

# Create Custom Print Pages for your DPW Gallery Website

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## Custom Print Pages for your DPW Gallery Website

Our niche is that DPW only offers natural media, original, fine art for sale, which means you can not post reproductions to DPW.

You can, however, add custom **print pages** to your **DPW Gallery website** where you are welcome to sell **giclées** and other reproductions.

**Important:** One difference between these prints and your fine art, though, is that the prints on your print pages will **only** appear in your DPW Gallery website and not anywhere else in DPW.

### Have DPW Handle the Sale of your Prints or Sell Through Another Site

DPW can handle the sale of your prints using the buyer payment methods you set up, just as with your artworks' Buy Now Links. Or, since most artists rely on a service, such as FineArtAmerica.com or Zazzle.com to produce and sell their prints on demand, you can instead enter a URL to the page on the print on demand website that will handle the ordering

and sale of that print.

*An Example Prints Page*

# CAROL MARINE

Gallery of Art

The Artist

Workshops

Books

Prints

Tutorials

edit page

manage your pages

Genres ▾

Media ▾

Sizes ▾


Price ▾

Orientation ▾


Colors ▾

◀ Search Titles & Keywords


4 reproductions found




Marmelade Cat  
\$200 (reproduction)



Red Truck  
\$10 (reproduction)



A Beautiful Life  
\$100 (reproduction)



Grapefruit Diet  
\$34 (out of stock)

**How many Print Pages can you have?**

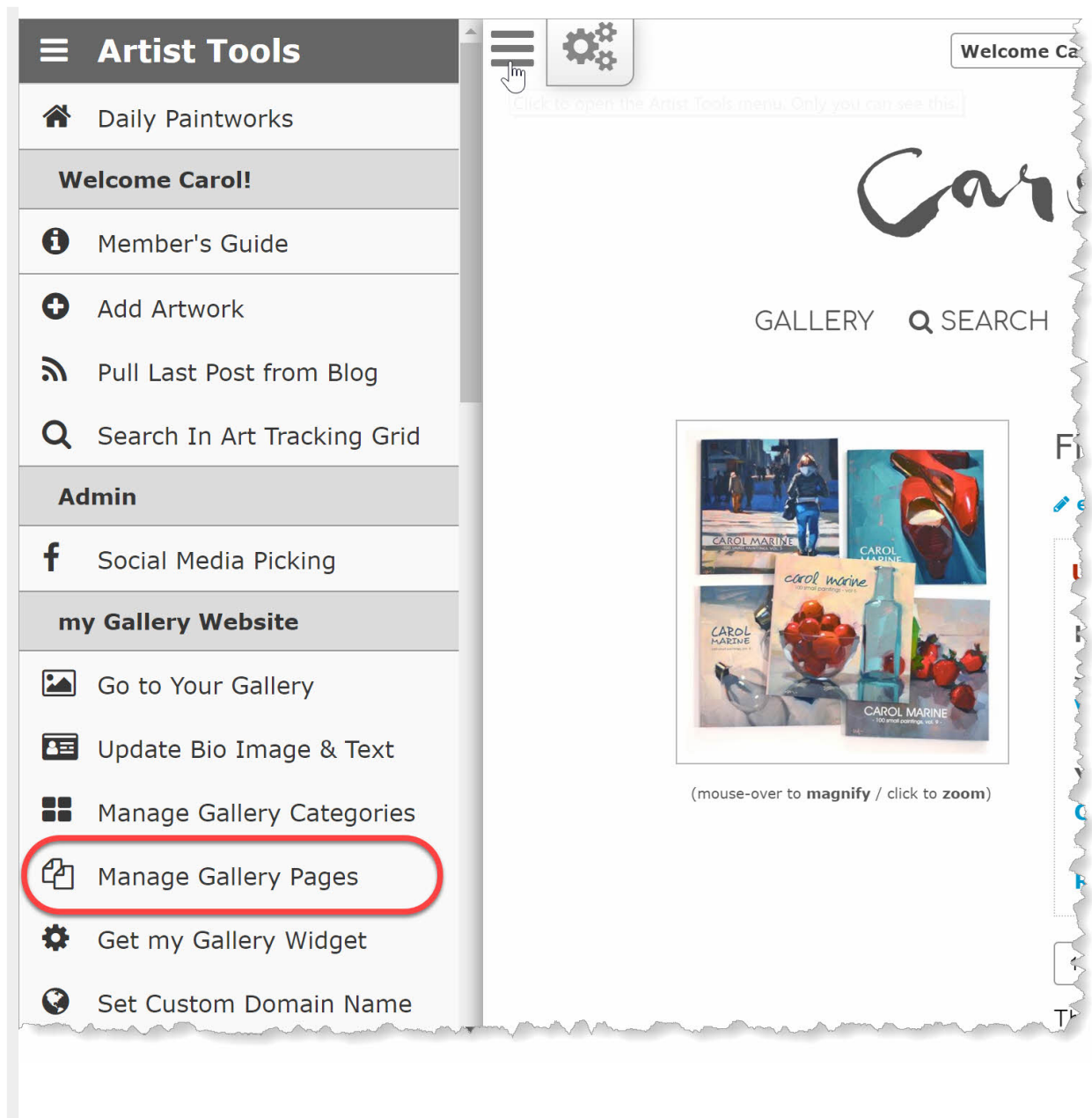
Your custom pages will show up as tabs on your DPW Gallery, along with your **Gallery of**

