Portfolio

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Checklist

Did you know that the average time someone stays on a photography website is 52 seconds?

That is under one minute...and only part of that time will be spent viewing your work.

You have under minute to sell yourself, set yourself apart and encourage a lead.

One minute is barely enough time to show off your work let alone make it easy enough for them to contact you!

- *Are you curating an experience for your target audience?*
- *Are your images re-sized properly so your website loads quickly?*
- *Are there calls to action all over your site so it's SUPER easy to contact you?*

Use this Portfolio Checklist Guide to ensure that you are not only attracting the clients you want this year, but making it very easy for them to connect with you.

Control what you can control, speak to your ideal customers and don't blow it with a slow to load website!

You've got this.

G U I D E
Portfolio Checklist

1	Keep your target audience in mind. What do they want to see? What types of images are going to lead them to reach out? If you don't know who your target audience is, do the work to figure that out.
2	Make sure the first 20-30 images on your home/landing page AND in your portfolios are not only your strongest images, but that they tell your ideal customer a visual story in under 30 seconds about what you do and who you serve.
3	In your first 30 images, you need to include a diverse collection of images or you will lose potential customers. Ex: diverse in gender, race, and location (ie inside/outside)
4	Curate a gallery that feels balanced and interesting. Weave in images with varying aesthetics and lighting situations (showcase your expertise)
5	If your images are not re-sized properly, it will slow down your site and eat into that 52 seconds (export between 1500-1700px on the long edge)

6	Make sure your images are SEO-friendly! We go over all of this in Bootcamp.
7	Make sure your email is easily accessible in addition to a contact form (Crucial! Do not only rely on a form or you will lose potential leads).
8	Have call-to-actions on every page. You do not want viewers to have to work to get in touch. Use buttons, forms, and have call to actions about 30 seconds into each page of your site.
9	This is your time to shine! Make sure your editing is CONSISTENT and on-brand
10	ONE MORE TIME: YOU NEED TO MAKE IT INCREDIBLY EASY FOR PEOPLE TO CONTACT YOU