



GET FOUND BY AI

THE ONE EVENING SETUP FOR
TATTOOERS



A free guide from Bonehead Digital · @boneheadtattoomarketing · boneheaddigital.com

WHY BOTHER

First, the obvious thing. AI art is theft. This isn't about that.

This is about your clients. They're starting to use AI to research who to book, and most of them aren't even doing it on purpose. Some open ChatGPT and ask straight out. But even the ones who just Google it now get an AI answer as the first thing on the page. Not the top ranked website. Not the paid ads. A written answer, above all the links.

Here's the problem. AI barely reads your Instagram. It can technically see it exists, but when it's deciding who to recommend, it leans on the sources it can properly read: Google Business profiles, websites, text. Your grid full of sick work carries almost no weight next to one boring page that says your style and your city in words.

Ask me if a solo artist needs a website and for the last few years my answer was no. (Studios are a different conversation.) Nobody found their artist by Googling. Unless they wanted a tattoo that day and searched for the closest open studio, discovery happened on Instagram.

That's exactly why this is an opportunity now. Almost nobody in tattooing has set this up, and the machines don't care who spent years and thousands of dollars on SEO (SEO is the industry of trying to rank higher on Google). They care who they can read. Being readable today puts you ahead of artists with twice your following.

The fix is small. Three things:

1. Your own domain name
2. One page on that domain that says who you are, your style, your city, and how to book
3. A Google Business Profile, filled out properly

Then Step 4 is telling Google and Bing those things exist, and Step 5 is checking it worked two weeks later.

You don't need to learn SEO, start a blog, or pay a web guy. The whole thing costs about \$30 USD a year, paid straight to the two services involved. This is a setup, not a project.

THE PLAN

Step	What	Cost	Time	Done when
1	Buy your domain	~\$11 USD a year	10 min	Domain in your account
2	Build one page on Carrd	\$19 USD a year	60 to 90 min	Page loads at your domain
3	Google Business Profile	Free	30 min	Profile shows Verified
4	Tell Google and Bing	Free	15 min	Indexing requested on both
5	Check it worked	Free	5 min	Two weeks after Step 4

Do it in one evening, or one step a night. Step 1 has to happen before Step 2. Step 3 can happen any time once your description is written in Step 2.

Before you start: put 10 photos of healed work in your main style into one folder. You'll use them in Step 2 and again in Step 3, and it saves digging through your camera roll twice.

STEP 1: BUY YOUR DOMAIN

ABOUT \$11 USD A YEAR. 10 MINUTES.

Your domain is your address on the internet. yourname.com. Own it, and it's yours regardless of what happens to Instagram, Carrd, or anything else.

Already own a domain? Skip to Step 2. **Already have an account with a registrar like Namecheap or GoDaddy?** (A registrar is just a company that sells domains.) Buy it there instead, the steps are the same.

The screenshot shows the Porkbun website interface. At the top, a search bar contains 'thebesttattooer.com'. Below the search bar, there are links for 'AI Search', 'Auction Search', and 'Marketplace Search'. A 'Brand Starter Pack' promotion is displayed, offering a \$2.53 discount on 'thebesttattooer.com' and 'thebesttattooer.net' for \$21.07. The main section shows a list of domain suggestions for '.COM', '.ORG', and '.NZ'. The first suggestion is 'thebesttattooer.com' at \$11.08/year. Other suggestions include 'thetattooer.best' at \$1.73/year, 'thebestertattoo.com' at \$2.06/year, 'thebesttattooer.xyz' at \$2.04/year, and 'thebesttattooer.inc' at \$257.98/year. Each suggestion has a '1st Year Sale!' badge and a red plus sign to add it to the cart.

