



7 STEPS TO A HOMEPAGE THAT SELLS

ADELAIDE LAWREN + HECTOR OLGUIN
www.TheSlantedLens.com

TO MAKE MONEY

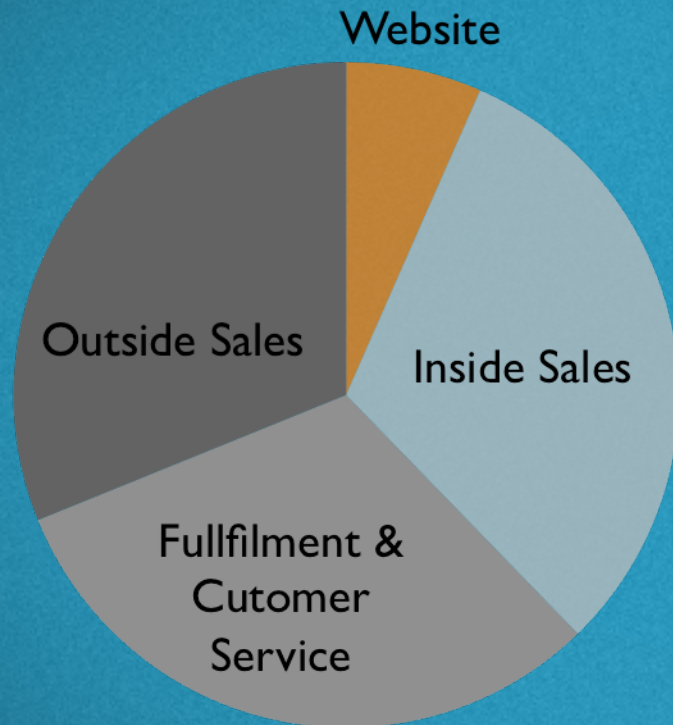


You are a photographer and/or videographer. You need to sell your services to make money. If you sell directly to people or business owners for your portrait, wedding, or video business, your website can help you sell your services for you, and you can close those sales. Or you can do all the work on your own.

Whatever. It's your time.

SELLERS WERE IN CONTROL

10 YEARS AGO: SELLER IN CONTROL



Content: Printed Portfolio, Brochures, Fliers,
Price Sheets, Testimonials

Back in my day...

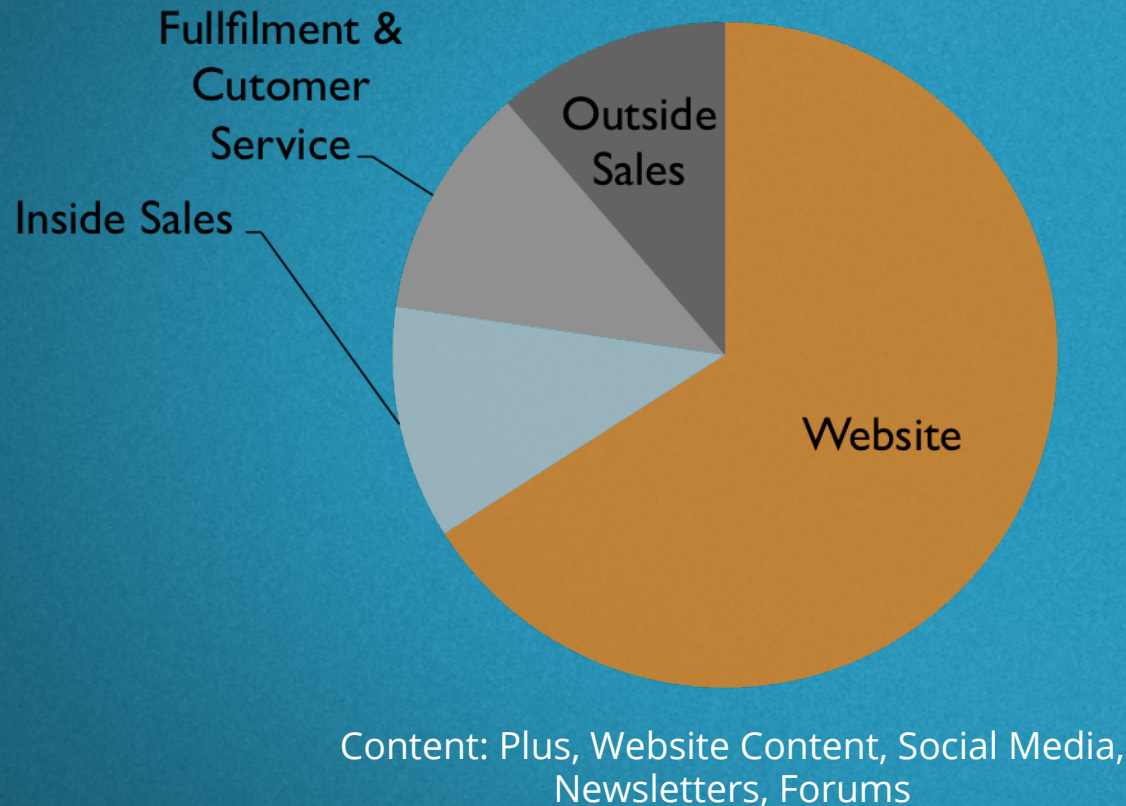
Before your customers were finding you on the internet, they were going straight to you to find out about your photography or videography business. After they saw your flier, brochure, or mailer, they would give you a call. Some even met with you and looked at your portfolio. How people buy these days has drastically changed.

