



## Craft Directory Development 2017 FAQs

The Craft Scotland website has evolved. We have launched our new website to provide you with a more streamlined and user-friendly service, and visually-pleasing website.

One of Craft Scotland's aims is to promote high-quality contemporary craft locally, nationally and internationally. We have made updates to our What's on and Opportunities sections, and also to the Directory. In order to answer any questions you may have about the new Directory, we have collated this list of helpful FAQs.

If you have any other questions regarding these website improvements please get in touch, our friendly team will be happy to help: [hello@craftscotland.org](mailto:hello@craftscotland.org).

## Frequently Asked Questions

### How will the new directory benefit makers?

Makers will benefit from being able to upload multiple images of their collections and tell their personal story to the fullest. This is your opportunity to present your work in the best light and promote your work to a growing audience. The new Craft Directory will also streamline and speed-up applying for Craft Scotland opportunities.

Our current site makes finding makers' contact information quite difficult; the new Craft Directory will have prominent call-to-action boxes signposting visitors to your contact information, your own website and social media sites.

We are significantly improving the search and filter functionality so visitors can easily discover individual makers. This will include more comprehensive tags and filtering. The new Craft Directory will be more closely integrated with the rest of the website so that profiles are tied into workshops, events and projects. We will also more prominently highlight different makers and craft disciplines in a dedicated visual Craft Directory landing page. We will be offering makers who have a Craft Directory profile the opportunity to curate online exhibitions.

### How do I apply for a profile on the directory?

To join the enhanced Craft Directory there will be an application process. Once you have applied, if your profile is successful, you will be subject to an annual fee. To be eligible for the new Craft Directory you must be a professional craft maker living and working in the Scotland. [You can apply here.](#)

### Do I have to apply for a profile every year?

Makers will have to go through the selection process only once. The fee will be paid annually.

In the past, we have struggled to ensure that the current Directory has up-to-date information about makers and their work. This is a frustrating experience for website

visitors and business people looking to contact makers for commissions. Going forward, profiles will be monitored quarterly to ensure that content is kept up-to-date.

### **Why are you charging a fee?**

After much deliberation, Craft Scotland has made the decision to charge a fee for the new Directory in order to support the growth of this platform.

Craft Scotland is publicly funded through Creative Scotland. We use these funds to run a large programme of events in Scotland, the UK and beyond, which support makers in developing a sustainable practice and grows the audience for craft. Our digital communications are central to the support of these offline events. The previous Directory is one of the most popular areas of our website. This upgrade will allow us to create an amazing user experience that showcases the quality of contemporary craft from Scotland to its fullest. Unfortunately, public funding is limited and our grant has stayed the same. Creative Scotland Regularly Funded Organisations like ourselves are required, as part of our grant, to find additional ways to provide our valuable services.

### **What is the fee?**

The annual fee will be £49, which works out at only about £4 a month!

### **Will charging a fee not exclude some makers from your site?**

Creative Scotland's [10 year Arts Strategy](#) focuses on excellence and experimentation. In light of this the Craft Scotland board has made a strategic decision to focus on craft that reflects this vision.

This may mean that some makers who were previously on our Directory (Find Craft) will no longer be eligible. Craft Scotland is committed to supporting makers in their creative and business practice. All makers will still be able to access our other services, including our Maker Community section that includes Opportunities listings and our online Resources for growing your business.

### **How will the new craft directory help me promote my craft?**

Your new profile will benefit from our increased digital marketing of the site in general. We will also launch specific campaigns to promote the new Craft Directory. To support these digital marketing campaigns we will also be running targeted pay-per-click advert campaigns to increase visitors. This update will also allow the new Craft Directory to benefit from increased search engine optimisation.

### **How many visitors does your site currently get and do you have plans to grow this?**

Our overall web traffic for 2016-2017 was 340,000 and with the new site changes we are expecting to grow this by 20%.

### **What will the referral rate to my website be from the new Directory?**

Currently, our total Directory referral rate is 16% for 2016-2017. With the new site developments we anticipate referral growth closer to 20%.