**Art**, and **The Artist** tabs. You are able to have as many pages as long as the pages' tabs can visually fit at the top of your Gallery.

## How to Manage your Print Pages

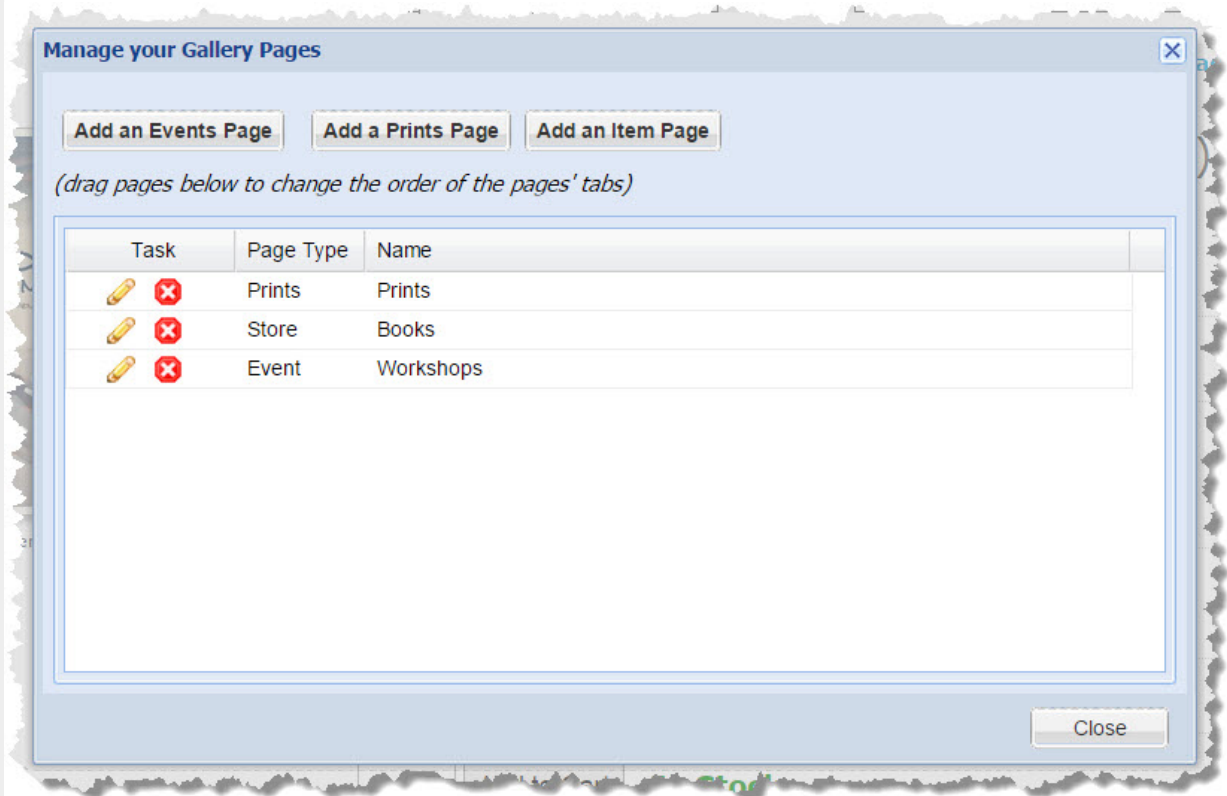
You can manage (create, update, and delete) your pages from your **Artist Tools** slide-out menu. Just click the three line icon in the upper-left of your Gallery, which is visible on a computer or tablet when you are signed into your DPW account.





