

22 TACTICS TO INVITE PEOPLE TO YOUR WEBSITE

You probably already share your website in a few key places—like your Instagram bio or email signature. But there may be other, less obvious ways to encourage people to visit your site.

Sometimes we get so focused on making the work, updating the site, or sending the occasional newsletter that we forget just how many small opportunities exist to invite people to our digital home base.

This list helps you uncover those opportunities.

These 22 ideas are practical, artist-friendly ways to bring more visitors to your website.

Some are quick to implement, others take a little more planning—but each one is designed to meet people where they are and lead them back to your work.

Use what fits, adapt what sparks an idea, and come back to the list whenever you're ready for a traffic boost.

Real-World Visibility

Even in our hyper-digital world, many of the most meaningful connections to your art still begin offline—at an exhibition, in a studio, or through something you've printed and handed out. These real-world interactions are powerful, but only if people know where to go next.

Make it easy for them to find you online by using your website everywhere your art or name appears.

1. Add your website to the back or underside of your art.

If an attached label or certificate gets separated from the piece, your website info stays with it. This is a great way to ensure collectors (or secondary viewers) can always trace the work back to you.

Important: If you sell through galleries, check with them first before making this a permanent part of your work.

2. Use QR codes on exhibition labels.

A QR code next to your art makes it easy for viewers to scan and immediately visit a related page—like a detail view, artist statement, or video. It's a fast, non-intrusive way to bridge the gap between in-person and online engagement.

Pro tip: **Link to a page that's welcoming and helps them better understand what they're seeing—customize the experience as much as possible.** Don't just send them to your homepage.

3. Mention your website on your voicemail.

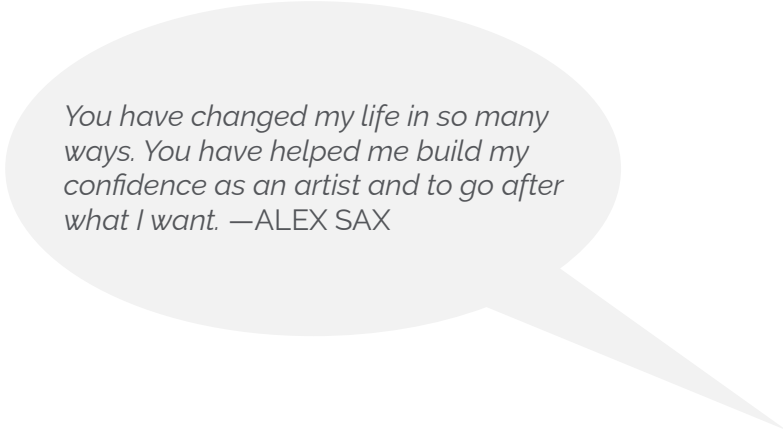
It may sound old-school, but if someone calls you—especially after seeing your work—they may want more information. A quick line like, “You can also view my art at [yourwebsite.com]” turns your voicemail into a micro-promo opportunity.

4. Use your website on printed materials.

Your site should appear on everything from postcards and business cards to show invitations, T-shirts, or tote bags. If someone sees your art or your name out in the world, your site gives them a place to go next.

Think about:

- Event handouts
- Studio signage
- Branded stickers
- Artist brochures or price lists



You have changed my life in so many ways. You have helped me build my confidence as an artist and to go after what I want. —ALEX SAX

If it travels, it should carry your website with it.

Optimize for Search

Search engines are one of the most overlooked sources of traffic for artists' websites.

You don't have to become an SEO expert, but you should understand how to make your content more findable. These ideas will help ensure your work shows up when people are looking for art like yours.

5. Use searchable text throughout your website.

Search engines rely on words to understand your content. Make sure your artwork titles, descriptions, and blog posts include relevant terms—like materials, themes, colors, or subject matter. This helps the right people find you.

6. Add descriptive alt tags to your images.

Alt tags are text descriptions attached to your images that help with accessibility and search rankings. Be specific—what's in the image, what medium is it, what's the title? It's one more place for search engines to index your work.

7. Take up—or recommit to—blogging.

Blogging adds fresh content to your site and gives visitors a reason to return. It can also improve your visibility in search results. Blog posts don't have to be long—share behind-the-scenes process notes, recent inspiration, or upcoming show details.

8. Write guest posts for blogs in your niche.

If you admire a blogger or website in your field, pitch a guest post. Share your story, your insights, or your process. In your author bio or within the article, include a link to your website to send new readers your way.

9. Create a helpful or bookmarkable resources page.

This could be a list of your favorite tools, a reading list, or an artist FAQ. Anything that's useful to your audience and likely to be shared or revisited can boost repeat traffic and signal value to search engines.

Email

Your email list is one of the most valuable tools you have for driving consistent, meaningful traffic to your website. Unlike social media, where algorithms decide who sees what, your emails go directly to your subscribers. Use that power wisely.

10. Link from your newsletter to something specific on your site.

Don't just announce your news—invite action. Point readers to a new piece, a blog post, or an event page. Make it easy for them to click and explore further. Your email shouldn't be just a bunch of text and images. It has the potential to be a door. Open it—and invite them in.

11. Use your email signature strategically.

Instead of linking only to your homepage, update your email signature every so often to feature something timely—a new collection, a recent article, or your next event. Every email you send is a chance to guide someone to your website.

