

Home

About

Portfolio

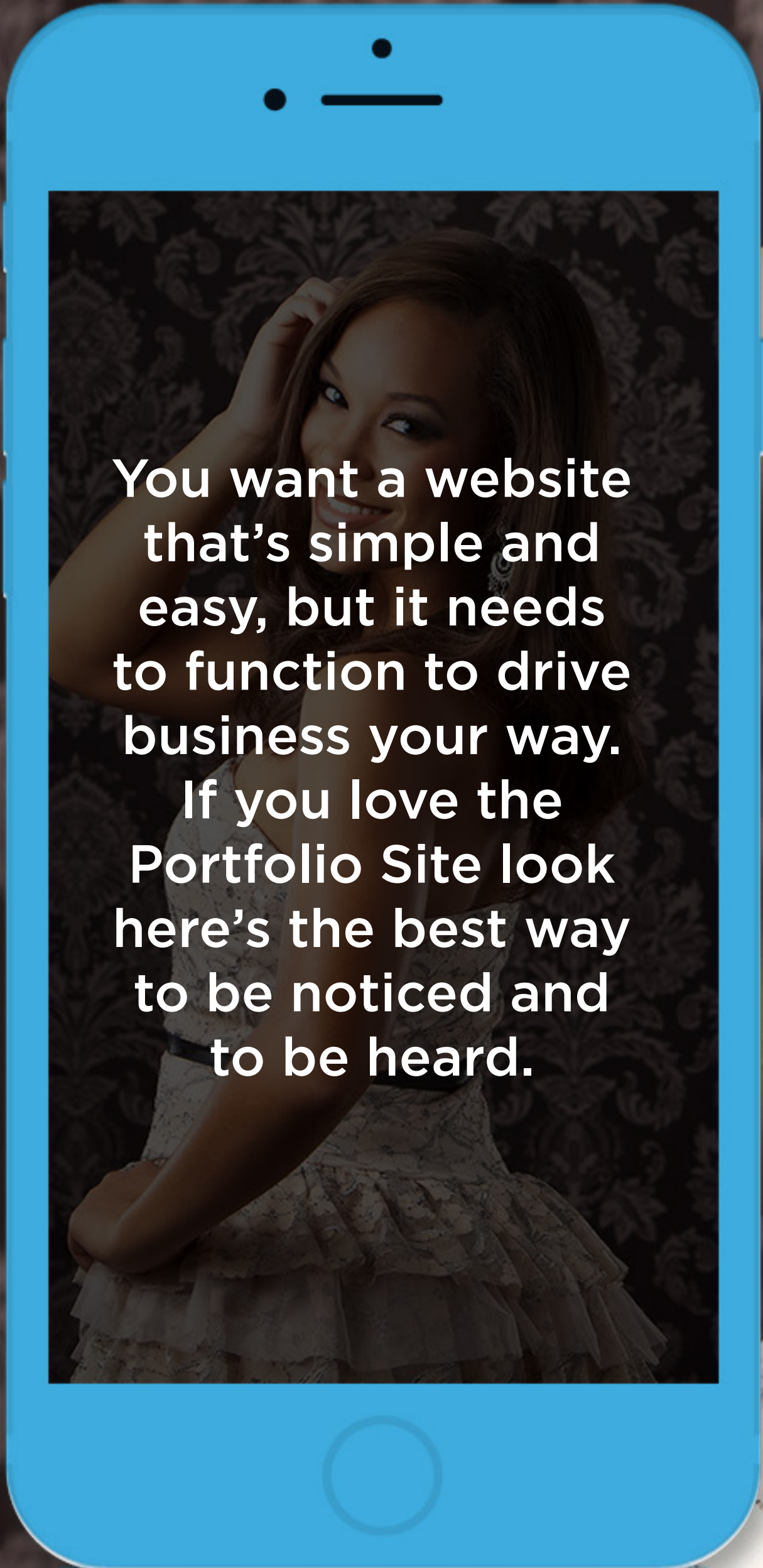
