

DIZAURA ARTISTS NETWORK

Newsletter | September 2026

MAKE YOUR ART EASIER TO FIND ONLINE



MAIN FEATURE

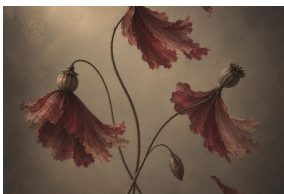
Creating the work is only part of the job. If people cannot find it, it cannot lead to conversation, visits or sales. Many artists rely only on social media, but posts disappear quickly. A website or artist page gives your work a lasting home and helps search engines understand who you are and what you make.

Start with the basics. Give each artwork a clear title. Add a short description with medium, dimensions and year. Use meaningful image filenames rather than camera numbers. Keep your artist name consistent across your website, Instagram and exhibition material. When your name, artwork title and keywords appear together, search engines have a much better chance of connecting them.

Images matter too. A strong artwork photo attracts attention, but the text around it is what helps people discover it. Think of your page as both a gallery wall and a signpost. It should show the work beautifully and also explain enough for someone, and for Google, to understand what they are seeing.

Visibility does not mean selling aggressively. It means making it easy for curators, visitors, collectors and fellow artists to find you, read about your work and remember your name. Small improvements done consistently are often more useful than trying to do everything at once. A well-structured artist page, a short bio and a few carefully written artwork entries can already make a real difference.

ARTWORK SPOTLIGHT



In this first edition, the cover image features artwork by Dizzywalker, the artist behind Dizaura. Known for floral forms, movement and emotional stillness, her work moves between painting and digital practice. This piece uses fading petals and muted light to evoke fragility, persistence and change. Future editions will also highlight artists from the Dizaura Artists Network.

PRACTICAL TIP

Quick checklist for this month:

- Rename image files before uploading
- Add medium, size and year to each work
- Write 2 to 3 sentences about one artwork
- Check that your name is identical everywhere
- Link your Instagram to your website or artist page

Choose one action this week and finish it. Small, completed improvements are more valuable than a long list left undone.

COMING UP

Pixel to Paint: Technology in Art

A short online session exploring how artists can use digital tools, online visibility and new forms of display without losing the personal voice of the work.

See event details at dizaura.com/events

JOIN THE DIZAURA ARTISTS NETWORK

Create a page for your work, share news and events, and take part in member sessions.

Learn more at dizaura.com



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