The internet has put the buyer in control of finding the information, leaving the you out of most of the sales process.

Image: <http://www.technoligence.com/ResearchandInsights/ForBusinessLeaders/tabid/103/entryid/8/Fundamental-Change-in-Buyer-Behavior-and-Lead-Generation.aspx>

BUYERS ARE IN CONTROL

TODAY: BUYER IN CONTROL



Today

Now consumers want to find information without your involvement. Plus, they want to find it when and how they want.

Potential clients are performing searches and asking their friends on the internet. **They no longer want to be sold to; they want to be educated.**

What's the solution? Posting your portfolio online? Will that educate them enough to buy your services?

Your competitors are attracting and educating clients with blog articles, newsletters, and webinars. They are reaching potential clients through social media.

They are also spending 62% less to do so (HubSpot).

Image: <http://www.technoligence.com/ResearchandInsights/ForBusinessLeaders/tabid/103/entryid/8/Fundamental-Change-in-Buyer-Behavior-and-Lead-Generation.aspx>

Before you receive a message or phone call from your website, 60% of the sales process is already completed.

IS YOUR WEBSITE GUIDING POTENTIAL CLIENTS THROUGH 60% OF THE SALES PROCESS?

YOUR PORTFOLIO IS NOT ENOUGH.

10 CRITICAL ELEMENTS EVERY HOME PAGE MUST HAVE

1. A Headline
2. A Sub-Headline
3. Benefits/Features
4. Primary Calls to Action
5. Customer Proof
6. Navigation
7. Supporting Image
8. Content Offer
9. Resources
10. Social Media Icons

TYPICAL PHOTO/VIDEO WEBSITE

Many photography and videography homepages have just a headline, a navigation, a supporting image, and social icons. 4 of the 10 critical elements. And even worse, some have just a logo you have to click through. **This is painful to see.**

If you are targeting wedding, portrait, or video clients and your website isn't *helpful* to your audience, it's actually hurting you with missed leads and sales.

LOGO

NAVIGATION

A BIG IMAGE OR VIDEO

Social Icons

WHAT IS YOUR WEBSITE DOING FOR YOU?

THE AWFUL TRUTH

98%

of visitors never
come back to
your page

50-80%

never make it past
your first page

60%

of the sales process
is done on your
website before you
are contacted

Your goal is to get people to connect with you before they leave for good. You've got one chance. One impression to get them to click to move forward with you. **You can do it!**

THE GOOD NEWS



BE AN EARLY ADOPTER

You can get more leads and sales. Companies whose websites are setup to lead their clients through the sales process and blog get 55% more website traffic and 70% more leads. (HubSpot)

Here's an example on the following page. Your site doesn't have to look EXACTLY like this. Embrace the principles and let your own style shine.