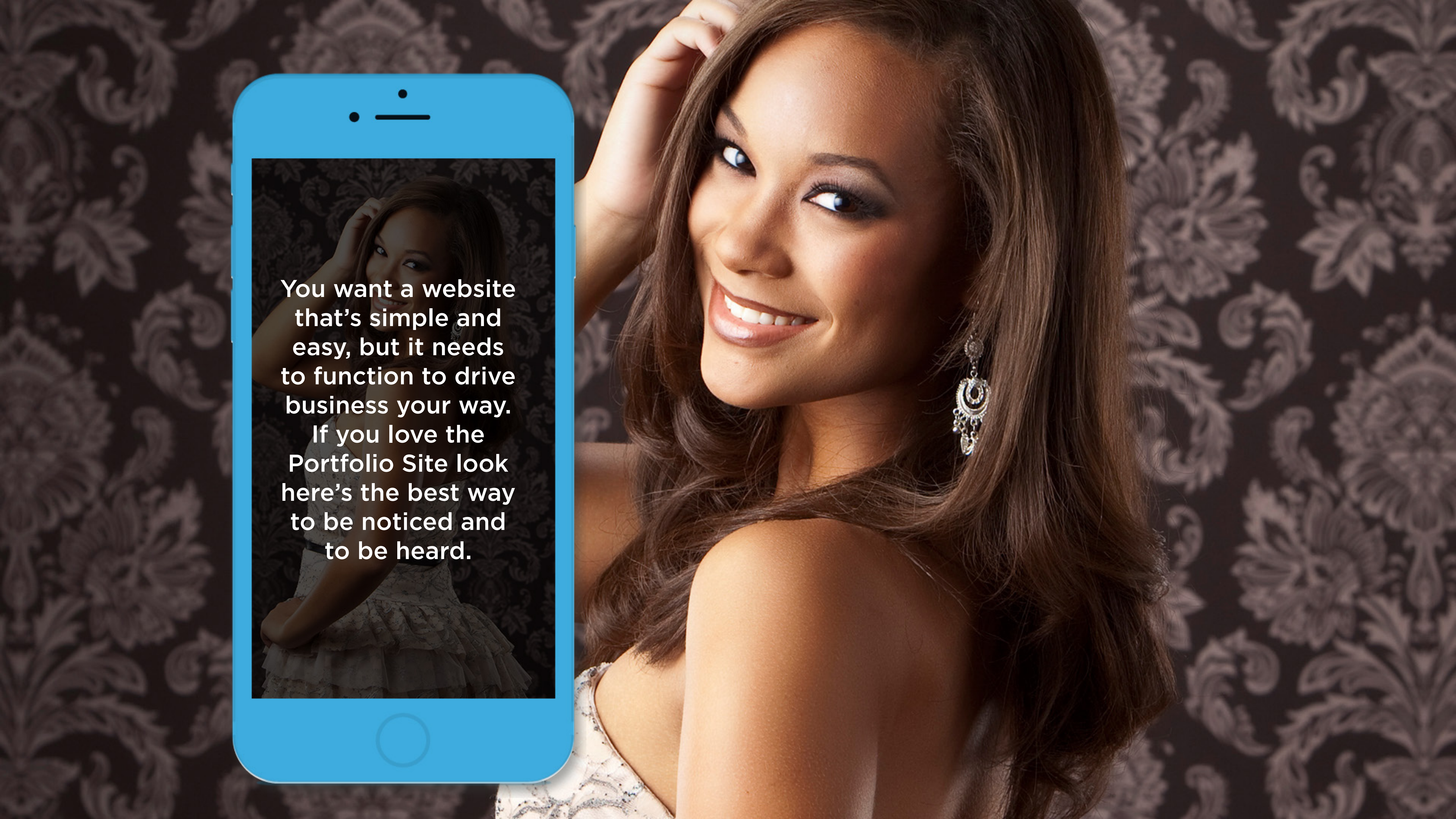
Booking Calendar