Domain	Price / Year	Renewal Price
thebesttattooer.com	\$11.08	\$11.08
thetattooer.best	\$1.73	\$23.03
thebestertattoo.com	\$2.06	\$31.41
thebesttattooer.xyz	\$2.04	\$12.98
thebesttattooer.inc	\$257.98	\$2060.25

Porkbun search result showing .com available

DO THIS

1. Go to **porkbun.com**. It's usually the cheapest, there's no upsell nonsense, and it's one of the registrars Carrd (the site builder in Step 2) works best with, so connecting the two is painless.
2. Search for a name. Best options, in order:
 - **Your name or artist name:** captainsick.com
 - **Your Instagram handle:** if people already know you as @capt.sick.tattoos, capsicktattoos.com makes complete sense. It's what clients would guess.
 - **Name taken? Add "tattoo":** captainsicktattoo.com. No numbers, no hyphens. They look spammy and nobody can say them out loud.
3. Pick the ending:

- **.com** if it's available. Always first choice. It's what people type on autopilot, and it has zero paperwork.
 - **.tattoo** exists and is fine, slightly pricier.
 - **Country endings (.co.nz, .co.uk, .com.au)** are fine if you only ever work in that country, but some come with homework. .co.nz and .co.uk are open to anyone. .com.au needs an Australian business number (ABN), and plain .au needs the same (an ABN, or Australian citizenship or residency). If you don't want to deal with any of that, get the .com.
 - Skip anything weird (.xyz, .site, .online). Looks like spam to people and to filters.
4. Buy one year. Auto-renew is on by default, leave it on and keep your card current. Losing a domain because a card expired is a pain you don't need.
5. **Privacy, quickly.** Domain ownership goes into a public record with your name on it. On a .com at Porkbun, yours is hidden for free and automatically, nothing to do and nothing to pay. Country endings play by their own rules (Australian domain ownership is always public, for example), so if you're a home studio and don't want your address findable, just register the domain with your studio's address or a PO box. (That's fine for a domain. Google is stricter about PO boxes, more on that in Step 3.) Beyond that, don't overthink it. This is a one page website, not a bank.

Do not buy hosting, email, SSL, site builder add-ons or anything else the checkout offers. Carrd handles the hosting and the security padlock in Step 2. You need the domain only.

Done when the domain shows in your Porkbun account.

STEP 2: BUILD THE PAGE ON CARRD

\$19 USD A YEAR. 60 TO 90 MINUTES.

Quick model of how this works, because you're about to pay two companies for one website. The domain (Step 1) is the address. Carrd hosts the actual page. Two lines of settings, added in a minute, point the address at the page. That's the whole setup.

Carrd is built for one page sites. Simple, fast, and Google reads it cleanly. You need the **Pro Standard** plan (\$19 a year) to use your own domain. The free plan (and the \$9 Pro Lite) can't connect one, you get a shared Carrd web address instead, which misses the point: an address you don't own, shared with thousands of other pages. The whole play is owning yours.

Want a proper multi-page website instead? Squarespace, Wix and the rest are still great, and if you want a full portfolio site one day, go for it. This guide uses Carrd because it's the cheap, build-it-in-a-night version that still ticks every box a machine reads. You can always upgrade later, the domain moves with you.

WHAT GOES ON THE PAGE

Keep it short. The page has two jobs: tell a human how to book you, and tell a machine who you are in words.

- **Headline:** your name
- **One line under it:** "[Style] tattoo artist in [city]"
- **A short paragraph** about you. Template below.
- **4 to 8 healed photos** from your folder. Not 40.
- **How booking works.** One or two lines. "DMs open on Instagram", "Email me with your idea, placement and size". Whatever is true.
- **Pricing, even roughly.** "Day rate from \$X" or "Minimum \$X". Optional, but AI tools love concrete facts and it filters out people who were never going to book.
- **Buttons:** Instagram, email or booking form, and (once Step 3 is done) your Google listing. That's the lot.

Everything as real text, not text baked into images. Machines don't read images of words.