LOGO + NAVIGATION

HEADLINE

VISUAL – image/video, showing how your work is awesome + unique

Supporting Image

SUB-HEADLINE

FAQ 1

FAQ 2

FAQ 3



CUSTOMER
TESTIMONIAL

Social Media
Following



Calls to Action

Customer
Proof

Social Media Icons

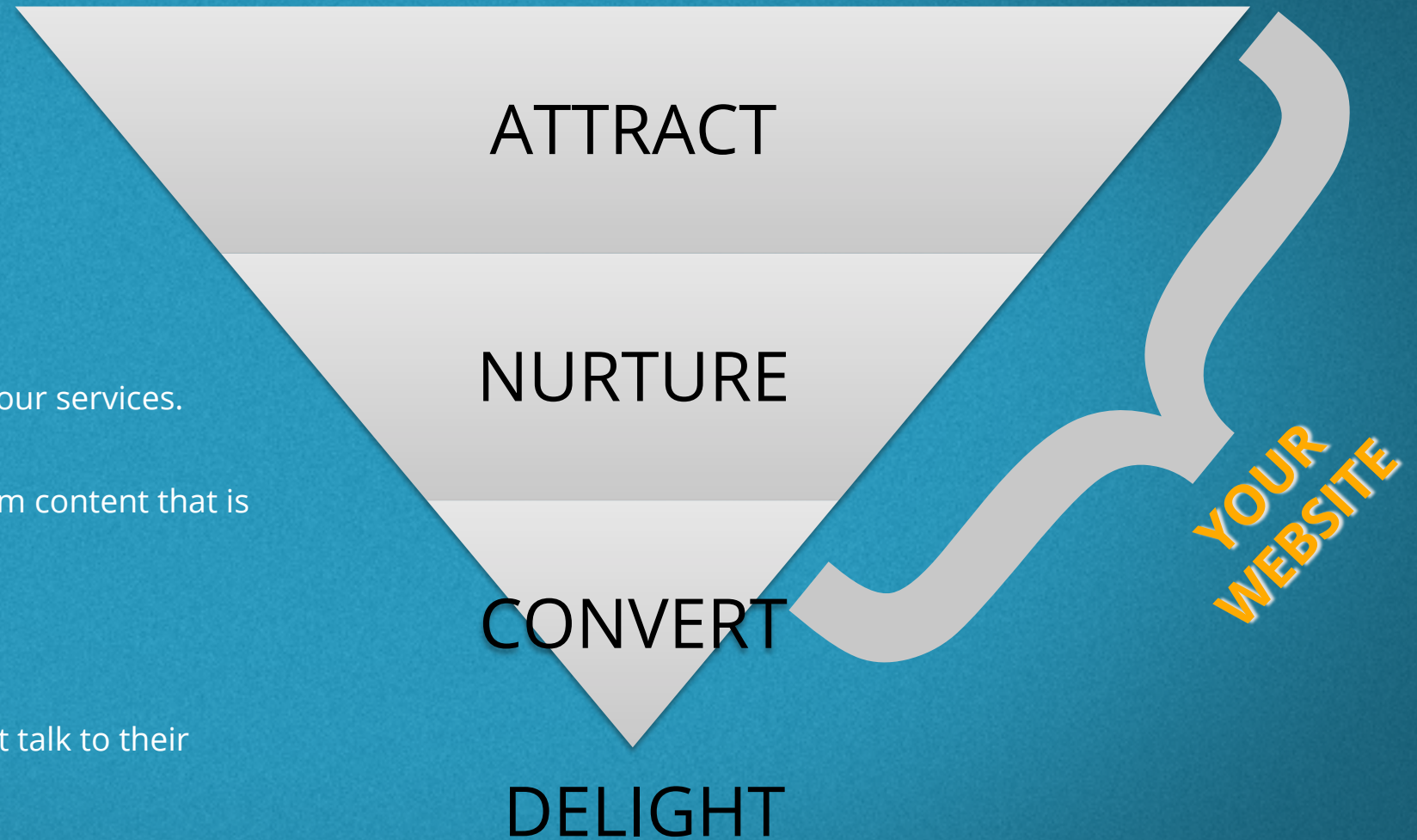
THE SALES PROCESS

DON'T LET YOUR EYES GLOSS OVER

Why does that homepage work? This is the process you need to guide potential clients through to buy your services. It's simple.