Videos

Contact Us

PORTFOLIO SITES

BEST BUSINESS PRACTICES FOR
BUILDING YOUR PORTFOLIO WEBSITE



**You want a website
that's simple and
easy, but it needs
to function to drive
business your way.
If you love the
Portfolio Site look
here's the best way
to be noticed and
to be heard.**

SETTING YOUR GOALS

Think about your business, what audience drives your revenue and pays the bills. Start with them in mind by focusing solely on them. Choose images that they want to see that will impress them the most. This will help you get the job done well the first time.

1. *Clients*
2. *Equipment*
3. *Assistant*
4. *Studio space*
5. *Revenue*
6. *Five year goal*



BE SELECTIVE. GET ORGANIZED

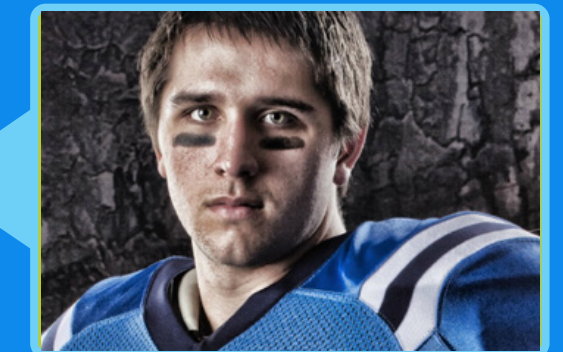
First, gather all of your favorite images. For example, if you have several types of specialties such as Seniors, Weddings, and Families, have a separate folder for each category on your hard drive. When you begin to build your galleries it will make your selections much simpler. Have a folder for all of the text you plan to use. Have your logo ready and a plan for your branding. Think of your color schemes and how everything ties together.



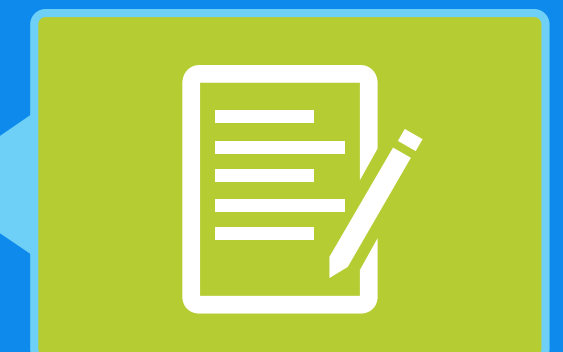
Weddings



Seniors



Copy

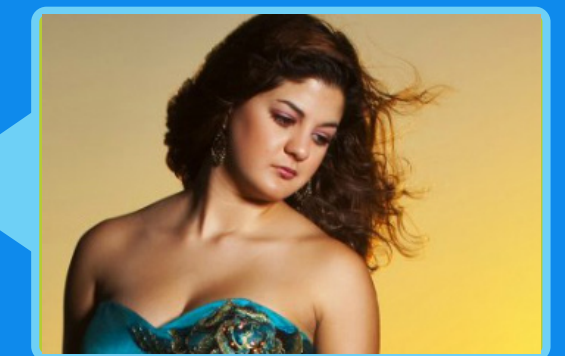


Logo



BUILD A BETTER HOMEPAGE

This is your center stage to the world. We recommend showcasing your favorite best five or so images. Your clients will not sit on your Home page watching your slideshow – they will navigate into your site after a few images. That's why your images need to grab the attention of that one targeted audience and reflect what makes you unique.



MANAGE YOUR NAVIGATION

You may want to avoid drop-down menus (it hides what you do) and the top level navigation text can be easily crawled by search engines. This will drive traffic to your website and give you more exposure.

Name each gallery for the subject it pertains to. Again select only your best work and keep it relatively short, fewer than twenty images should do for each.

