

Website Creation, Promotion & Marketing

**YOU can be a
MILLIONAIRE
as a photographer !**

First ...

Get a millions dollars.

Next ...

Get a website.

jk

But *seriously* ...

Is there money in photography?

Only if you get *serious* about it.

You want **exposure**.
You want your images to be seen.

You NEED a website!

Top 10 reasons to have an online presence

Credit: Mihafa Creative Studio -- mihafa.com

#10

**You have more
credibility by having
an internet presence
in today's age.**

#9

**Your website is on
24/7.**

#8

**Potential customers
can find your business
online.**

#7

**Marketing on the
internet is much more
cost effective than
traditional marketing.**

#6

**You can very accurately
track the traffic on
your website.**

#5

**A website increases
the geographic range
of your business.**

#4

**It's easy and cheap
to change company
information and
marketing material
on your website.**

#3

**Customer service
can be handled
on the website.**

#2

**A website is convenient
for your customers.**

#1

**A website address
is easier to remember
than a phone number.**

**Now you REALLY
want a website,
right?**

Here's how to get one...

Find a *Web Hosting Provider*

“Hosting” is where you put your website and all the web pages.

Inmotion – HostGator – 1and1

GoDaddy – BlueHost

Get a *Domain Name* (URL)

Choose a domain name that starts with “**your name**” or your **company name**.

Select .com, .biz, and even .**photography** as the URL extension.

Plan your website

Content, navigation, etc.

Build your website page by page

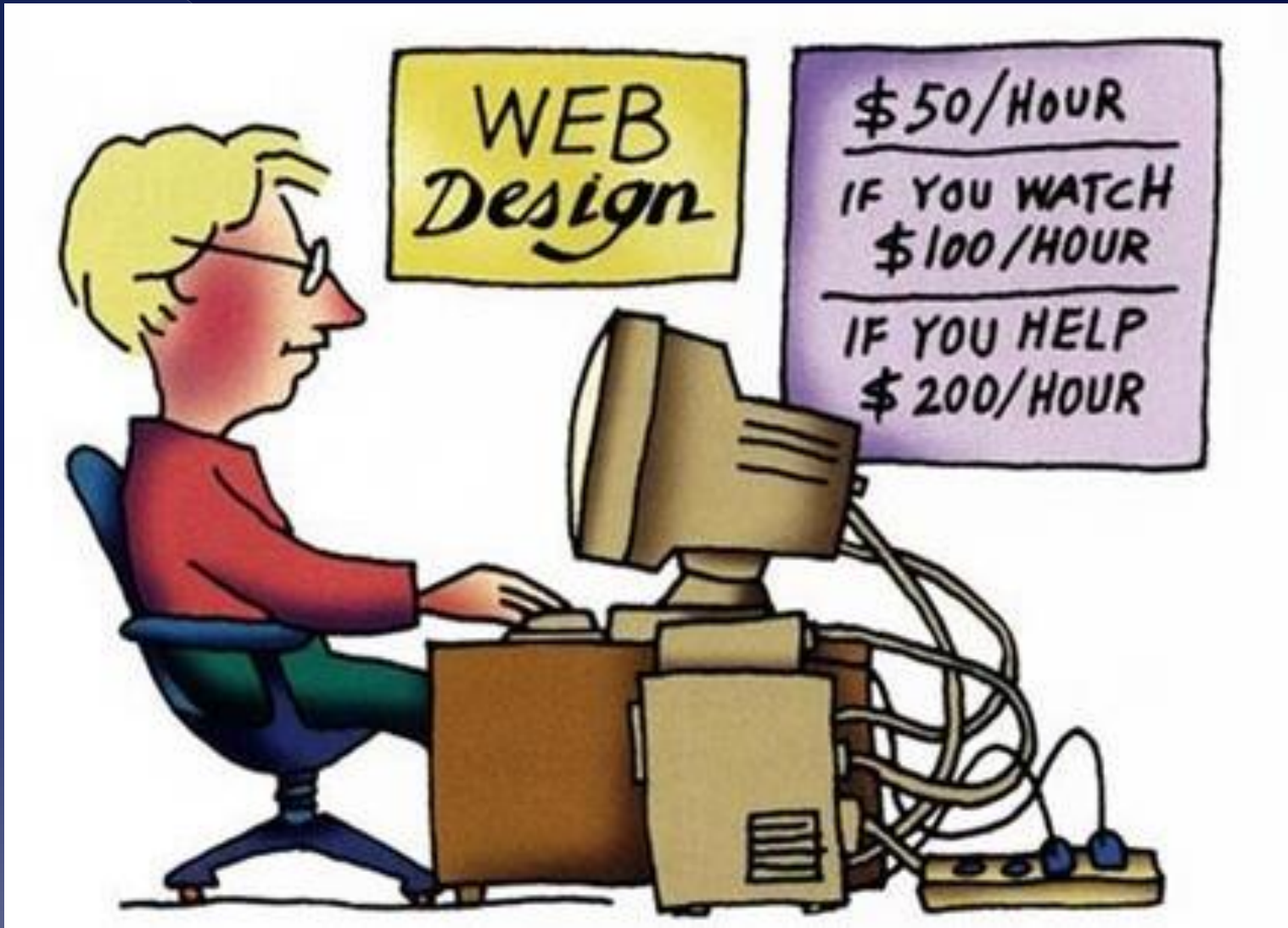
OPTION 1

You can pay someone to do it for you.
These people are called ...



Web designers

But isn't that expensive?



OPTION 2

You can build it yourself, but you'll need *Website Creation Software* –

Dreamweaver (Adobe)

Rapidweaver (for Mac)

Xara Web Designer (for Windows)

Joomla

Wordpress – (.com vs .org)

OPTION 3

You can put your images on someone else's website.

This is called a

Photo Hosting Website

or

Photo Sharing Service



- \$30/year
- portfolio website & blog
- 4 GB storage + 2 GB/year
- Galleries & slideshows with music
- 50 free songs
- Integration with social media
- Access control with passwords
- Ordering prints / photo products

Tom Keenan

Photography

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Picturing People



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[PICTURING PEOPLE ??](#)





**MORA
CREATIVE
STUDIO**

Mora Creative Studio is a luxury photography agency dedicated to providing Businesses and Individuals with beautiful and creative visual imagery. We specialize in the craft of photography, enabling us to capture a diverse range of subjects from Lifestyle Ads to Weddings to Concerts & Events. Our portfolios are not only the best way to see our high quality work, but also to see the unique capabilities of our company. Thank you for visiting our site, we hope to have the opportunity to serve you.

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WILLNICHOLLS
PHOTOGRAPHY



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- Customize your own website
- Unlimited photo uploads / 50 MB max size
- Video – 3 GB, 20 min., at 1080p
- Full-screen galleries
- 24/7/365 real-human support
- Video tutorials & online training events
- Monthly podcasts on key industry topics
- Interactive webinars w/ top photography pros
- Community forums -- tips, in-depth support



BASIC	POWER	PORTFOLIO	BUSINESS
\$5/mo	\$8/mo	\$20/mo	\$35/mo
\$40/yr	\$60/yr	\$150/yr	\$300/yr
	Chg. look	Basic E-com	Full E-com
	Cust. URL	Pro Print Lab	Cust. Pricelists
No rt-clk	Limit acc.	Prot. & Wtrmk	

ALL -- No ads ... Billed monthly or annually



- ◉ Free
- ◉ 1 TB storage
- ◉ Upload full HD videos up to 1 GB each (3 min.)
- ◉ Organize photos/videos in albums or sets
- ◉ User community for comments & critique
- ◉ Offers 3rd party printing
- ◉ And, yes ... ads
(Remove ads for ONLY \$49.99/year!)