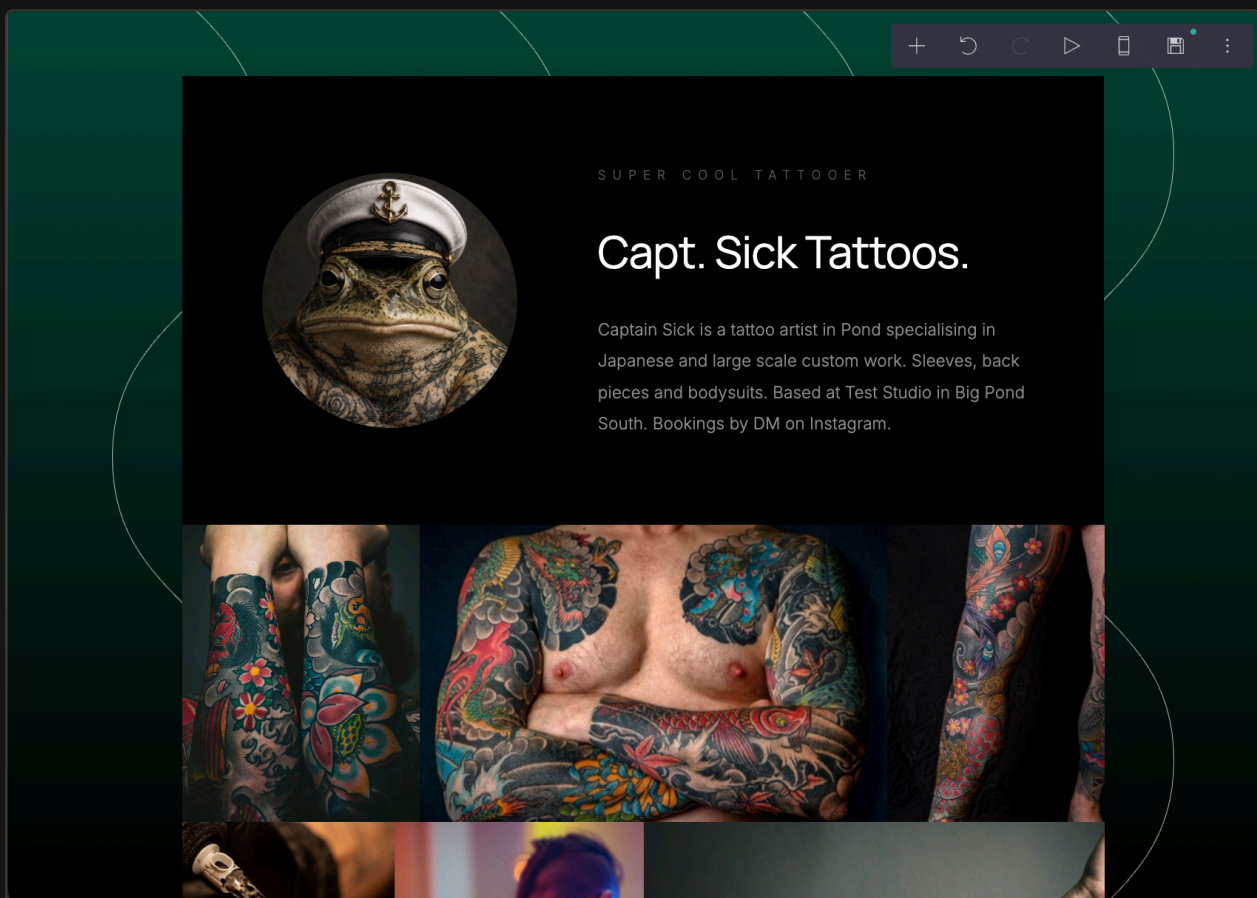
The description. This is the paragraph AI actually reads, so your style and your city go in as actual words. Template:

[Name] is a tattoo artist in [city] specialising in [style] and [style]. [One line on what you're known for, e.g. large scale custom work, bold traditional, fine line script]. Based at [studio name] in [suburb]. Bookings by DM on Instagram.

Filled in:

Captain Sick is a tattoo artist in Pond specialising in Japanese and large scale custom work. Sleeves, back pieces and bodysuits. Based at Test Studio in Big Pond South. Bookings by DM on Instagram.

And here's the cheat code. You're writing this to be understood by AI, so get AI to write it. Open ChatGPT and ask: "Write a short description for a tattoo artist's website that would show up when someone asks who the best Japanese tattoo artist in Pond is." Yes, it feels ridiculous. It's also exactly the point of the exercise. Put your own spin on what it gives you so it still sounds like you, keep it to two to four lines, and use the same text everywhere (here and on your Google profile in Step 3). Matching text tells Google it's all the same person, which makes both stronger.



Example of a finished one page Carrd site

Taking enquiries through a form? Three options:

- **Carrd's built-in form** is included in Pro Standard. Add a Form element, submissions arrive by email. One catch: those emails come from @mail.carrd.site and love the spam folder, so send yourself a test and mark it Not Spam.

