



Kirk Carter, President

Service First Webmasters, Inc. provides web site services to small businesses. We've built custom web sites and provided domain names, hosting, web site updates, visitor statistics and search engine advertising since 2000. Our client list includes HHHunt, Conmat Group and more than 80 others. For details on our \$89/month web site services package and to see our portfolio, visit [ServiceFirstWebmasters.com](http://ServiceFirstWebmasters.com).

## Web Sites for Photographers

### Services Like [Flickr.com](http://Flickr.com), [PicasaWeb.Google.com](http://PicasaWeb.Google.com)

#### Great For...

- showing photos to family, friends, photo buddies for fun
- getting feedback from other aspiring photographers
- seeing and trying wild creative approaches
- giving your photos away

#### Not So Great For...

- showing a series (always a "stream")
- selling anything
- professional image

### Subscription Sites Like [PhotoShelter](http://PhotoShelter), [SmugMug.com](http://SmugMug.com)

#### Great For...

- pre-built features for print sales and licensing
- showing images for client selection, from an assignment shoot
- very efficient print sales, if your customers are already waiting to buy prints

#### OK For...

- showing a series, or group of series'
- presenting your portfolios

#### Not As Great For...

- unique identity online
- maximizing profit, because they take a commission from print sales
- controlling print quality, because you don't do it yourself and you never see the result
- people with very little time to mess around with web sites

## **DIY Sites Like [Google Apps](#), [SquareSpace.com](#)**

### Great For...

- do it yourselfers with more time than money
- very low budget sites (Google Apps is free, except for the domain name)

### OK For...

- presenting your portfolios
- detailing your services

### Not So Great For...

- unique identity online
- making your site look and work the way you want it to
- getting found in search engines

## **Professional Custom Web Design Like [BarryWolf.com](#) or [TomAng.com](#)**

### Great For...

- distinguishing you from the crowd with your own look and domain
- showing your portfolios exactly as you desire
- showing your series'
- promoting your shows, appearances, classes, workshops, books
- delivering finished work to clients with secure downloading
- supporting your offline marketing methods very specifically
  
- shortening the pre-sales process for assignments:
  - getting found in search engines for your location and specialty
  - pre-qualifying new clients
  - present credibility info like your client list, testimonials, affiliations, bio, history, awards. (tracynboyer.com)
  - making it easy for prospects to contact you

Not So Great For...

- selling stock
- selling prints directly
- very small budgets

**Stock Sites Like [Corbis.com](http://Corbis.com) or [iStockPhoto.com](http://iStockPhoto.com)**

Great For...

- selling stock, because that's where people who are willing to pay for photos actually search for photos
- protecting your photos from theft, because the stock site does it for you (you would hope)
- steady trickle of cash, provided people like your photos and you can provide a great many of them

Not So Great For...

- getting famous
- a quick buck
- photographers who can't easily come up with keywords

**Directory Sites Like [PhotoClicks.net](http://PhotoClicks.net), [PhotographyPros.com](http://PhotographyPros.com)**

Great For...

- getting found for searches (try a search and see which directory comes up)

Not So Great For...

- your professional image, because the directory site looks awful and you look like each and every competitor

**Product Sites like [Blurb.com](http://Blurb.com), [VistaPrint.com](http://VistaPrint.com), [Zazzle.com](http://Zazzle.com)**

Great For...

- producing books, calendars, greeting cards, etc.

**Twitter and Facebook**

Great For...

- promoting your books, shows, appearances, classes, services
- keeping you top of mind among your friends and followers

### Not Much Good For...

- reminding clients and potential clients you're still available for work
- communicating with people you don't know
- selling anything directly

### Product-Specific Sites: [SignsOfDysfunction.com](http://SignsOfDysfunction.com)

### Great For...

- marketing individual brands, products or product lines, like your set of 12 baboon coffee mugs
- getting found in searches by people who've heard of the product name, like "12 Baboons of Christmas"
- extending the message of your ads, radio appearances, etc. as you promote your product

## Online Photo Gotcha 1 of 3: Theft

### How to Steal a Photo

- right-click and save
- screen grab
- "work for hire"
- giving away all rights
- and several more

### Anti-Theft Options

- Creative Commons License
- Let it Go
- Limit maximum image size online
- Watermark
- PicScout
- Sell on a stock site that protects them
- Read the Fine Print

## Online Photo Gotcha 2 of 3: Image Preparation

### **Color Space**

- all online display assumes sRGB (but your photo may be in Adobe 1998, Pro Photo RGB, etc.)
- embedding the color profile name will not help
- use the Save for Web option in PS, or Edit > Convert to profile

### **Compression**

- loading speed depends on file size.
- visitor patience depends on loading speed
- compress your .jpg's to Medium or High for optimum balance between quality and loading speed

### **Resizing**

- dpi makes no difference for online display, because screens vary in size.
- resize a copy of your image to the exact size it will show at (typically 100-600 pixels wide).
- for Flickr I shrink them to 1024 wide or 800 tall, to limit theft.

Do the color space conversion, compression and resizing in one step with Save for Web in PS.

### **Online Photo Gotcha 3 of 3: Better on Black**

- photos look better surrounded by black on a glowing screen.
- text is much easier to read as black letters on white.
- the pages of a web site need to be consistent throughout the site - so for a photography site, do you choose a black or a white background?
- Flickr does white, but changes to black for the slide show.

[When the photo is viewed by reflected light, as in a print, it usually looks better surrounded by white or off-white. The same will be true of color eInk screens, when they come out in several years - think Kindle or Nook with a color display. Should these readers of the future also show web sites, you'll need a photo web site designed to switch background colors depending on what type of screen is showing it!]

### **Looking at Sites, the Good and the Bad**

[BarryWolf.com](http://BarryWolf.com)

[LinkMuseum.org](http://LinkMuseum.org)

[EgglestonTrust.com](http://EgglestonTrust.com)

[KirkCarter.com](http://KirkCarter.com)

## Unrelated But Not to Be Missed



Stop by Mish Mish December 4-31 for my show, *Signs of Dysfunction*. I'll have 12 large framed prints of photos from the book hanging in the gallery, and copies of the book for sale. You're all invited to hang out with me at the **reception and book signing on December 4th, 5-7PM.**