PRO user accounts (not available for new users)

- \$25/year
- View counts and referrer stats for your images. (This shows where a photo has been used or linked across the web.)
- Archive high-res original images
- AND ... best of all – NO ADS!



Flickr.com/marketplace

- License photos for use on Yahoo networks (Yahoo! News, Sports, & Travel).
- Share your images with influential bloggers, industry press, and global media outlets -- NY Times, Reuters, Gizmodo, Tumblr, BBC.
- Opportunities to license your images to photo editors, designers, and agencies, including Getty Images.
- Sign up for Updates.



- Make a free website to share photos & videos with family or groups – “Share Site”
- Unlimited storage
- Prints, photo books, cards, mugs, & calendars



- \$99/year (calculates to \$8.25/mo)
- 5 GB image hosting
- Buy wholesale prints & products from your Shutterfly online gallery for resale
- Sell your photos & photo gifts from online gallery
- 15% commission to Shutterfly
- Shutterfly handles printing, payments, delivery & customer service

\$199/year unlimited image hosting



FREE version

- 2 GB storage
- 10 GB bandwidth for sharing and linking
- Video uploads of 500 MB or less (10 min)
(All video files are converted to mp4 after uploading)
- Unlimited access to editing, slideshow, and story features
- Ads



PRO version

- \$24.95/year
- Can password protect your images
- Organize your images / search by keyword
- Comment on photos
- Set up or join private groups with other users
- Integrates images with your social media accounts.
- 10% off photo goods you purchase
- Mobile apps for iPhone and Android
- No ads!



SlickPic

Free version (Test Driver)

- 1,000 photo limit / 100 MB max file size
- 1600x1200 px max stored image size
- SD video – 50 MB max
- Plug-ins for Lightroom, Aperture, iPhoto, and Win Live Photo Gallery
- Photo organizing
- Social network sharing
- No right-click save prot. (Free & Basic)



SlickPic

FREE	BASIC	BONUS	PRO
<i>Test Driver</i>	<i>Amateur</i>	<i>Hobbyist</i>	<i>Expert</i>
-0-	\$2.95/mo	\$4.95/mo	\$9.95/mo
1000 photos	50 GB	100 GB	200 GB
1600x1200px	Orig Size----->----->		
n/a	Amz Bkup----->----->		
SD Video	SD Video	SD Video	Full HD
Ltd Privacy	Std Privacy	Std Privacy	Enh. Priv.

ALL -- No ads in Albums/Galleries ... Billed annually



FREE

PLUS

AWESOME

AWESOME

+ ADOBE CC
(PS, LR & Mobile LR)

20 ups/wk

Unlimited uploads

Custom site

Custom URL

2.08/mo

\$6.25/mo

\$13.75/mo

- Offers royalty-free licensing for your stock photos (\$250/photo – pkgs avail.)
- Rumored to have low SEO ranking compared to Flickr or your own website.



- “The Social Photo Portfolio”
- Members can comment or give images 1-5 rating.
- Members can follow their favorite photographers with updates of new posts.
- Share event photos or allow event-goers to post to a community gallery with an event code.
- Photo gallery system to draw in visitors & customers.
- Creative commons license, lock images with full copyright notice, block Pinterest & right-click saving.
- FREE, Social (\$60/year), and Pro (\$180/year & by invitation only “for now, to help scale their service and keep quality high.”

OPTION 4

You can join an *Online Portfolio Website*:

Jux

Allyou

Brushd

Dunked

Foliodrop

Cargo Collective

Crevado

BigBlackBag

Prositate

Portfoliobox

OPTION 5

You can build your site online
through these and other

Web Hosting Providers:

Squarespace

Wix

1and1

GoDaddy

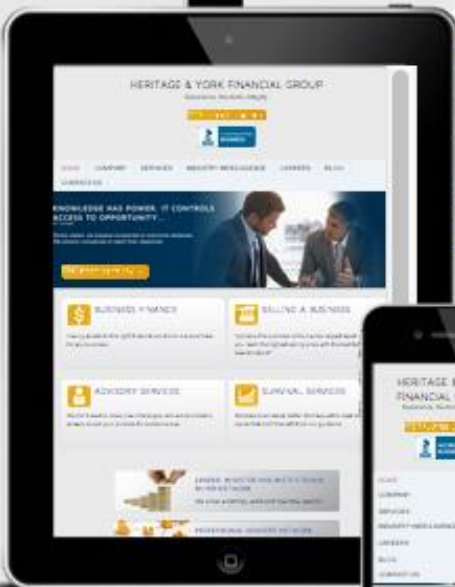
Weebly

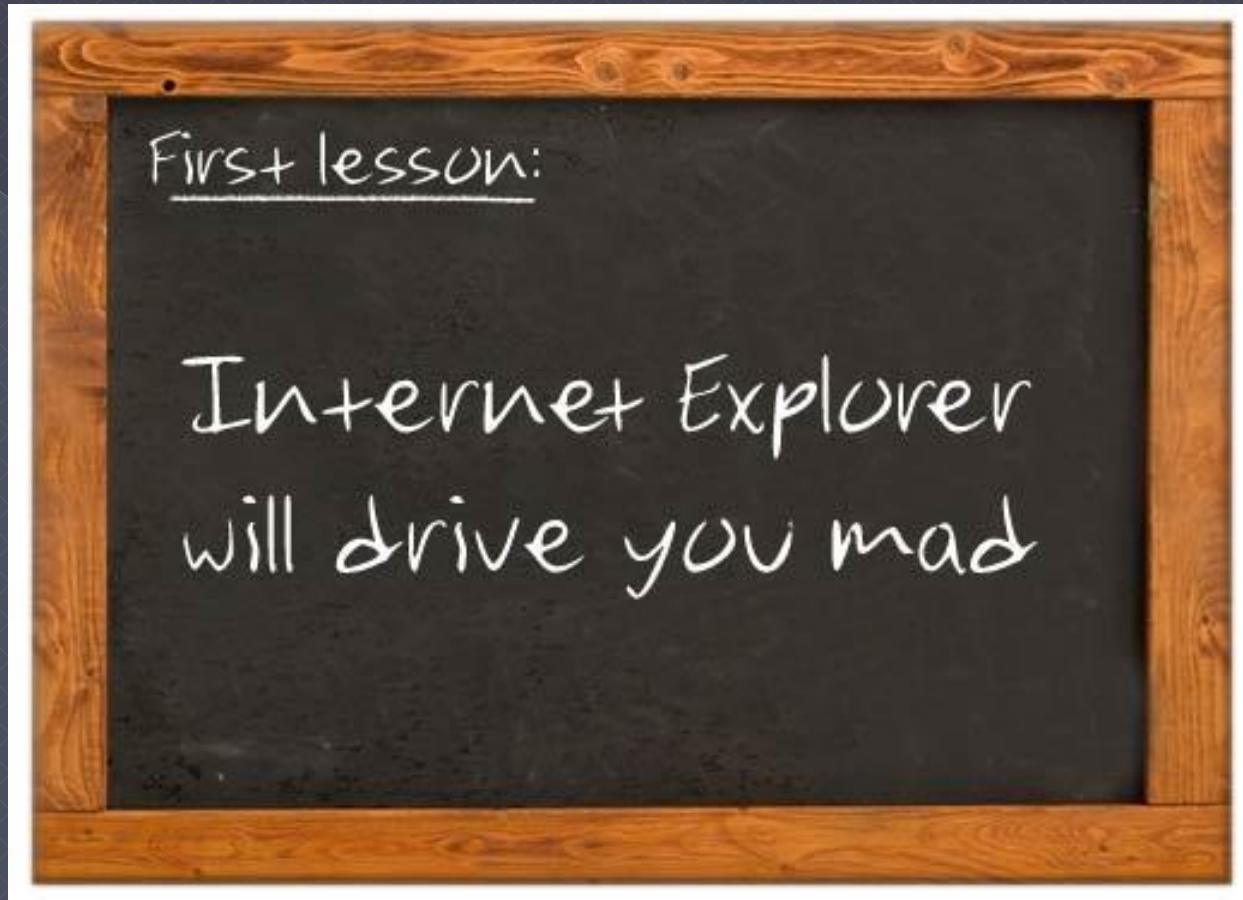
Jimdo

Web Design 101

Design the layout of a webpage

- Look up the elements of good design and how to use them on websites.
- Consider how your site will look on mobile devices – called RWD (**Responsive Web Design**).





