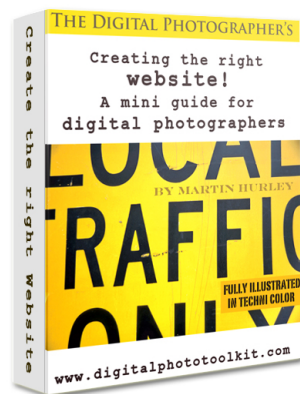# Creating The Right Website!
A Mini Guide For Digital Photographers

**How To Make Cash From Your Photography
And Deliver Targeted Traffic To Your Website**

www.DigitalPhotoToolkit.com

NB: Sign up to the dudezine newsletter...
It's your free, *insiders guide* to info products,
digital photo ideas, online adventures...
'...bringing out the 'entrepreneur' within.'
It's at www.hurleypix.com.
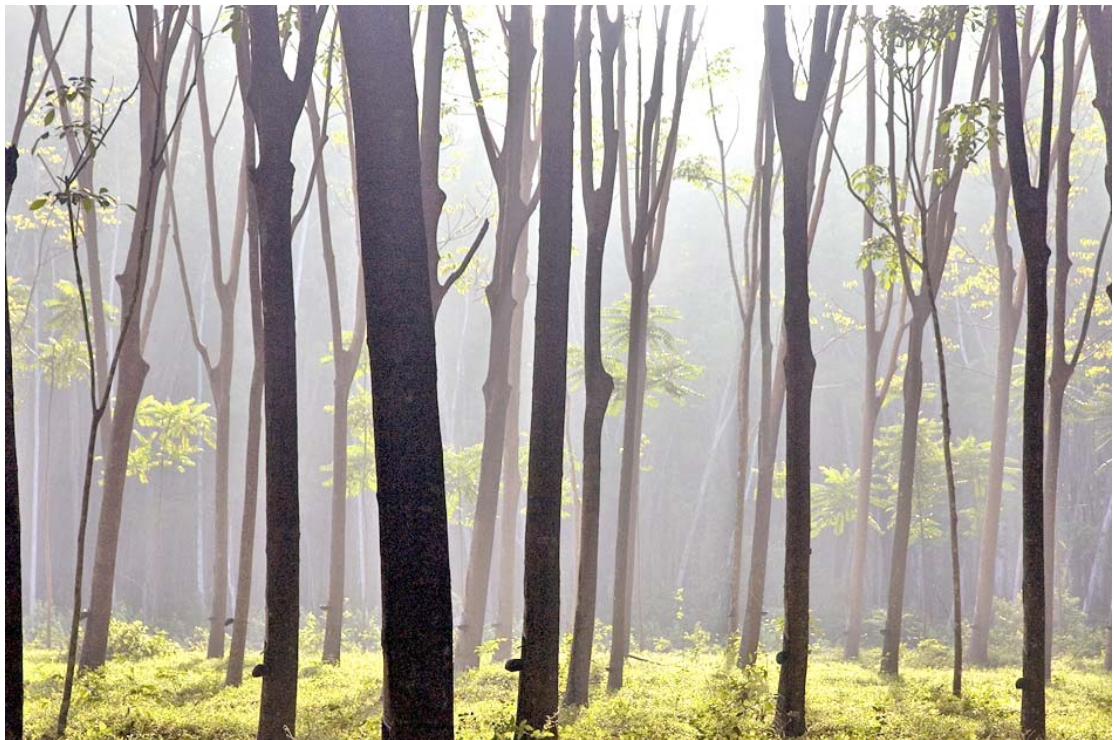
Internet traffic boggles the mind...

Creating The Right Website!
A Mini Guide For Digital Photographers
By: Martin Hurley   (All photos by Martin Hurley © 2007)

Never lose an opportunity of seeing anything that is beautiful.

Creating The Right Website!

This is <u>one chapter</u> out of the *Digital Photo Toolkit* guide.

For the full version go to **www.digitalphototoolkit.com**

Let's get straight into it...

The first question you need to be thinking about...

*What is the **Ultimate Aim** for your photo site?*

As a photographer you probably should have your own website with your own domain name. *Domains are so inexpensive and it just makes you look more professional.*

There's a few options when it comes to websites...

you can use blogs...
create a content-based site...
create a mini site to promote a specific product...