GIRLS

GUYS

SPORTS

Home About **Seniors** Book Now Videos Contact Us

Option 1. Drop Down Menu

Home About **Seniors** Weddings Book Now Contact Us

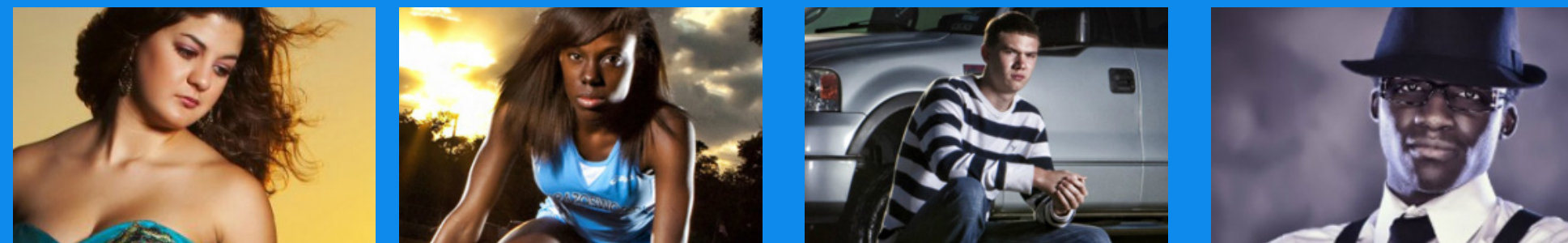
Option 2. Disable Drop Down Menu.

Recommended

* If you have more than two specialities , consider using a splash intro page

GALLERIES. DON'T SET IT AND FORGET IT

Remember that a website is only an empty container; fill it with your best material. Refill it with updated images and text on a fairly regular schedule. Give your customers a reason to keep coming back.



Last month rotation



New gallery rotation



NOW LET'S BUILD YOUR PORTFOLIO SITE THAT GETS GREAT RESULTS

[Home](#)

[About](#)

[Portfolio](#)

[Calendar](#)

[Videos](#)

[Contact Us](#)

GET SERIOUS ABOUT SEO

You cannot just load a site with images and expect great results! You love great photos and so do your customers, but search engines are completely indifferent to them. Search Engine Optimization (SEO) is crucial for every business and needs to be taken seriously. This is something that every website must have even if you don't like to do it.