- Check to see how will it look on different web browsers (Safari, Firefox, Windows Explorer, Chrome).

- You don't want your viewers to have to scroll down ... much. Keep the main content of each page in the top screen area.

MY LEGS! I LOST
MY LEGS!



YOU'RE FINE. YOUR LEGS
ARE BELOW THE FOLD.



I KNOW THAT AND
YOU KNOW THAT, BUT
HOW WILL OUR USERS
KNOW THAT?



THEY WILL SCROLL.
THEY DO IT ALL THE TIME.
IT'S NO BIG DEAL.



NO! MY HEAD! I
LOST MY HEAD!



Fonts and Typography

- Choose fonts wisely. Make sure your text is “readable” and not too small.
- Use 3 font sizes only –
larger size for headings,
mid-size for subheadings,
smaller size for paragraphs.
(Be consistent for the Google-bots.)



Catholic Daughters of the Americas Court Our Lady of Fatima #1387 Ontario, California

HOME

About Us

Meetings & Directions

Calendar

Fatima Tidings Newsletter

Projects

Circle of Love

Education

Spiritual Activities

Madonna Manor

Legislative Program

Favorite Links

PHOTO GALLERY

CDA State

CDA National

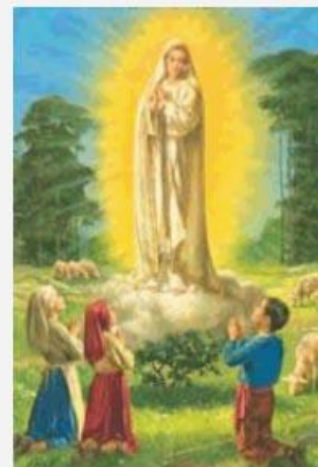
Our Motto: Unity & Charity

Mission Statement: Catholic Daughters of the Americas strives to embrace the principle of faith working through love in the promotion of justice, equality, and the advancement of human rights and human dignity for all.

Message from our Regent, Maria Montoya:

When we recite the Rosary prior to the Court meeting, we are asking our Blessed Mother to lead us on the way to Christ. We are women of faith and Christ is the Way, Truth & Life. Please add our Court as an intention as you recite the Rosary during our summer break.

Have a blessed summer.



Next Meeting ... Monday, September 15th, 2014



These new Court officers will be installed at our September 15th meeting for 2014-2016:

Want to Join Us?

Contact Us by [Email](#)

OR

use our [Contact Form](#).

Like 26

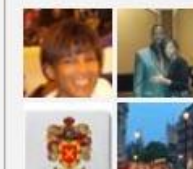
Find us on Facebook



Catholic Daughters of the Americas Court#1387

Like

76 people like Catholic Daughters of the Americas Court#1387.



Use of Color

- Back to basics – the Color Wheel
Use complimentary colors
- Hexadecimal Codes –
ff0000, 990099, etc.

TIP:

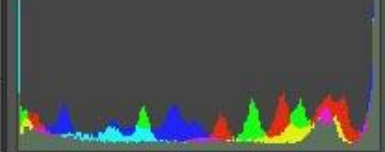
Web color combinations, go to
colourlovers.com (WEB > PALETTES)

Sample Size: 11 by 11 Average Sample: All Layers Show Sampling Ring

Web SlideShow Joke1.jpg @ 100% (RGB/8#)



Histogram Navigator



Adjustments

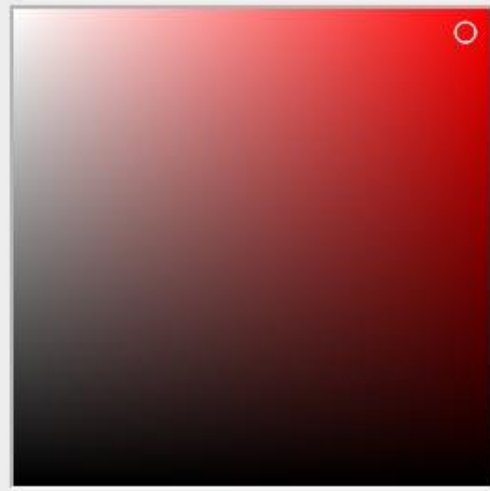
Add an adjustment



Layers

Kind Opacity: 100% Lock: Fill: 100%

Color Picker (Foreground Color)



new current

H: 0 S: 95 % B: 95 % R: 243 G: 12 B: 12

L: 52 a: 77 b: 64 C: 0 % M: 100 % Y: 100 % K: 0 %

f30c0c

Only Web Colors

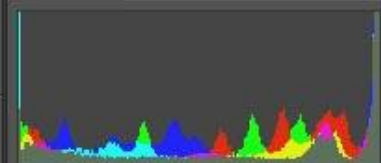
OK Cancel Add to Swatches Color Libraries

Sample Size: 11 by 11 Average Sample: All Layers ☒ Show Sampling Ring

Web SlideShow Joke1.jpg @ 100% (RGB/8#) ×



Histogram Navigator



Adjustments

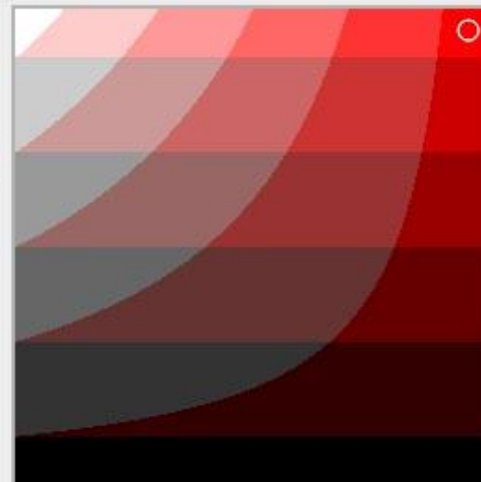
Add an adjustment



Layers Channels Paths

Kind: Normal Opacity: 100% Lock: Fill: 100%

Color Picker (Foreground Color)



new



current

H: 0° S: 100% B: 100% R: 255 G: 0 B: 0

OK

Cancel

Add to Swatches

Color Libraries

L: 54 a: 81 b: 70 C: 0% M: 99% Y: 100% K: 0%

☒ Only Web Colors

ff0000

Graphics and Images (Important!)

The success of your website depends on how fast your page loads once someone calls up your website.

If the images are too large in file size, this will slow things down tremendously.

More on this soon.