You can create one page for all your prints, or a separate page for each type of print or subject matter, etc. It is completely up to you on how you organize your pages.

You can also drag and drop the pages in the page list shown below to change the order in which their tabs appear in your Gallery.



Once you have created one or more pages, you can edit any of your custom pages in the **Manage your Gallery Pages** window to edit your page, or edit and delete items on the page. You can also hover your mouse over one of your prints' thumbnails and click the little pencil icon that appears to edit a given print.

You can create one page for all your prints, or a separate page for each type of print. It is completely up to you on how you organize your pages.

## Creating, Updating, and Deleting Prints

Clicking on the pencil icon for a page in the **Pages Management Window** shown above, opens the **Prints Page** window, from where you can create, update, or delete your prints.

You can also drag and drop the prints in the list shown below to rearrange the order they will appear in your print page.



*The Prints Page Window*

Prints Page

Red outlined fields require values. Mouse over the blue and white ? icons next to a field for help.

Prints Page Name \* ?

Prints

Hide ?

☐













Prints

Add a Print

- click on the **Qty On Hand** column to change an item's quantity - no need to save

- drag item rows **to rearrange the items** on your page

- click on a column header **to sort** - click again to sort the other direction

Task	Image	Item Type	Name	Price	Qty On H...
 		PRINT	Marmelade Cat	\$200.00	12
 		PRINT	Red Truck	\$10.00	0
 		PRINT	A Beautiful Life	\$100.00	0
 		PRINT	Grapefruit Diet	\$34.00	0

Save Page

Close

## The Anatomy of a Print

*The Print Create/Edit Window*

The screenshot shows a 'Print' window with the following sections:

- Top Section:** Includes a 'Hide' checkbox, 'Title \*' (Marmelade Cat), 'Item Id' (regerag), 'Image' (Change the image for your print with a 'Browse...' button), 'Price \*' (US \$200.00), 'Track Qty' (checked), and 'Qty On Hand \*' (12).
- Print Info Section:** Contains tabs for 'Print Info', 'Description', and 'Keywords'. Under 'Print Info', there is a 'Genre \*' dropdown (set to 'Figurative'), a 'Describe the Print Media (eg. "Gallery wrapped Giclée") \*' text area (containing 'Giclee'), and 'Height \*', 'Width \*', and 'Size Units \*' fields (set to 2, 2, and inches respectively).
- Selling Method Section:** Contains instructions from DPW, a 'Buy Link URL \*' field (http://www.printplace.com?printId=2342343), a 'Link Text (Buy on Etsy, Buy on Amazon):' dropdown (set to 'Click to Buy'), and an 'Example Link: Click to Buy'.
- Bottom:** 'Save Print' and 'Close' buttons.

## Required Information

A print requires a minimum of six pieces of information:

1. **Title**
2. **Price**
3. **Quantity on Hand** (only if you are tracking quantity - see below)
4. **Genre**
5. **Print Media Description**
6. **Height, Width, and Size Units**

## Hiding your Print

You can check the **Hide** check box when creating or editing an print. Unlike pages, items, and events, prints are not visible to either you or the buyer when hidden.

### **Title**

A short descriptive title. No need to be verbose here, as you have the **Description** field for that.

### **Item Id**

You can enter an optional Item Id, for your own tracking purposes, if you would like.

### **Price**

This is the **Price** of the print, before any shipping and sales tax.

## **Print Media Description**

Use this field to describe the specific nature of your print - whether it is a giclée, if it is on stretched canvas, etc.

## **Description**

Include in the Description = "font-weight: > anything and everything you feel is important to describe your item.

## **Keywords**

Be sure to enter keywords in the keyword tab. As with your fine art, keywords will help buyers search your prints on your print page. Of course, this is only valuable if you have a large number of prints.

## **Image**

A good representative image of your print. Be sure to make your image be at least 600 pixels tall or wide. Larger, up to 1,000 pixels, is best for zooming.

## Quantity Tracking & Quantity On Hand

You do not have to have DPW track your print's **Quantity On Hand**, however if you do, DPW will show the words **out of stock** underneath the print if the quantity on hand is set to zero.

You can change an item's quantity on hand both in the **Print Create/Edit** window or in the print list in the **Print Page** window.

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Online URL: <https://help.dailypaintworks.com/knowledgebase/article.php?id=62>