

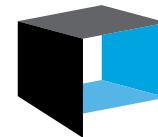
THE PHOTOGRAPHY BLOG HANDBOOK

PhotoShelter Research
May 2010

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PHOTOSHELTER



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Save a tree. Think before you print.
This PDF contains hyperlinks to resources
on the Internet. Trees can't do *that*.

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INTRODUCTION



Terry Richardson has photos of himself palling around with super models and celebrities. **Vincent Laforet** has behind-the-scenes tests of the newest gear in exotic locations. **David Hobby** has a daily readership that probably eclipses your annual traffic.

You're probably thinking, "I'll never be able to blog the same way as these guys." You're probably right. You may also be thinking:

- No one will read it except for my mom
- I'm generally a dull person with nothing to say
- I'm a terrible writer with little spare time

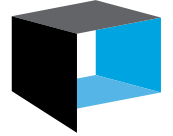
OK, let's dispense with your feelings of inadequacy. Read on, and we'll explore the true merits of blogging and how to make it work for your photography business...

Today's blogs are an outgrowth of the online journals of the late-1990s. Back then, there were no publishing tools, and many of the early pioneers created HTML pages manually to publish their thoughts online. A few key developments made blogs into what they are today: 1) Free tools were developed to allow publishing without any technical knowledge, 2) Entries were displayed in "descending" order, that is, the newest entries appeared first, 3) the ability to comment on posts created a level of interaction that served as the underpinnings for social media.

Because blogs originated the online journal world, many photographers still have a conception that a blog needs to be and should be a diary. But much has changed in the way people use the Internet and the tools that support that activity, and blogs are no exception. Blogs can be effective marketing tools and have a major impact on Search Engine Optimization (SEO). Blogs can help grow a photographer's audience by helping to connect with and engage both current and potential clients. And even a blog that is not read can still be crawled and indexed by search engines, and will help attract new, unsolicited traffic from people search for content you've written about. Blog software has become so widely used that communities have grown to create incredible plug-ins and "skins" to enhance the look-and-feel and functionality of a blog.

So why have a blog?

There are two main categories of photographer bloggers: 1) Those who have amassed significant audiences (e.g. David Hobby, Alec Soth, Chase Jarvis, et al) and can monetize their blogs through advertising, workshops, and even products, and 2) everyone else.



If you're in category #1, then this document will be of little value to you. Congratulations! You are a blogging expert.

For the rest of us, you can immediately benefit from a blog in a few ways. First, a blog is a search engine optimization (SEO) machine – an important tool to drive new traffic from potential clients using search engines. You control the subject matter you write about, you can choose the keywords/phrases you use to describe that content, and you can create backlinks to your photos and galleries. Good content with relevant keywords is a building block of good SEO – your content helps the search engines find you.

A blog with SEO in mind doesn't require much text or creative writing whatsoever. [John Lander](#), for example, posts a new entry each time he has a new gallery of images to feature (about once or twice a month). The gallery has a backlink to his PhotoShelter archive with good anchor text (i.e. text he uses to link to it contains relevant keywords). Backlinks are incredibly influential for SEO – more so than any other factor. Therefore, blogging is an almost essential activity for backlink creation. Blogs are typically updated more frequently than online portfolio websites, and that constancy of updates is also a good SEO signal.

Second, a blog increases your online footprint. If you search for your name in Google, you will never find a situation where all ten results are from a single domain. This is because Google's Quality Deserves Diversity (QDD) algorithm ensures that a single domain doesn't dominate all the top results. By maintaining an online presence in multiple places (e.g. your website, a blog, Facebook, Twitter, etc), you can increase your visibility and control your brand reputation. Ideally, you will control all 10 of the first search engine entries for your name, and also have strong

coverage for terms that relate to your photographic products and services.

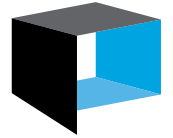
Your blog can also be a powerful platform for you to build an audience of current and potential clients, or simply just fans of your work. You can use it to demonstrate that you're a thought leader – the blog is your mouthpiece. You can use it to disseminate thought-provoking commentary on the industry, your specialty, equipment, other photographers' work, and more. Your blog can also provide a deeper look at how you work, and who you work with.

While your portfolio website is primarily just a showcase of your images, your blog lets you present the story behind the images. Even your tone, sense of humor, and writing style may be subtle indicators to a potential client of whether you'll get along, and your posts may help validate your branding. Finally, your blog can help engage your audience in two-way dialogue and stay on the radar of former clients and prospects.

So dispense with the notion that you need something earth shattering to say in order to maintain a blog. A blog can convey so many different types of benefits. In the next few sections, we'll dissect a successful blog in more detail.

You might want to download some of our other free reports to get up to speed on concepts like Search Engine Optimization, Google Analytics, Social Media and more. They're all available at <http://bit.ly/PSreports>

WHAT SHOULD I WRITE ABOUT?



It would be fantastic if we were all great writers with original ideas, but reality can be a harsh mistress. Rather than thinking about each entry as a literary masterpiece, consider the function of a blog from a marketing perspective. Your blog's purpose is to attract eyeballs and search engines, social sharing and backlinks to help spread your brand. Therefore the only requirement for blog content is that it's compelling in some shape or form.

A good blog entry is *linkbait* – a compelling entry can get other people to link to you. The process of building links (aka backlink creation) is a necessity for improving your SEO. If you've ever perused Slate.com, then you understand how even an article title can compel visitors to click and link to it. Seasoned writers use a series of "hook" opportunities to create compelling content that build an audience and increase SEO. Here are a few actual titles from Slate:

- "I tried to sauté my brain at the base of a cellphone tower. It didn't work."
- "The most outrageous thing about the Texas judge who slept with the prosecutor in a death-penalty case."
- "What Obama Thinks About the KFC Double Down"

Articles that are informative, funny, or controversial - or simply include unbelievably good photography - can end up experiencing a "viral" effect, as people pass the link on to others (on Facebook, Twitter, other blogs, and via email to each other.) You can and should test different content approaches for different audiences. Writing articles about photographer-related topics may not get you direct traffic from a bride looking for a wedding photographer, but it will give you extra SEO "juice" by creating additional links to your website. In turn, a bride may end up finding you because your website ranks higher on search engines than a

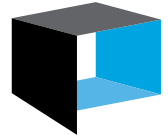


Slate.com is masterful at building compelling article titles whether you agree with their positioning or not.

competitor because more people are linking to your site, indicating that it's more popular, informational, and trustworthy.

A blog is a marketing tool, and like any marketing effort, it pays to identify your intended audience and cater your content to attract and sustain their interest. Some photographer blogs cater their writing to other photographers – this is particularly true for photographers who run workshops. Other photographers use blogs to attract prospective clients or re-engage with current/former clients. The more targeted your marketing efforts, the more successful you will be at converting behavior.

BLOG CASE STUDY: PETER KOVAL



PETER KOVAL

<http://peterkoyal.com/koyalwire/>

Specialty:

Fashion photography

Goal:

Provides an easy place to add current updates, instruction, thoughts, publications/tearsheets from recent shoots, and news.

