the Tech Photo Guy

8 Actions for a Better Website, Today

Whether you're a full-time professional photographer, a part-time professional, or a serious hobbyist, odds are that you have a website for your photography (it *is* 2018 after all). Many of us have long range visions of big plans for our website, but these often fall to the wayside as we are busy with other obligations.

Let's get started today. Here are eight specific actions (with steps you can take today) to improve the results you see from your website. You should see more visitors and more leads.

Your Contact Info on Every Page

How easy is it for visitors to get ahold of you from your website? They ought to be able to find your contact information on every page of your website. At minimum, there should be a link to your contact page that displays your information. Even better would be to put your email address and phone number on every page. If someone's interested in your work or your services, each barrier you can remove will help move them closer to hiring you.

Also: don't hide your name! It's fine if your business name is Precious Moments Photography or Beautiful Memories Studios, but make sure that your website contains your name so folks know who they're going to connect with. If you have staff that helps field inquiries, note that as well.

Show Your Credentials

You probably (hopefully) have an "about me" page on your website, where folks can read about you, the photographer. Take a moment to update that page with your current, relevant credentials or awards. Instead of just saying you're an award-winning photographer, note the

most prestigious of those awards. If you're a member of the Professional Photographers of America or one of their affiliates, note any degrees or competition awards you've earned.

If you're established in your local business community or with the chamber of commerce, perhaps you've received local awards. Note these as well. Been featured in your local newspaper or on a television station? Brag a little!

If you're well-established and have earned lots of accolades… first of all, congratulations! But you might not want to list *all* of them on your site. Pick out the ones that are of highest honor or are most likely to be recognizable by your website visitors.

Reach Out for a New Testimonial

Much like industry or business credentials or awards mentioned above, another big way to boost your credibility is with testimonials from past clients. If you don't have any, take a couple minutes and reach out to a few past clients who might be able to provide some kind words. If you do have testimonials already, take a look and see if they're still the best ones. Is now the time to get testimonials that are more reflective of the type of work you'd like to be doing?

Sketch Out an Editorial Calendar

Make a plan to update your blog and website. You don't have to do all the work today, but you can make a plan. Figure out what sort of articles or content you want to share in the coming three months.

How often you update isn't as important as updating consistently. If you can only manage one blog post per month, well, that's a start. Every couple of weeks would be better. That said, there will be diminishing returns for most photographers if you update too frequently. More than once a week probably won't reap many further benefits beyond weekly.

Chek yer spellin and grammur

Your website's visitors will probably be most interested in your photography, but if your site is filled with spelling or grammatical errors, many folks will be put off. If you're sloppy about your website, what else are you neglecting?

There are a few ways to go about fixing this. If you're using Google Chrome, you can probably go into the editor for WordPress or your web management system and let the browser's spell-check feature do its thing. Another option is to copy/paste your website's text into Microsoft Word or Google Docs and use their spelling features.

Arguably easiest? Find a freelance copy editor, hire them for a few hours, and have them polish off your site so that folks will notice your photos and your stories instead of your mistakes.

Where Are You?

Make it super-easy for folks to know where you're located if you're selling photography services. If you shoot in Seattle, that ought to be on your front page (and your about page, and your pricing page, and possibly every page). It'll help you from a search engine (SEO) standpoint as well as making it easy for visitors to your website to quickly ascertain if you're in their area.

Check Your Google Search Status

Hopefully you're doing this on a routine basis, but it can never hurt to check in (and if you're like me, you sometimes let this slip). Head over to http://google.com/webmaster and check on the status of your website. Explore the search crawl results and poke around to see if there are any errors.

If you haven't yet set up ownership for your site through Google, now is the time. You can verify your site with any number of methods, and then you'll be able to visit this service periodically to see how Google is indexing your website. If there are problems crawling your website or other serious errors, you'll see messages here with details on what's wrong along with how to fix it.
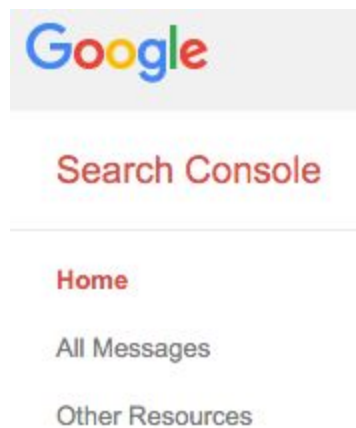
How About Social Profiles?

This isn't strictly on your website, but it's an important tip nonetheless. Are your social profiles current? We often put in your profile / bio information when we set up accounts on sites such as Instagram, Twitter, or Pinterest, but do we remember to update that information? Take a few minutes and check on your social networks to make sure that the profile information is correct.

While you're there, make sure you have a link back to your website!

Stay Tuned to my website!

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