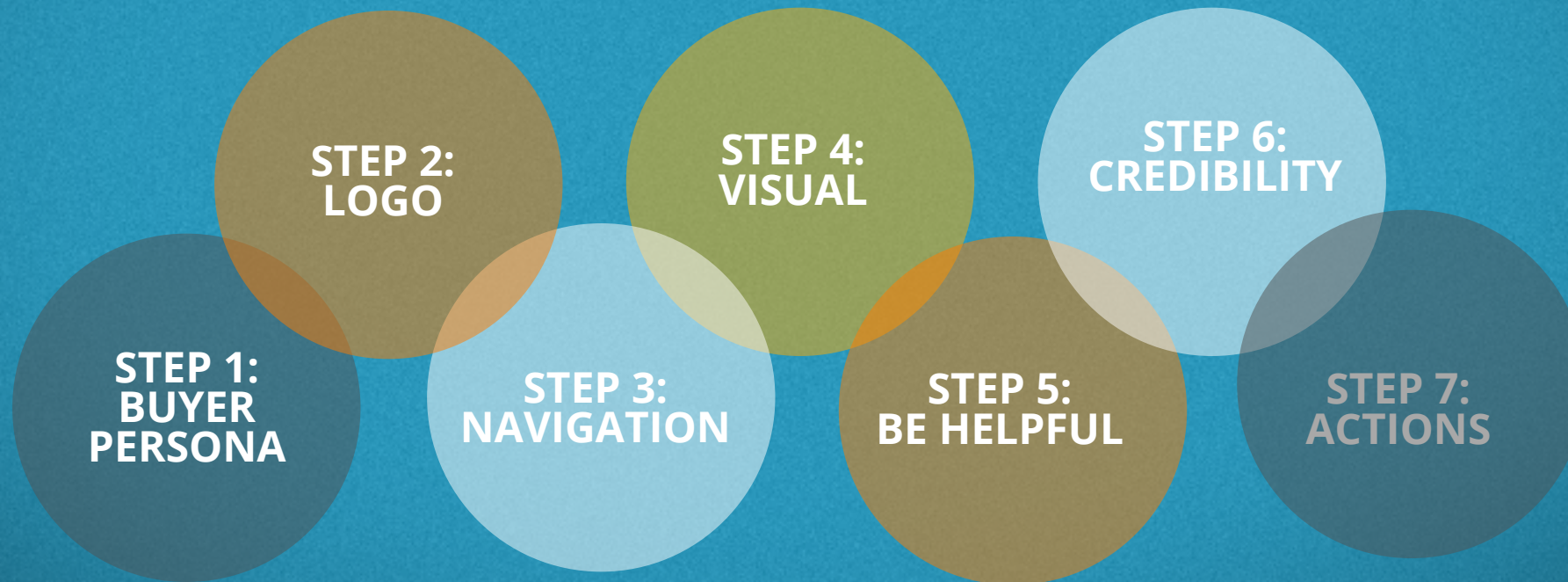
Your goal is to

1. **Attract** people who are interested in your services.
2. **Nurture** potential clients by giving them content that is interesting and valuable.
3. **Convert** them into paying customers.
4. **Delight** them so that they can't help but talk to their friends about their experience with you.



YOUR HOMEPAGE

Let's set your website up, so you can guide your most profitable buyer through the sales process by not only wowing them with your photography/videography skills but also with your credibility and insight. Plus, you'll give them a way to connect with you even if they're not ready to buy yet.



STEP 1.

BUYER PERSONAS

A PROFILE OF YOUR TARGET CLIENTS

YOUR TARGET CLIENTS



Getting to Know You...

First off, you need to understand who you want to attract? This will then help you understand whom you are targeting on your website.

Your buyer personas are profiles of your target clients. By creating personas for your target clients, you can better understand who they are and what they want.

Items to Know

- Age Range
- Gender
- Education Level
- Magazine/books Read
- Interests (sports, TV shows, movies, games, etc.)
- Workplace
- Needs (what they want solved)
- Income Range
- Homeownership
- Ethnicity
- Family Status
- Kids?
- Living or living dead?

PUT YOUR FACEBOOK-STALKING TO USE!