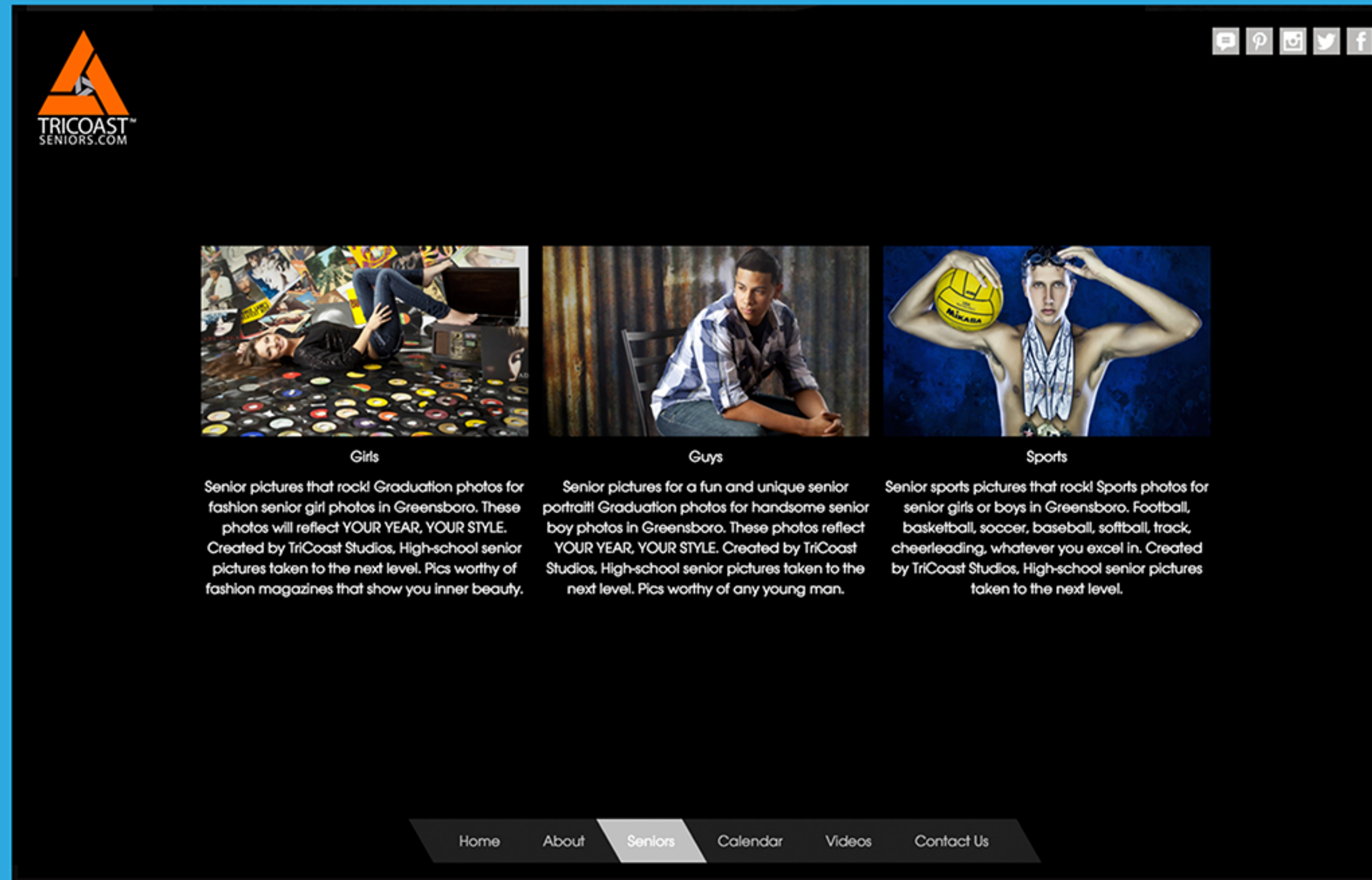


“LIST PAGE” GALLERIES

Here is a great way to vastly improve your SEO for your gallery pages and your Portfolio site overall. A list page is an optional extra page that you can add to your website from your new page drop-down menu. When completed this will create a more attractive alternative way to presenting your work.

Admittedly this procedure is not for everyone, but it cleans up your navigation and in one click takes your customers to all of your galleries and makes for greater ease of navigation.

Standard gallery pages have very little text that is searchable. The most important aspect of list page galleries is that the text that can be crawled by search engines for your gallery pages goes from practically zero to as much as you need or want.



THE ABOUT PAGE – YOUR STORY

Here is the most important part – what makes you special? Potential clients want to do business with companies they can relate to, so use your About page to help connect with your audience. Your clients will look for a connection to themselves, and they will want to like and respect you.

Share information about your professional background by giving details about your business. This not your resume though, use LinkedIn for that.

Share a bit about your life even if it doesn't directly relate to your business. Just a couple of sentences will do and it adds a lot.

Lead with an image of yourself. (And keep the camera out of your face!) Try to reflect your personality and let them know that a real person runs the site.



