

Creating a Listing on StudioDoorz.com

STEP 1. Register

Instructions

1. To get started, select **Create a Listing** in the menu bar to view package options. If you have not yet Logged In, you will be presented with options to **Register** or **Log In**.
2. When creating a new account, be sure to choose an email address that you have access to, since you'll be receiving a confirmation email that you must confirm to activate your account. You may want to white-list hello@studiodoorz.com in your email app or service to make sure our system messages don't go into your spam or promotions folder. We recommend you opt to receive our monthly newsletter, which is packed with valuable information and tips for marketing your studio and your artwork.
3. Once you have completed all the fields, click **Create Account**, and you will receive a confirmation email at the email address you entered. Go to your inbox, find this email, and click the confirmation link provided. This will activate your account. Once activated, you will be able to log into the website.
4. If you don't receive the confirmation email or need help at any point in this process, send a message to support@studiodoorz.com or visit [StudioDoorz Support](#) to create a ticket, and we will help you get going.

STEP 2: Sign in to Your Account

After you have activated your account, click **Sign In** on the StudioDoorz main menu bar to log in. Once logged in, you will see new options in the menu for *My Listings* and *My Account*.

- **My Listings** shows all of your published listings and listings you have “in the works.” This is where you go to create a new listing. Be sure to check whether you have already started a listing before creating a new one.
- **My Account** provides tools for you to manage your StudioDoorz subscription and log in credentials.

STEP 3. Create a Listing

Before you start

Artist Studio Listings allow you to list information about both you (the artist) and your studio. An artist can list more than one studio. Be prepared to have a paragraph or two about your studio, a short bio, sample images of your artwork, a headshot photo for your bio, and links to your website and social media accounts.

Studio Tour and Art District Listings don't provide a place for an artist bio. Instead, they provide fields to list other pertinent information, such as ongoing or upcoming events, a list of participating artists, studios, and galleries, and a map of your Studio Tour or Art District.

On submitting your listing, you will be redirected to a checkout page, where you will submit the payment for your listing. Your subscription will automatically renew each year, unless you indicate otherwise.

Your listing includes required fields and optional fields. Required fields are sections of the listing that you must enter in order to submit the listing. While you may return to your listing at any time to make edits, the required fields must be completed before you will be able to save your work. Clicking Submit Listing will save your work. Your listing will not be published until you have set up your payment subscription.

IMPORTANT: If you close the page before clicking Submit Listing, you'll have to re-enter all of your information the next time you visit this page. We strongly recommend typing out your description and bio in a separate document without formatting so you can edit it and check for typos. Once it's ready, copy and paste it into the description field of the listing and apply formatting using the tools in the field's formatting bar.

Required fields include

- The Listing Name

- Listing Description
- The artist's name (if creating an Artist Studio listing)
- The address and address display preferences
- The email address you'd like to have linked to our contact form
- At least one photo, which will appear at the top of your Studio Listing

Instructions

Enter Listing Details

1. *Listing Package.* The package you are signing up for. If changed, the page will reload with different field options. We strongly recommend you do not attempt to change this once you have begun setting up your listing.
2. *Listing Type.* In most cases this should match the Listing Package. This is set by the system and should not be changed.

Tell us about your Art Studio, Studio Tour, or Art District

3. *Listing Name.* This is the headline title for your listing. There are a lot of listings, and we want to make sure people can find you if they're looking for you. In some cases, the artist name or the location of the Studio Tour or Art District is not part of the official name. These are important elements for searches and should be included. As examples, an Artist Studio might enter "The Wild Art Studio — Art by John O'Connor." Art Districts might use "Santa Fe Art District — Denver, Colorado" or "Boulder's NoBo Art District".
4. *Listing Description.* Artists should use this area to provide a description of their artwork, their choice of mediums, their process and inspiration, and anything else that describes the work done in this Studio. Art Districts and Studio Tours should use this space to introduce their offering.
5. *Tags.* Tags are words or short phrases that describe your work. This is a good place to list things like your mediums (as individual tags), your style of art, and other identity elements. **Please do not use this to list your location, as this will be taken care of in another place.** Likewise, you don't need to use words like "artist", "tour", or "art district" since these are already taken care of. Click in the field and begin typing, and a