Women who like Parents Magazine and live in Los Angeles, California

Crystal Lee Brown
Los Angeles, California
Lives in Los Angeles, California · From Philadelphia, Pennsylvania
Likes Parents Magazine, Lupita Nyong'o and 262 others
Watches Hallmark Channel USA and The New 20's
126 followers
Add Friend Follow Message

Dahlia Greenbaum
Parent Educator at Berlin Wellness Group
Female
Lives in Los Angeles, California · From Los Angeles, California
Likes Parents Magazine, Dr. Stuart Fischbein, OB/GYN and 336 others
8 followers
Add Friend Follow Message

Janice Pettis
Marketing Communications Manager at Valley Community Clinic
Lives in Los Angeles, California · From Union City, California
Likes Parents Magazine, Desert Damsel and 375 others
Studied Mass Communications at San Jose State University '09
11 followers
Follow Message

Evangelia Livanos
GM at Crown Talent & Media Group
Single · Female

Parents Magazine
1,336,410 like this
Like
Magazine
Parents, published by Meredith Corporation, is an American mass circulation monthly magazine...see more

More Than 1,000 People Share

BASIC INFO

Name	Add...
Gender	Female ▼
Age Range	Add... ▼
Relationship	Add... ▼
Languages	Add... ▼
Religious Views	Add... ▼
Political Views	Add... ▼

Facebook Graph Search

Use Facebook's search to find out about your target clients.

If you shoot family and children portraits in Los Angeles, you can use a search phrase such as this:

Women who like Parents Magazine and live in Los Angeles, California

If you shoot senior portraits, you can use a search phrase such as this:

Members of the Casa Grande Union High School class of 2015

Clicking on the magnifying glass button, you can see what their interests are! Awesome insights in there to better understand your target clients.

TIP 1: Let Facebook complete your phrase for help on getting the search phrase correct and for finding different ways to search.

TIP 2: Other good search phrases are:

Favorite Interests of fans of _____

Favorite Interests of employees of _____

TIP 3: Use the sidebar options to narrow the results.

BUYER PERSONA

Persona Name			
Age Range			
Gender			
Needs			
Education Level			
Magazine/Books			
Interests			
Workplace			
Income Range			
Homeownership			
Ethnicity			
Family Status			
Other			

BRAINSTORM

DON'T SKIP THIS, LAZY BONES.

My most profitable buyer persona is:



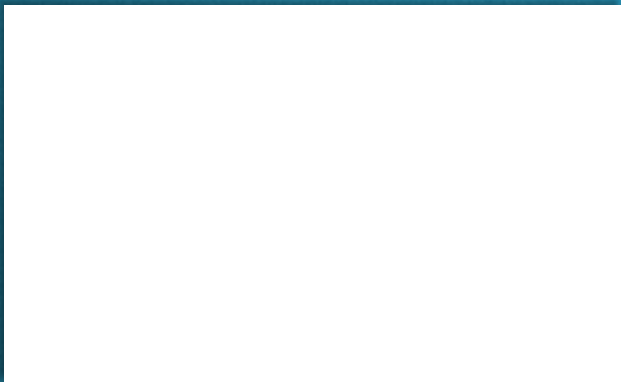
What does that persona want?



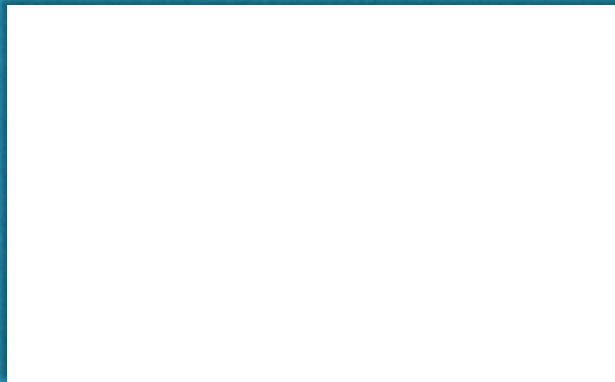
What questions does this persona usually ask when I explain my services?



What do they need to see to know they want me to shoot for them?



What do they need or want to see to understand the value I am offering them?



With these answers in mind, we'll create a homepage focused on your most profitable buyer persona.

STEP 2.