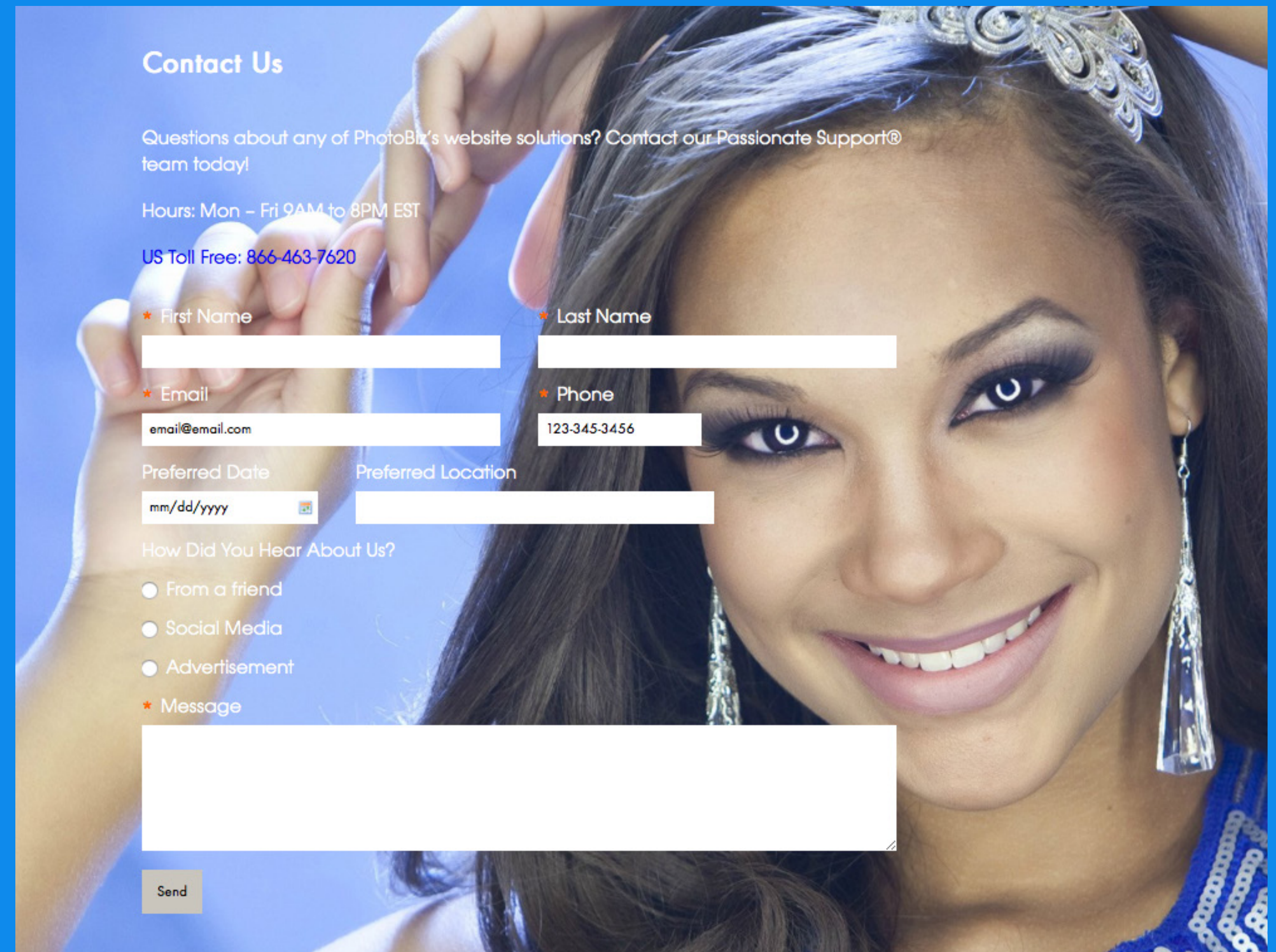
YOUR CONTACT PAGE

This should be one of the most visited pages of your website. The contact page has evolved; not only does it provide information, but it also acts as your lead generator.

First up should be your telephone number. It is a good idea to make your phone number clickable from a mobile phone.

If you have a physical location, provide the address, hours you're open and directions how to get there. You may want to consider a clickable Google map and an image of your studio.

Contact pages come with a built in contact form. Keep your form as brief as possible, you want them to submit. This is a great way to build an email list and keep track of leads.



Contact Us

Questions about any of PhotoBiz's website solutions? Contact our Passionate Support@ team today!

Hours: Mon - Fri 9AM to 8PM EST

US Toll Free: 866-463-7620

* First Name

* Last Name

* Email

* Phone

Preferred Date

Preferred Location

How Did You Hear About Us?

From a friend

Social Media

Advertisement

* Message

Send

OTHER PAGES

A Testimonial page is another use for a list page. It can have an image and text for each entry and you can have as many entries as you like. This is great for promoting yourself and for building trust.

A Calendar page lets your customers check on your availability and can help you manage your bookings and work flow.