12. Offer a freebie in exchange for an email address.

People are more likely to sign up for your list if they get something valuable in return. A free download, studio tour, behind-the-scenes PDF, or desktop wallpaper can be just enough to get them to visit your site and opt in.

13. Promote a waitlist or pre-launch page.

If you're working toward a new release, class, or show, let people sign up early for access. This not only builds anticipation, but gives you a specific page to link to in your emails—one that's focused and high-converting.

14. Share collector stories or testimonials with a link.

When someone collects your work, tell the story (with permission) in your newsletter and link to the piece they purchased—or to similar work. Social proof builds trust and gives your audience a reason to keep clicking.

Social Media

Your social media accounts are often the first place someone sees your art—but they shouldn't be the last. Every post, story, or profile is a chance to guide followers to your website, where they can go deeper, join your list, or make a purchase.

15. Make sure your website link is visible on all social profiles.

It sounds obvious, but many artists forget to include their website on personal or business pages. Check your Instagram, Facebook, Pinterest, and LinkedIn profiles to be sure your site is clearly listed and easy to click.

16. Link your business page to your Facebook personal profile.

When someone visits your personal profile, they should be able to see your art business. In your Facebook bio, add your business page as your “employer” and be sure your website URL is included on that page as well.

17. Use a multi-link tool like Linktree—or create your own.

Your Instagram bio only gives you one clickable link, so make it count. Services like Linktree, Campsite, or Later's Link in Bio let you feature multiple pages at once—like your newest work, event info, or newsletter signup.

Prefer more control? You can create your own links page directly on your website ([see ours](#)) and update it as needed. However you do it, make it easy for people to find what they're looking for when they click.

18. Use the Link sticker in Instagram Stories.

You can't put live links in captions or comments, but Instagram Stories allow you to add a clickable link. Use the sticker feature to direct people to your shop, blog, or newest work. This is a great way to drive traffic from your day-to-day content.

19. Optimize your Pinterest pins.

Make sure each pin has a strong title, a compelling description or story, and a direct link to the specific page on your website. For lower-priced items, include the price to encourage quick decisions. For higher-priced work, lead with the story and invite a conversation.

Online Community & Collaboration

Sometimes the best way to get people to your website isn't by posting more—it's by showing up in meaningful ways elsewhere. When you engage in communities or collaborate with others, you expand your reach and build curiosity. That curiosity often leads to clicks.

20. Participate in online communities.

Whether it's a Facebook group, a forum, or an artist membership site (like our own [Art Biz Connection](#)), showing up regularly and offering encouragement or insight builds trust. When people see you contributing in a thoughtful way, they're more likely to click your name and visit your website to learn more.

21. Leave thoughtful comments on blogs or websites.

If you enjoy a blog post or article, leave a comment that adds something valuable to the conversation. When possible, use an avatar that includes your art and make sure your name links to your site. This simple act can lead to surprising traffic over time.

22. Collaborate with another artist or small brand.

Team up with someone whose audience overlaps with yours to run a giveaway or promote something together—like a new collection or event. You both share it with your followers and link to a page on your website where people can learn more or sign up. It's a fun way to expand your reach, build energy, and connect with new potential collectors.

Why 22?

There's nothing magical about the number 22. It's simply how many strong, practical ideas I could stand behind to help you bring more people to your art website. Use what works, leave what doesn't, and keep showing up.

You don't need to try all 22 ideas at once (or ever!). Start with just one or two that feel doable, and build from there. The key is to be intentional and consistent—because people won't just stumble across your website. You have to guide them there.

Want help putting some of these ideas into practice and making your art website more effective?

That's exactly what we do in my Essentials program.

We focus on **strategy, support, and real-world tools to help you show and sell more of your art.**

Learn more at artbizsuccess.com/essentials

About Alyson

Alyson B. Stanfield is the host of *The Art Biz* podcast and a trusted mentor to ambitious visual artists who want more recognition and consistent income from their work. **As an artist advocate, sought-after workshop leader, and seasoned art-marketing consultant, Alyson brings more than two decades of experience helping artists elevate their careers.**



Since founding Art Biz Success in 2002, she has guided thousands of artists through online programs, live events, publications, and her long-running podcast and blog—always focused on empowering artists to show their work with confidence and build sustainable systems behind the scenes.

Alyson is the author of *I'd Rather Be in the Studio: The Artist's No-Excuse Guide to Self-Promotion*, written for artists whose work deserves to be seen, appreciated, and purchased.

Through her signature program, Essentials for Artist Success, Alyson leads artists to clarify their goals, strengthen their marketing strategies, and implement systems that support long-term growth. She believes that reflection, thoughtful planning, and small, consistent actions are key to a thriving art business.

Read about Alyson's year-long training program, Essentials for Artist Success:
ArtBizSuccess.com/essentials

See if the Art Biz Accelerator coaching group is a good fit:
ArtBizSuccess.com/accelerator

Follow Alyson on Instagram: [@alysonstanfield](https://www.instagram.com/alysonstanfield)

I should have started working with you and your Art Biz Success program years ago. I thought I was ready to sell work, but couldn't put the pieces in order by myself.—KATHY ELLIOTT