YOUR LOGO

VALUABLE SPACE

Giant Logo

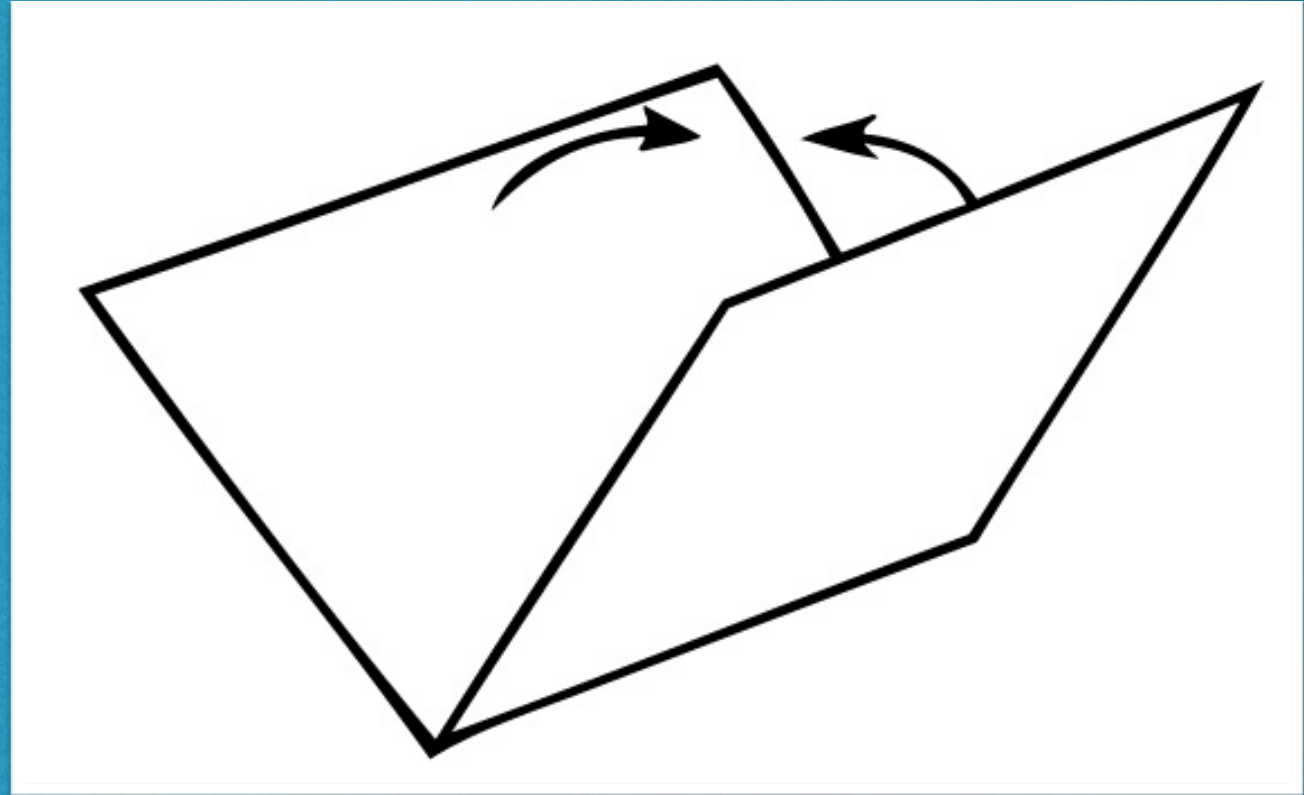
Keep it clean. Keep it small. If you have a big, beautiful logo, this might make you really uncomfortable, and you might want to skip this step. Don't. Here's why: your logo isn't going to sell your services, and if it's huge, it's going to take up valuable space. And now for the most important part, oh... I'm out of room. Sorry!