dropdown list of suggestions will appear. If you see the word you are looking for, it is important that you select it from the list that appears. This will tag it to others using similar terms allowing visitors to “tag surf” between studios with the same tag. This helps people discover your studio by looking at someone else’s and clicking on a tag that you and the other artist have in common.

About the Artist (Artist Studio package only)

6. *Your Name.* Put your full name here, whether you are the sole artist using the studio or just the owner. This is important since it will allow people to find you when they search by “artist name.”
7. *Photograph.* A portrait "headshot" of yourself. Your face should fill most of the area of the photograph, which will be displayed rather small and cropped to a circular format. This image should be in jpg, gif, or png format, 300px x 300px, 72dpi, and optimized to be no more than 200kb in size.
8. *Short Bio.* Please provide a short bio (1-3 short paragraphs). This will appear in the sidebar next to your listing. Try to keep this brief, since it will push other critical sidebar information down.

Studio Tours and Art Districts (Studio Tour and Art District packages only)

9. *Participating Artists on StudioDoorz.* Use this field to attach links to Artist Studios that are already listed on StudioDoorz. Type % followed by 3 letters that are in the title of the Studio Listing to find the artist. (The % acts as a wildcard allowing you to type letters that are not at the beginning of the listing.) Matches will be displayed in a drop-down menu for you to select from. Click in the field in the space after the final listing to add additional listings.
10. *Other Participants.* You can list other participating studios, artists, galleries, and organizations here.
11. *Upcoming Events.* This is a place to list ongoing or upcoming events, such as First Friday Art Walks or Annual Studio Tours. For best results and consistent formatting, put the date on a line by itself formatted as Heading 3 (click the Paragraph pulldown in the formatting bar). Press return and a new paragraph will be created in Paragraph format where you can add text or insert a bulleted list.

12. *Visit Our Event Page.* If you maintain a page of upcoming or ongoing events on another website, enter the complete URL here. When this is filled out, a button will appear on your listing page that will provide a link directly to your event page.
13. *Map of Participating Artists.* If you have a PDF map of your Studio Tour or Art District, upload it here.
14. *View Our Map of Artists Online.* If your map lives on another web page, you can enter the URL here. For Google Maps, visit your map and copy the URL or get the sharing link to paste in here.

Listing Location

15. *Address / Country / State, Province or Region / City / Zip/Postal Code.* In order for your studio to appear on the map, we need to know its address. Be sure to use your actual zip code and location to make sure your studio appears properly on the map. For best results, begin typing in your address and select the appropriate option from the pulldown menu.

To protect your privacy, you may choose not to display your actual address to the public, while still having your Studio appear on the map. By default, your address will not be displayed; you may choose to display it by selecting the “Yes” next to Display Address beneath the map.

Very important. Once you have entered your address, check to make sure the marker is in the correct place on the sample map. If it is not, click the button *CLICK HERE TO SET THIS ADDRESS ON THE MAP* button to make sure your geolocation is properly recorded. Otherwise, you will not appear in the correct place on the map.

Contact Information

16. *Email.* We will use the email address you provide here to allow visitors to schedule visits (if you are a Studio) or to make general inquiries (if you are Studio Tour or Art District). *To protect your email from spam harvesters, your email address will not appear on your listing.* To contact you, visitors will fill out a form, which will trigger the system to send you an email. You can use the same email you used to register your account or a different one.
17. *Phone.* Please include your phone number so we have the ability to call you if there is an issue with your account, whether or not intend to display it.