- **Google Forms** is free and unlimited. Build the form there, link it from a button.
- **Jotform** looks slicker, but the free plan stops accepting responses after 100 a month. Fine until the month it isn't.

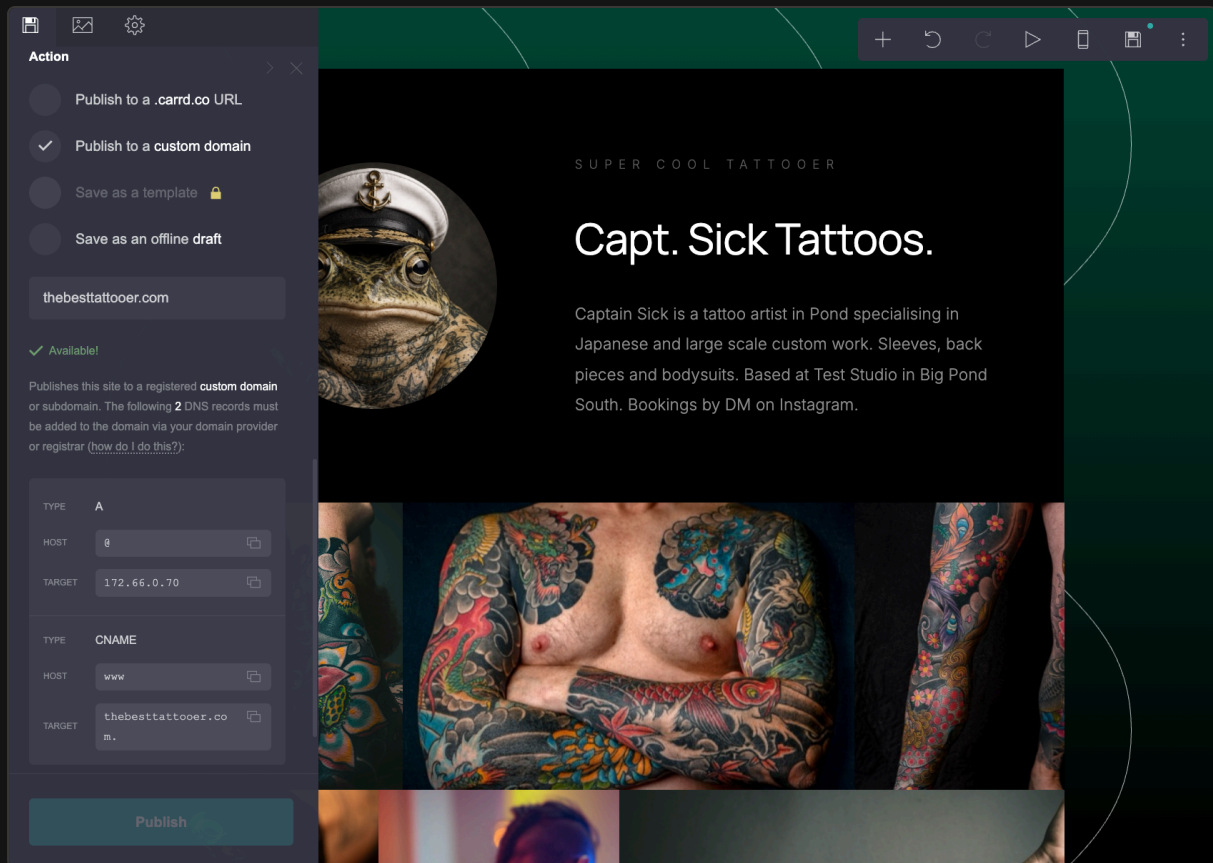
If in doubt, Carrd's own form. Fewest moving parts.

DO THIS

1. Go to **carrd.com**, make an account, and upgrade to Pro Standard. There's a 7 day free trial, no card needed. If you're spreading this guide over a few weeks, just pay the \$19 up front so the trial doesn't expire mid-build.
2. Click "New site" and pick a template. Two sections are worth looking at:
 - **Profile** templates: a photo, a short description, and buttons. Quickest option.
 - **Portfolio** templates: the same thing with room for a few more tattoo photos.

Either works. Don't spend an hour picking.