Your ultimate aim might be to use your website/blog to develop your *brand of one* and recognition and create a customer list/make sales. ☺

It will help if you can get your website well placed in the search engines (such as Yahoo.com and Google.com), but if not, good solutions do exist...

Let's just look at what people come online to do...

Organic Search Engine Traffic – This seems mysterious or difficult to many people.

However, if you understand that people visit the search engines seeking solutions to their problems, then it's as simple as determining what problems a lot of people are searching for solutions to, creating solutions to those problems, and then making people aware of the solutions through content on your site.

Content-rich websites can be based on what you *know, like, and can write about easily*, and often contain many content rich pages (articles that you, or someone else, writes) in them.

Mini-sites tend to take a lot less time to set up but can be good at gathering subscribers, *or selling a product*... and are often 1-5 pages or thereabouts.

Blogs are similar to a content site but can be interactive, with regular fresh content and enjoy easy indexing by search engines.

If creating a content based website proves challenging, a blog is a very good option (blogger.com or WordPress.org are both free options) and you don't need to be *technically proficient* to get it up and running. ☺

Wordpress is probably the better option (more choice of templates/free download/solid community of programmers and users/great forums and advice, etc), however with blogger you don't need to fork out the dollars for hosting or domain name.

Check them out:

Wordpress.org

Blogger.com

What is a blog you might be asking?

A blog can be easily understood as a series of articles.
Having well written, issue specific articles can help
your prospective customers trust your judgment and
project you as an expert.

Additionally, if you keep your blog relevant to important
issues, you will be giving your visitors quality
information and they will be more likely to come back to
you for buying your product or service.

Hint: present solutions to common problems in your field
and discuss complex issues on your blog.

What do you want a website for?

Do you want to create a folio for your photographic work or to offer photo related products (your services as a photographer, screen savers or photo books or affiliate products, etc) or as a content website (or blog) where you add good, beneficial content (articles) on a regular basis?

At some stage you might want to think about exactly what you want to achieve with your internet business...

You probably will want to do most, if not all, of these things:

* Establish yourself as an expert in your field. (niche down)

* Give your visitors quality information/images/products

* Make your business interactive – allow for feedback.

 * Increase niche-specific, properly optimized content on your website to rank higher in search engines.

* Maintain good internal linking within your site for easy indexing by search engines.

* Communicate with your visitors at a personal level and they will respond to you more positively.

Personally I think **a content rich, niche site** (5-20+ pages) that promotes your own photography, articles, earns income from Google Adsense and affiliate products/photo sales, and a separate blog to promote your current shows, work, ideas etc is a good way to go. ☺

As you advance online, you might want to **create mini sites** that promote more about specific areas of your photography or products you create.

As far as your folio or gallery goes, it might be wise to have this hosted on a separate website and linked to your main content site.

That way you can outsource the management of it and even the payment system. For example, you could use a site like **Photobox** and let them take care of payments and image storage for you.

You just focus on directing traffic to them. Of course they'll take a small commission with every sale but time wise I think it's a great option. ☺

One of the biggest mistakes photographers in general make is that they don't grasp the fundamental reality of the internet.

And that reality is this -- *people come online searching for information*. In other words, creating a website that sits in cyberspace, doesn't get any traffic, and is seen by no one is pointless. *Don't be like the rest!*

What you want is a **tightly-focused, niche-orientated content website...**

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A general-topic site (ex. "travel" or "books") will never
defeat Expedia or Amazon. A niche site attracts highly
targeted visitors... pre-customers who you can win over
through the delivery of content.

Remember the fundamental reality of the web. People use
it to seek information, to look for solutions. To
succeed, you must start where your potential customer
starts.
```

So this might mean you as a photographer create a website that has great content about the subjects you choose. People come and find your website because of the good content (and keywords you use).

They then go on to look at your photos and maybe purchase something or join up to your newsletter, so you can keep in touch with them and develop a long-term relationship.

```
Build a website that will be searched-and-found by
prospective new customers.... tens, then hundreds of
them, and then thousands every day, steadily building as
your site gains in relevance and reputation at the Search
Engines.

It takes some extra work upfront, but the long-term
profit momentum makes it much more than worthwhile.
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The great thing is that you can use a whole lot of different ways to bring traffic to your website.

