

ART WEBSITE SEO • QUICK REFERENCE

Twelve prompts to get artists found

Art sites have their own SEO problems: beautiful, image-heavy, and nearly unreadable to a search engine. Paste each prompt into Claude in Chrome, pointed at your live site, or into the Claude app with the page's HTML, then swap the bracketed details for your own.

Google cannot see your paintings, sculptures, or photographs. It can only read what is written about them.

ART WORLD MARKETING

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| <p>01 One page per artwork • CLAUDE IN CHROME</p> <p>"Audit my art site: does every artwork and gallery have its own crawlable URL, or do they hide behind JavaScript or #hash routes? Give me a plan for one static, indexable page per work."</p> | <p>02 Specific descriptions • CLAUDE APP</p> <p>"Write two to three specific sentences for this artwork — its subject, technique and what is distinctive — with no generic filler and no phrasing reused from other works."</p> |
| <p>03 Structured data • CLAUDE APP</p> <p>"Generate JSON-LD (VisualArtwork, CollectionPage, BreadcrumbList) for this page, linking every work's creator to one shared Person @id for the artist."</p> | <p>04 A topical cluster • CLAUDE APP</p> <p>"My most distinctive body of work is [X]. Design a topical cluster — a pillar page plus supporting articles and the internal links between them — so my site owns that topic."</p> |
| <p>05 Winnable keywords • CLAUDE APP</p> <p>"Build a long-tail keyword map from my name, medium, subjects, commissions and location, grouped by intent, and flag the terms with genuine commercial value."</p> | <p>06 Titles & meta • CLAUDE APP</p> <p>"Rewrite this page's title (under 60 chars) and meta description (under 155), adding a hook — medium, series, story or edition state — while staying accurate."</p> |
| <p>07 Image SEO • CLAUDE APP</p> <p>"Write descriptive alt text and a keyword-aware filename for each artwork image, then give me a checklist to cut image weight: WebP/AVIF, responsive sizes, lazy-loading."</p> | <p>08 Internal links • CLAUDE IN CHROME</p> <p>"Look at my strongest page [URL]: suggest contextual internal links from its body to related works and articles, and links back to it, to form one tight cluster."</p> |
| <p>09 FAQ + schema • CLAUDE APP</p> <p>"Write a buyer FAQ (availability, how to enquire, commissions, licensing, provenance) and matching FAQPage JSON-LD, honest about my enquiry model."</p> | <p>10 AI crawlers • CLAUDE IN CHROME</p> <p>"Fetch my live robots.txt and flag any block that Disallows AI crawlers while another Allows them; then write a clean robots.txt and an llms.txt that welcome them."</p> |
| <p>11 Commercial intent • CLAUDE IN CHROME</p> <p>"Review my commercial signals: where should I state 'originals and prints available on enquiry', or pricing, so buyers and Google can both tell what I sell?"</p> | <p>12 Measure & compound • CLAUDE APP</p> <p>"Walk me through Google Search Console setup, then from my top queries find page-two phrases, high-impression low-click works, and topics worth a new page."</p> |

THIS IS THE SHORT VERSION

Want the why behind each play?

The full Playbook explains the problem, the prompt and the action for all twelve — with the sector data and a real case study of an art site that scores 100 for SEO and 92 for performance on Google PageSpeed Insights.

[Get the full Playbook →](#)