3. Replace the template's headline and text with yours from the list above.
4. Upload your photos.
5. Add your buttons (and your form, if you're using one).
6. Click the **Publish** icon in the toolbar (top right, looks like an old save/floppy icon). A panel opens on the left with tabs along the top.
7. On the tab with the **gear icon**:
 - **Title:** "[Your name] | [Style] Tattoo Artist in [City]", e.g. "Capt. Sick Tattoos | Japanese Tattoo Artist in Pond". The title is the first thing Google shows in results and the first thing AI reads, so your style and city go here too.
 - **Description:** your two line description again.
8. Back on the first tab (labelled **Action**): choose **Publish to a custom domain** and type your domain. It should say "Available!" underneath.
9. Carrd then shows you exactly 2 settings lines to copy over to Porkbun. These are DNS records: the settings that point your address at your page. You're copying two lines into a form, you don't need to understand them. **Copy them from Carrd's panel, not from anywhere else.** They're specific to Carrd and can change over time, which is why this guide doesn't print them.



Carrd publish panel, custom domain and DNS records

10. Open Porkbun in another tab. Account, then **Domain Management**, click your domain, then the edit icon next to **DNS Records**.
11. Porkbun pre-loads a couple of records pointing your new domain at their placeholder page (they mention pixie.porkbun.com). Delete everything already in the list. Nothing in there matters yet, you only just bought it, and Porkbun's own help pages say to delete them.
12. Add Carrd's two records. Porkbun's form says **Type / Host / Answer**: Type is A or CNAME, and **Answer is what Carrd calls the target or value**. For Host: where Carrd shows @, leave Porkbun's Host box blank (blank is Porkbun's way of writing @). For the CNAME, Host is www. If there's a TTL box, leave it as it is. If the two panels don't seem to match up, Porkbun's Carrd guide below shows the exact screens side by side.
13. Back in Carrd, click Publish. Then wait. Usually 10 to 60 minutes, sometimes a few hours. Carrd sets up the security padlock (HTTPS) automatically once the domain connects, nothing to buy or set up. This is a fine place to stop for the night.
14. Open your domain in a browser and check it loads. If it doesn't after a few hours, try a private window first (your browser may be showing you a stale copy), then recheck step 12 against what Carrd shows.

Done when your page loads at your own domain.

Stuck on the DNS bit? One page each, with screenshots:

- Porkbun's guide for exactly this: kb.porkbun.com/article/252-how-to-connect-domain-to-carrd

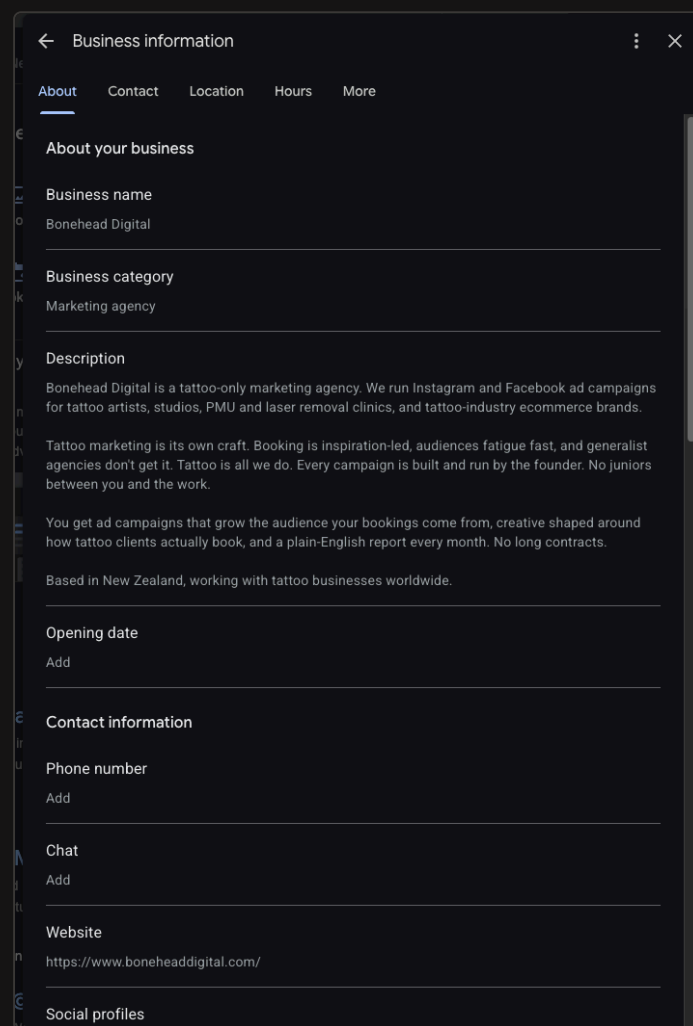
- Carrd's version: carrd.com/docs/sites/using-a-custom-domain
- Editing DNS records on Porkbun generally: kb.porkbun.com/article/68-how-to-edit-dns-records