Audience:

Photo editors, art directors, fashion photography lovers

Key Elements:

- Engaging content that keeps an audience coming back. For example, posts in “Behind the Scenes” include images and short commentary about noteworthy shoots Peter has done. “Directors Cut” is used to showcase Peter’s favorite images from shoots – not necessarily the final cut that gets selected by his client. He also posts tearsheets from editorial and advertising shoots, and short “making of” videos.
- Frequent updates
- Links into his archive
- Includes his branding across multiple properties

What makes it successful

- Showcases the top level bookings Peter shoots regularly
- Provides a look at his personality and what its like to work together
- All posts include text commentary to provide SEO support

Recent posts:

[Behind the Scenes: ELLE Singapore Cover](#)

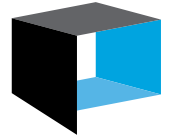
[Video: Making of the JULIO Catalog](#)

[Director’s Cut: Alexandra Crandell photoshoot](#)



COMPELLING TOPICS

AKA “WAT DA HOOK GON BE?”



Hip hop artist Murphy Lee’s 2003 rap entitled “Wat Da Hook Gon Be?” comically asks (and we’re paraphrasing) “what will be the musical hook that is catchy enough to get the attention of the audience and compel them to dance.” Similarly, writers can employ topical “hooks” to get people clicking and reading their entries. Here are a few ideas:

THE TOP 10 LISTS

The list technique is a staple of gossip blogs (e.g. “Top 10 Celebrities Who Look Great in Bikinis”) and David Letterman alike. Of the content we create for the PhotoShelter blog, our “list” articles are the ones that receive the most links, tweets, forwards and therefore, views.

The concept behind the Top 10 list is simple, orderly, and the user knows exactly what they’ll get once they click on the link. In many cases, people want to see if they (or their choices) have made the list, thus stroking their ego and/or validating their previous decisions. Remember, these lists are your opinion, not something that you need to scientifically prove. Don’t be afraid to share your opinions and viewpoints.

Example:

Chase Jarvis wrote [5 Photoshoot Ideas Worth Stealing](#), which was not only a list of great ideas that generated over 70 comments, but “stealing” in the title creates controversy whether intended or not. Speaking of which...

BE CONTROVERSIAL (BUT NOT STUPID)

Creating controversy (even when there is none), is a tried and true way of generating buzz.

Articles that dispute conventional wisdom and are backed up with facts and clearly stated points are often linked-to by others. But be careful because people will try to find holes in your logic, or seek to disprove your claims – although this, too, can result in more discussion about your post.

Example:

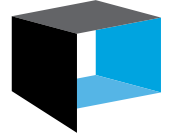
Photo business expert, John Harrington, wrote a piece entitled [Getty Images CEO Jonathan Klein - Delusional, Deceptive, or a Liar?](#) Harrington is no stranger when it comes to slamming Getty Images, and his posts generate lively (and sometimes vicious) commenting on this blog.

HOW TO'S

The Internet is a Do-It-Yourself (DIY) paradise, and “how to” articles are a veritable cottage industry. When individuals come up with a novel (and often inexpensive) approach to performing a task, buzz and backlinks follow.

Example 1:

Todd Owyong photographs concerts and live shows, and as such he is constantly requesting photo shooting passes. The process is simple and routine for him, but it’s a mystery to everyone else. Todd wrote a blog post called [How to Request a Photo Pass](#), and it outlines everything that’s involved with obtaining a pass. This led to backlink creation, as well as a dialogue in the comments that followed.



Consistently producing content with strong hooks has resulted in over 1,000 links back to Todd's website, and probably one of the big reasons that his website ranks #1 in Google for the term "concert photographer" and #3 for "concert photography."

Example 2:

Zack Arias has a huge number of lighting tutorials in his blog, including a very popular entry on [shooting against white seamless with a single light](#). Zack parlayed his growing popularity into a series of in-person seminars, sponsorship from lighting equipment vendors, and an educational DVD.

WRITE A REVIEW

Writing about the products and services that photographers use can be a very rich source of content. People are constantly searching for well-written reviews from people who know what they are talking about. People are particularly interested in reviews of new products, and blog posts that talk about new photo gear get a large amount of traffic and links.

Example:

When sports photographer Brad Mangin got his hands on the brand new Canon EOS 1D Mark IV digital SLR camera, [he wrote about it on his blog](#), sharing his opinion of the new camera and its focusing system, which had been a source of constant frustration for the previous model. Although Brad is not a professional reviewer, he is a widely known sports photographer with good credibility. By the time the dust settled, his post had logged 46,241 pageviews from 38,296 visitors and resulted in 197 backlinks to his blog.

BUILD OR COMPILE RESOURCES

If you're willing to do a little research and find a topic that's relevant to your audience, you may be surprised how many people will use, appreciate, and link to this type of information. Great examples include: a list of great websites, or a list of essential tools, books, or locations. Only you can decide what will be compelling to your audience.

Example 1:

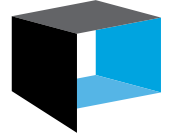
Rob Haggart of [aphotoeditor.com](#) has compiled a number of resource lists that act as linkbait including "[Stock Photo Agencies](#)," "[Photographer Agents \(Reps\)](#)," "[Photographer Website Design](#)" and more. He places them prominently in the right column of his blog. This way, they are not buried within the blog archives which makes them easier to find for visitors and search engines alike.

Example 2:

The National Press Photographers Association (NPPA) created an online "[Cost of doing business](#)" calculator. Even though the intended audience was its membership, the publicly accessible article is applicable to a much larger base, and is the number one search result for "cost of doing business."

ATTACK SOMEONE OR SOMETHING

The Internet can be a downright mean place. The attack hook is very common in political circles (often with poor factual evidence, circular logic, or a "preaching the converted" mentality), but can be also used in photography circles depending on your intended audience.



Example:

Rob Galbraith wrote a scathing (but accurate) article about the [Canon EOS-1D Mark III focusing system](#). Rob didn't intend to attack per se, but his disappointment in the expensive, flagship camera came shining through. In the process, he became the de facto critic, and people came to rely on him for successive firmware updates of the focusing mechanism.



HIT A FUNNY BONE:

Are you a clown? Do you amuse others? Try your hand at humorous blogposts. Your audience will enjoy and likely share your post, and you'll keep them coming back for more.

Example:

Photographer Peter Phun wrote a comical piece entitled [21 Signs You're a Real Photographer Now](#) on the Blackstar Rising blog, which poked fun at some typical photographer idiosyncracies.

NEWS

Newsworthy content can create short bursts of link building and discussion. The downside is that some topics are truly ephemeral, and the relevance is quickly lost. You need to consider the time frame in which you can market a news hook-related article, and consider whether there are "evergreen" topics that can sustain the conversation for a longer period of time. This hook works especially well if you have the benefit of exclusive access to photograph a given subject in the news.

Example:

Washington DC photojournalist Pete Marovich often captures breaking news. On his blog, he shares images and personal commentary about covering any given special event. For example, his first White House press conference coincided with the signing of the 2010 historic healthcare legislation. Rather than regurgitate the same stories that mainstream news outlets were covering, Pete posted images and [shared his first-time experience as a photographer](#) at an important event, also giving readers a look into the many strange protocols of White House photography.

