAQs, and resource pages.
- To increase the trust value of online shoppers, include a page about delivery terms & conditions and returns, regardless of whether you offer e-commerce or not on your website.
- Review all website content for accuracy, relevance, and tone.
- Ensure that artist bios, exhibition descriptions, and other written content are up to date.
- Check for any grammatical or spelling errors.
- Make sure the language is engaging and aligns with your gallery's brand.

Website Content



CHECKLIST

Through out your audit of the content on your website, ask yourself these questions.

- How easy is it to purchase an artwork?
- Is the exhibition and gallery information up to date?
- Are the images still labeled correctly? Are sold pieces are marked sold.
- Is there any really old content on your site, such as an artist you no longer represent or exhibitions still listed from 2005.
- Are you linking to all the social media accounts where you are active? Do you still link to accounts you no longer use, such as Google +.
- Do you have any broken links?
- Are there new testimonials that need to be added? Social proof from testimonials is an integral part of buying decisions, particularly from new collectors to your gallery.

Content Strategy



CHECKLIST

While you are reviewing your website so closely, it is an excellent time to consider your overall content strategy and the role your website plays. Given that all your other online channels should link back to the website, ensure it reflects an integrated approach and supports the sales journey.

- Evaluate the performance of your blog posts, articles, and other content.
- Identify any gaps in content that should be added, such as content created for the newsletter or social media that could be relevant evergreen material on the website.
- Plan new content ideas for the coming year that align with your gallery's mission and audience interests.
- Review formatting to make it optimized for online reading by incorporating subheadings and bulleted lists when appropriate. Add at least 250-300 words to image-heavy pages to improve SEO.
- Remove any outdated content that is no longer relevant
- Ensure your content provides value, educates your audience, and showcases your artists and exhibitions.

Keywords and Meta Data



CHECKLIST

When auditing your website, put yourself in the shoes of someone doing an online search. How can you make those titles more engaging, relevant to common searches for your site, and click-worthy?

Your annual audit is a perfect time to spruce up the title tags of your web pages, so they include the most pertinent and current keywords for that page. Often, certain pages evolve, and that means keywords may as well.

- Audit and update meta titles and descriptions for each page, ensuring they accurately represent the content and include relevant keywords.
- Research and incorporate new keywords relevant to your gallery and the art you exhibit.
- Ensure that images have descriptive alt text for accessibility and SEO purposes.
- Does every image have an alt tag? Do those tags include keywords?

Backlinks and SEO



CHECKLIST

Backlinks are essential for SEO because they act as "votes of confidence" from other websites. When other reputable and relevant websites link to your gallery's site, search engines view this as indicating that your content is valuable and trustworthy.

It's important to note that not all backlinks are created equal. Quality matters more than quantity. Building a natural and diverse backlink profile over time is key to effective SEO strategies.

- Monitor the quality and relevance of inbound and outbound links.
- Check for broken links and fix them to improve user experience and SEO.
- Analyze the effectiveness of your backlink profile and consider strategies to acquire high-quality backlinks from reputable sources, such as collaborators, community websites, and your artists.
- Review your on-page SEO elements, such as header tags, keyword usage, and internal linking structure.
- Focus on ethical and legitimate practices when acquiring backlinks, as search engines penalize websites that use manipulative or black-hat tactics.
- Optimize your Google Business Profile

Social Media Integration



CHECKLIST

Social media integration can help optimize your gallery's online presence and create a seamless experience for visitors across your website and social media platforms.

It significantly enhances user engagement, brand visibility, and overall online presence. Here's what you should consider during a website audit.

- Social media buttons and feeds should be strategically placed and easily accessible without overwhelming the website's design.
- Check if your social media profiles are linked correctly and if they reflect the current state of your gallery. Ensure that your social media profiles link back to your website and vice versa. This creates a circular flow of traffic and engagement.
- Consider adding a plugin that features your latest social media posts.
- Integrating social media analytics tools can provide insights into how visitors interact with your website's social media content. This information can help you refine your social media strategies and content planning.
- Incorporating social sharing buttons and feeds makes it effortless for users to share your content with their networks. This can lead to increased exposure and traffic and more meaningful interactions with your audience.

Analytics and Tracking



CHECKLIST

It is easy to forget about analytics and tracking. How often you look at these metrics depends on your goals for the website. If you are not making significant changes, quarterly or semi-annually is best once established.

- Verify that your website analytics tools (such as Google Analytics) are accurately set up and track data.
- Review key performance metrics like traffic, bounce, and conversion rates.
- Which pages get the most visits, and where does most traffic originate – organic search, email newsletter, social media, for example?
- Use data insights to make informed decisions about improvements and optimizations.
- Note any areas that need adjustments to help meet your gallery's business goals. These could be online sales, increased newsletter subscribers or social followers, referrals, collaborations, building your artist roster, etc.

Security, Updates, and Compliance

CHECKLIST

The auditing process is the perfect time to ensure all your business website's "CYA" elements are updated and protected. With growing cyber threats and increased regulations, make sure all your tech is current, and you're prepared should something happen to your data.

- Update your Content Management System (CMS) and plugins/themes to the latest versions to ensure security and compatibility.
- Regularly back up your website to prevent data loss.
- Check for any security vulnerabilities and take necessary measures to protect your website from threats.
- Review your website's privacy policy and terms of use to ensure they comply with relevant regulations.
- If you collect personal data, ensure your data collection and processing practices are GDPR or CCPA-compliant, depending on your jurisdiction.

Thank you

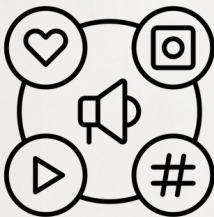


NEED PERSONALIZED HELP?

I know you face new challenges every day that might be unique to your gallery business. If you feel working together one-on-one would benefit you in overcoming some of those challenges, I invite you to explore my Art Gallery Business Advisory Services.

Programs

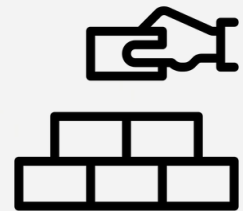
MARKETING PLAN AND INFRASTRUCTURE



SALES PROCESS DEVELOPMENT



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