

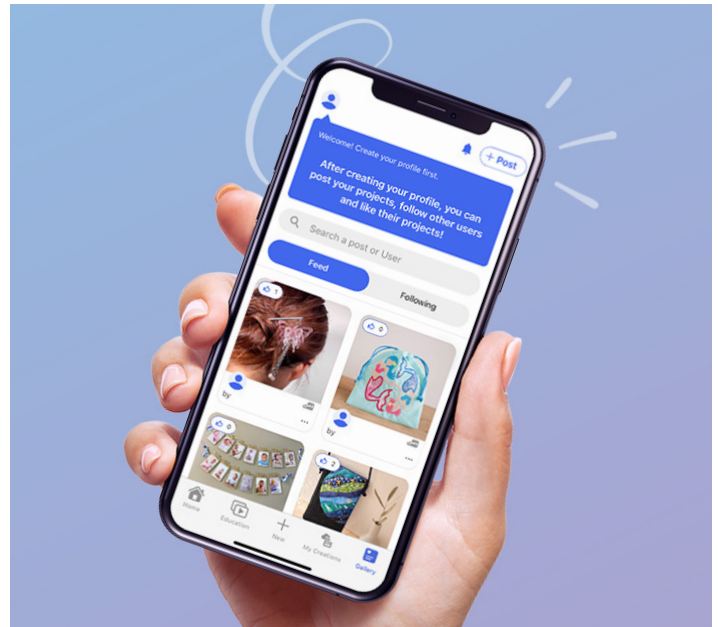
Artspira

Best Practices for Sharing Your Projects in the Artspira Gallery.

Think of your Gallery post like a mini landing page. The better it's optimized, the more people will discover, save, and recreate your project.

What Makes a High-Performing Gallery Post?

- Clear, bright photo
- SEO-optimized title
- Helpful, keyword-rich description
- Strategic tags
- Machine selected
- Linked design (if used)
- Seasonal or searchable relevance



1. Photo Best Practices

Your #1 Attention Driver

Your photo determines whether someone taps or scrolls.

Lighting

- Use natural light whenever possible (near a window).
- Avoid harsh overhead shadows.
- Turn off mixed lighting (don't mix warm + cool bulbs).

Background

- Keep it clean and uncluttered.
- Use neutral backdrops (white wall, wood table, fabric backdrop).
- Avoid distracting elements.

Composition

- Shoot straight-on or at a 45° angle.
- Fill the frame with the project.
- Show scale (on a model, in-use, styled setting).
- Include a close-up if details matter (stitching, vinyl layering).

Resolution

- Use the highest resolution possible.
- Avoid screenshots or compressed images.
- No blurry photos.

PRO TIP

Lifestyle > Flat Lay

Show your project in action whenever possible!



2. Title Optimization

Search Engine Optimization (SEO) Matters

Your title should be searchable, descriptive, and keyword-rich.

Formula

[Project Type] + [Occasion/Theme] + [Technique or Machine]

Examples

- Personalized Teacher Tote Bag with Embroidery
- Christmas Layered Vinyl Ornament – ScanNCut Project
- Beginner Monogram Baby Blanket – PE Design File

SEO Tips

- Use words people actually search for (Christmas, gift, beginner, personalized, DIY, monogram).
- Avoid vague titles like: “So Cute!” or “My Latest Make.”
- Include machine name if relevant (PR1055X, SE2000, ScanNCut DX).

PRO TIP

Good titles = more discoverability in the Gallery

3. Description Best Practices

Drive Saves & Recreates

Descriptions help both SEO and engagement.