18. *Phone Number Display.* Check this box if you DO NOT want your phone number displayed to the public. A phone number is not required for contacting you to schedule a visit.

Where to find you on the Web

19. *Where to find you on the web.* Enter URLs for your website and various social media accounts here. It is important to enter the entire URL for this to function properly. The best thing to do is to go to your page in your browser (your website, facebook page, etc.), copy the URL from the address bar at the top of your browser, and paste it in here.

Art Samples

20. *Image Gallery.* This is where you can show some samples of your work. You may upload up to 20 photos of your work, studio space, exhibits, etc. Drag the images around to rearrange them as you wish.

The Featured Image: The first image in your gallery (at the top left) will be displayed at the top of your listing. You can drag and drop images to change their order. For Artist Studios, we recommend having this featured image be a shot of you in your studio. For Art Districts and Studio Tours, we recommend this image feature your logo. Try to keep the critical content (i.e., the part with your image or the logo) toward the center of the image. That way it will remain visible when the image is automatically resized or cropped for mobile devices.

Setting Titles and Captions. Mouse over the images after you have uploaded them, and click the edit (pencil) icon to add Titles and Captions. We recommend adding at least 5 images. While the public can access your website and social media profiles to see more of your work, it is ideal to show them a representative portfolio of your work without requiring them to navigate to a different website.

It would be best to format your images in an image editor for best display on the web. The web uses a much lower resolution than what is required for print. Optimizing your images ensures your page loads quickly.

Ideally all images should be JPG images (best for art) optimized for the web with the following settings:

- *Resolution:* 72dpi
- *File Size:* Less than 300Kb (to achieve this, you can reduce the JPEG quality to as much as 50%)
- *Dimensions:* The first image in your gallery will appear at the top of your Studio page. It should be 1440px wide x 960px tall. Other photos in your gallery can be between 600px and 1440px wide and no more than 1440px tall.

21. *Submit Listing.* Click the submit listing button to save your listing and go to the Checkout page. If you are editing your listing you should click Submit Listing to save your changes.

Step 4: Set up Your Subscription and Payment

Checkout

Fill out your billing information and make sure it is correct. If you have a discount code, you can enter it here. When you are done, click the red **Pay Now** button at the bottom of the page to make your payment.

Payment

PayPal will manage your subscription payment. You have the option of either using your PayPal account or just providing a credit or debit card number without a PayPal account.

Step 5: Your Listing is Published!

Once your payment method is set up and your subscription is established—either through your PayPal account or through a credit card—your listing will automatically be published. All listings are on a subscription basis and will be renewed automatically until you cancel your account, which you can do at any time.

Step 6: Make Edits

You can make edits to your listing at any time. Particularly if you are an Art Studio or Studio Tour, remember to update your page when your upcoming events change or when new participating artists join StudioDoorz.com.

The process is simple:

1. Sign In to StudioDoorz.
2. Select My Listings from the main menu.
3. If your listing is published, you will see an edit link beneath your listing. If your listing is not yet published, you will see a *vertical ellipsis* (:) at the bottom right of your listing image. Click that, and you will see an option to Edit your listing.
4. When you are finished making edits, click **Submit Listing** to save your changes. If you have already paid, you will not be asked to go through the payment process again.

Additional Tips & Information

StudioDoorz is an alternative marketing platform, providing a unique and highly effective way for art lovers to discover new artists, visit their studios, and purchase work from them directly. As such, your listing on StudioDoorz is as important as your website and social media profiles. Imagine taking the position of a prospective visitor and stumbling upon your StudioDoorz listing for the very first time. Is it professional? Inspiring? Beautiful? Does it make you want to reach out and see this art in person?

Pro Tip

Take your time to compose descriptions and select images of your work that reflect your professional brand. Your StudioDoorz listing stands on its own as an important component of your overall marketing strategy. Additionally, exemplary StudioDoorz listings will be featured in our newsletter and in our social media marketing.