BLOG CASE STUDY: GAVIN GOUGH



GAVIN GOUGH

<http://www.gavingough.com/>

Specialty:

Travel Editorial Photography

Goal:

- Engage existing followers
- Attract new clients through SEO
- Sell photos as stock photography, prints & products
- Promote his photography workshops

Audience:

- Photo editors (past, current and future clients)
- Travel photography enthusiasts

Key Elements:

- Frequent posts incorporate compelling images and heavily keyworded writing for SEO
- Two-way interaction with people who leave comments
- Perfect integration across his blog and portfolio
- Ability to generate revenue with PhotoShelter
- Ability to capture customer contact info with newsletter signup - with incentives to subscribe

What makes it successful?

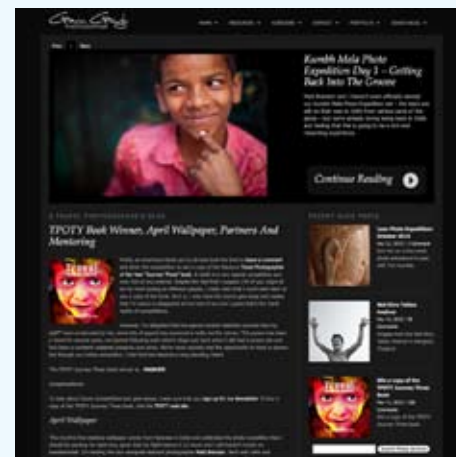
Gavin appears in the #2 spot in Google search results for “Freelance Travel Photographer”. But his blog appeals equally to humans - his frequent, engaging posts share details and images from his travels - which keeps visitors coming back for more. Every post, plus the background Gavin provides about himself, clearly show his personality and professionalism. Integrating his fully searchable portfolio of images, available for stock and print sales, helps him drive revenue from visitors. Gavin uses a WordPress blog with a design theme by Graph Paper Press.

Recent Posts:

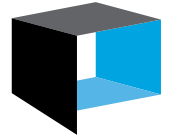
[Kumbh Mela Photo Expedition Day 1 – Getting back into the groove](#)

[Laos Photo Exhibition](#)

[Wai Khru Tattoo Festival](#)



SEO CONSIDERATIONS



We've referred to blogs as "SEO machines" because they have the potential to increase your SEO through relevant keyword usage, frequent copy/content and backlink creation. Here are a few areas to consider while crafting your blog entries.

Page Titles: These are often ignored by photographers, and that's unfortunate because they can play a very helpful role for SEO. Page titles help tell the search engines what they can find on any given page. Page titles aren't actually shown inside the web page itself – instead, they show up in the very top of the web browser, and when someone bookmarks the page, it will be this text that appears in their bookmarks.



The page title also appears as the "anchor text" (the linked text) in search results. So using highly relevant, descriptive text here serves as an ad that will compel clicks.

Page titles are the most important on-page factor and the order of keywords correlates to search results (i.e. put your important words at the front if possible). A good blog entry title should be compelling, but also mindful of SEO. Most blog software serves the article title into the browser page title.

Keyword-rich URLs: Search engines use URLs as a signal in their SEO algorithms, looking for keywords that could give it a clue about the contents of the page.

Instead of a string of unreadable numbers and characters, it is good practice to include keywords in your URL. Most blogging platforms allow you to do this automatically by inserting text from the headline of the post into the URL. Another good reason to have good titles.

Bad: <http://www.funkystock.eu/news/?p=344>

Good: <http://www.robertcaplin.com/blog/2010/02/one-day-in-haiti/>

Back Linking: Creating backlinks (links to your content) is the most important factor for SEO. Most content on the web has zero backlinks, but a blog is an easy way to combat this. When you write a blog entry, link to specific content like a gallery of images, as opposed to a homepage.

Back linking to specific content helps search engines with the process of discovery, and the more destinations you (and others) link to, the greater your chance of having more of your content indexed by search engines.

Link "Anchor Text": Anchor text, i.e. the words used in the link itself, is an important signal for SEO. Avoid creating generic or non-descript anchor text. For example, if you authored a blog entry about agave plants and wanted to link to a gallery of images:

Best: "[A great collection of agave plant photos.](#)"

Worst: "I have great shots of agave plants. [Click here.](#)"

Image Captions and Keywords: When clue-hungry search engines see text placed right next to an image, they treat those words as keywords for that image. This is why it's so important that each image included on your blog have a caption (and/or keywords) in very close proximity.

BLOG CASE STUDY: KELLY ANGARD



KELLY ANGARD

<http://kellyangard.com/>

Specialty:

Fine Art, Photography, Writing

Goal:

Display, sell and discuss her fine art, photography, and mixed media works online.

Audience:

Art buyers & end consumers

Key Elements:

- Showcases her writing as well as her visual art
- Large, flattering display of her work
- Clean design and organization
- Links to several different sales channels (PhotoShelter & Etsy)

What makes it successful?

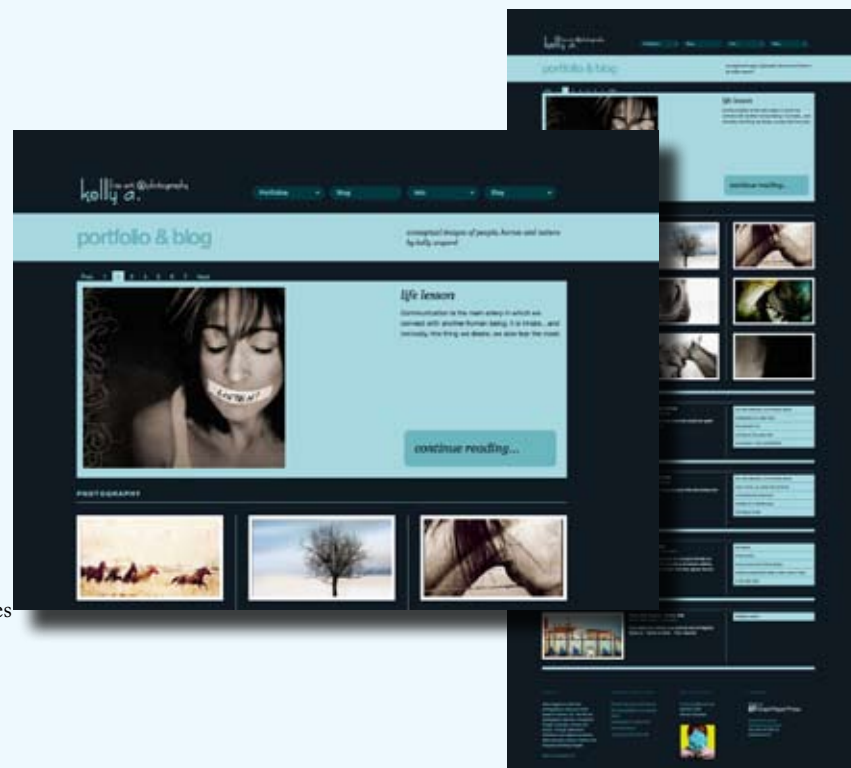
Kelly's site is successful because it allows her to deal with her blog, her portfolio and her sales with one solution. It is also successful because it enables her to demonstrate her talent as an artist and a writer. Kelly's work can be found on a variety of websites across the internet; this gives her clients more ways to find her and the backlinks from her other websites improve the SEO of her blog. Kelly uses a WordPress blog with a design theme by Graph Paper Press.

