

WEBSITE**SEO****EMAIL****TO COLLABE BEFORE STARTING THIS CHEAT SHEET** **Testimonials**

- Collate testimonials from your emails, Facebook, Google my Business, all social media channels.
- Boil the testimonials down to one or two sentences, keeping them impactful and easy to skim-read.

HOME PAGE **Compelling wow image (or wow image gallery)**

- List 3 concerns your client might have (e.g. their appearance).
- List 3 priorities your client might have (e.g. photographs of siblings together).
- List 3 questions you're frequently asked about whether you photograph X (e.g. do you include pets).
- = Choose one image that demonstrates as many of these points as possible - use this as your wow image.

 Testimonial quotes

- List all the services you offer.
- List 3 qualities your clients book you for.
- = Select 1 testimonial from each of these services, ensuring that the testimonials cover the qualities listed in the second point.

 Outline key services offered

- Break your services down into at least 3 areas. Even if you only offer portraits, for example, these can be broken down into age groups, locations, studio / lifestyle.
- Select a photograph to represent each of these key services.
- = List these key services with a thumbnail image and a link to find out more about them.

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Your motivation

- List 3 things you love about the work you do (putting aside your love of photography, which all photographers share!).
- Write a reason for each item above about how it helps you to give your client what they need.
- = Write this section about your motivation from your client's perspective. For example, if you love capturing special moments, write about the fact you love capturing special moments that your clients will treasure.

Indication of pricing / level of investment

- Provide an average spend, or the typical investment levels (from X to X).

Outline of products offered, if any

- List each product offered.
- Include a photograph of each key product.
- Include a starting price for each key product.

Include links to key pages you'd like to signpost web visitors to next.

PORTFOLIO

Highlights page

- Select at least one photograph from each of the key services you offer.
- Avoid repetition of style or subject.
- Demonstrate your ideal customer in these photographs.
- Include testimonial snippets.

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- Portfolio page for each service offered**
 - Create a separate page for each of your portfolio categories.
 - On each portfolio page, include a range of photographs that demonstrate your skill and expertise, as well as a mix of colour and B&W, and different techniques used.
 - On each portfolio page, include a testimonial snippet.
- Links to key pages**
 - Include links to key pages you'd like to signpost web visitors to next.

ABOUT

- Include a headshot**
 - Select a photograph of you smiling, looking at the camera.
- Information about you as a person**
 - List your hobbies and interests, to help clients connect with you on a personal level.
 - Include some personal photographs to give a sense of you as a person. For example, day-to-day snaps, travel, family life, hobbies.
- Your Unique Selling Point (USP)**
 - Look through your testimonials to identify 3 things about your character or personality that clients value about you.
 - Look through your testimonials to identify 3 things that clients like about your photographs.
 - List 3 things you offer that your competitors don't.
 - List 1 area of previous professional experience.

WEBSITE**SEO****EMAIL****WHAT TO EXPECT**

- Identify each step of your client experience**
 - For example, the booking process, pre-shoot consultation, the photography experience itself, editing of the photographs, design support with creating products, creating products, delivery of the client's order.
 - Talk your client through each of these steps.
- Answer any potential pain points with a positive solution.**
- Identify any potentially sensitive issues and clearly address those.**
- Separate sections clearly using headings and bold formatting.**
- Include testimonial snippets.**
- Include photographs of products.**
- Reference any particular skill or expertise you have.**
- Include links to key pages you'd like to signpost web visitors to next.**

CONTACT

- Provide a range of contact methods (email, landline, messages on mobile phones, social media).**
- Find out a little about the client on your contact form**
 - What kind of photography are they looking for?
 - Which days of the week are they available?

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BLOG POSTS

- On each blog post, include a selection of photographs that show the range of your photography skills and expertise.
- Include some information about the portrait session or shoot featured in the blog post.
- Include a testimonial snippet.
- Include links to related blog posts, to keep people engaged and reading further through your website.
- Include links to key pages you'd like to signpost web visitors to next.

TESTIMONIALS

- Group testimonials into the different services you offer.
- Consider including screenshots of testimonials as well as having testimonials just in text format.
- Request reviews on publicly visible forums, such as Google my Business or Facebook.
- Consider contacting clients about making video testimonials, e.g. with Videoask.com.
- Include links to key pages you'd like to signpost web visitors to next.

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AWARDS AND PRESS

- Include logos of key publications or awards for skim-readers.**
- Include accolades from photography awards, small business awards.**
- Include links to publications in any blogs, websites or magazines.**
- Include links to key pages you'd like to signpost web visitors to next.**

