

## Everything We Need To Get Your Website Up & Running!

Following is a checklist of content items we would need in order to create your website. To ensure an efficient website build, it is helpful if your content is sent all together in one folder (see instructions at the end of the checklist). Delays in submission may extend the completion timeline and could incur additional fees.

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### Universal Requirements

(All Packages – DIY Starter, Essentials, Full Monty)

#### 1. Domain Name & Registration Details

- If you have a domain name, what is it and where is it registered?
- If you don't, do you need help choosing one? Provide 3 ideas for us to check availability.

### Combined Requirements

(Essentials and Full Monty)

#### 2. Your Logo (If you have one)

- If you don't have a logo do you have a title for your website?

#### 3. Preferred colours (optional).

#### 4. 'About Me' story and contact details

- Your Bio for the 'About Me' page
- Your email, social media links, phone, and address (if applicable).

#### 5. Product/Artwork information (Required for e-commerce setup)

Each artwork must include:

- Title (include in the file name)
- Description (20-50 words per piece)
- Advise if it is a print or original?
  - If original provide medium (e.g., oil, acrylic, digital, mixed media, etc.)
- Variants
  - All the sizes you will have available for prints or size of original
  - Will you include framing (Print Art std is white, black, and natural)
- Pricing
- Shipping info (if applicable)
- High-quality images (JPEG or PNG, min. 1200px wide)

#### 6. Payment Gateway

- Login details for Stripe, PayPal, or other preferred payment method.

#### 7. Reviews or Testimonials (Optional, but recommended!)

- If you have customer feedback or press mentions, provide text & source links.
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## Essentials Plan

(Includes Universal and Combined requirements, PLUS the following)

8. Byline/Tagline for 'Your Site'
  - A short phrase (e.g., "Creating Magic with Colour"). If unsure, we can refine your idea!
9. Homepage Intro (50-100 Words)
  - A short intro about you and your art (we can fine-tune this if needed).
10. Up to 20 Artworks Listed
  - Ensure each one includes all required product details (see 'Combined' above).
11. Blog Section (Optional, but recommended!)
  - Provide 2-3 draft blog posts plus images (if you want a blog).
  - Topics can include: Your creative process, inspiration, exhibitions, etc

## Full Monty

(Includes everything from Essentials, Universal, Combined, PLUS the following)

12. Up to 50 Artworks Listed
  - Ensure each piece includes: Title, description, medium, price, and high-quality images.
13. Product Categories (Optional, but helpful for filtering art)
  - Category examples: landscapes, abstract, portraits, wildlife, colour etc.
14. Exhibitions & Press Mentions (If applicable)
  - If you've had past exhibitions or press features, provide details for an exhibition timeline.
  - Include dates, location, and a short description.
15. Blog Section (Optional, but recommended!)
  - Provide 2-3 blog posts or topic ideas to get started.
  - Provide imagery for your posts

## How To Submit Your Files

Create a folder using your name, theme and package e.g., johnbrown-monet-fullmonty. Add all your files to the folder. Upload the folder to wetransfer.com, a free file sharing service capable of transferring upto 2GB in files and folders. Transfer to [website@myartprints.co.nz](mailto:website@myartprints.co.nz).

To avoid confusion when saving content use the following file naming conventions.  
Images: use artist name - artwork title - print, or original e.g., johnbrown-seasideescape-print  
Art details: save as - artist title - artwork title - details e.g., johnbrown-seasideescape-details

Please submit all materials within 7 days of signing up to avoid delays.

Need help? Reach out to [website@myartprints.co.nz](mailto:website@myartprints.co.nz) with any questions.