Web Services and Apps

- Google Maps
- Google Calendars
- Google Forms / Docs
- YouTube / Vimeo (video)

Search Box

This is a must!

Visitor Counter (optional)

If you want visitors to see how popular (or unpopular) your site is.

Might be best to just use analytics to track your traffic.

A Lesson on Images for the Web

1. Don't worry about *resolution*.

When you print, you'll need your resolution set at 300 dpi (dots per inch).

Put that same image on your web page, and it'll display at 72 ppi (pixels per inch).

2. Size matters.

If your image files are **too big**, your web page will load **v e r y s l o o o o w l y**.

***** You never have a second chance to make a first impression. *****

A first impression is made within 5 seconds of meeting someone.

With web pages, ***it's faster than that!***

3. JPG – GIF – PNG 8 – PNG 24

JPG files – 16.7 million colors (looks great!)

GIF files – 256 colors (looks okay)

PNG 8 files – 256 colors

PNG 24 – 16.7 million colors

The more colors in an image,

the larger the file.

4. .JPG Files

JPEG (Joint Photographers Expert Group)

16.7 million colors

Image quality can be adjusted to high, medium, low, and anywhere in between.

For web use: When in doubt, choose medium quality for a smaller file size.

5. .GIF Files

GIF (Graphic Interchange Format)

256 colors (compared to 16.7 million),
But it's adaptive and looks okay.

GIF files (and PNG 8 files) support **transparency**,
HOWEVER, it can display a white line around the
edges (anti-aliasing). *So choose PNG 24.*

GIF files can be the smallest of the files, so don't
rule them out completely. If you need a faster
load time on your web page, try it out.

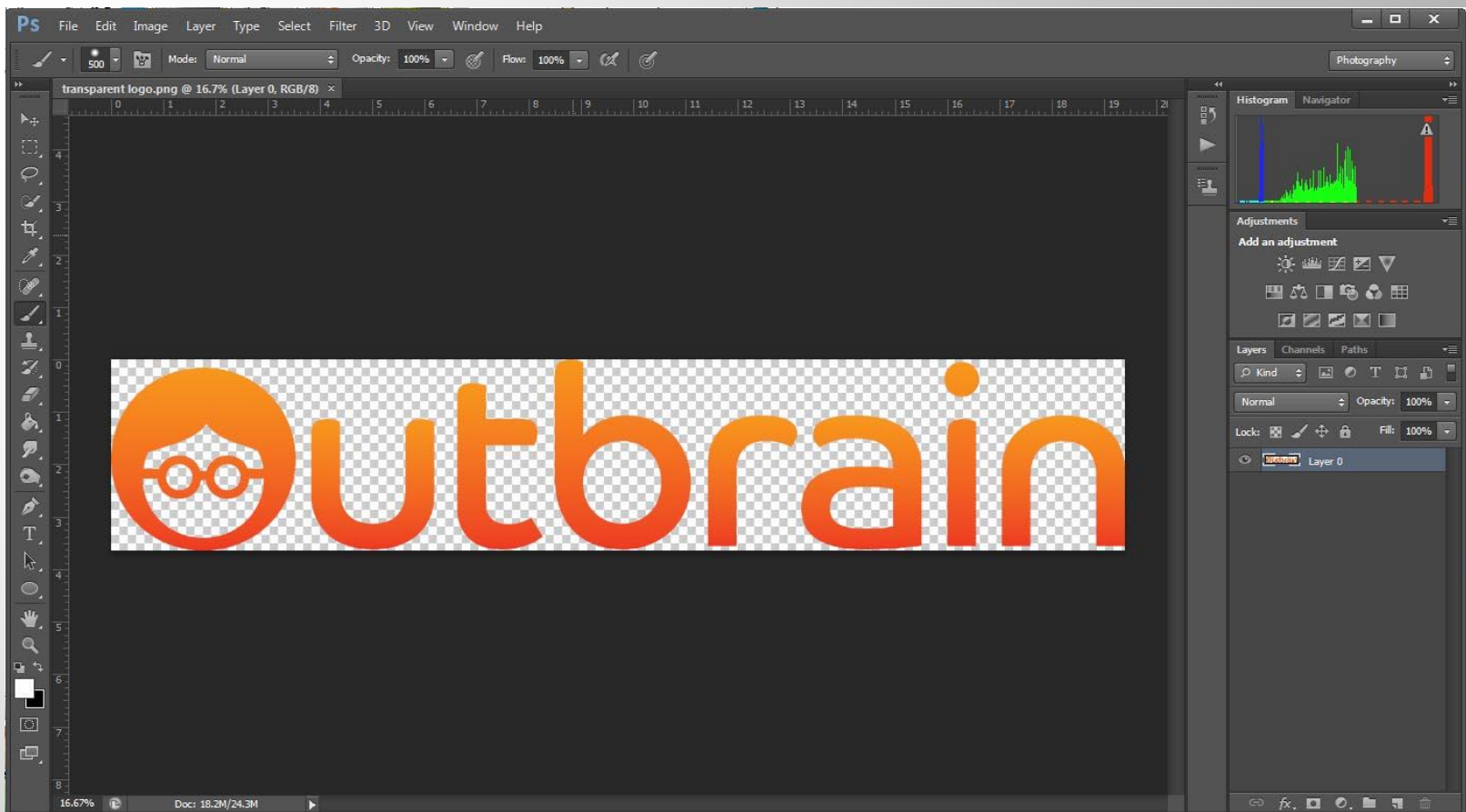
6. .PNG Files

PNG (Portable Network Graphic)

PNG files support **transparency**.

To make a transparency out of a logo image:

With selection tool, select the actual logo to separate it from the surrounding background, invert the selection, delete, crop the image if necessary, then **Save As a .png**.



Outbrain

7. Compress your image file.

Most editing software have a “save for web” feature. If not, choose medium quality for a .jpg file and then check the file size.

Photoshop – first, save your image at highest quality; then chose **File > Save for Web**.

Click on the hand symbol in the upper left, then compare file sizes and experiment.

Save for Web (50%)

Original

Optimized

2-Up

4-Up

50%

R: -- G: -- B: -- Alpha: -- Hex: -- Index: --

Preview...

Save...

Cancel

Done

Preset: [Unnamed]

JPEG

Medium

Quality: 30

☒ Progressive

☐ Optimized

☐ Embed Color Profile

Blur: 0

Matte:

☒ Convert to sRGB

Preview: Monitor Color

Metadata: None

Color Table

Image Size

W: 1024 px H: 192 px

Percent: 17.59 %

Quality: Bicubic

Animation

Looping Options: Once

8. Summary

Choose a medium quality JPG file for images.

Choose GIF for art and logos if they look good enough.

For transparent images, choose PNG 24.

And if that's not a choice, choose PNG.

The background of the slide features a faint, light gray line drawing of the Vitruvian Man. The figure is a male with long, wavy hair, standing with arms and legs extended to touch the boundaries of a square and a circle. The square is centered on the figure's torso, and the circle is tangent to the top and bottom of the square. The figure's arms are horizontal, and his legs are spread apart, forming an 'X' shape.

Anatomy of a Web Page

*Let's look at the
inner workings first.*

HTML (HyperText Markup Language)

Code that is used to create and format text and other content on your web page.

```
<h1 style="text-align: center;"><span style="color:
#000000;">VOLUNTEER EVENT GUIDELINES</span></h1>
<p style="text-align: center;"><span style="color:
#ffffff;">...</span></p>
<strong><span style="text-decoration: underline;"><span
style="color: #000000;">For ALL
Volunteers</span></span></strong><span style="color:
#000000;"><strong></strong></span>
<p style="text-align: left;"><span style="color: #000000;">1) Only
active paid Club members can volunteer at RC Photo Club recognized
volunteer events.</span>
<span style="color: #000000;"> 2) You must wear our club polo shirt
or black/dark shirt & slacks.</span>
<span style="color: #000000;"> 3) You must wear a club photo I.D.
```

CCS (Cascading Style Sheets)

Style sheet language used to describe how text and other content should be presented on web pages.