Actually, you might not even need Google or Yahoo. Here's some ways you could get traffic without using Yahoo or Google:

• list auctions on eBay and direct traffic to your site

• use some of my techniques in www.digitalphototoolkit.com

• use Web 2.0 sites such as Myspace, Digg, 43things, Squidoo, etc

• create an information product or viral product that promotes your website or product (exactly what I am doing with this mini report). ☺

• market yourself through forums

So if you're looking at 'photography' in google.com and seeing millions upon millions of photo websites, and thinking you'll never get your own website in page one or two, fear not. ☺

Actually you don't want to have to rely just on search engines to get people to your site.

The great thing is there are some powerful solutions out there today. It's not that difficult to get incoming links from other relevant websites, links from Web 2.0 sites, from ebooks, from eBay, etc, and develop traffic that way.

Web surfers are your customers. As a web site content writer, the best way to stay in business is to provide something of value to your customers. On the Internet, that "something" is **appealing, well-designed information.**

It will help you to learn and get savvy on how best to market and promote your online business by getting the great **free downloadable SBI! books** from **Site Build It (SBI!)** and READING them.

They're big reads, and very informative.

On a personal note, the way I do so well with search engine traffic is because I use the *right keywords* in my websites. This is very important... *FEW photographers do this...* ☺

I use **SBI!'s** brainstormer to help me find and check what keywords to use for my photo websites, blogs and info-products.

This is one part of SBI! I couldn't live without.

You'd be amazed how much difference it makes when you know what keywords to use**... the brainstormer checks the supply and demand,** across the internet...

It's very nice to find keywords that have **high demand** and **low supply** which you can use in articles or in your photo niche.

Read more in the free downloads above and they'll show you the real advantages of using keywords wisely.

(Note: With over 56 million sites on the web, 35% of SBI! sites rank in the top 1% of all sites).

Having said all that...

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You should never neglect the traffic from search engines
like Google.com and Yahoo.com.

Why you should consider traffic from there is because of
two reasons; it's free and it'll always work no matter
what kind of changes happen on the internet.

