

ART_SY

How to Increase Your Gallery's Discoverability Online



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Introduction

Over the past decade, art businesses and collectors have been on a slow progression towards digital adoption—and 2020 fundamentally accelerated that progression. This year, according to the [Hiscox Online Art Trade Report 2020](#), the number of buyers who reported buying art online is up 44% from 2019, and galleries and fairs are moving online to meet that demand.

This toolkit outlines four key channels your art business should invest in to boost engagement online and create visibility that generates results.



Nano Rubio, *Uncanny Valley*, 2014. Courtesy of LAUNCH LA.

4 Steps to Increase your Gallery's Discoverability Online



4 Steps to Increase Your Gallery's Discoverability Online

1. INVEST IN SEARCH ENGINE OPTIMIZATION

Search engine optimization (SEO) helps ensure that your gallery and your content ranks high in search engines (e.g., Google), meaning collectors searching for your artists can easily find your business. While strong SEO is highly valuable, it's also complex. If you have limited resources, it's important to be strategic about how you invest your time and money.

First, place your focus on your gallery website—this is known as “on-site SEO.” On-site SEO refers to improving the content on your website (including text, images, videos, and links) in an effort to rank higher on search engines.

Any good on-site SEO strategy begins with keywords. Use Google Trends and Keyword Planner to determine what collectors are searching for online, then update your site's content, title tags, and metadata to incorporate the popular keywords related to your business. This gives search engines the incentive to elevate your website's ranking in their results and, in turn, drives more collectors to your program.

The next best investment is to partner with a platform or marketplace like Artsy. Gallery partners enjoy the benefits of Artsy's extensive financial and technical investments in SEO—for example, if a collector types “Jerrell Gibbs” into Google, the third result is his artist page on Artsy.

Another benefit is the mobile optimization of Artsy's gallery and artist pages. Studies have shown that more than 50% of people use mobile devices to browse online. This makes sense as in 2019, Google moved to mobile-first indexing, which means that it will primarily crawl the mobile versions of websites rather than the desktop versions. This switch follows consumer behavior and the increased use of search engines on mobile devices. Just last year, over 50% of purchases on Artsy came from mobile, indicating that qualified collectors will transact from their phones if provided with a seamless and secure mobile experience. For more tips from Artsy on SEO optimization, download [The 2020 Gallery's Guide to SEO](#).

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2. SEEK OUT EDITORIAL COVERAGE

