















WHY YOUR TATTOO BUSINESS NEEDS A WEBSITE.

Designed to bring better clients,
less admin and a stronger brand.

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DMS ARE COSTING YOU BOOKINGS.

Instagram was built to keep people scrolling – not to run your business.

DMs ONLY	WITH A WEBSITE
 Miss late-night enquiries	 Capture every lead 24/7
 Chase clients for their info	 Auto-collect via smart form
 Invisible on Google	 Show up in local searches
 Algorithm controls reach	 Your portfolio, your rules
 Deposit disputes – no record	 Policies always visible
 Constant 'how much?' DMs	 Pricing page does the work
 Hard to charge premium rates	 Website = instant credibility

Your work is exceptional.

Your business infrastructure should match.

THE DATA DOES NOT LIE.

How clients actually find and choose tattoo artists.

81%

of people search
Google before
booking a service

3x

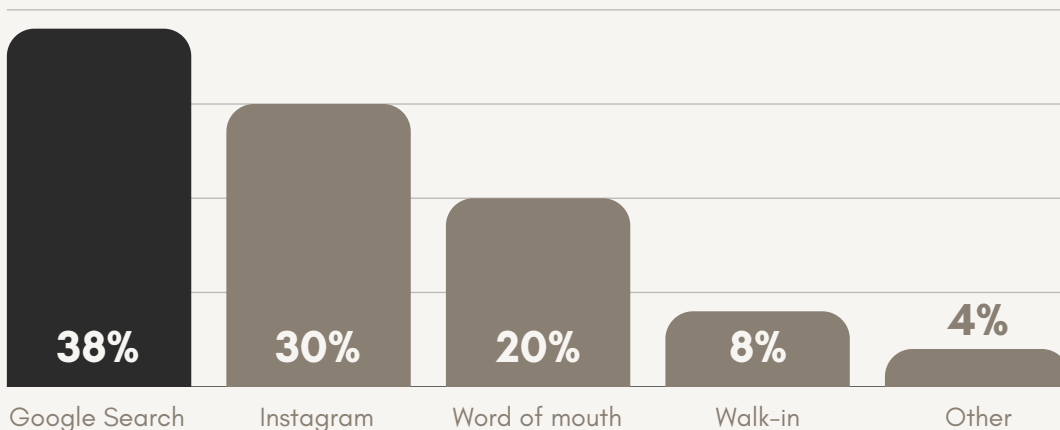
more enquiries for
businesses with a
professional website

46%

of all Google
searches are looking
for local services

Where do new tattoo clients come from?

Source mix for established artists with a website vs. DMs only



** Google Search traffic only applies to artists with a website.
DM-only artists receive 0% of this traffic.*

NOT JUST A WEBSITE — A SYSTEM

Every site is designed to reduce admin, filter clients and grow revenue.

Books Clients While You Sleep

Smart enquiry form captures design, placement, size & budget — before you send a single reply.

Puts You on Google

Your Instagram is invisible on Google. A Wix site with SEO puts you in front of local clients searching right now.

Positions You as Premium

A polished website backs up your pricing. Clients who find you here expect to pay professional rates.

Protects You Legally

Deposit terms, cancellations and booking policy live on your site. Clients can't claim they didn't know.