Include:

- What the project is
- Who it's for
- Materials used
- Machine used
- Skill level (Beginner / Intermediate / Advanced)
- Why you made it
- Any tips

Structure Example:

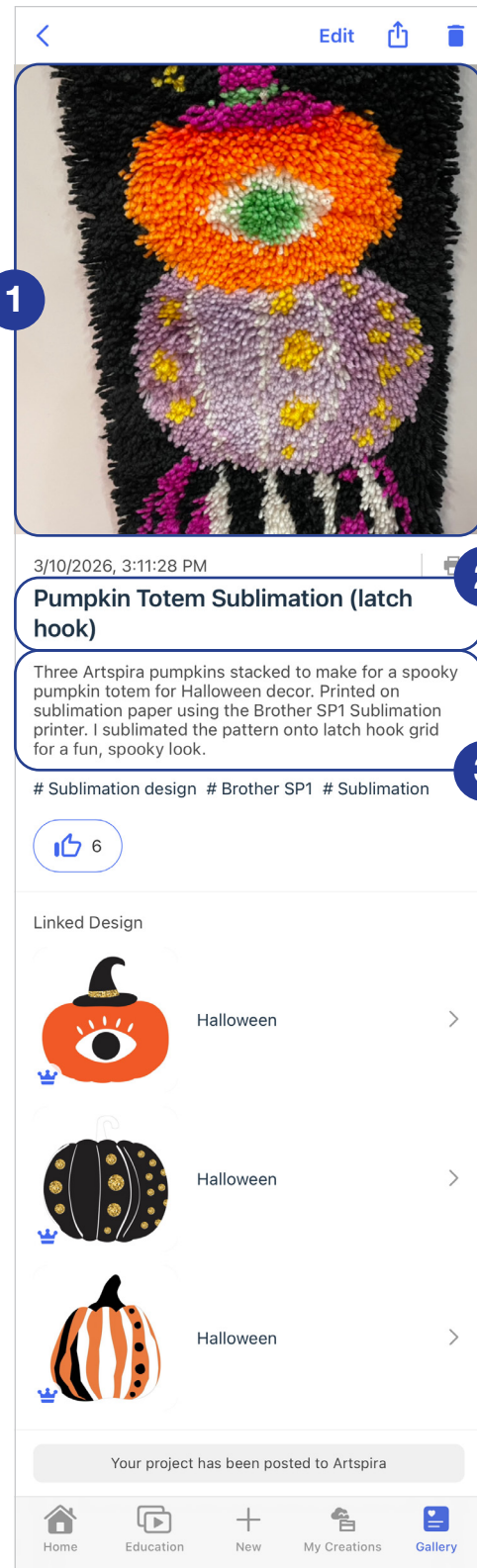
“This personalized teacher tote bag was created using the Brother SE2000 embroidery machine. Perfect for end-of-year gifts or back-to-school season! I used cotton canvas and tear-away stabilizer. This is a confident beginner project and takes about 1 hour to complete.”

SEO Tips:

- Repeat key phrases naturally (not spammy).
- Include seasonal keywords if relevant (Christmas gift idea, graduation party decor).
- Use action language: DIY, handmade, personalized, custom.

PRO TIP

Longer, helpful descriptions perform better



4. Tags

Think Like a Search Bar

Tags are critical for discoverability.

Include:

- Occasion: Christmas, Graduation, Baby Shower
- Technique: Embroidery, Vinyl, Quilting
- Skill level: Beginner, Intermediate
- Machine: ScanNCut, Luminaire, PR1055X
- Audience: Kids, Teacher Gift, Small Business
- Trend keywords: Personalized, Custom, Monogram

Use a mix of:

- Broad tags (Embroidery)
- Specific tags (Monogram Baby Blanket)

PRO TIP

Avoid generic tags like “cute” or “fun”

5. Machine Used

Always Select the Correct Machine

If compatible across machines, note that in description.

Why this matters:

- Helps users filter by machine.
- Inspires others who own the same model.
- Drives machine utilization.
- Supports upgrade curiosity.

6. Linked Design

(If Applicable)

If your project uses a design from Artspira:

- Link it directly.
- Mention design name in description.
- Add tips on resizing, layering, or color swaps.

This increases:

- Design downloads
- App engagement
- Creator visibility