Without CCS, most pages would have plain text and borderless images.

HTML and CCS work together.

FTP (File Transfer Protocol)

How to move content (text, images, etc.) from your computer to the web server.

You might do this by using free software like Filezilla.

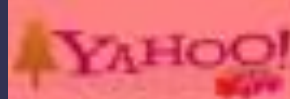
Now let's look at the front view.

Web pages basically consist of

text

and

images.



Web Images News Local Shopping More

HEADER

My Yahoo! | [Create My Yahoo! homepage](#)

Page 10 | [View source](#) | [Page info](#) | [What are you doing?](#) | [Page settings](#)

My Favorites

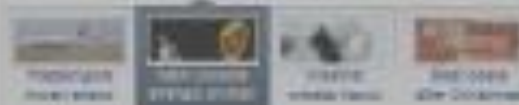
- My Yahoo! icon
- Yahoo! Mail
- Yahoo! News
- Yahoo! Finance
- Yahoo! Sports
- Yahoo! Local
- Yahoo! Shopping
- Yahoo! Images
- Yahoo! Groups
- Yahoo! Answers
- Yahoo! Maps
- Yahoo! Weather
- Yahoo! Health
- Yahoo! Travel
- Yahoo! Music
- Yahoo! Video
- Yahoo! Reference
- Yahoo! Directory
- Yahoo! Search
- Yahoo! News
- Yahoo! Sports
- Yahoo! Local
- Yahoo! Shopping
- Yahoo! Images
- Yahoo! Groups
- Yahoo! Answers
- Yahoo! Maps
- Yahoo! Weather
- Yahoo! Health
- Yahoo! Travel
- Yahoo! Music
- Yahoo! Video
- Yahoo! Reference
- Yahoo! Directory
- Yahoo! Search

THURSDAY - December 10, 2009



Weird foam protest at NBA game

Lakers fans throw foam shoes after Kobe Bryant's 30,000th shot. Lakers fans protest after Kobe Bryant's 30,000th shot. Lakers fans protest after Kobe Bryant's 30,000th shot.



1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270 271 272 273 274 275 276 277 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Navigation on the Left

The image is a screenshot of the Amazon.com homepage. On the left side, there is a vertical navigation menu with a blue background and white text. The menu items are: Books, Movies, Music & Games, Digital Downloads, Kindle, Computers & Office, Electronics, Home & Garden, Grocery, Health & Beauty, Toys, Kids & Baby, Clothing, Shoes & Jewelry, Sports & Outdoors, and Tools, Auto & Industrial. Each item has a right-pointing arrow. Above the menu is a blue bar with the Amazon logo and the text 'Shop All Departments'. To the right of the menu is a large promotional banner for Kindle. The banner features a Kindle device displaying a book, the text 'Left hand navigation Treat Yourself to Kindle', and a yellow 'Order now' button. To the right of the Kindle banner are three smaller promotional banners. The top one is for 'Save up to 50% Year-End Deals in Toys & Games' featuring a Monopoly game box and a red robot. The middle one is for 'Who's your Play Phrase?' featuring a board game box. The bottom one is for 'Up to 90% Off Used Textbooks' featuring a stack of books. The top of the page has a blue header with the Amazon logo, a search bar, and links for 'Hello, Sign in', 'New customer? Start here', 'Your Amazon.com', 'Today's Deals', 'Gifts & Wish Lists', 'Gift Cards', 'Your Account', and 'Help'. The bottom of the page has a blue footer with the text '© 1996-2014 Amazon.com, Inc. or its affiliates. All rights reserved.' and a link to 'Privacy Notice'.

amazon.com

Hello, [Sign in](#) to get personalized recommendations. New customer? [Start here](#).

Get Huge Savings on Year-End Deals

Your Amazon.com [Today's Deals](#) [Gifts & Wish Lists](#) [Gift Cards](#) [Your Account](#) [Help](#)

Shop All Departments

Search All Departments

Cart

Wish List

Books

Movies, Music & Games

Digital Downloads

Kindle

Computers & Office

Electronics

Home & Garden

Grocery, Health & Beauty

Toys, Kids & Baby

Clothing, Shoes & Jewelry

Sports & Outdoors

Tools, Auto & Industrial

Check This Out

Returns Are Easy

Left hand navigation

Treat Yourself to Kindle

With holiday stress behind you, relax with a good book (or 1,500 of them) with Kindle. Give yourself the gift of reading.

Order now

amazon kindle

Save up to 50% Year-End Deals in Toys & Games

Shop now

Who's your Play Phrase?

"Difficult Respons..." is still available! [Claim yours](#)

Up to 90% Off Used Textbooks

Shop our [Textbooks Store](#) and save up to 30% on the price of new textbooks and up to 90% on millions of used listings. In addition, get great value for used textbooks at our [Textbooks Trade-In](#)

Navigation on Top



Main Content and Sidebars

The screenshot displays the homepage of The New Yorker website. The layout is divided into several sections:

- Header:** Features the New Yorker logo (a man in a top hat) and the title "THE NEW YORKER". Navigation links include "EDITORIAL & BOOKS", "LIFE & CULTURE", "MOVIES", "FOLLOW A AUTHOR", "THE TALK OF THE TOWN", "QUESTIONS", "SUBSCRIBE", "ABOUT US", "ABOUT", and "VIDEO".
- Left Sidebar:**
 - FEATURES & MORE:** "THE POLITICAL SCENE" by John Cassidy and James Fallows on Obama, Iraq, and the future of the United States.
 - LATEST POSTS:** A list of recent articles including "Barack Obama: The New Yorker" and "Barack Obama: The New Yorker".
 - BLOGS:** A list of blogs including "Barack Obama: The New Yorker" and "Barack Obama: The New Yorker".
- Main Content Area:**
 - REPORTING & ESSAYS:** The featured article is "GREEN GIANT" by John Cassidy, with a sub-headline "China is expected to play a role in combating climate change. How will that role affect other countries?". It includes a photo of people in hard hats.
 - PEACE AND WAR:** "China in Cuba" by George F. Will.
 - THE CRIMINAL MIND:** "China in the Eye of the Storm" by James Fallows.
 - A LETTER BY LETTER:** "ROAD TRIPPER" by David Shields.
- Right Sidebar:**
 - WELCOME TO THE NEW YORKER:** A section for new visitors.
 - ADVERTISING:** A section for advertising opportunities.
 - ADVERTISER EVENTS & PROMOTIONS:** A section for advertiser events and promotions.
 - FAST FORWARD:** A section for fast-forwarding through the site.
 - PRODUCTS & PROMOTIONS:** A section for products and promotions.
 - ON THE TOP:** A section for on-the-top content.

RC Photo Club, Inc.

Welcome to the Rancho Cucamonga Photography Club!

The RC Photo Club meets in Rancho Cucamonga, California. We welcome all photographers who enjoy taking photos and sharing ideas. With bi-monthly meetings, photo sharing, photo challenges, contests, workshops, and guest speakers, we have something for every level of photography.



