

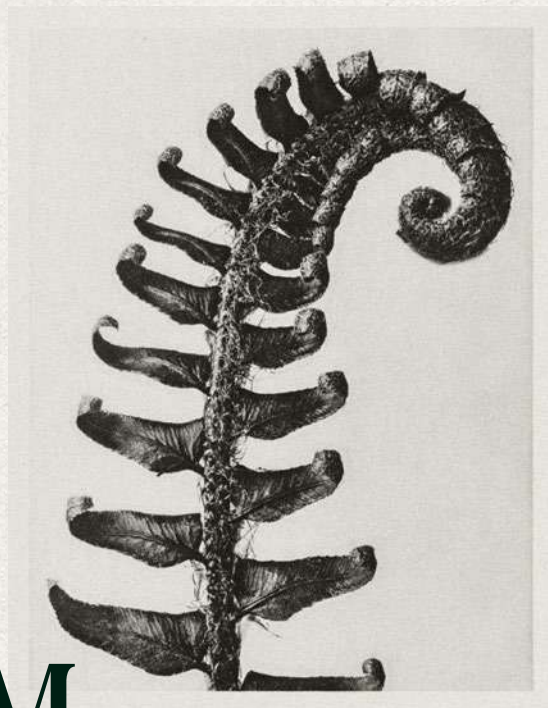
IMAGE BLUEPRINT

FOR ARTIST WEBSITES



FOR ARTIST WEBSITES

VELVET FERN CREATIVE



FROM STUDIO TO SCREEN

Your images do more than show your art, they signal your site is credible. Collectors and search engines both look for expertise, authority, and trust. Details like sizing, naming, and alt text work together behind the scenes to build trust and help your art get found.

THIS BLUEPRINT BREAKS IT DOWN INTO CLEAR, SIMPLE STEPS

IMAGE SIZING

Small images lose detail. Yet oversized files slow your site. Both can cost you trust.

1. Log out of your website or open in incognito mode.

2. Right-click on image → inspect → hover your image → note the blue box dimensions

3. Resize in photoshop (or any editor) at 2x the inspect size.

Example: Inspect shows 348 × 247 px → resize to 696 × 494 px.

** Always save in RGB & 72 PPI for web.*



IMAGE FORMAT

Choosing the right file type keeps your site fast, your art crisp, & your SEO strong.

1. JPEG: Best for photos & artwork. Small size with good quality. Safest choice if unsure.

2. PNG: Use for logos or transparency. Larger files, so use sparingly.

3. WebP/AVIF: Modern formats that load faster. Great for SEO if your platform supports them.

Tip: Always compress, even modern formats.

Search engines favor sites that load fast, so lighter files can help your art get seen.

COMPRESSION

You have 2.5 seconds to capture attention. If images take 5+ seconds to load, you risk losing collectors.

1. Use TinyJPG.com, Squoosh, or Photoshop's "Save for Web."

2. Compress before uploading to your site. Keep images < 500 KB, thumbnails < 200 KB.

3. Balance speed with clarity. If compression makes images grainy, dial it back until details stay true to your work.

FILE NAMING

Often overlooked, file names matter for SEO. Before uploading, rename your files with these simple rules. Easy win over your competition!

1. Use lowercase letters & numbers only (no symbols).

2. Use hyphens, not spaces or underscores.
Example: ceramic-vase-blue-2024.jpg

3. Keep names short but descriptive (under 60 characters). Include key details like title, medium, or year.
Tip: Stay consistent and avoid filler words. Clarity beats length.

ALT

TEXT

Alt text is both accessibility & SEO. It's what is read through screen readers to visually impaired users & helps search engines index your art.

1. Describe what a collector would need if they couldn't see the image.

2. Add details: subject + medium + colors/textures + mood. EX: 'oil painting in cobalt blue and gold, heavy-textured waves'

3. Keep under 125 characters. Stay natural & avoid keyword stuffing.

TIP: Every platform has a field for alt text when uploading images. Reach out if you can't find it.

CONTEXT

Where you place images matters. Search engines read surrounding text to understand what the image is about.

1. Pair with text: Place artwork near titles, captions, or descriptions that use related keywords.

2. Use captions sparingly: When used, keep them short and relevant. Collectors often scan captions first.

3. Support the story: Align images with the narrative of the page
(e.g., studio shots near your bio, artworks near your shop).

BEYOND ART

Collectors connect with more than finished work. Invite them into your world so they can imagine your art in theirs.

1. Show your studio, light, or tools. Naming materials/brands adds credibility + keywords.

2. Take close-ups of brushstrokes, clay grooves, fabric folds. Side light or angles show depth + texture online.

3. With permission, show your work in homes or public spaces. Wide shots show scale, close-ups create mood, helping collectors picture ownership.

Your images now speak with clarity & purpose.

CREATIVE VELVET FERN
CREATIVE VELVET FERN
CREATIVE VELVET FERN

VELVET FERN CREATIVE

Let's connect: INFO@VELVETFERNCREATIVE.COM | [@VELVETFERNCREATIVE](https://www.instagram.com/VELVETFERNCREATIVE)