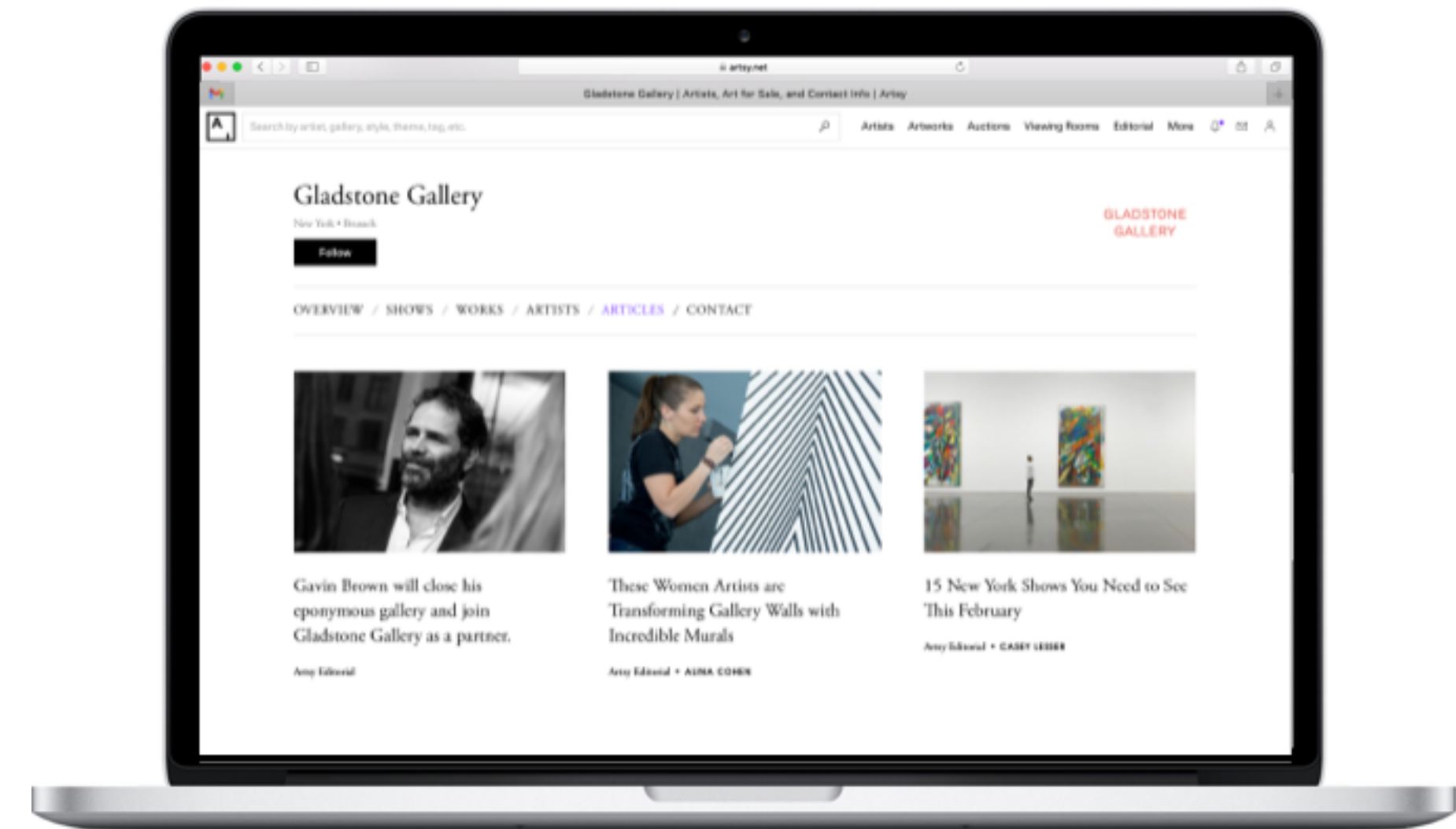
Editorial features are an optimal way to increase awareness of your gallery and artists beyond your existing audience, while simultaneously providing critical legitimacy for your program.

While there is no formula to getting coverage from quality press, it's important to be proactive in your approach. Identify journals and magazines that align with your gallery's brand. Then, submit thoughtful pitches to these publications that will encourage them to showcase your program.

So what makes a compelling pitch? Josh Rivers, former editor of Gay Times, and Sophia de Gama Campos, senior director of Pelham Communications, advise consideration, concision, and personalization.

Research the publication and the editor you're pitching to, and try to cater to their niche. The editor is likely sorting through hundreds of submissions, so make your pitch compelling and concise. Include key, high-quality images from your exhibition as well as relevant details about the artist.

Remember that magazines operate on strict deadlines—be aware of when they are accepting pitches, and what their timeline is for publication. Once you've landed a feature, promote the article on social media, in your newsletter, and on your website. Galleries featured in Artsy Editorial can easily link out to their Artsy press mentions, like these features on [Gladstone Gallery](#).



