

SELLING ARTWORK ONLINE

A COMPLETE GUIDE TO BUILDING YOUR
ARTIST WEBSITE WITH MATT & CORY

STEP 1 - YOUR DOMAIN AND SITE HOSTING

- BEFORE YOU BEGIN USING THE COURSE FILES AND VIDEOS TO SET UP YOUR SITE, YOU NEED TO GET A DOMAIN AND A HOSTING PROVIDER. THERE ARE THREE WAYS TO PROCEED:
 1. IF YOU ALREADY KNOW WHICH DOMAIN NAME YOU WANT TO USE AND HAVE YOUR OWN HOSTING, GO STRAIGHT TO PAGE 3 OF THIS DOCUMENT AND FOLLOW THE DIRECTIONS TO GET STARTED WITH THE VIDEOS.
 2. IF YOU KNOW WHICH DOMAIN NAME YOU WANT TO USE, AND YOU WANT DIRECT ACCESS TO YOUR WEBSITE'S HOSTING SERVICE, THEN SIGN UP AT [BLUEHOST](#) (AFFILIATE LINK). ONCE YOU ARE SIGNED UP, GO TO PAGE 3 OF THIS DOCUMENT AND FOLLOW THE DIRECTIONS TO GET STARTED WITH THE VIDEOS.
 - FOR A VIDEO THAT SHOWS YOU THIS PROCESS STEP-BY-STEP, SEE THE FIRST SET OF FILES, "1-START-HERE.ZIP" AND WATCH, "INSTALLING WORDPRESS ON BLUEHOST.MOV"
 3. IF YOU DON'T KNOW WHICH DOMAIN NAME YOU WANT, AND THE THOUGHT OF MESSING AROUND WITH HOSTING SCARES YOU, THEN GO TO OUR [DOMAIN AND HOSTING SETUP PAGE](#) WHERE WE WALK YOU THROUGH THE PROCESS: [HTTP://WWW.SELLINGARTWORKONLINE.COM/DOMAIN-REGISTRATION](http://www.sellingartworkonline.com/domain-registration)
 - ONCE YOU RECEIVE AN E-MAIL FROM US WITH YOUR SITE ADDRESS AND LOGIN DETAILS, GO TO PAGE 3 OF THIS DOCUMENT AND FOLLOW THE DIRECTIONS TO GET STARTED WITH THE VIDEOS.
- IF YOU HAVE ANY QUESTIONS ABOUT THIS PROCESS, PLEASE CONTACT [CORY HUFF](#) AT CORY@THEABUNDANTARTIST.COM

STEP 2 - HOW TO USE THE VIDEOS

- TO HAVE A SITE UP AND RUNNING BY THE END OF THIS COURSE, YOU SHOULD WATCH THE WORDPRESS FOR ARTISTS VIDEOS IN THE ORDER DETAILED ON PAGE 4
 - NOTE: SINCE THE SIZE OF EACH VIDEO ON THE SCREEN IS LARGE, IF YOUR CURSOR IS OVER THE VIDEO WHILE WATCHING, YOU OFTEN CANNOT SEE THE TOP WHICH SHOWS MY BROWSER TABS. IT SHOULD BE FINE IF YOU REMOVE YOUR CURSOR FROM THE VIDEO AREA WHILE WATCHING
- AFTER YOU HAVE YOUR SITE UP AND RUNNING, YOU CAN USE THE VIDEOS AS A REFERENCE ANY TIME YOU WANT TO REVIEW
 - THE VISUAL MAPS ON PAGES 5-7 SHOW YOU WHICH VIDEO COVERS EACH PART OF WORDPRESS AND CAN BE USED AS A CROSS-REFERENCE TO FIND THE MATERIAL YOU WOULD LIKE TO REVIEW