Search engines will always be the place for people to
search for information that they want. -- patric chan
```

A few Website options:

Site Build It **(SBI!)** Is very comprehensive, hosting, everything you need package. It is the only all-in-one site-brainstorming-building-hosting-and-marketing step-by-step system of software tools that delivers thriving, profitable businesses.

The SBI! process and complete set of tools remove all the technical barriers, all the tedious work, all the Internet mysteries (ex., Search Engine mastery). *It reduces the work and time to build an effective site by 90%.* ☺

XSitePro If you want to do designing yourself have a look at the quality of the promo site (built using XSitePro) and watch the **XSitePro videos** here if you learn best by visual and audio means. *Highly recommended...*

Read the sales page for detailed information. Great if you enjoy creating websites quickly and effectively and want to keep creating websites. *Great for building websites which then you can sell through eBay.* ☺

Marlon Sanders [Design Dashboard](#) There is a very good chance this is EXACTLY what you need to break through the noise and clutter and start making sense of so many other great products on your hard drive and bookshelf, and the ones to come.

Design Dashboard is a step by step guide to doing web design, and understanding hosting, HTML editors (you don't need to be technical minded) and integration with auto responders... (Great price too).

Any photographer that wants to do *not just a website* but sales page, mini site, blog graphics, etc then this is a great option. It's pretty much an A to Z, point and click process.

All step-by-step screen caps supported by videos where needed. It's a MASSIVE time saver and literally takes the pain out of the learning curve.

In summary, creating a website that works takes a LOT of time. And there's truck-loads of options out there. But let me tell you this...

There's room for you.

There's room for your website with the right keywords and good content. I know because I have a horribly bad website that gets high placement in the search engines often.

I'm too embarrassed to tell you the name. ☺

But if this site can get the keyword part right, then you can too. And why does it do well? Because I used the right (high demand /low supply) keywords throughout my site.

Even with crap content, it still gets traffic. ☺

Knowing the *high demand and low supply* keywords will help you go a long way with your blogs, articles and websites.

This is probably the most important secret I can tell you to getting a successful website happening online...

The next most important thing is having an angle or niche or unique approach. *Find your unique-ness*... and then write about it. You can either blog about it, or write articles and submit them to article submission services, or put them on your site.

I constantly write articles about all the photography products I create. The best way to learn more about this topic is by reading **Turn Words Into Traffic**. Your simple articles can bring LOTS of traffic to your website, and if you can talk, then you can write. ☺

Next comes setting up an autoresponder. *Why do you want to do this and why is this so important?* Because you want to build a list of those people who are interested in what you do... much like I'm sure you'll have a list of friends you keep in touch with. It's much the same thing.

People might never come back to your website. So... you really want to be able to offer them something of value so that they sign up (give you their email address) to your newsletter, ezine or 'list.'

You can see how I do this at **http://www.hurleypix.com** See how I offer my eBay/CafePress ebook as a valued gift when they subscribe...

By the way, if you haven't already subscribed... *please do* ☺

My aim is to grow my list of people who are interested in photography, marketing and selling more photos.

Once you have a list, you can contact them over time and let them know about your new work, new projects, photo shows, ideas, any products you might have or recommend... etc.

It often takes people a "long time" to get to know you and trust you. **People buy from those they trust**... So if you set up an autoresponder you can email them your newsletter over a few months... or years...

Plus autoresponders ARE great, because you can set up all your emails or newsletter at one sitting. ☺

That's right, you can write a series of emails that will go out to your list at specific intervals. That means, when you're sleeping, or traveling, people might be getting your emails in their inbox... ☺

I use **Aweber**. *Why?* Because many people just kept recommending them, because their assistance is phenomenal, and because I made my first sales with *only 50 people* on my list! ☺

Nice eh...

And now I love to see when someone has signed up to my ezine... it's a great feeling.

And, when possible, **outsource** as much as possible. But don't be fooled into paying huge dollars for a website... you really don't need to. ☺

Start simple. **Hosting** (I use **BlueHost** - great features and good price - a few dollars a month), plus I add my auto-responder, got my domain name, and then *write A Good Few articles*. ☺

Put your images on a separate site and link to them. Or just go all out with a well optimized **WordPress** blog.

A website is very essential, and very do-able. Go for it! ☺

Note: Right now, the way things are going online, you have LOTS of options. You could even use a simple **Squidoo** lens to create a website if you wished. You can use free blogs or try for a content site. *You can really go all out...*

If you want to learn more about using internet marketing methods with your photography (so that you can sell more photos, have more free time, use an assortment of methods to get your name out there, etc) then make sure to have a look at my digital photographer's toolkit.

It's at: **www.digitalphototoolkit.com**

You'll love it...

Only the heart knows how to find what is precious.
- *Fyodor Dostoevsky*

Resources Guide:
Extra Stuff You Might Need:

Turn Words Into Traffic:
Discover a website traffic *machine* that generates visitors for weeks, months, even years... without spending a dime on advertising. Become an **expert** who can help other people **solve a problem** or fulfill a need**!**

BlueHost Website Hosting
Website hosting I use... *can't fault 'em.* ☺
Free domain name, free eCommerce/Cart, free blog, chat, boards, Fantastic 24/7 support

Aweber:
Unlimited Auto-responders & Newsletters.
99.34% email delivered. Free support.
This is what I use. ☺ (Made my first auto responder sale with only fifty people on my list using Aweber... ☺)

Cafepress:
Use CafePress to create your photo products, create a CafePress shop to market your own designs...

XSitePro:
For those of you who want to design your own websites... XSitePro is probably the **best website design tool** out there today... ☺

Photobox
Allow you to store, and share your photos over the Internet for free. *Get great photographic prints or gifts delivered to your door.*

SBI!
For content websites includes hosting and domain and everything you need, and learn more about e-photos (booming!), niche software, etc. The whole 'digital goods for sale' space is soaring. *Anything can be digitized...*

Your free downloadable SBI! books:

Digital Photography Secrets

The Design Dashboard

Top 10 Design Mistakes & How to Fix 'Em

Kevin Bidwell I-marketer

Info Product Lab:
Fail As Fast As Possible - And Other Contrarian Business Success Secrets. *Free Download!*

eBay

Paypal
Get a **business account** for online transactions.

What you get free costs too much.
- Jean Anouilh

Creating The Right Website!
A Mini Guide For
Digital Photographers

**How To Make Cash From Your Photography
And Deliver Targeted Traffic To Your Website**

www.DigitalPhotoToolkit.com