

Website Self-Critique

What You Sell

Start with getting rid of things that don't fit.

- Is every piece in your shop appealing to your target market?
- Do all your pieces have a decently consistent style or vibe to them?
- Does every piece meet or exceed the standards you've set for your brand?
- Will any piece look shoddy, poorly constructed, or just solidly not as good next to the other pieces?

Branding

Your site should convey a distinct personality.

- Have you used a color scheme with just 1-3 major colors?
- Can you tell by looking at your website who the target market is? Can someone else tell?
- Does the copywriting show this same personality?
- Is the text exciting and engaging?
- Are your photographs crisp, well-composed, and don't have a distracting background?
- Do you have a photograph for every piece that indicates its size, relative to a common object or even placed against a ruler?
- Do the photographs feel consistent in tone with the personality of your brand?

Building Trust

Don't scare buyers away.

- Do you have a link to your shipping and return policies on every product page?
- Do you use some sort of secure checkout method (even if it's just PayPal)?
- Do you show reviews from previous customers?
- Do you have necessary details in each and every product listing (like dimensions, medium, whether or not the piece is framed or signed, etc.)?
- Do you have easy-to-find and accurate contact information on your website?

Pricing

Get the numbers right.

- Have you done the math? Are you covering your materials and overhead?
- Do your prices make sense to your target market?
- Are you attracting your target market with these prices?
- Do you have a decent range of prices to give potential customers options?