Recent Posts:

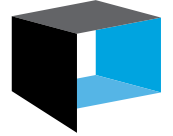
[Winter's Fate and The Fruit Tree](#)

[Live With Abandon, Live Without Doubt](#)

[Waterdrops in a Dark Time](#)



INTERACT & BE SOCIAL



PARTICIPATE IN YOUR BLOG

Sadly, most people will not read your blog, and you might find that certain entries generate almost no visits. But when someone takes the time to read your blog and comment, take the time to respond. We are not suggesting this to make you a nicer person, but rather, comments beget comments. And the more comments you have, the more visits and backlinks you'll generate.

COMMENT ON OTHER BLOGS

Participating in the dialogue on other sites can put you on a blogger's radar, and could result in a link if your content is good enough. Be forewarned, however, that making comments generally won't help your own SEO as most blogs are configured to tell search engines to "nofollow" their blog comments due to the rampant comment spam. But other readers might click on your links and traverse to your blog.

As long as your links are relevant, there is no harm in publishing them in the comment section of another blog.

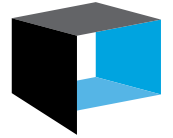
ASK QUESTIONS IN YOUR BLOG POSTS. ENCOURAGE DEBATE.

If you ask people to respond to your posts, many will. Create a dialogue and if the dialogue gets informative, heated, or controversial, you may benefit from links from other bloggers. Comments and healthy debate should be considered another form of really great content.

PEOPLE AREN'T READING YOUR BLOG ON YOUR BLOG

Blogs are destinations, but many successful bloggers don't rely on their blog to generate all the traffic and buzz. More technical audiences use RSS readers which pull the blog contents into another website or e-mail program. Popular blog content can be syndicated or quoted in other blogs. Mobile devices are increasingly repurposing content to fit their form factors (iPad anyone?). The point is that your blogging software should be sophisticated enough to service the myriad of ways people consume content, and you should be aware that your destination site isn't the only medium for consuming your blog content.

BLOG CASE STUDY: TODD OWYOUNG



TODD OWYOUNG

<http://www.ishootshows.com/>

Specialty:

Live Music Photography & Band Portraiture

Goal:

- Build SEO to attract unsolicited visitors
- Showcase assignment work & private commissions
- Establish authority in photographic genre

Audience:

Music fans looking for the best photos of their favorite bands, photographers who want to learn the trade, and potential clients who want to see the work and get a sense of the photographer's personality before hiring him.

"A blog lets me tell a richer story of who I am and what I can deliver as a photographer, and share new work with viewers with a level of depth that's just not possible with a conventional portfolio. For the fans I want to deliver the most badass images in the universe."

Key Elements:

- A tightly edited, professional display of the images
- Compelling content that appeals to a wide audience
- Clean site design
- Integration with social media that includes community building through exclusive how-to posts and personal responses to every comment
- Ability to generate passive print and stock sales with PhotoShelter

What makes it successful?

Todd's Graph Paper Press blog, which is his only website, ranks in the top slots for terms related to "concert photography." Todd's blog is also successful because it gives him platform to speak directly to and interact directly with, his key audiences. Todd responds to every reader comment with a personal reply. To many photographers, this would seem yet another waste of valuable time. But not the case: After awarding Todd a recent commercial job, the client told him that she had looked at his blog and saw how he "answered everyone's questions" and "right then [she] knew, [he was] the right guy for the job."

Recent Posts:

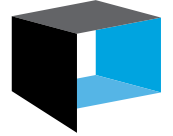
[Photos: Blue October](#)

[Photos: Arctic Monkeys](#)

[Portraits:
Band of
Skulls](#)



BLOGS AND YOUR SOCIAL MEDIA STRATEGY



Twitter, Facebook and other social media platforms have transformed the way people use the Internet. But when we are trying to create an online presence to promote our businesses, it can be difficult to understand how these social sharing websites can help us.

With your blog at the center of your personal content sharing strategy, you are no longer constrained by traditional media gatekeepers to have your work published – you are the copy editor, photo editor, and publisher. Like never before, you have the ability to create content, and social media gives you the opportunity to distribute it on a large scale.

Facebook and Twitter are effective streaming tools. You have many ways of telling people what you are doing, and they have many ways of interacting with you in return at many different levels of engagement.

For example, here is a hierarchy of communication methods in Facebook based on level of intimacy from highly intimate to highly passive.

- “Friend” someone
- Send a message
- Write on a Wall
- Post a gallery of images
- Post a link to content you care about
- Comment on a post, image, etc
- “Like” a post, image, etc

When we send someone a message, we expect a response. By contrast, when we “like” something, we don’t really expect a response – it’s just a nod of approval.

But it all starts with something that you want to broadcast to one or many people. Telling people what you ate for lunch has low informational value. But a blog has rich informational value, and therefore can be significantly more compelling than what someone is eating.

As a photographer, you have the ability to be a prolific content creator. As such, you always have a reason to invite people to visit your website(s), where you control the brand and user experience. So social media sites can be used as a conduit, and your content is the hook.

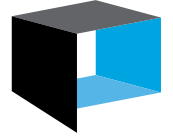
Without the blog, we are merely tweeting about our lunch. With our blog, we can tweet about a series of images we shot and the story behind them. Compelling content gets passed around through social media, and the potential exists for your content to go viral at zero cost.

This is a remarkable change from the way a photographer had to market him/herself even 10 years go. Photographers are used to talking about “convergence” from a multimedia standpoint, but we’re only beginning to understand how a convergence of social media tools makes it easier than ever for us to market to an enormous audience.

Remember these PhotoShelter tenets of blogging:

- Your photos are a source of rich and never ending content.
- The blog is a simple publishing tool with enormous SEO benefit.
- Social media can drive people to your content regularly.
- Search engines can drive people to your content regularly – not only attracting high volume keyword searches, but also “long tail” keywords that may correlate with your content.

BLOG CASE STUDY: LAURA NOVAK STUDIOS



LAURA NOVAK STUDIOS

<http://www.lauranovak.net>

Specialty:

High-end weddings & events and portraiture

Goal:

- Showcase her portrait, event and wedding work to potential clients
- Give clients a taste of her personality
- Establish herself as a sought after photographer in her markets

Audience:

Potential portrait and event clients and industry publications.

Key Elements:

- Tightly edited images that cater to all of her potential clients
- Posts include press clippings and industry involvement
- Clean site design
- Integration with social media, specifically Facebook

What makes it successful?

Even though she isn't concerned with her SEO, every part of Laura's blog (the photos, the writing and the design) seems made to perfectly appeal to her clients and potential clients. Her blog design does a wonderful job of showing off her specific style of photography and the written content of her entries continually shows that she forms long-lasting friendships with the couples and families she photographs.