STEP 3: GOOGLE BUSINESS PROFILE

FREE. ABOUT 30 MINUTES.

This is the single most useful thing in this guide. When anyone, human or AI, asks "tattoo artist near me" or "best tattoo artist in [city]", Google's map listings are what gets pulled. ChatGPT, Google's AI and the rest all lean on these.

Most artists either don't have one, or have one with no photos and no description. Easy to beat.

The image shows a mobile app interface for a Google Business Profile. At the top, there's a header with a back arrow, the title 'Business information', and a close button. Below this is a horizontal menu with tabs: 'About' (selected), 'Contact', 'Location', 'Hours', and 'More'. The main content area is titled 'About your business' and contains several sections: 'Business name' with the value 'Bonehead Digital'; 'Business category' with the value 'Marketing agency'; 'Description' with a detailed paragraph about the agency's services; 'Opening date' with a placeholder 'Add'; 'Contact information' with a placeholder 'Add'; 'Chat' with a placeholder 'Add'; 'Website' with the URL 'https://www.boneheaddigital.com/'; and 'Social profiles' which is currently empty.

GBP dashboard with description and category filled in

DO THIS

1. Go to google.com/business and sign in with a Google account. Use one you'll still have access to in five years, not a shared studio account (unless it's your studio).
2. Search for your business name. If a profile already exists (Google sometimes makes them automatically), claim it. If not, click "Add your business".

3. **Business name:** your name or your artist name, exactly as people know you. Don't stuff it with keywords and don't add the studio's name if you're setting up your own artist profile. "Capt. Sick Tattoos" is right. "Captain Sick Japanese Large Scale Tattoo Artist Pond" gets profiles suspended.
4. **Category:** "Tattoo artist" if you're a solo artist. "Tattoo shop" if it's a studio.
5. **Location.** Three situations:
 - **You own or run the studio:** use the studio address. Show it.
 - **You work from someone else's studio:** you can still have your own profile at the studio address. Google allows individual artists inside a business to have their own listing, as long as you take clients there and the profile is under your name, not the studio's.
 - **Private or home studio and you don't want the address public:** when Google asks if you have a location customers can visit, say no, then set your city as your service area. The address stays hidden. Google still needs a real one to verify you're real, but it's never shown on your listing. No PO boxes, Google rejects them.
6. **Description:** the same two to four lines you wrote for your page in Step 2. Reusing it is the point, matching text across your page and your profile tells Google they're the same person.
7. **Photos:** 6 to 10 healed pieces from the folder you made earlier, plus one of you or your station. Healed beats fresh here, because this is what a comparing client judges.
8. **Website:** your domain from Step 1. **Booking link:** your Instagram, booking form, or email. Whatever you actually use.
9. **Verify.** Google picks the method for you: phone, email, a video recording of your workspace, a live video call, or sometimes a postcard. The video option means showing your workspace and something official with your name or business name on it. A business card, licence, or mail addressed to you at the studio all count. Do it straight away, unverified profiles don't show up anywhere.

Done when your profile says Verified. If Google makes you wait (a postcard can take two weeks), don't stall. Step 4 doesn't need this profile, keep going.

AFTER IT'S LIVE

- Ask your next five clients to leave a Google review. Reviews are the strongest local signal there is, and most artists have zero.
- Post to it once a month. A healed piece, books open, a flash day. 30 seconds in the app.

Stuck? Google's own setup guide: support.google.com/business/answer/2911778

STEP 4: TELL GOOGLE AND BING IT EXISTS

FREE. 15 MINUTES.