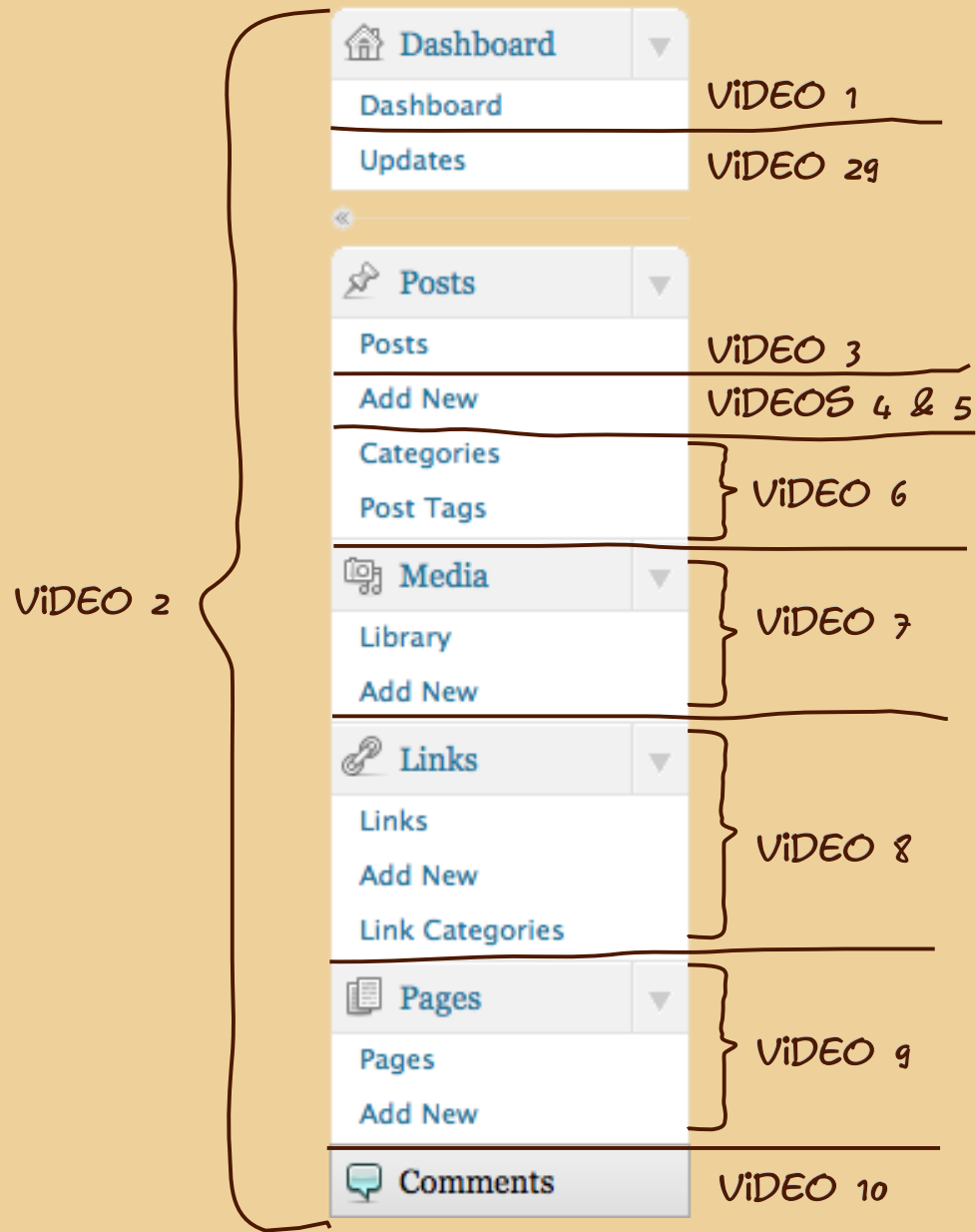
GETTING YOUR SITE UP AND RUNNING

WATCH AND FOLLOW THE VIDEOS IN THIS ORDER

VIDEO #S	SITE TASK
1 & 2	WORDPRESS SITE ADMINISTRATION OVERVIEW
11, 12, 13, 14 & 16	DESIGNING YOUR SITE
3, 4, 5, 6, 7, 8, 9 & 10	ADDING CONTENT TO YOUR SITE
17	ADDING MORE FEATURES AND FUNCTIONALITY TO YOUR SITE
18, 19, 20 & 21	SETTING UP AN IMAGE GALLERY *
22, 23, 24, 25, 26, 27, & 28	SELLING ART FROM YOUR SITE
15	ADVANCED SITE TOOLS
29	MANAGING SITE UPGRADES

* IF YOU WOULD LIKE TO SELL ART FROM YOUR SITE, DO NOT SET UP THE IMAGE GALLERY UNTIL YOU WATCH THE "SELLING ART FROM YOUR SITE" VIDEOS AS THE PLUGIN USED TO SELL ART ALSO LAYS OUT YOUR IMAGES AND SO THE GALLERY MAY NOT BE NEEDED

CROSS REFERENCE 1: DASHBOARD AND CONTENT MANAGEMENT SECTION



VIDEO LIST FOR THIS SECTION	
#	TITLE
1	THE DASHBOARD
2	LEFT COLUMN OVERVIEW
3	CREATING AND MANAGING POSTS OVERVIEW
4	CREATING AND MANAGING POSTS: NEW POST
5	CREATING AND MANAGING POSTS: ADVANCED
6	CATEGORIES AND TAGS
7	WORKING WITH MEDIA
8	WORKING WITH LINKS
9	WORKING WITH PAGES
10	COMMENTS
29	UPDATES