Recent Posts:

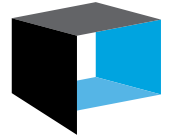
[Sugar and spice...](#)

[Philadelphia Inquirer \(feature on Laura\)](#)

[Mike + Rose \(wedding\)](#)



WHAT PHOTOGRAPHERS ARE SAYING ABOUT THEIR BLOGS



Creating a blog can be daunting, so we asked a bunch of photographer bloggers for their take.

Q: WHAT ADVICE WOULD YOU GIVE A NEW PHOTOGRAPHER BLOGGER?

Jim Goldstein

<http://www.JMG-Galleries.com/blog>

Add interesting and valuable content to your blog regularly. Make this your mantra. Why? "Regularly adding content" keeps your audience & search engine spiders coming back often. "Interesting" & "valuable" content is what will spur your readers to share your blog entries with others.

Daniel Milnor

<http://www.milnorpictures.com/>

Regurgitating other people's information is really boring. Tell me about you. If you don't have anything to say at the moment, it's okay, just relax and wait until you do. I'd rather have ten great posts than a hundred okay pieces.

Rachel Hulin

<http://www.rachelhulin.com/blog/>

(Blogging) is something that a lot of people do, so the only way to add something new is by being yourself. Don't try to copy others, don't be preachy, don't be mean. I think it's important for photographers to support each other. We're not curing cancer here.

And have fun with it, that comes across in your posts, and people will come back and read more if they get a sense of you (and if they like you).

Aaron Hockely

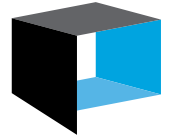
<http://www.socialphototalk.com/>

Find a focus for your blog: Are you writing for an audience of other photographers (as I do at Social Photo Talk) or are you writing for an audience that represents your photography clients? Think about what your audience will want to read. If you're blogging for your clients, potential brides aren't going to care too much about the technical specs of a new piece of equipment, but they would love to see beautiful images you've created with that gear.

Marc Feustel

<http://www.eyecurious.com/>

Think about why you want to blog. If it is just self-promotion, I think you will find it hard to sustain and to interest people. I think you need to choose an angle, it can be a broad one, but it should be a personal angle nonetheless and try and make it one where you are contributing something that isn't already out there. I think Alec Soth's blog Little Brown Mushroom is a great example of a photographer who manages to strike a balance between posting about his own work and the things that interest him in a way that makes them interesting to others. Also his blog has character. This is something that I think is essential.



Mason Resnick

<http://www.adorama.com/alc/blog>

Engage your readers—post a question, write something controversial, conduct a poll, whatever it takes to keep them involved with your blog.

Dennis Hayes

<http://www.photonewstoday.com>

“Write with fire, cut with ice;” Meaning, write what you want, but do it passionately and regularly. After you write, take a look at what you wrote and edit your words with a cold heart. Make your words tell a story. Everyone has something to offer the community, from the weekend hobbyist to the old pro. A simple suggestion can mean the world of difference to someone else.

David Brabyn

<http://www.digitaltechparis.com/>

Don't do it unless you have something to say that will interest potential clients. A blog should be a marketing tool (SEO + drawn in an audience of potential clients). The SEO part is easy. Writing posts that potential clients – not fellow photographers – will want to read, is difficult. Most photographer blogs are just bland, sometimes embarrassing, pointless musings that reveal too much self-interest and a lack of understanding of the difference between personal and public spheres, between interesting and inane. As a generalist photojournalist based in the most over-photographed city in the world, I have nothing to narrate that will get me more clients.

Michael Zhang

<http://www.petapixel.com/>

Be consistent. Don't set a pace in blogging that you can't maintain. Know what you can handle, and make sure you can keep it up for the long haul.

Jennifer Spelman

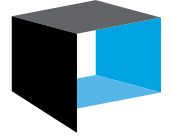
<http://spelmanphotographic.wordpress.com/>

Define your target audience. It is critical to have an understanding of who you are writing for before you begin. This will help you tailor your posts and social marketing efforts in a constructive way. Try not to make yourself cooler than you are. Your audience has been barraged by so many blatant advertisements that they are looking for honest, credible information.

Gavin Gough

<http://www.gavingough.com/>

This is advice that I don't always succeed in following myself but if the aim of your blog is to build a loyal readership then regular posts are a must. However, those posts have to say something of consequence or contain information that will bring your readers back so photo bloggers should consider whether the content they're posting is really of interest to others.



Q: WHAT WAS YOUR MOST SUCCESSFUL BLOG POST?

Marc Feustel

[An interview with Hiroh Kikai](#). Quite a few other bloggers linked to the post, including the big names. I think this was also successful because there is very little content in English about Kikai and a lot of people really liked his book Asakusa Portraits. I would say that my most successful post (and my personal favourite) was on the changing nature of the word “curator.” I consider this post to have been more “successful” because it led to more debate and was used by Flak Photo to start an online discussion on Facebook on this subject. Being able to generate discussion is one of the main aims of my blogging activity – not just telling people my opinion.

Jim Goldstein

My most commented post was [How Every Flickr Photo Ended Up on Sale This Weekend](#) with 244 comments. . The post was timely, educational, and raised a red flag to a hot button issue. It was a wake up call for people unfamiliar with some of the weaknesses of Flickr or at a minimum depending on your view point the lax enforcement of the Flickr API. I suppose that could still be debated, but it’s impact at the time was that it was a real eye opener and provided value to my readers and the photography community at large.

Aaron Hockley:

[Which DSLR for a Beginner](#) was written in January of 2010, and aimed squarely at the hobbyist who is trying to move into the DSLR world. As a photographer, I was *constantly* being asked “which camera should I get” by friends, associates, and others that I would run into around town. I feel that the keys to the popularity of the post are that it appeals to a broad audience, leaves room for others to agree or disagree (and a few

have done so in the comments), and that it will provide long term traffic as I can update the post over time as new cameras are released.

Tim Grimshaw

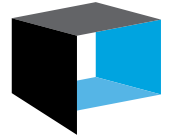
<http://www.orangeblob.com/>

Ignoring the spikes in traffic that I’m sure everyone gets when posting a new item to a blog, my most consistent performer is actually the [PhotoShelter review](#) that I did back in 2009. It still gets a large number of hits week in week out... probably due to the fact that if you type ‘photoshelter review’ into google, that article generally comes up first or within the top 5 somewhere.

Over the last month or so, because of the timing of the blog post, my post about [Earth Hour 2010](#) has also been a traffic puller, though I expect this will continue to decline through the year, but will probably then attract a load of traffic as the Earth Hour 2011 gets a lot closer.

Mason Resnick

I think [Reader’s Choice Camera 2009](#) was a hit because it invited reader involvement. It was a poll for readers to vote on their favorite camera of 2009, which, surprisingly, was the Pentax K-7. In addition to our extensive social network publicity, Pentax retweeted and posted on their forums, which probably helped boost traffic, which was in the thousands.



Dennis Hayes

I think [The Three Phases of Camera Ownership](#) resonated as it did because most photographers can relate to lusting after a camera, buying the camera, getting used to it, lusting after another, and so forth... Written in the form of a relationship, it showed what fickle people we all are, when it comes to cameras.

Michael Zhang

Our most successful blog post so far as been [Scientific Curiosity Captured in Photos](#). I'm guessing it was extremely popular because the photographs we featured by Caleb Charland were creative, fun, and unique.