Filters Timewasters

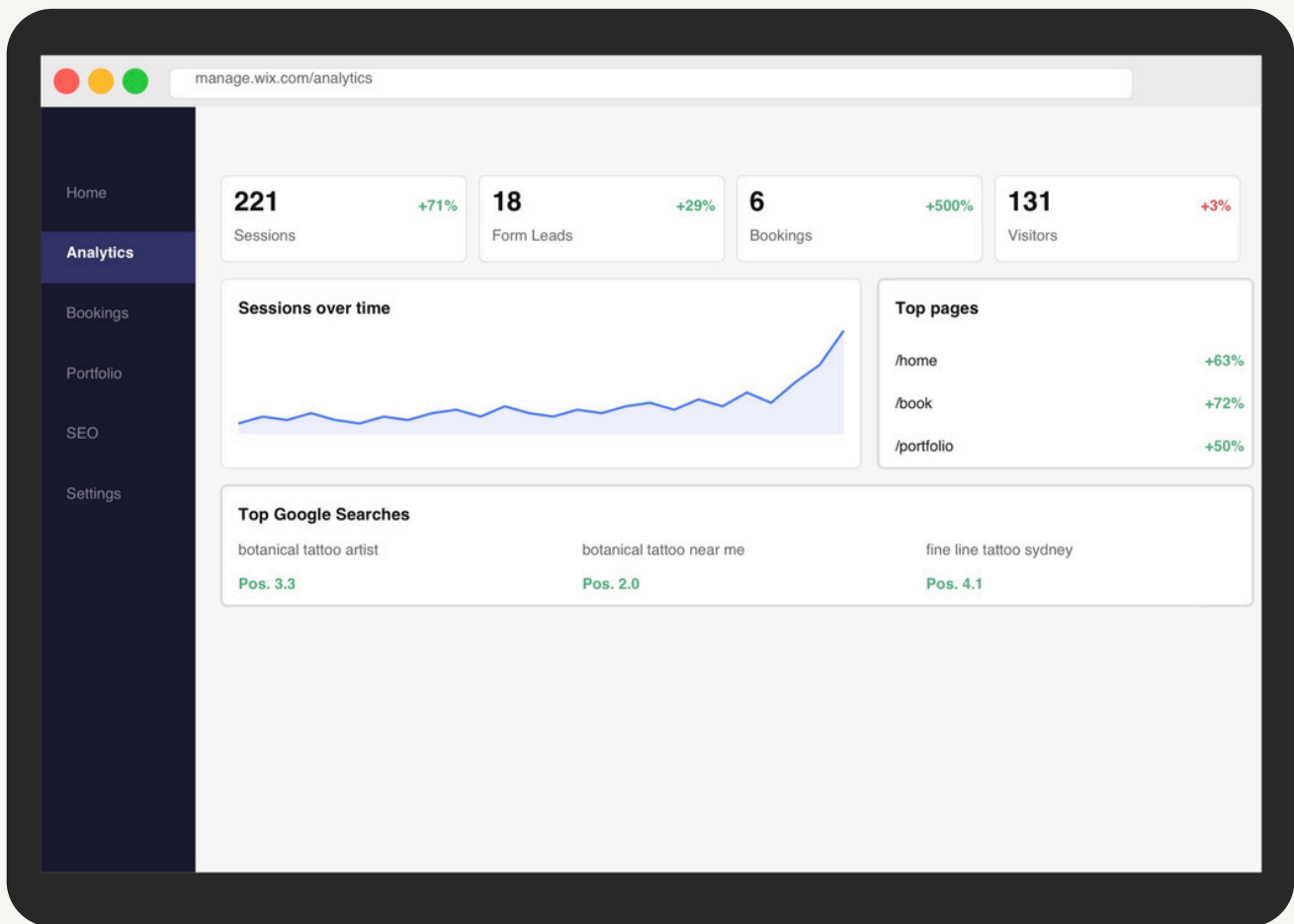
Your FAQ and pricing page answers common questions before anyone reaches out. Only serious clients get through.

Portfolio That Works for You

No algorithm. No competitor ads. Just your work, presented exactly how you want it.

YOUR ENTIRE BUSINESS, VISIBLE AT A GLANCE.

The Wix dashboard shows you exactly what's working — sessions, bookings, SEO, leads.



