# Artist website launch checklist.

Thirty checks before (and after) your website goes live. Print it, tick it, and let the work be seen exactly as you made it.

## 01 THE WORK

- [ ] Every work is photographed square-on, in even daylight, true to colour
- [ ] Images are exported in sRGB, around 2000–2500 px on the long side
- [ ] File names describe the work (artist-name-title-year.jpg)
- [ ] Your tallest, widest and smallest works all appear whole, uncropped
- [ ] The order of the work is yours, not the software's
- [ ] Colours checked on a phone and a laptop, next to the original

## 02 CAPTIONS

- [ ] One format everywhere: Title, year · Medium · H × W cm · Status
- [ ] Series and exhibition history noted where they matter
- [ ] Every image has alt text describing the work for screen readers

## 03 PAGES

- [ ] Home leads with the work and one clear sentence about it
- [ ] About: a short biography written for strangers, not peers
- [ ] CV and exhibitions, current and dated
- [ ] Press: a portrait and 2–3 high-resolution images with credit lines
- [ ] Contact: a form and a plain email address

## 04 ENQUIRIES & SALES

- [ ] Test message sent through the form from another address, and received
- [ ] Checked that replies don't land in spam
- [ ] Prices, "on request" or gallery details are clear for every available work
- [ ] If you sell online: a test order placed and refunded

## 05 BEING FOUND

- [ ] Every page has its own title and description
- [ ] Your name appears in the homepage title
- [ ] Instagram, gallery pages and listings all link to the new site
- [ ] The site is submitted to Google Search Console

## 06 SPEED & ACCESS

- [ ] Pages load quickly on a phone with mobile data
- [ ] Text is readable without zooming; buttons are easy to tap
- [ ] The site works with keyboard only

## 07 AFTER LAUNCH

- [ ] After each new body of work: add the strongest pieces
- [ ] After each show: dates, venue, installation views
- [ ] Every few months: test the form, check the links, update the CV
- [ ] Once a year: does the homepage still lead with today's work?
- [ ] Ten-second test: a stranger can say what you make

**Misagh Jafari**
Story-led websites for artists, galleries and independent brands

The full guide:
misaghjafari.com/journal/how-to-build-an-artist-website