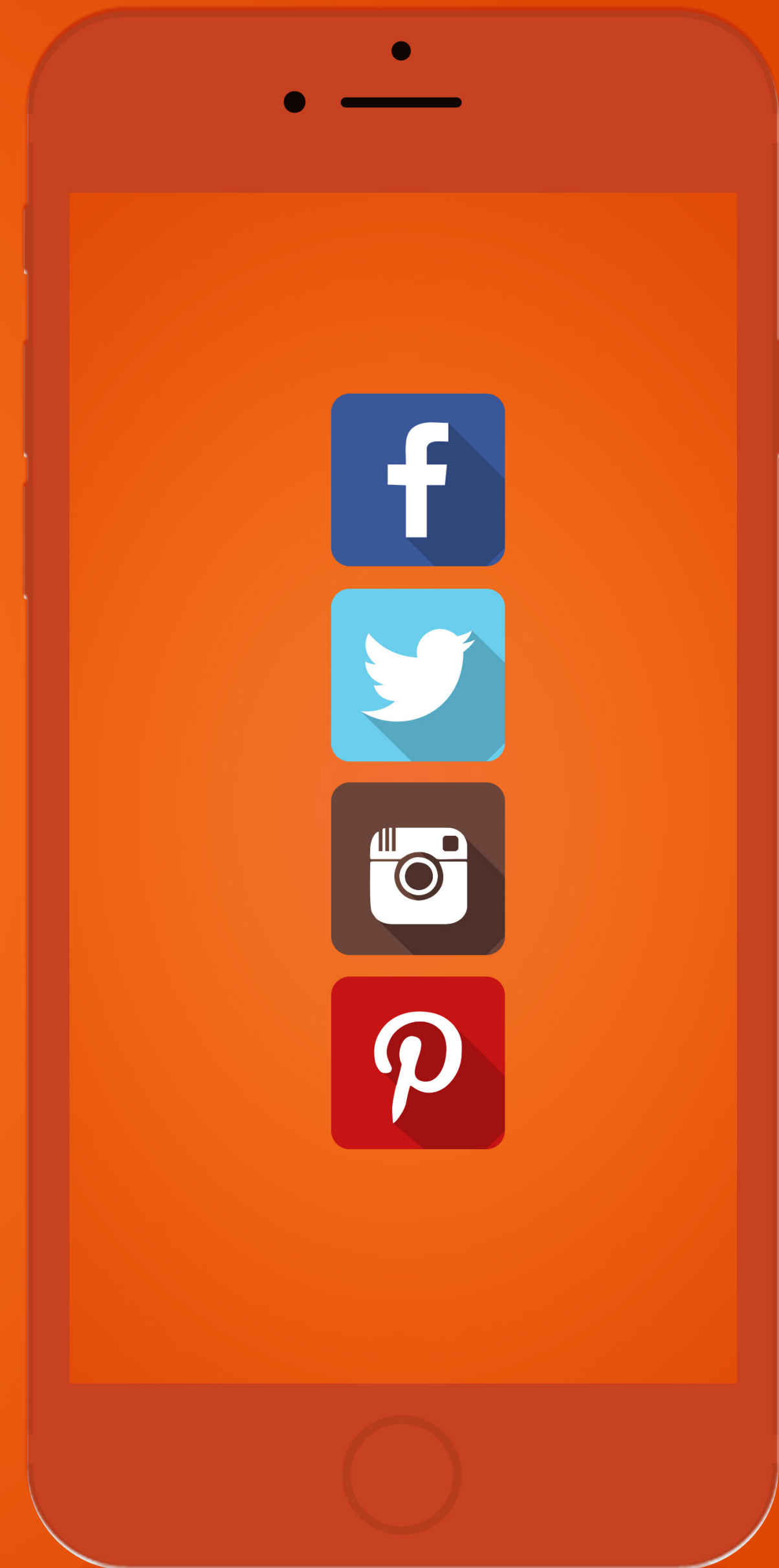
A Video page can be a high impact addition to any website. Embedded videos can demonstrate an additional aspect of your business or share areas of interest with your customers.



USING SOCIAL MEDIA

This is your business, do not use a personal Facebook profile for your business. They do not work well together and will look very unprofessional. Try to avoid the temptation to use everything. If you can't commit to keeping the page current and responding when needed then it's probably best not to use it, two or three should be plenty.

This is about your business. Linking social media as inbound links helps a lot with SEO. There is plenty of advice for using Facebook for small businesses but the most important thing to keep in mind is to consistently link back to your website.



BE SEEN. BE HEARD. BE NOTICED.

[Email Marketing, Forms, and Contracts](#)

[Proofing Book](#)

[Ecommerce Book](#)

[SEO Book](#)

[Blog Site Book](#)

[All this too much for you? Here is another option:](#)