Professional Presence:

Your online presence can often be your first impression to the world, and potential employers and/or collaborators. It is imperative to have an up to date web presence. What was important to share with the world four years ago may no longer be important as your professional experience grows and you mature as an artist.

KCAI endorses Squarespace to build an artist profile website. Visual artists have also found success in the following website building platforms:

- Weebly
- Wix
- Tumblr
- Wordpress

Registering your domain through another carrier may seem complicated, but the advantages of doing so may outweigh registering your domain through your website building platform. Doing so ensures that your website domain is backed by a company that specifies in domains, and it allows you to be more flexible if and when you choose rebuild your website with someone else or independently. To verify your web domain availability, you will need to check with Who Is. If your desired web domain is taken, you're given additional suggestions and quotes of each suggested domain name. The following are suggested web domain registration and/or domain hosting sites:

- Start Logic
- Go Daddy
- Name Cheap
- Register.Com

If your work is uploaded to artists gallery sites such as Behance or Deviant Art (or any other community based online art galleries), be sure to update and edit your portfolio, at least every three to six months. While Facebook, LinkedIn, Instagram, YouTube, Vine, and SnapChat are great online sharing resources, artists can sometimes over share on these platforms, forgetting that, depending on their security settings, the public may have access to view all these accounts. It is important to present yourself in accordance to your art, your career, and any potential career opportunities you may want to have in the future.

If you choose to have a business card to represent your art, practice, project, or business, be sure to include design elements from your online presence so that