[Home](#) [About Us](#) [Calendar](#) [Outings / Photo Opps](#) [Volunteer](#) [Workshops / Classes](#) [Contests / Displays](#) [Resources](#) [For Sale](#) [Contact Us](#)

RC PHOTO CLUB

HOME OF THE RANCHO CUCAMONGA PHOTO CLUB ©

Volunteer

VOLUNTEER EVENT GUIDELINES

For ALL Volunteers:

<http://rcphotoclub.com/> Only active paid Club members can volunteer at RC Photo Club recognized

Search

Photo Sharing

View my '2012 11-1 Meeting' set on Flickr



RCPhotoClub

Did you know ...

IT'S HARD TO READ TEXT IN ALL CAPS?

GENERALLY, DON'T USE CAPS FOR HEADINGS OR TITLES ... OR YOUR RUN-OF-THE-MILL TEXT.

In email, typing in caps is considered RUDE, as if you're YELLING. *(But you already knew that, right?)*

And did you know ...

You can copy and paste text to your web page from other sources (Word, TextEdit, Powerpoint), even other webpages.

HOWEVER, realize that copied text can and might include code that you CANNOT SEE.

So what do you do???

**Get rid of the code
and keep ONLY the text.**

Windows ... Paste your selection into
Notepad, then copy & paste from there
into your web page.

Notepad holds NO code.

Mac ... Paste into **TextEdit**.

Choose ***Format > Make Plain Text***

And did you know ...

When you type a line like this, and you hit “enter”

it makes a little extra space in between the lines?

Solution: Hit “**shift + enter**” like this, and there will be no extra space.

SECURITY Tips

If they really want your image, they find a way. **Watermark your logo on all images.** Everyone will see your name, and this will bring you clients.

Example: © 2015 Yvette Weilacker

In most editing programs, you can create your watermark and then batch edit it onto your images.

For all photos you post online, resize the files to under 200k or 800x600 px so that unauthorized prints will be small in size ... plus it's already at a low resolution of 72.

Always keep your website's software updates current (added features, bug fixes, security updates).

How to search the internet for sites that are using your images:

1. Download one of your website's photos to your desktop.
2. Rename the file – e.g., “5.jpg.”
(Changing the file name forces Google to recognize it visually, no matter what the image size or resolution.)
3. Go to Google Image Search at images.google.com, click on the camera icon, upload the image, do the search.

Did Google find the image?

More importantly, did the search find it on anyone else's site?

If you find an image that's being copied, check the rest of that site to see if other photos are being stolen from you ... or ... repeat the search with another image and see if the same site shows up.

If you find some sort of repeated copying of your photo(s), report it to Google DMCA at **[google.com/dmca.html](https://www.google.com/dmca.html)**

If you build it



They will come

Promote your website

- ① **Search Engine Optimization (SEO).**
Make sure you entered good “descriptive” keywords to maximize your search engine results.
- ② Word of mouth, email, advertising.
Include your URL on all professional correspondence and in your email signature for personal emails (if appropriate.)

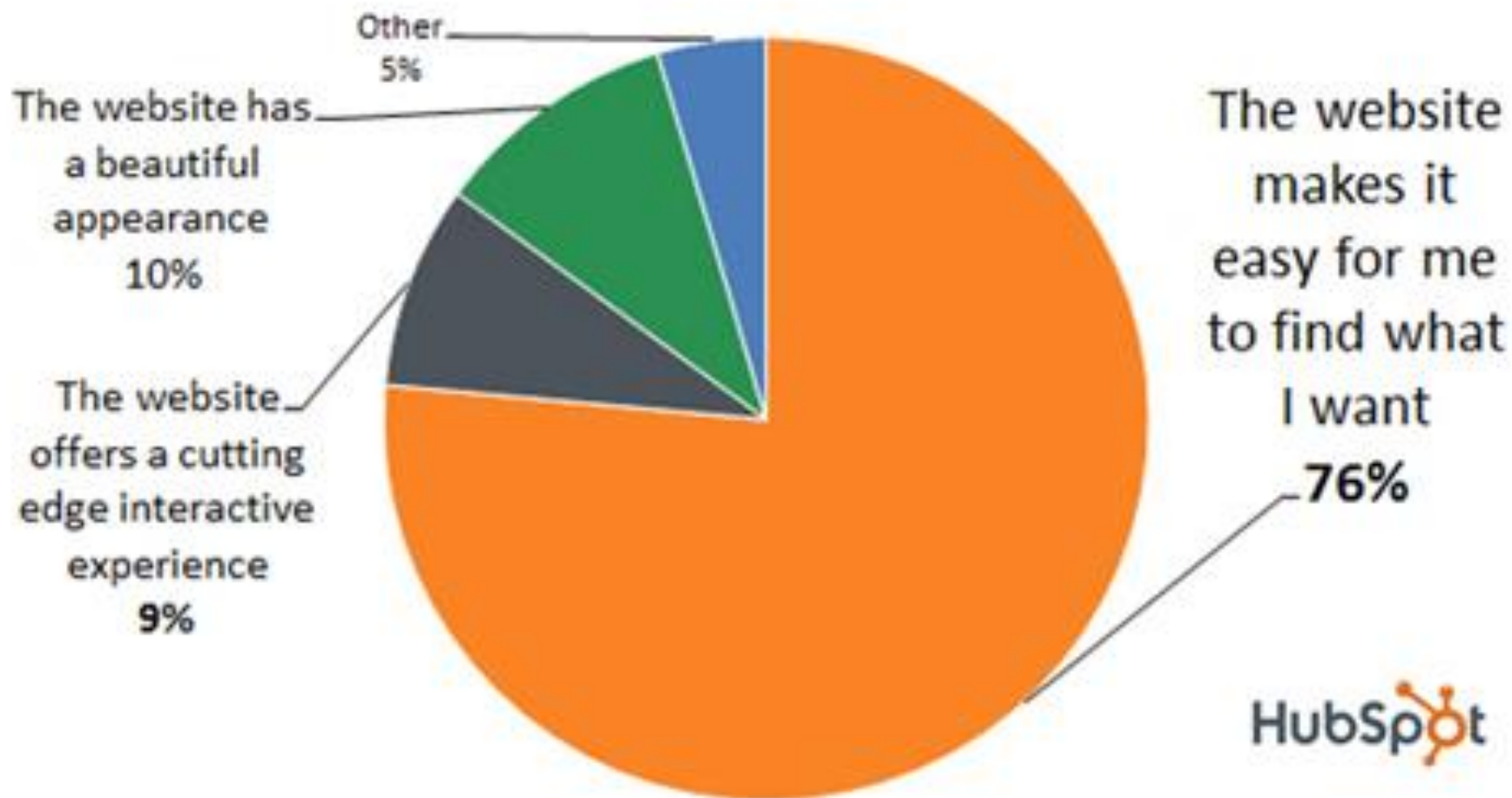
- ① Create a GREAT Home page. What does the first page say about your site? Does it grab your viewers and draw them deeper into the site?
- ① Your Home page should be the clearest page on your site. If people have to guess what it's about, chances are, they'll hit the BACK button without even trying.

- ① Don't hide information. Make sure things people will be looking for are easy to find. **(Follow the 2-click rule.)**
- ② If you have a comment or chat area, review what goes on there.
- ③ Keep current with your email. Encourage your viewers to communicate with you.