This is the step everyone skips, and it's why new sites sit invisible for months.

Google finds new pages by following links from other pages. A brand new one pager with no links pointing at it can take weeks to get noticed on its own. So you tell them directly.

Why Bing too? ChatGPT's search leans heavily on Bing's index (an index is just a search engine's list of pages it has read). If Bing hasn't read your page, ChatGPT mostly can't find it. Nobody tells artists this.

GOOGLE SEARCH CONSOLE

1. Go to **search.google.com/search-console** and sign in with the same Google account as your Business Profile, so everything lives under one login. The Bing step in a minute uses it too.
2. Click "Add property" (property just means your site). Choose the **Domain** option on the left, not URL prefix. Domain covers every version of your address (www and not, http and https) in one go.
3. Google shows you a TXT record: one more line for the same Porkbun DNS screen as before. It's how you prove the domain is yours.
4. In Porkbun DNS, add a record. Type: **TXT**. Host: leave blank. Answer: paste the long google-site-verification code. Save.
5. Back in Search Console, click Verify. If it fails, wait 20 minutes and try again. DNS changes are slow to spread, occasionally up to a day.
6. Once verified, paste your full address (<https://yourdomain.com>) into the search bar at the top of Search Console (not regular Google). It'll say "URL is not on Google". Click **Request indexing**. That's you asking Google to come read the page, and it usually does within a day or two.

BING WEBMASTER TOOLS

1. Go to **bing.com/webmasters** and sign in. A Microsoft, Google or Facebook account all work, use the Google one.
2. Choose **Import from Google Search Console**. Sign in with the same Google account, tick your domain, click Import. Because Google already verified you, Bing

skips its own checks.

3. Open your site there, go to **URL Submission** in the left menu, paste your homepage address, submit.

LINK IT ALL TOGETHER

1. Put your domain in your Instagram bio link (or your link page if you use one).
2. Add it to your Facebook page if you have one.
3. Double-check it's in your Google Business Profile's website field from Step 3.

Every link pointing at the page is another road in, and another signal it's real.

Done when Search Console shows Verified and you've requested indexing on both.

Stuck?

- Verifying your domain with Google:
support.google.com/webmasters/answer/9008080
- The Request indexing tool: **support.google.com/webmasters/answer/9012289**
- Bing's import: search "Bing Webmaster import from Search Console"

STEP 5: CHECK IT WORKED

TWO WEEKS AFTER STEP 4. 5 MINUTES.

1. Type **site:yourdomain.com** into Google, no spaces. That search trick shows only pages from your domain, so it's a straight yes or no on whether Google has read yours.
2. Same search on [bing.com](https://www.bing.com).
3. Ask ChatGPT, with web search on (it'll say when it's searching), "who does [your style] tattoos in [your city]?" You may not show up yet. That's normal. Findable comes first, recommended comes with reviews and time.
4. Google your name plus tattoo. Your Business Profile should sit on the right on desktop, top on a phone.

If the site isn't on Google after two weeks: Search Console, paste your address in the top bar again, and look at the reason. "Discovered, currently not indexed" means Google knows it exists but hasn't read it yet. Hit Request indexing again and give it another week.

THE CHECKLIST

Come back to this any time:

- Domain bought, auto-renew on
- One page live at your domain, style and city written in real text
- Google Business Profile live, verified, photos and description on it
- Google Search Console verified, indexing requested
- Bing imported, URL submitted
- Domain in your Instagram bio, Facebook and Google profile
- Two weeks later: `site:yourdomain.com` shows your page

THEN LEAVE IT ALONE

That's the whole thing. One domain, one page, one profile.

You don't need to touch the website again unless you move cities or change how you book. Update the Business Profile when you post a new healed piece or open your books, that's the one that keeps working for you.

Here's the closing thought. Years of SEO money is about to matter less than one readable page, because the machines answering "who should tattoo me" don't rank, they read. Your work already speaks for itself to humans. This is just making sure the machines get told too.

Most artists won't bother for years. That's the head start.

Bonehead Digital runs Meta ads for tattoo artists and studios. Getting found is this guide. Getting seen, putting your work in front of the people in your city who are already into your style, is what we do. @boneheadtattoomarketing