

# Why Link-Building Matters for Story-Driven Artists

The SEO Advantage for Unique Artist Brands:

Jason's powerful backstory (USAF → artist) is link-worthy by itself – media loves transformative narratives.

Backlinks from art + military + lifestyle sites = broader audience reach (collectors, design firms, veterans).

Google ranks pages with authority links higher for searches like "fine art photography that tells a story."

Key Insight: Jason doesn't just sell photos—he sells stillness, transformation, and "comfortable isolation." Link-building should mirror this uniqueness.

## Where Artists With Powerful Stories Get Links

### **Perfect Targets for Jason Matias:**

- ✓ Military/Veteran Publications (Task & Purpose, Military Times) → "Veteran-turned-artist" features.
- ✓ Luxury Interior Design Blogs (Design Milk, Dwell) → "Art that transforms spaces."
- ✓ Psychology & Mindfulness Sites (The Mindful Word) → "Art as a tool for stillness."
- ✓ Adventure/Travel Journals (Cereal, Sidetracked) → Tie to locations he's lived (Alaska, Hawaii).
- ✓ High-End Photography Magazines (Aperture, LensCulture) → Technical + artistic angles.

### **Google Searches:**

"veteran artist interview" + "submit"

"mindfulness in photography" + "guest post"

Leverage His Locations:

"Washington art photographer" + "feature" → Local press in past/current homes.

## Crafting a Pitch That Editors Can't Ignore

Jason's Example Pitch to a Design Blog:

Subject: Photography That Turns Walls Into Portals – For [Blog Name]?

Body:

Hi [First Name],

I'm Jason Matias—an ex-USAF bomb builder turned fine art photographer. After a decade in extremes (Alaska to Nevada), I now create work about stillness. My collectors often say my pieces feel like "portals" to quieter places—which made me think of [Blog Name]'s focus on [mention a specific post about art/design].

I'd love to contribute a guest piece or interview on:

How military precision informs my creative process

Curating art for spaces that need breathing room

The storytelling behind my 1-of-1 series [link to series]

Here's my portfolio: [URL]. If this resonates, I'd be thrilled to collaborate. Either way, keep up the incredible work at [Blog Name].

Best,

Jason Matias

Ex-bomb builder, artist, believer in walls that move you

[Website] | Instagram: @[Handle]

### **Why This Works:**

- ✓ Lead with story – Editors want compelling narratives.
- ✓ Tailor the angle – Design blogs care about art in spaces; veteran sites want transformation tales.
- ✓ Include specific hooks – "Portals," "military precision," "1-of-1" intrigue.

## Turning Links Into Opportunities

### **After Publication:**

Repurpose the link: Add to a "Press" page with quotes like "Featured in [Outlet]".

Boost on social: Tag the outlet + say, "Grateful to share my journey with [@Outlet]—read how bombs led to stillness [link]."

Piggyback on momentum: Pitch podcasts ("I was recently featured in [X] discussing Y—would your audience value a deeper dive?").

**Pro Tip:** Use Google Alerts for "Jason Matias art" to catch unlinked mentions (then politely ask for a link).

## Homework Assignment

Find 1 niche site (design, military, OR mindfulness) that fits Jason's brand.

Draft 1 pitch using his "story-first" template.

Bonus: Find a podcast discussing veteran artists or photography philosophy.

Final Thought: Your art has a story. Link-building is how the world discovers it beyond Instagram's algorithm.

## For the overachievers:

### How to write an "About" page that attracts backlinks naturally.

(For Artists Like Jason Matias Who Want Their Story to Work for Them 24/7)

Why This Matters:

Most artist "About" pages are boring bios. Yours should be a link-worthy asset—so compelling that journalists, bloggers, and curators want to reference it. Here's how Jason (and you) can turn a standard page into a backlink magnet.

### Step 1: Structure Your "About" Page Like a Feature Article

**Bad:** "Jason is a photographer based in Arizona. He likes light and shadows."

Link-Worthy:

**Good:**

"From Building Bombs to Building Stillness: The Unlikely Journey of Jason Matias"

Key Sections to Include:

**The Hook (Your "Why")**

"After 10 years in the U.S. Air Force as a bomb technician, I traded destruction for creation. Now, I use the same precision that once armed weapons to frame moments of quietude."

Why it attracts links: Unique angles (military-to-artist transitions) get cited by veteran blogs, psychology sites, and creativity podcasts.

### **The Artistic Philosophy**

"I call my style 'comfortable isolation'—a term collectors often say mirrors their own need for spaces that feel both expansive and intimate."

Why it attracts links: Thought-provoking definitions (like "comfortable isolation") get quoted in art criticism roundups.

### **The Process**

"Each piece begins with hours of waiting—for light, for silence, for the scene to reveal its story. The result isn't just a photograph; it's a curated experience."

Why it attracts links: Process-driven content gets linked by educational sites (e.g., "How Artists Work" features).

### **Press & Recognition**

"Featured in [X], [Y], and [Z]. For interviews or speaking inquiries, contact [email]."

Why it attracts links: Shows authority; journalists use this as a quick reference for credentials.

## **Step 2: Optimize for "Earned" Backlinks**

### **Tactic 1: Create quotable soundbites**

"Art should shift the energy of a room the moment you walk in."

"I don't take photographs—I build portals to stillness."

How it works: These lines get copied into articles (with a link to your site as the source).

### **Tactic 2: Embed Linkable Assets**

A "Press Kit" section with:

High-res images of your work (labeled "Courtesy of Jason Matias Fine Art").

A downloadable artist statement (PDFs get linked by student researchers).

A "Featured In" logo wall → Blogs want to be added to it (and will link to you first).

### Tactic 3: Pitch Your Page Directly

#### Step 3: Promote Like a Pro

Social media: "My 'About' page tells the full story—from bombs to breathwork. Read it here: [link]." (Journalists scour Twitter/IG for story leads.)

Newsletter: "A collector told me my 'About' page gave them chills. Does yours pass the test?"

#### Jason's "About" Page Checklist for Backlinks

- ✓ Headline: Provocative, not generic ("Artist" → "Ex-Bomb Technician Turned Visual Storyteller").
- ✓ Sections: Hook, philosophy, process, press.
- ✓ Quotables: 3+ standout lines that beg to be referenced.
- ✓ Assets: Press kit + high-res images.
- ✓ CTA: "For interviews, contact [email]." (Makes you linkable in reporter deadlines.)

### The Lazy Artist's Link-Building Hack

(Because even overachievers need shortcuts sometimes...)

Next time Jason publishes a new series (e.g., "Desert Stillness"), he can:

#### Email 3 past collectors with:

"I thought you'd appreciate this new work—it made me recall why you connected with [piece they own]. If it moves you, I'd be honored if you shared it with one person who needs more stillness in their life."

(Some will post it... and their designer/architect friends might link to it.)

#### Update his Instagram bio with:

"Ex-bomb builder → artist. My work quiets rooms. [Link to 'About' page]"  
(Journalists often mine IG bios for story leads + links.)