

## Setting Up an Online Art Gallery

You've decided to set up your art gallery online. Now what? Many art galleries already have a website but don't have the management software they need for their business and art inventory data. Ideally, you would invest in art management software first, and then create your website.

Here are the steps to set up your online art gallery:

- 1) Select the software you want to use. The 'backend' program needs to track all of your customer data and inventory, do invoicing and it needs to have an integrated website capability;
- 2) Develop an integrated website that can be updated through your art gallery management software so all inventory details can be accurately displayed;
- 3) Select the artwork you want to include on the website and have good quality digital photos taken of each;
- 4) Enter all details about each piece into your art gallery management software (information you should include: title, medium, genre, dimensions, price, artist, framing and additional comments);
- 5) Set up a shopping cart feature on your website to enable completion of the secure purchase transaction;
- 5) Test your settings so that when visitors to the website click on a piece of artwork they wish to purchase, you will be contacted in order to get back to them with shipping and insurance information.

There are several advantages to offering your art gallery online such as providing detailed artist portfolios, showcasing individual artists work, publishing news and updates relevant to your visitors, and reaching a larger global audience.

Consolidating all information into one program enables you to more easily manage your business. Not only will you be able to sell artwork online, you will also be able to keep inventory and artist details up-to-date. Keeping customer details within the same database makes it convenient when invoicing or sending marketing communications to your clients.