

Features	Competitors			Schmartian Arts	
	Zoebys Custom Creations	Pet-Picasso Designs	Paintru		Purr & Mutt
Custom art portraits	Pet portraits - caricature paintings	Custom pet portraits - realistic paintings	Custom paintings and pet portraits	Custom pet portraits - digital photo manipulation	Custom pet portraits to start
Different styles & style guide	Caricatures only	Realism only	Realism, decor, abstract, landscape, portraiture	Renaissance, minimalism, and more	Animal crossing, realism
Different mediums	Canvas, shells, planters, ornaments	Canvas only	Canvas only	Canvas, mugs, pillows	Digital prints, canvas, panel
Gallery/portfolio of all commissioned pieces			In secondary navigation under "How It Works"		Different styles have different pages (Animal Crossing, Realism, etc.)
Pricing guide	Each painting type has a fixed price.	Also features sizing guide	Includes chart of piece type and price. Inquiry form includes pricing updates with each modification	Each painting type has a fixed price.	No on-site shopping at first, to change over time
Commission Inquiry Form	Each order in Shop is a custom order - customer just need to email image(s) to artist after ordering.	Order form page	Inquiry form includes pricing updates with each modification, and customer can upload image and order in site.	Each order is a custom order - just upload image and pay in site.	Customer will fill out inquiry form with description of pet, style of portrait, and desired medium.
"How It Works" Page outlining process		Featured in pricing page - walks through whole art creation process and shipping process.	Walks you through the process to order a custom painting based on an image you want turned into a painting, along with the review and shipping processes. Also has a FAQ page.	Walks you through the process to order a custom painting based on an image you want turned into a digital painting in various styles.	Features pricing and style guides
Contact page	Contact form for general inquiries, and another for email subscription signup		Contact form for general inquiries, an email subscription signup, email, phone number, point of contact name	Help page has "Contact Us" CTA which brings you to a page with a contact form. Contact page is difficult to find.	Contact form and email
About page	Picture of artist with pet and portrait, with a short 250-500 word bio of artist and the business, followed by a couple more images of artist with pets next to their portraits	Featured on landing page.	Short description of how the business started, plus an informational video about their work and the purpose and drive of the business.	Not just one artist works for this business	About artist, business, and Loki
Reviews/Testimonials	Featured on landing page.	Featured on landing page.	In secondary navigation under "About Us"	Featured on landing page and individual item pages.	Feature quotes from past and existing clients about how they feel about their works.
Social Media Presence and tags	Facebook, Instagram, and TikTok - tagged on all pages	TikTok, Facebook, and Instagram - featured on all pages. Does giveaways on Facebook and Instagram		Instagram and TikTok - tagged on all pages	Featured on all pages.