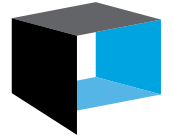
Jennifer Spelman

My most successful Photo Coleslaw post was entitled, [Surrender](#). The piece was written about the trials that emerging photographers often face, the uncertainty that is inherent within making a living in this business. One line from that piece, "Surviving the photography business is one part vision, one part business and all heart," seemed to resonate with a lot of people. Snippets of the post were posted on a couple of large audience photo blogs and from there I was able to just watch the piece continue to spread. The success of the piece came from a combination of speaking in an honest voice and spreading it to as many networks as I could.

Rachel Hulin

Surprisingly enough, it was a post about painting. Specifically, it was about the documentary [My Kid Could Paint That](#) on Marla Olmstead, the four-year-old prodigy. There's wide speculation that her father was making the paintings himself, which the filmmaker himself came to believe. I think my post is pretty high on google now, so people keep coming and adding comments. Controversy= traffic every time. That's the lesson here, friends.

FREQUENTLY ASKED QUESTIONS



How often should I blog?

Two to four times a month is more than sufficient. Regularity and consistency is probably the more important factor – i.e. if you do a flurry of blogging in one week and then are dormant for three months, you're probably not gaining the full SEO benefit, and you're creating an uneven expectation among your audience. Assuming you are creating quality photos twice a month, you'll always have something worthwhile to blog about.

How do I know if I have a successful blog?

- View the # of RSS subscribers using Google Webmaster
- View the analytics for your blog using Google Analytics or other blog tools
- View the traffic sources to your primary website coming from your blog using Google Analytics.

Should I have multiple blogs, or just one?

It depends. Maintaining multiple blogs is fine as long as you don't have duplicate content. Google knows all the tricks and if you publish the exact same content on 4 blogs, you could be penalized by search engines. If you maintain different blogs, then have different focuses with varying imagery. And don't forget to create deep links into your other websites.

Part of the decision to maintain multiple blogs depends on your goals. If you're doing it purely from an SEO standpoint, then multiple blogs aren't a bad idea as long as you have different content. But if you're trying to build an audience, maintaining two blogs might be very difficult.

Do I really need to have a "portfolio site," or can my blog be that too?

What you "need" is a matter of two things: 1) what you need to help manage your photo business, and 2) what your clients need to properly interact with you. High end commercial photographers, for example, need portfolio sites because their clientele demand it.

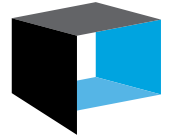
But a youth sports photographer might find that it's a waste of his/her time to maintain that type of site. A blog might work effectively as your primary web presence, but it really depends on the expectation of your audience. We are now seeing more and more photographers use blogs as their "homepage," because the many available tools enable a blog to display both "portfolio" and updated blog articles. However, it certainly is not the norm yet.

Should I allow people to comment on my blog posts?

Commenting can be very positive in creating dialogues between you and your customers. And lively comment streams can act as linkbait. Unfortunately, the anonymity of the Internet can bring out some pretty nasty and vitriolic comments. We like moderated comments, whereby you have the ability to review the comments before they're published.

What's a good amount of blog traffic? How many people per day? Per month?

A good amount is a growing amount. If your site traffic is stagnant, then you're not doing a good job of promoting and growing your audience. We like to use analytics to understand a baseline of traffic from which marketing can drive growth. If you have < 100 visits to your blog per month, then the main motivation is probably SEO. If you have > 1,000/month, then you're probably starting to grow your traffic into a viable platform for your brand.



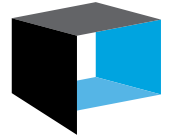
Should my blog live on the same domain as everything else on my site?

There are two schools of thought on this. For people who are concerned about building as much SEO “juice” on their domain as possible, we recommend creating the blog as a subdirectory of the site. For example: [photographer.com/blog](#). However, a newer train of thought is to have as broad an online presence as possible on multiple domains, and having a blog on a different domain is one way to do that.

Should I link to other blogs, or will I lose customers that way?

It’s common to have a “blog roll” whereby you list other blogs you’re reading. Blog rolls tend to link to the homepage of another blog, and photographers often swap links from their blog roll. The problem is that Google can detect homepage swaps, and these links likely don’t carry the same weight as deep links. Linking to other photographers’ blogs isn’t inherently bad, you just need to understand why you’re doing it. If SEO is your goal and you are sharing links, it is advantageous to link to another photographer’s content and vice versa - rather than each of you linking to the other’s blog homepage. Rather than trading/swapping links, consider admiring another photographer’s content or reviewing another photographer’s work, and link to that page specifically.

BLOG CASE STUDY: JEFF SINGER



JEFF SINGER

<http://jeffsingerphotography.com/blog/>

Specialty:

Editorial portraiture

Goal:

To appeal to potential clients by showing them the personality behind the camera.

Audience:

Potential editorial and commercial clients who want to learn more about their photographer.

Key Elements:

- Personal, opinionated content
- Fully integrated brand presence from blog to portfolio
- Links to his social networking sites as well as a live twitter feed on the site of his blog
- Good presentation of images and videos
- Frequent references back to his portfolios

What makes it successful?

Jeff's blog is successful because you (and photo editors) get to know him through reading his posts. Jeff shares his many opinions, anecdotes about typing on his iPad, and about how his love of guitars lead to a personal project photographing a guitarist.

Recent Posts:

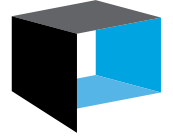
[iPad: The Future of Everything Everywhere](#)

[Investment Advisor Cover](#)

[Studio Wall](#)



APPENDIX A: BLOG PLATFORMS



WordPress (free)

<http://wordpress.com/>

WordPress is the most widely used blogging platform, and as such a large developer community helps support the creation of various plug-ins that extend the blog's functionality. Similarly, it's customization capability has led to a whole cottage industry of third party templates/themes that can give users many different ways to display their content.

Cost: Free

Pros: Hosted solution, no technical knowledge required

Cons: Can't use your own domain name

WordPress (self-install)

<http://wordpress.org/>

If you host your own server, you can download the WordPress software and install it yourself. PhotoShelter has partnered with Graph Paper Press to bring photo-centric WordPress themes which easily integrate with PhotoShelter websites.

Cost: Free

Pros: Can use your own domain name, can create a nested directory for the blog to enhance a single domain's SEO juice

Cons: Requires your own (or leased) server, and some systems administration knowledge, no automatic updates

Movable Type

<http://movabletype.com/>

Movable Type is blogging software similar to WordPress it that it requires your own server and some technical knowledge to install. It's a flexible platform used by thousands of companies with an active development community. However, we don't recommend it for individual photographers because it requires some technical knowledge to administer.

Cost: Free, and paid versions with additional functionality

Pro: Robust and configurable

Cons: Requires installation on a server

TypePad

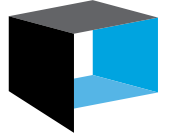
<http://www.typepad.com/>

TypePad is a free blogging service built upon the Movable Type platform and designed for non-technical users. Typepad has a Blog Link feature which will automatically connect your blog to your LinkedIn profile.

