

Your practice. Your story. Your website.

A practical guide to designing, organizing, publishing, and managing an artist website through the Paint&Life Website Portal.

PUBLIC ARTIST PRESENTATION

Available when enabled by Paint&Life

Archive the work. Publish the story.

My Archive is the source for private artwork facts and business records. Website Portal controls the public artist-site presentation.

My Archive

Maintain artwork details, images, prices, editions, locations, customers, exhibitions, and direct sales.

Website Portal

Choose public work, visual identity, custom pages, navigation, schedule, publications, and inquiry replies.

Start small

Complete your brand, About content, strongest portfolio work, and contact information before adding extra pages.

Preview first

Review desktop and mobile presentation, links, contact forms, purchase states, and navigation before sharing.

Create a consistent public identity.

Use Design & Content to define what visitors see and understand first. The strongest sites use clear content and a restrained visual system.

Logo and identity

Upload a legible logo or use the artist name fallback. Confirm contrast against the site background.

Biography

Introduce the artist, background, approach, and current practice in a clear and welcoming voice.

Artist Statement

Explain the ideas, materials, questions, or observations behind the work. The full text appears on About.

Social and contact

Add complete social URLs and review the public email or contact form before publishing.

Choose the public body of work.

Website Portfolio controls visibility, featured status, and order. My Archive remains the place to edit artwork facts and images.

Visible

Show only records ready for public viewing. Private archive records remain hidden until selected.

Featured

Feature a concise group of strong originals for the artist-site homepage hero and highlighted presentation.

Artwork details

Edit title, date, medium, dimensions, description, images, price, and exhibition history in My Archive.

Purchase state

A visible work is not automatically purchasable. Availability and sales-channel conditions still apply.

Add supporting content without code.

Build custom pages with semantic, theme-aligned formatting. The editor supports practical content tools without arbitrary design overrides.

Text tools

Use headings, bold, italic, lists, quotes, and safe links while the artist-site theme controls typography.

Images

Insert responsive images, then align, wrap, resize, or caption them through contextual controls.

Upload limits

Each image may be up to 10 MB; total rich-page image storage is limited to 500 MB per artist site.

Safety

Page content and URLs are validated and sanitized on the server before public rendering.

Help visitors find what matters.

Manage Menu collects public visibility, order, and parent-menu choices in one place for consistent desktop and mobile navigation.

Show publicly

Turn on a page only after content is complete and appropriate for public visitors.

Order

Keep About, Artworks, Contact, and selected custom pages in a short, intentional sequence.

Submenus

Assign a parent to group a custom page beneath an eligible top-level menu item.

Test navigation

Check hover, keyboard focus, mobile expansion, and every destination after changing the structure.

Keep activity and conversations current.

Website Portal can publish current exhibitions and selected publications while keeping website-origin inquiries in a dedicated workflow.

Exhibition Schedule

Publish ongoing and upcoming exhibition names and dates. Entries hide after the end date.

Publications

Add a date, safe external URL, or uploaded PDF for selected press, articles, catalogues, and features.

Inquiry notice

A public contact submission creates a Website Inquiry and notifies the artist by email.

Reply

Review and respond from Website Portal. Website-origin inquiries remain separate from My Archive records.

Present independently. Transact consistently.

The artist website presents the artist's practice. Eligible purchases use Paint&Life checkout and customer accounts for transaction records.

Preview

Use preview to confirm layout and content before relying on the site address in public materials.

Public eligibility

Website access, public visibility, sale availability, and Paint&Life management are separate settings.

Customer checkout

Paint&Life checkout supports secure payment, order history, receipts, and eligible COA tracking.

Beta support

Report display issues, confusing workflows, or missing capabilities through portal messages or paintnlife@gmail.com.