Real-time visitors

See who's on your site right now

Booking tracking

+500% growth tracked automatically

SEO keywords

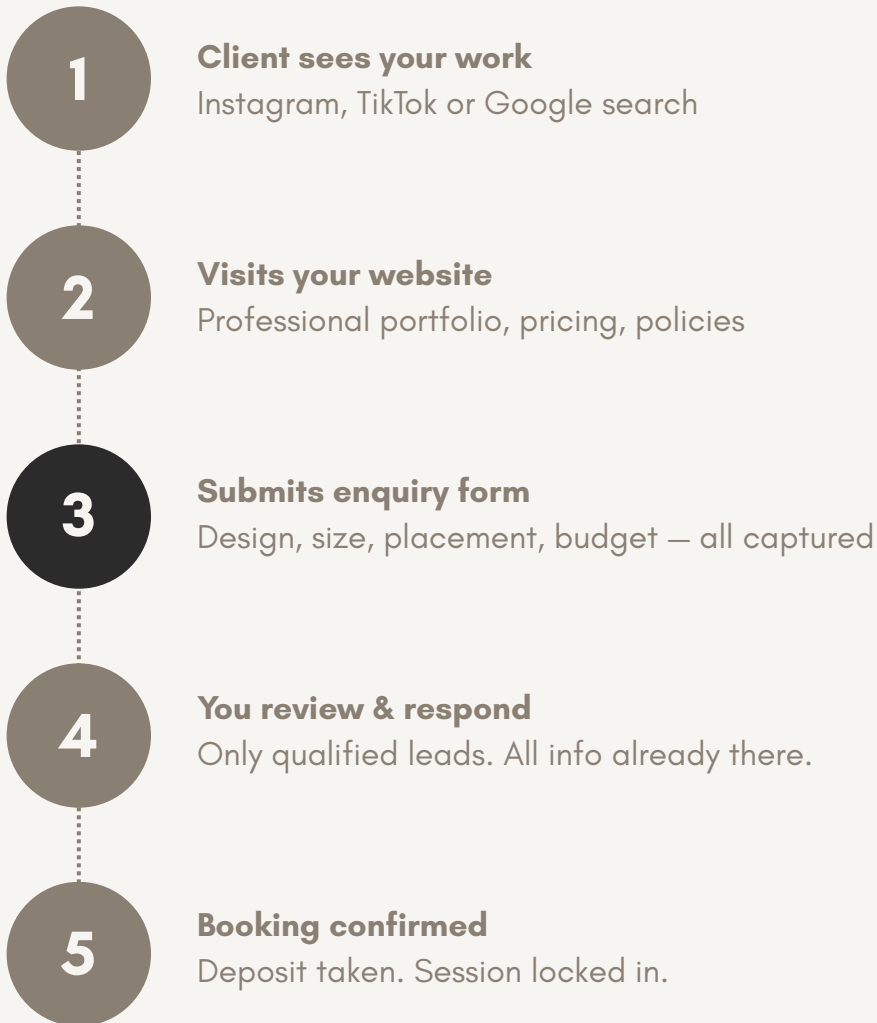
See which Google terms drive clicks

Form submissions

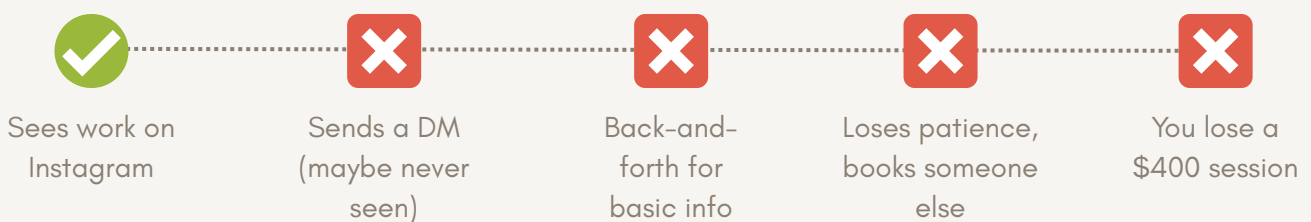
Every lead captured and counted

You can update your site yourself — no developer needed. Ever.

FROM DISCOVERY TO BOOKED — AUTOMATICALLY



Without a website, step 02 breaks the chain:



SIMPLE, **TRANSPARENT** PRICING.

All prices in AUD, exc. GST. 50% deposit to begin, 50% on launch.

STARTER

\$1800_{AUD}

For artists who need a clean, professional online presence

- ✓ 1-3 page website
- ✓ Portfolio layout
- ✓ Basic enquiry form
- ✓ Mobile optimisation
- ✓ Clean, minimal design
- ✓ 30 days support

→ A solid foundation.

MOST POPULAR

ARTIST

\$2800_{AUD}

For artists who want better clients and a smoother booking process

- ✓ Everything in Starter
- ✓ Custom-designed layout
- ✓ Structured booking form
- ✓ FAQ + Aftercare pages
- ✓ Branding polish
- ✓ Basic SEO setup
- ✓ 30 days support

→ Best for most artists.

STUDIO

FROM \$4,500_{AUD}

For studios or established artists ready to scale

- ✓ Everything in Artist
- ✓ Multi-artist setup
- ✓ Advanced booking flow
- ✓ Deposit/payment integration
- ✓ Merch or shop integration
- ✓ 30 days support

→ Enquire for custom build.

PACKAGE **ADD-ONS**

OPTIONAL

All prices in AUD, exc. GST. 50% deposit to begin, 50% on launch.

FULL BOOKING SYSTEM SETUP

\$300-\$800_{AUD}

COPYRIGHT HELP

\$300-\$700_{AUD}

ONGOING SUPPORT

\$80/HOUR_{AUD}

EXTENSIVE SEO SETUP

\$300-\$800_{AUD}

ARTISTS PHOTOGRAPHY

\$300-\$400_{AUD}

SHOP/MERCH SETUP

\$300-700_{AUD}

Ask me about add-ons if you have any questions.

WHY WORK WITH ME

I've been on both sides of the chair.

Which means I know exactly what you need - and what you don't.

8+ years as a graphic designer.

7+ years as a tattoo artist.

My own Wix site at krinkink.com.

I didn't come to this from a marketing agency. I came from the same place you're in — building a client base through Instagram, fielding the same repetitive DMs, trying to figure out how to charge what my work is actually worth.

I built my own website, watched my enquiry **quality** improve immediately, and started showing up on **Google** for searches like "botanical tattoo artist Sydney." Now I build the same system for other artists.

I understand your industry because I work in it. I speak your language, I know what clients want to see, and I'm not going to build you something generic.

Position 2.0

on Google for "botanical tattoos near me" — within weeks of launch

+500%

bookings tracked through the site in the last 30 days

16 enquiry forms

submitted in a single month — all qualified, all with design info already attached

101 visits to the booking page

people aren't just browsing, they're ready to commit

*You're not hiring a web agency.
You're hiring a tattoo artist who also builds websites.*

READY TO STOP LOSING BOOKINGS TO YOUR INBOX?

Book a free 30-minute strategy call. No obligation.

1. Book a free strategy call

No pressure, no pitch. Just a conversation about your goals.

2. We audit your online presence

We review what you have and recommend the right package.

3. Complete the client brief

A 20-minute questionnaire so we can build something right.

4. We build & launch

Your site is live in 3 - 4 weeks on Wix.

Let's talk.

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www.krinkink.com