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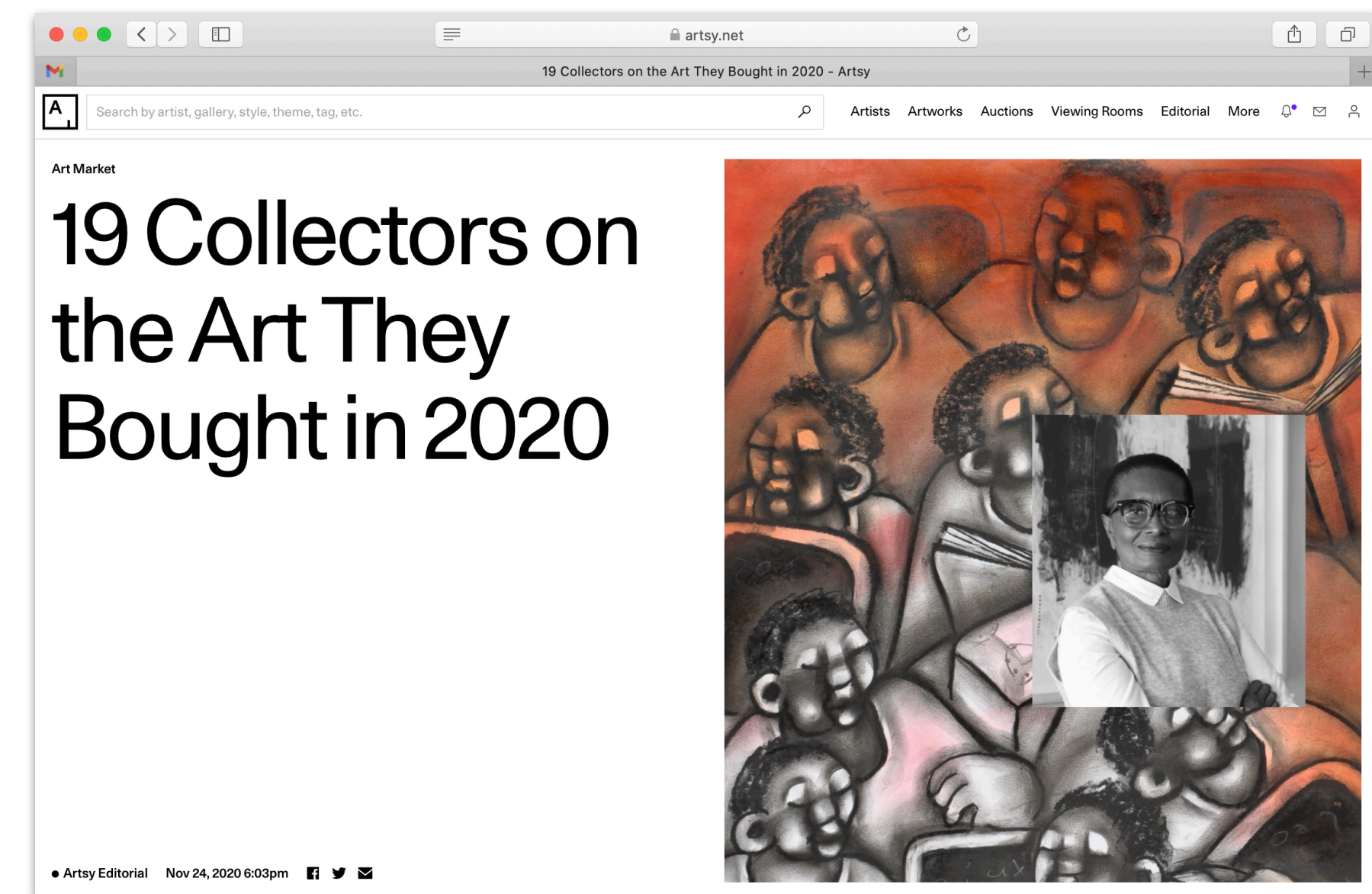
3. MEET THE WORLD'S ART COLLECTORS, ALL IN ONE PLACE

In 2020, joining an online art marketplace like Artsy is one of the most advantageous things you can do for your digital strategy. Not only does a partnership with Artsy make your works and artists accessible to more than 2.2 million unique visitors every month across web and mobile, our selling options also make buying art easy and ensure trusted transactions. Artsy's Buy Now and Make Offer tools are integrated into your profile, removing barriers to purchase for your collectors. In fact, our data shows that works listed with these two tools are 40% more likely to sell than works listed without them.

Artsy's marketplace also makes it easy to curate high-quality, shareable shows online. Online Exclusive shows are featured on the Artsy Shows page so collectors from around the world can find your gallery, while our Artsy Viewing Rooms product enables you to curate a time-bound digital presentation for collectors that puts art first, and that's authentic to your gallery and artists. Links to these presentations can be easily shared on your existing social media and in email communications, directing collectors to a visual experience that's not only enjoyable but also optimized for sales.

In addition to unparalleled visibility, marketplaces like Artsy provide data that's essential to making strategic choices around your digital strategy. Collector Resume provides a

comprehensive look at an inquiring collector's interests, activity, and biographical information. Artsy Analytics detail key information about your traffic, page views, and interest in your artists. These metrics give you insight into your audience demographics—which can inform the exhibits you put online, the content you create, and which artists you show at fairs.



