

# The Best Websites For Creative Professionals



## A Blue Mouse Monkey guide

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These days it's expected that if you're an artist or run a creative business, you'll have a website. But many websites don't do justice to the artist or business they're about. Some are threadbare, with too little content. Others are bloated information dumps. Many have a dull or distracting design, showing no appreciation for usability or 'information architecture'. Many artists' sites confuse laying out content with communicating the artist's vision. Many creative business sites confuse displaying the product with marketing to the customer.

*A custom designed site has many benefits:*

- \* showcases your work to its best advantage
- \* archives your work
- \* provides instant, international access to your work
- \* demonstrates your range, and what you have achieved over time
- \* educates people
- \* motivates them to get to know more about your work
- \* helps them to refer your work to others
- \* reinforces your professional credibility with organizations, institutions, collectors, and customers
- \* operates as the hub for all your outreach efforts
- \* streamlines your self-promotion tasks
- \* increases your visibility and helps break through any perceived barriers to 'legitimacy'
- \* can be used online or offline as a fluid and intuitive presentation tool

Blue Mouse Monkey provides unique, custom-made sites and other design solutions to independent creative professionals and creative small businesses. Produced by an artist, and in close collaboration with each client, Blue Mouse Monkey designs provide consistent, high-quality results, helping you as a creative professional achieve your goals, while cutting down on the time and energy you spend on self-promotion.

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[bluousemonkey.com](http://bluousemonkey.com) \* *hardworking websites for interesting people*