Cost: starting at \$8.95/month

Pro: Easy-to-use, no technical knowledge needed

Cons: not free



Blogger

<http://www.blogger.com>

Blogger was started in 1999 as one of the first blogging services, and was acquired by Google in 2003. The service requires a free Google account. Because of the Google association, there are a few tie ins with other Google products such as a “publish” button from the Google Toolbar, easy Google AdWords integration, and Google docs blog publishing.

Cost: Free

Pros: Very easy to get started, presumably good crawling by Google

Cons: Customization capabilities not as robust as other platforms, poor control over on-page SEO factors compared to other platforms.

Tumblr

<http://www.tumblr.com>

Tumblr was started by David Karp, who was the lead developer for the start-up company, Urbanbaby.com. Tumblr’s popularity stems from it’s ease of use as well as its extensive customization capabilities (owing to a robust programming API). Tumblr seemingly has bridged the microblogging format of Twitter with the social networking capabilities of Facebook by allowing the ability for users to “follow” a blogger and reblog someone else’s post on their own tumblelog. Tumblr can easily incorporate multiple media, rather than having more of a text-centric approach to blogging.

Cost: Free

Pros: Very active developer community, some unique blog networking tools

Cons: Not as widely used as other platforms, can be perceived as having a more techno-audience

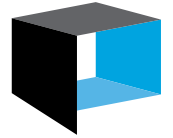
FotoJournal

<http://myfotojournal.com/>

A new blogging platform specifically for photographers.

Cost: starting at \$0.00/month up to \$16.00/month

APPENDIX B: BLOGGING TOOLS



PLUG-INS

Plug-ins are tiny pieces of software that extend a blog's functionality. Since there are over 9,000 plug-ins for WordPress alone, we'll deal with our shortlist of favorites for each platform.

I. IMAGE/MEDIA DISPLAY TOOLS

While all blogging platforms have the ability to handle images and other media by default, many plug-ins make this workflow faster and easier.

PhotoShelter Embeddable Gallery Slideshows

PhotoShelter users can make use of our advanced embeddable gallery slideshows and single image tool to display their images in a blog and always ensure that the images will link back to their website. The gallery slideshows can be easily custom configured to match a website or blog, and are also capable of "going viral" on other websites or blogs by allowing visitors to click the "Share" button (similar to a YouTube video.) This is a great answer to image theft, whereby someone takes your image and does not link back to your site, leaving you high-and-dry. As your gallery spreads across the web, it creates additional links to your page - helping your SEO, and opening you up to more potential website visitors.

NextGEN Gallery

A very popular tool for creating photo galleries in WordPress. Unlike the built-in media tool, this plug-in had the ability to handle multiple photos, galleries, albums and Flash slideshows.

Platform: WordPress

<http://wordpress.org/extend/plugins/nextgen-gallery/>

WordPress Flickr Manager

An easy way to handle uploading, modifying and inserting Flickr photos into posts.

Platform: WordPress

<http://wordpress.org/extend/plugins/wordpress-flickr-manager/>

kPicasa Gallery

This plug-in displays your Picasa web galleries in a post or in a page simply by creating a post or a page with a special keyword.

Platform: WordPress

<http://wordpress.org/extend/plugins/kpicasa-gallery/>

Viper's Video Quicktags

This plugin removes the need to copy and paste long video embed codes from video sites like Vimeo and YouTube.

Platform: WordPress

<http://wordpress.org/extend/plugins/vipers-video-quicktags/>



II. SEO PLUGINS

Search Engine Optimization (SEO) plug-ins help your blog content get found by search engines. They can increase the ranking of your blog by allowing you to put your target keywords in the places search engines look for relevant content. And, since they help you rank higher, they also drive more traffic to your blog.

All in One SEO Pack

Gives you complete control of the top on-page SEO factors. Control the page title, page description and the keywords your blog shows to search engines, even if they're different from the one you show to visitors.

Example: A visitor sees the title "Inauguration Photos." The search engine sees "Inauguration photos of Barack Obama at the White House."

Platform: WordPress

<http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

WPSEO

A very sophisticated plugin that scans the content of your current blog post and automatically creates optimized metatags, titles and keywords for your entry. A single installation of wpSEO costs \$24.99.

Platform: WordPress

<http://www.wpseo.org>

Google XML SiteMaps

This plug-in generates a special XML sitemap to help Google, Bing, Yahoo and Ask.com index your blog. Sitemaps make it easier for search engines to see and index the complete structure of your blog.

Platform: WordPress

<http://wordpress.org/extend/plugins/google-sitemap-generator/>

Robots Meta

This plug-in gives you control over what parts of your blog search engines pay attention to. Namely, it makes sure that your actual articles rank higher than other content like pages or comments.

Platform: WordPress

<http://wordpress.org/extend/plugins/robots-meta/>

Keyword Statistics

Increases the SEO of your posts by automatically suggesting keywords as you type.

Platform: WordPress

<http://wordpress.org/extend/plugins/keyword-statistics/>



III. ANALYTICS PLUG-INS

Analytics plug-ins give you a window into who is visiting your site, how often and what they are reading. These tools are essential for tracking the success of your keywords and for the determining your most popular content. For more information about Analytics, check out PhotoShelter's free guide, [Google Analytics for Photographers](#).

Google Analyticator: Requires a free [Google Analytics](#) account. Automatically adds Google Analytics to your WordPress blog without the need to edit the code of your theme. Among other things, Google Analyticator tells you what your popular content is, what people are searching for to find you, and where your visitors are coming from.

Platform: WordPress

<http://wordpress.org/extend/plugins/google-analyticator/>

IV. SOCIAL MEDIA PLUG-INS

Social media plug-ins come in two varieties: 1) those that help you share your blog posts with your social media followers (on Twitter, Facebook, etc.) and 2) those that let your visitors share your content with their networks. Social media plug-ins can be as more effective than SEO when it comes to spreading the word about your newest blog content. For more information about using social media, check out PhotoShelter's free guide, [Social Media for Photographers](#).

Sociable

Automatically adds links to popular social networks to your blog posts allowing you and your visitors to post your content to sites like Twitter, Facebook and LinkedIn.

Platform: WordPress, blogger/Blogspot

WordPress Download: <http://wordpress.org/extend/plugins/sociable/>

Alternative: AddThis - <http://wordpress.org/extend/plugins/addthis/>

Alternative: SexyBookmarks - <http://wordpress.org/extend/plugins/sexybookmarks/>

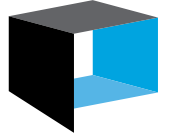
Twitter Tools

Integrates WordPress with your Twitter account to allow automatic status updates to your Twitter account every time you publish a new blog post - a useful time-saver if you update your blog often. Beware: Automatic updates run counter to the spirit of social media.

Platform: WordPress

<http://wordpress.org/extend/plugins/twitter-tools/>

Alternative: WP to Twitter - <http://wordpress.org/extend/plugins/wp-to-twitter/>



TweetMeme Button

Adds a button to your blog articles that allows readers to post a link to their Twitter accounts. It also counts how many times the article has been tweeted about.