- ① Keep your site interesting. Make it interactive. Have surveys and contests to make people feel part of the site.
- ② Keep your site up to date. Post new items regularly.
- ③ Put your site in the spotlight. Make sure your URL name makes sense and is easy to remember. (.photography)

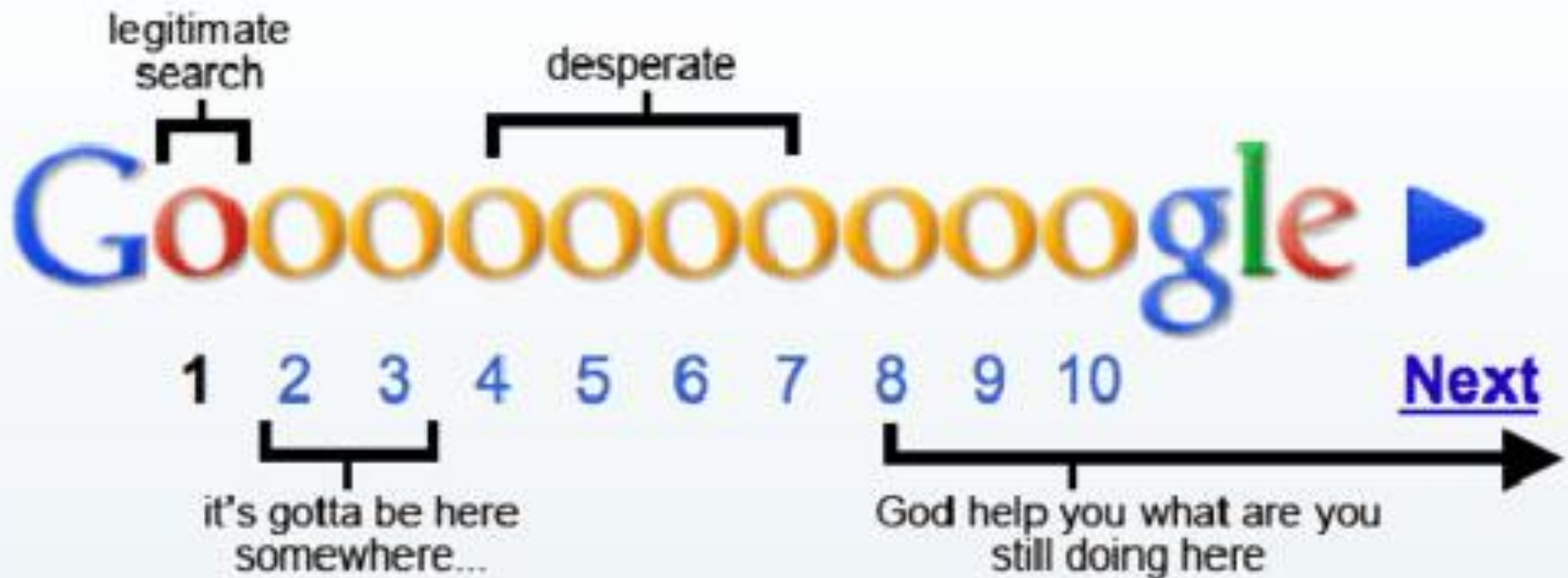
- Make sure your site loads quickly (file size / *omit Flash*). Test it on different computers. Test it online with **Google Webmaster Tools** ... or use this or other page speed testing sites:
<http://developers.google.com/speed/pagespeed/insights/>
- Don't make your visitors scroll for the good stuff. Keep navigation intuitive and near the top.

What is the most important factor in the design of a website?



- ◎ Make your CONTACT information easy to find.
- ◎ Try to get your site featured in local news stories, possibly as a “local color” type of interest story.
- ◎ Don’t spam (unsolicited email.)
Offer an option to “unsubscribe.”

Improving your site for higher Google rankings



SEO (Search Engine Optimization)

1. Good **quality** content (text). Write a blog on your site.
2. Generate backlinks from **quality** websites (one-way links to your site).
3. Get “social” so your content is shared.

OTHER TIPS:

- Use **Google Webmaster Tools** to get detailed reports about your website's visibility. (Generate an **XML site map** so their bots can find all of your web pages.)
- Have a strong introductory paragraph on your site with descriptive **keywords**.
- Make sure your page has a unique descriptive title tag.

RC Photo Club, Inc.

Welcome to the Rancho Cucamonga Photography Club!

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RC PHOTO CLUB

HOME OF THE RANCHO CUCAMONGA PHOTO CLUB ©

Home


Search

Photo Sharing

View my '2012 11-1 Meeting' set on Flickr



RCPhotoClub

Member Photo Sites

- It is important how you name your images. Google searches will find them if you name them descriptively – e.g., surfing-california.jpg ... or ... lighthouse-oregon.jpg.

- ⦿ All pages should have **text hyperlinks** to your other pages, not graphics. (Bots can't read graphics.) BUT ... it should not read as "click here."
- ⦿ Keep your links current. (Make sure they still work.)
- ⦿ Add links on your pages to other **quality** websites. Offer to write articles on other **quality** sites, and they can add a **backlink** to your website. *(Don't abuse this.)*

- ⦿ It REALLY matters who links to your site – Twitter, Facebook, Instagram, Pinterest, your YouTube channel tutorials, etc. Are people *sharing*, tagging, and “liking” your site and images?
- ⦿ Offer **RSS** (Really Simple Syndication) – notifies subscribers that you have an update on your site or blog.



Marketing your website

- ① Photo Hosting or Photo Sharing Websites can help you sell your images as prints, etc.
- ② For your own website, add an e-commerce page. Interface that with Paypal, Stripe, or other payment collection service.

◎ Get socially saavy ! ! !

twitter



- ④ Set up a Facebook page, get a Twitter account ... *you get the picture.*
- ④ Post your photos to your social media sites in a way that is relevant to your fans. Tie them in with something going on in the news. Tag people in your photos. Comment on your photos with tags. Post them gradually, frequently, and consistently. **Start tagging your photos with hashtags, and you'll start to notice follower growth.**

Here's one idea ...



- Pick out your best work, create 1 or more Pinterest boards and theme them (like an album that people can pin on their boards), increasing views on your site.
- Set up a business account. Helps you to cater content to potential clients, check which of your boards and pins are the most popular / most exposure.

- Make a video tutorial of your process, and pin it straight from YouTube or Vimeo.



- Pin brief client testimonials to generate interest in your services.



- Pin brief client testimonials to generate interest in your services.

"Jasmine, you both have **HEARTS OF GOLD** *AND TALENT THAT'S UNREAL.*

I appreciate you. WE LOVE YOU GUYS AND ARE SO THANKFUL you were a part of our day. "

-STEPH



- Get yourself a **personal brand** (a logo, a watermark with your name or company name in a typeface you will use consistently).
- Give viewers a sense of your brand, your aesthetic. Your customers want to see what they're going to get when they hire you.
- Get business cards.

- ① **Write a blog** about your photography or the topic of photography **on your website**. No need to get a separate domain name for a blog. It's less confusing for your fans and helps your SEO ranking. **Write something every day or two**. *Remember ... quality!*
- ② For each photo you post on your website or social media service, write something descriptive about it for SEO.

Convinced now?

Get a website!