CROSS REFERENCE 2: DESIGN AND FEATURES SECTION

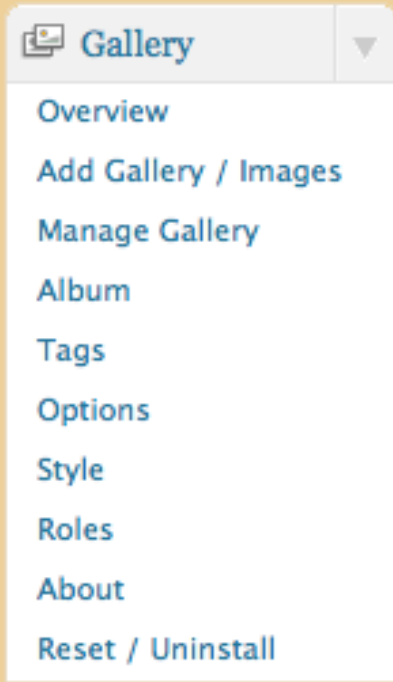
A screenshot of the WordPress 'Appearance' menu with handwritten annotations. The menu items are listed on the left, and video numbers are written on the right, connected by lines and brackets. The items are: Themes (VIDEO 11), Widgets (VIDEO 12), Menus (VIDEO 13), Mystique settings (VIDEO 14), Editor (VIDEO 14), Plugins (VIDEO 17), Add New (VIDEO 17), Editor (VIDEO 17), Users (VIDEO 15), Add New (VIDEO 15), Your Profile (VIDEO 15), Tools (VIDEO 15), Import (VIDEO 15), Export (VIDEO 15), Settings (VIDEO 16), General (VIDEO 16), Writing (VIDEO 16), Reading (VIDEO 16), Discussion (VIDEO 16), Media (VIDEO 16), Privacy (VIDEO 16), and Permalinks (VIDEO 16).

Appearance	
Themes	VIDEO 11
Widgets	VIDEO 12
Menus	VIDEO 13
Mystique settings	} VIDEO 14
Editor	
Plugins	} VIDEO 17
Plugins	
Add New	
Editor	
Users	} VIDEO 15
Users	
Add New	
Your Profile	
Tools	} VIDEO 15
Tools	
Import	
Export	
Settings	} VIDEO 16
General	
Writing	
Reading	
Discussion	
Media	
Privacy	
Permalinks	

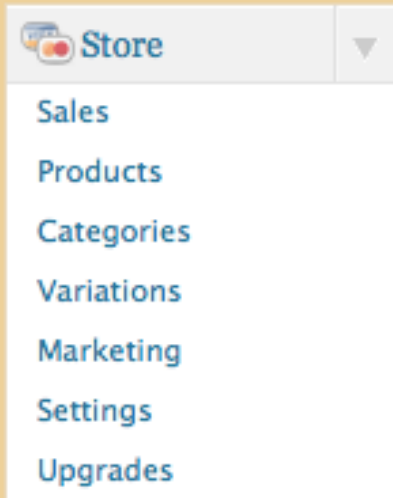
VIDEO LIST FOR THIS SECTION

#	TITLE
11	WORKING WITH THEMES
12	WORKING WITH WIDGETS
13	CUSTOM MENUS
14	CUSTOM THEME OPTIONS AND EDITOR
15	USERS AND TOOLS
16	SETTINGS
17	PLUGINS

CROSS REFERENCE 3: ARTIST PLUGINS SECTION



VIDEOS 18, 19, 20 & 21



VIDEOS 22, 23, 24,
25, 26, 27 & 28

VIDEO LIST FOR THIS SECTION

#	TITLE
18	NEXGEN GALLERY: OVERVIEW AND IMAGE UPLOAD
19	NEXGEN GALLERY: GALLERIES AND ALBUMS
20	NEXGEN GALLERY: TAGS AND OPTIONS
21	NEXGEN GALLERY: POSTS AND WIDGETS
22	WP E-COMMERCE: ACTIVATION AND OVERVIEW
23	WP E-COMMERCE: CATEGORIES AND VARIATIONS
24	WP E-COMMERCE: PRODUCTS
25	WP E-COMMERCE: WIDGETS
26	WP E-COMMERCE: SETTINGS
27	WP E-COMMERCE: MARKETING AND UPGRADES
28	WP E-COMMERCE: VARIATIONS FIX