Platform: WordPress

<http://wordpress.org/extend/plugins/tweetmeme/>

Alternatives: Topsy - <http://wordpress.org/extend/plugins/topsy/>

Yet Another Related Posts Plug-in

This plug-in introduces your readers to other relevant content on your site by adding links to related posts at the bottom of the current entry.

Platform: WordPress

<http://wordpress.org/extend/plugins/yet-another-related-posts-plugin/>

Related Posts Widget

A widget that pulls related posts into your current blogspot entry.

Platform: Blogger/Blogspot

<http://www.bloggerplugins.org/2009/08/related-posts-for-blogger-widget.html>

Subscribe to Comments

When one of your readers comments on a post, this plug-in invites them to continue the conversation by notifying them any time a new comment is added.

Platform: WordPress

<http://wordpress.org/extend/plugins/subscribe-to-comments/>

Comment Subscribe

A Movable Type plug-in that provides similar functionality to the 'Subscribe to Comments' feature on WordPress.

Platform: Movable Type

<http://plugins.movabletype.org/comment-subscribe/>

AddThis

This plug-in adds the popular social bookmarking tool AddThis to your Movable Type posts.

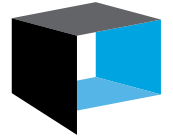
Platform: Movable Type, WordPress

<http://www.addthis.com/tools/movabletype>

How to add your Movable Type blog feed to Facebook

Not a plug-in. This simple tutorial will show you how to have your Facebook page automatically updated with your recent Movable Type blog posts.

Instructions: <http://www.heideldesign.com/blog/2010/04/cross-posting-from-movable-type-to-facebook.php>



IV SITE MAINTAINANCE PLUG-INS

Site maintenance plug-ins make sure that your blog continues to run smoothly as the amount of content increases over time. They also ensure that your work is properly backed up in case you need to move your blog to another host or restore your data in the event of a crash.

WordPress Database Backup

Possibly the single most important tool in this section. Creates on-demand backups of your most valuable data - your posts and comments.

Platform: WordPress

<http://wordpress.org/extend/plugins/wp-db-backup/>

Alternative: WP-DBManager - <http://wordpress.org/extend/plugins/wp-dbmanager/>

WP Super Cache

Dramatically decreases the time it takes for visitors to load your blog.

Platform: WordPress

<http://wordpress.org/extend/plugins/wp-super-cache/>

How to back up your Blogger/Blogspot blog

Not a plug-in. Simple instructions on how to export a backup of your blog to your hard drive.

Instructions: <http://www.google.com/support/blogger/bin/answer.py?hl=en&answer=97416>

How to back up your Movable Type blog

Not a plug-in. Instructions on how to back up your Movable Type blog.

Instructions: <http://www.movabletype.org/documentation/administrator/maintenance/backup-and-restore.html>



V. CONTACT/SUBSCRIBE FORMS

By default, many blogging platforms lack something all photographers need - a professional and easy way for clients to contact them or “subscribe” without leaving their browsers. Here are a few contact form plug-ins that can help.

Contact Form 7

This plug-in is perfect for photographers; it’s simple to set up and it allows you to create multiple forms so you can handle different types of inquiries. Create separate questionnaires for your wedding, portrait and commercial clients. This plug-in will help you do it all.

Platform: WordPress

<http://wordpress.org/extend/plugins/contact-form-7/>

Contact Form

Adds contact forms to Movable Type.

Platform: Movable Type

<http://plugins.movabletype.org/contact-forms/>

Wufoo

A company that creates highly customizable forms that can be embedded in almost any website or blog.

Platform: Any

<http://wufoo.com/>

VI. TEMPLATES & THEMES

Each blog has a variety of templates or themes that allow you change the look, feel and organization of your site. Some can be customized without knowing any code while others are best modified by a graphic designer or developer who is familiar with your platform. We’re rounded up a few of the best options for photographers.

WORDPRESS THEMES

Graph Paper Press specializes in elegant, minimal, photo, video and multimedia themes for photographers on the WordPress platform. Seven of their themes integrate seamlessly with PhotoShelter thanks to an integration partnership, so a Graph Paper Press theme design can be applied to a PhotoShelter website for one unified experience.

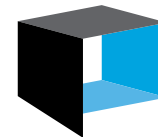
<http://www.graphpaperpress.com/>

ProPhoto Blogs makes a single theme for professional photographers. The theme has six different layouts and tons of built in customization. “Professional” status is not required.

<http://www.prophotoblogs.com/>

Organic Portfolio is a non-flash portfolio theme designed for visual creatives. It features minimalist aesthetics and large images.

<http://organicthemes.com/demo/portfolio/>



Grace is a simple and free, photo blogging theme with a clean design and large images.

<http://7879designs.co.uk/demo/gracephotoblogtheme/>

Sensor is a bold, minimal blog theme for photographers.

<http://www.wpzoom.com/demo/sensor/>

Into The Darkroom

Bold themes for photographers.

<http://intothedarkroom.com/>

BLOGGER/BLOGSPOT TEMPLATES

Almost any wide format template for Blogger will work well for a photography blog. Oddly, there are very few templates made specifically for photographers. While we don't think any of these will win any design awards, they would look very nice with some customization.

Wreckless Elements Templates

Three great templates made specifically for photographers. Wreckless Elements also does affordable custom blog designs.

<http://www.wrecklesselements.com/search/label/templates>

Remix Zone

A simple design that can be used as a photography blog.

<http://www.bloggerblogtemplates.com/2010/03/remix-zone-blog-skin.html>

Gallery

A dark theme designed for photoblogging.

<http://btemplates.com/2009/09/28/gallery/demo/>

Portfolio Press.

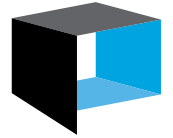
A minimal theme featuring large images.

<http://btemplates.com/2009/09/30/portfolio-press/demo/>

Photoblog III

<http://www.ourblogtemplates.com/2008/10/blogger-template-photoblog-iii.html>

HOW CAN WE HELP?



PhotoShelter is the leader in websites and tools for serious photographers.

With PhotoShelter, you also get powerful features and resources to market your photos, like SEO, and social sharing capabilities. Visit photoshelter.com/tour

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PHOTOSHELTER



Graph Paper Press



Graph Paper Press peddles minimalistic WordPress themes for photographers, videographers, designers and artists. Our modular designs that can transform your blog from a tubular list of posts into an aesthetically-pleasing portfolio or news magazine website.

Graph Paper Press started as a side-project for Thad in 2004 by designing multi-author blogs and social websites for non-profit organizations, small businesses and individuals. As the Wordpress blogging community grew, so did the demand for new designs that stretched the limits of the popular CMS. Enter Graph Paper Press.

Graph Paper Press focuses on creating graphically minimal, content-rich designs that provide your readers with multiple entry points to access your content. Graph Paper Press is increasingly focused on helping visual artists, photographers, video, and new media producers present their work to the world. Our goal is simple: We want to help you to look good online. We are also developing tools and plug-ins to help make integration with third party services a breeze.

SPECIAL OFFER:

Get 25% off your first year with Graph Paper Press Annual Theme Subscriptions:

[All Themes Annual Subscription \(25% off \\$99\)](#)

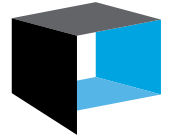
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