THE FOLD

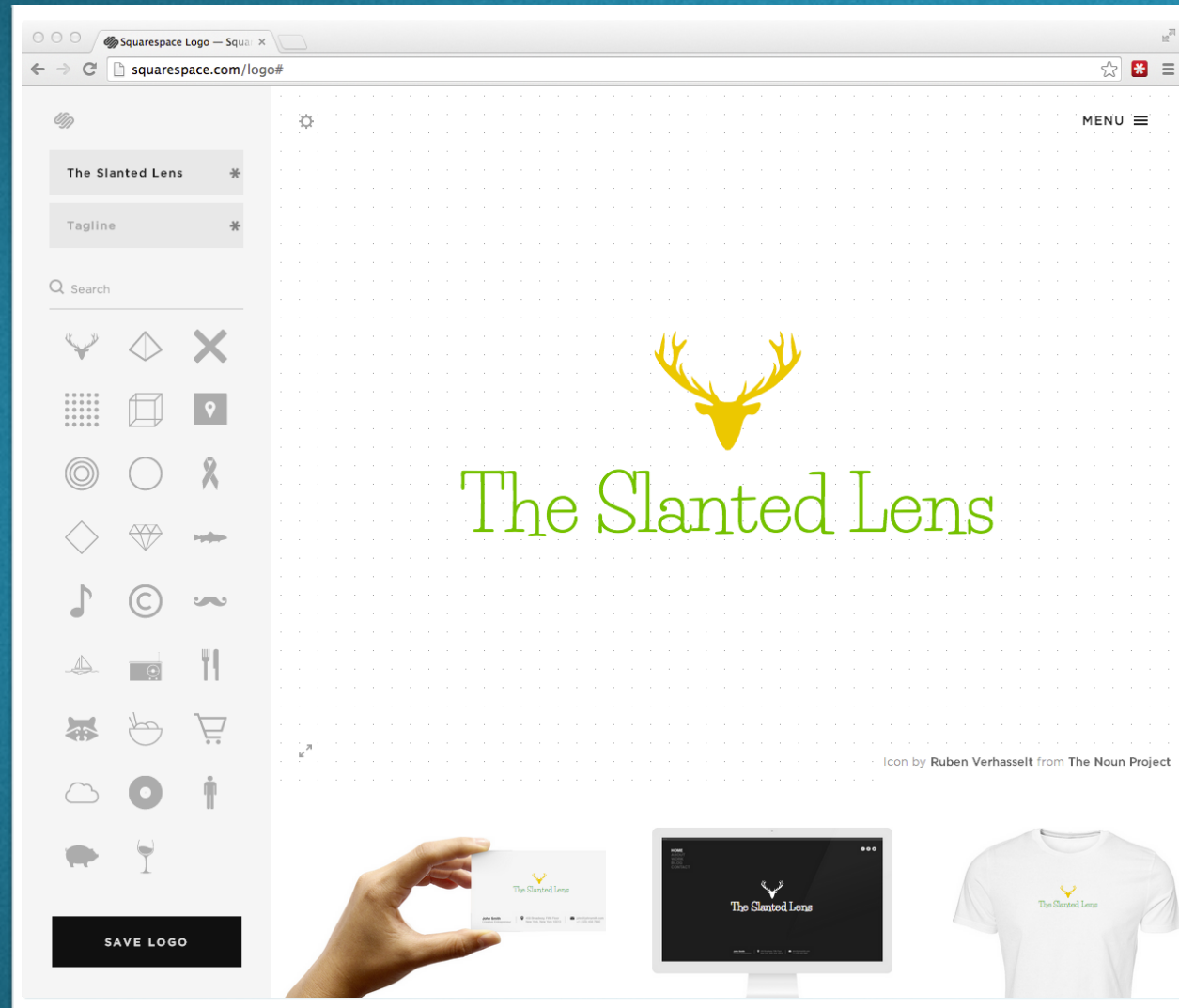
Content placed above the fold grabs 80% of our attention (moz.com). The fold is the part of the website a viewer sees before he or she (maybe) scrolls. With cell phones and tablets, the fold is harder to measure, but you get the general idea on your computer. Although people scroll more today, **you need to draw their eye down to get them to scroll.**

Many photography and videography websites make the mistake of having a giant logo and image take up the entire space above the fold. As viewers look for the expected content, many are either confused at where the content is (because it's hidden below the fold) or are annoyed that they have to scroll down every time on every page to find information.

Also check out your prices and contact pages to **make sure your valuable information isn't hidden below the fold.**



LOGO HELP!



Let's Freshen That Up

If you need a new logo or just need to freshen it up, Squarespace has a great tool to help you out.

1. Go to **www.Squarespace.com/logo**
2. Type in your company name and tagline, if desired
3. Select your font, color, style, and size
4. Add a neat icon, if desired. (There are lots to choose from!)
5. Select icon color and size
6. Export: 2 Options
 - **Free:** 400 x 400 PNG file, Web Resolution, or
 - **For \$10** (or free for Squarespace users): 5000 x 5000x PNG, High Resolution
7. Do a happy dance.