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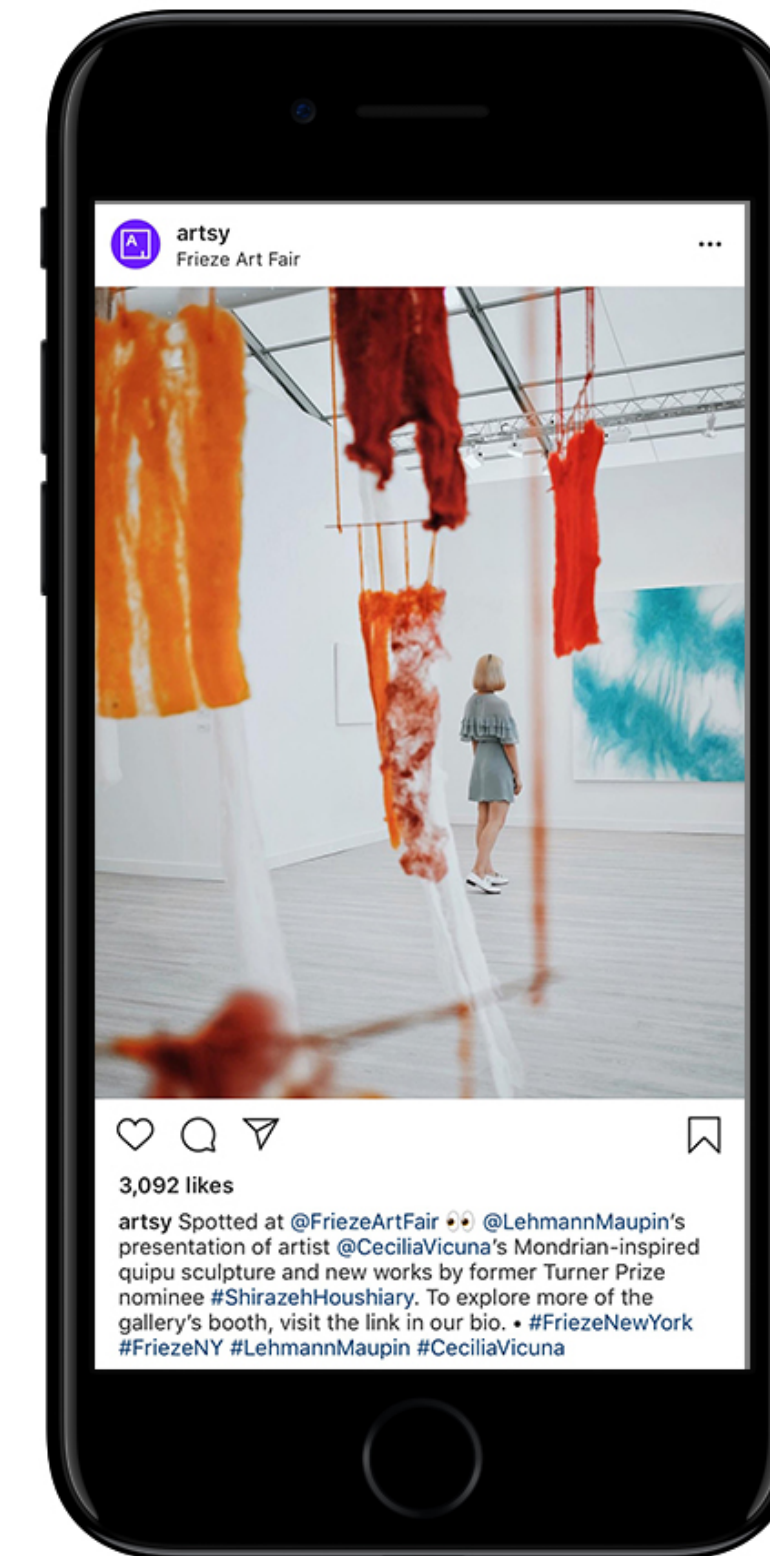
4. MAKE INSTAGRAM AN ASSET TO YOUR BUSINESS

The image-focused social media platform Instagram is an ideal tool for galleries to promote their programs and artists.

Think of Instagram as another exhibition space for your gallery. Use Instagram Stories to share interviews with artists and curators, complementing an in-feed post for an upcoming show or fair booth. Most importantly, use valuable space like your Instagram bio to link out to a place where collectors can buy or inquire on the works you're posting, such as your Artsy profile or your website.

Doing this will transform your profile from a social and educational hub where collectors can engage with your gallery into a tool that—when integrated with a marketplace—facilitates sales for your business.

For more on Artsy's social media recommendations for galleries, [check out our short guide](#).



Conclusion

The world has gone digital, and the art market is no exception. When you invest in these four channels to improve discoverability, you not only optimize your online space—you also open your gallery's artists and works to collectors around the globe.

For more information on joining Artsy, visit our [gallery partnerships page](#).