Web Hosting Review:

<http://dreamdare.org/tips-tricks/top-best-and-worst-web-hosting-review-of-2014-coupons/>

PC NEWS – How to Build a Website

<http://www.pcmag.com/article2/0%2c2817%2c2423769%2c00.asp>

Bill the Geek – YouTube channel

<http://www.youtube.com/channel/UCpY8eecVkd3vTrDBYjOJ6dw>

Wordpress:

<http://blog.sucuri.net/2012/03/wordpress-understanding-its-true-vulnerability.html>

<http://codyl.com/pros-and-cons-using-wordpress-website/>

Flickr Marketplace Announcement:

<http://techcrunch.com/2014/07/29/flickr-rolls-out-a-new-commercial-licensing-program-to-compete-with-500px-and-others/>

Pinterest for Photographers

<http://www.slrlounge.com/pinterest-why-and-how-photographers-need-to-use-this-photo-friendly-platform/>

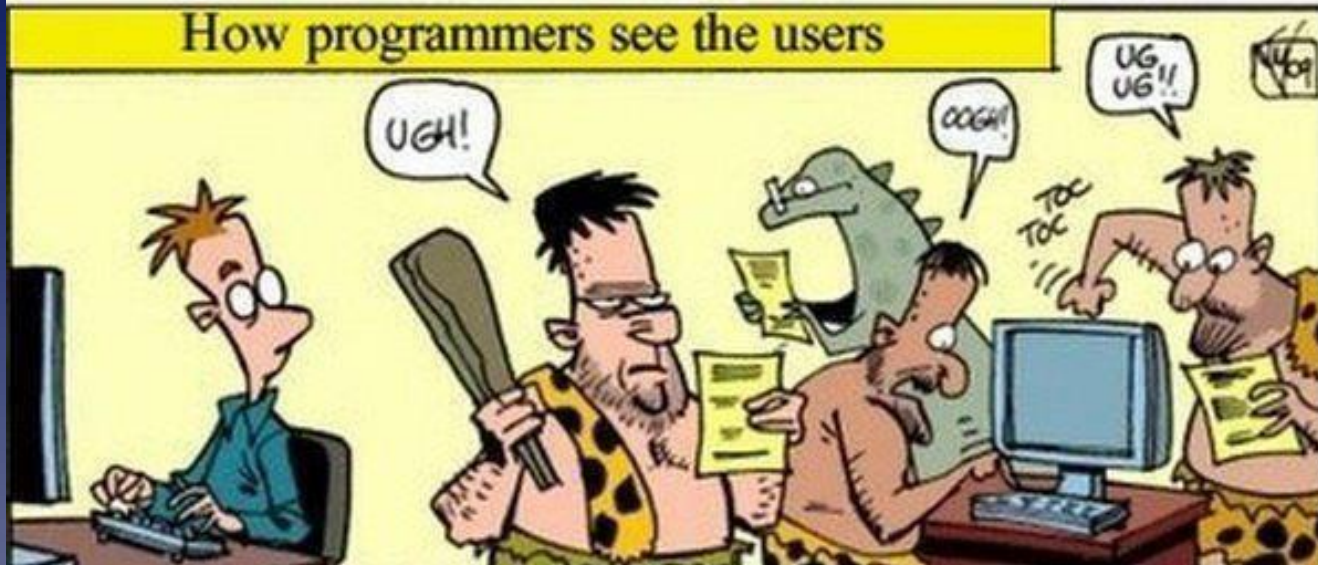
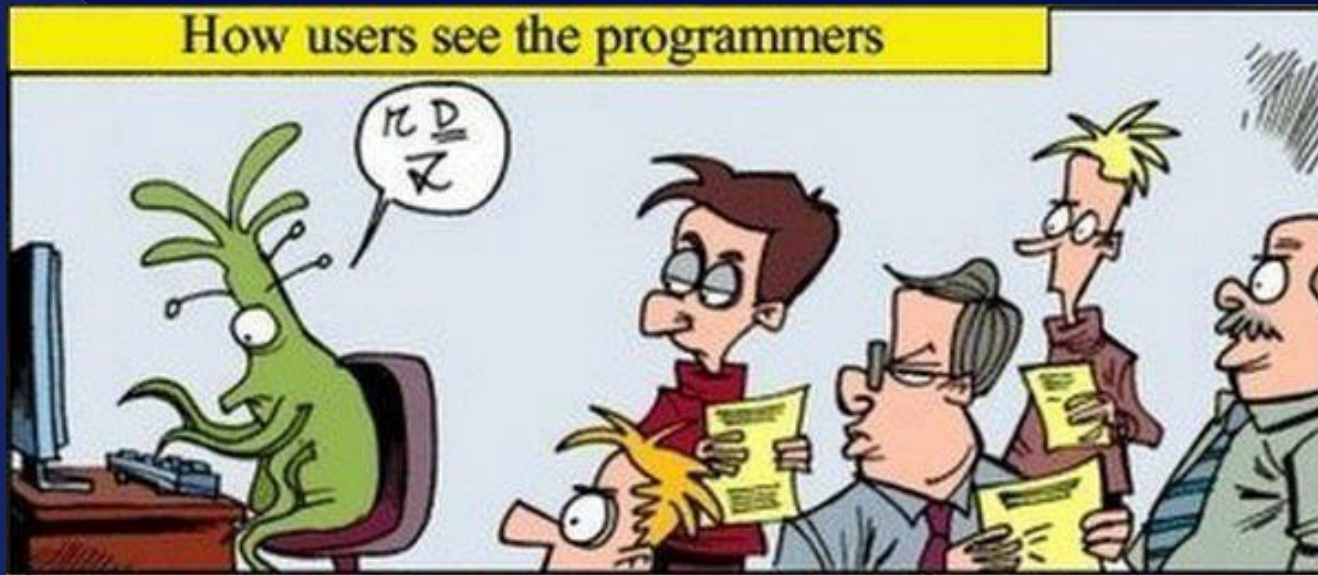
77webstudio – You Tube – How to Create a Website with Wordpress for Your Portfolio or Photography Business

<http://www.youtube.com/watch?v=3n6748vEGrY>

Marketing Tips:

<http://youtu.be/19WKKSgyQBM>

Hire a Web Designer



Web Design – inmotion.com

Web Designer + Domain name

(CMS / e-commerce for up to 10 items)

Bronze – 5 pages

\$199 setup + \$120/mo x 12

\$14.99/yr thereafter (for domain name)

Gold – 15 pages + gallery or blog integration + albums +
dropdown menus

\$299.99 setup + \$160/mo x 12

Free updates and maintenance for 1 year after all paid

On retainer at \$69.95/mo or \$90/hour

You own the website.

Prices quoted as of 8/7/14

1and1.com

Domain name only

.com -- \$.99 (1st year) ... \$14.99/yr

.org -- \$8.99 (1st year) ... \$14.99/yr

.net -- \$8.99 (1st year) ... \$14.99/yr

.biz -- \$14.99/yr

.photography -- \$14.99 (1st year) / \$24.99/yr

.photo -- \$19.99 (1st year) / \$39.99/yr

.photos -- \$14.99 (1st year) / \$24.99/yr

.pix -- \$9.99 (1st year) / \$14.99/yr

Prices quoted as of 8/7/14

1and1.com

Domain name + MyWebsite PLUS package

.com – 30 days free, then \$9.99/mo
with year prepaid

.photography – same as .com price above +
\$14.99 1st year ... \$24.99/yr thereafter

Prices quoted on 4-15-15

1and1.com

Domain name + MyWebsite PREMIUM package
(watermark tool, online store for 1,000 products.)

.com – 30 days free, then \$19.99/mo
with year prepaid

.photography – same as .com price above +
\$14.99 1st year ... \$24.99/yr thereafter

Prices quoted on 4-15-15

1and1.com

Domain name + Wordpress

(You know ... for geeks!)

.com – 99 cents/mo for first 3 months
\$8.99/mo thereafter

.photography – same as .com price above +
\$14.99 1st year ... \$24.99/yr thereafter

Prices quoted on 4-15-15