STEP 3.

NAVIGATION

FOR POTENTIAL CLIENTS

NAVIGATION **FOR** CLIENTS

YOUR BUYER PERSONA

To build your website navigation with your buyer persona in mind, look back at your brainstorm. What are the most important things your potential clients want and need to see to know if they want to buy your services or stay connected with you? These will be the pages you list.

TOO MUCH TOO SOON

As an artist, you might have links to other projects that aren't targeted towards your buyer persona. These might be for paintings or artwork you make or even a different photography endeavor. It's great that you're doing these other things, but it doesn't help you close the sale. Your potential client will get confused and distracted. Your best option is to make another website for those projects.



NAVIGATION **FOR** CLIENTS

1

BE NOTICED

Studies have shown that links on either side of your navigation are noticed the most. Put your most important items at the beginning and the least important in the middle.

2

CLICK LESS

Potential clients don't want to click very far into your site or search for what they are trying to find. They want to see what they want right away and click once. Minimize the number of clicks it takes to reach your content.

3

MAKE IT SIMPLE

Any fancy drop down or fly out navigation that uses JavaScript can be simply substituted with CSS.

4

STAND OUT

To make your links stand out, consolidate your links to about five. When people are confused, they usually say, "No." Let's not confuse or overwhelm.

5

CONTACT

Your contact link should be on the far right. Why? That's the standard location for contact. When someone wants to contact you, that is where he or she will look.

STEP 4.

CREATE A VISUAL REPRESENTATION OF WHAT YOU DO & WHY IT'S AWESOME

YOUR VISUAL



Just as you did before, with the portfolio website, you want to impress your potential clients with your work. This visual needs to represent what you do and why it is unique. If you specialize in high school portraits, your visual should not be a cat or a bunch of adorable first graders.

CONSIDER YOUR OPTIONS

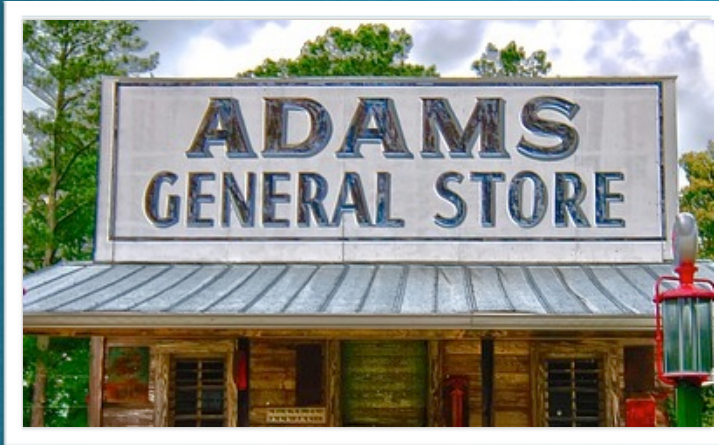


Your visual can either be a photograph that you took, a photograph of you in the middle of a shoot (i.e., you photographing a high school senior), a slideshow of your work, a video, or a combination of a picture and a video.

Video for a photographer? Check out **the first minute** of Michael Roud's promo video. It targets his buyer persona well.

<http://vimeo.com/34971302>

YOUR VISUAL



HEADLINE

Try to summarize what you do in five words or less. Put it on or near your visual. Instead of putting the text in your image with Photoshop, use the text on your website, so search engines can also see it.



STOCK IMAGES

You would think we wouldn't have to say this... Never use stock images or stolen images to represent what you do. Using stock images are obviously very deceptive if done to advertise your work.



THE FOLD

Remember to not let your visual take up the entire space above the fold. Instead, guide their eye down by starting your next section before the fold.

STEP 5.

BE HELPFUL

MAKE IT PAINLESS

Make It as Painless as Possible for People to Buy from You



Think of the first questions prospective clients ask you about your services and make that information available on your homepage.

Be empathetic to their situation and provide answers and resources to help them along their sales journey.

It is okay if you cannot fully answer the question on your homepage. At least start to and then link to a page that will provide the full answer.

KEEP 'EM CLICK'N

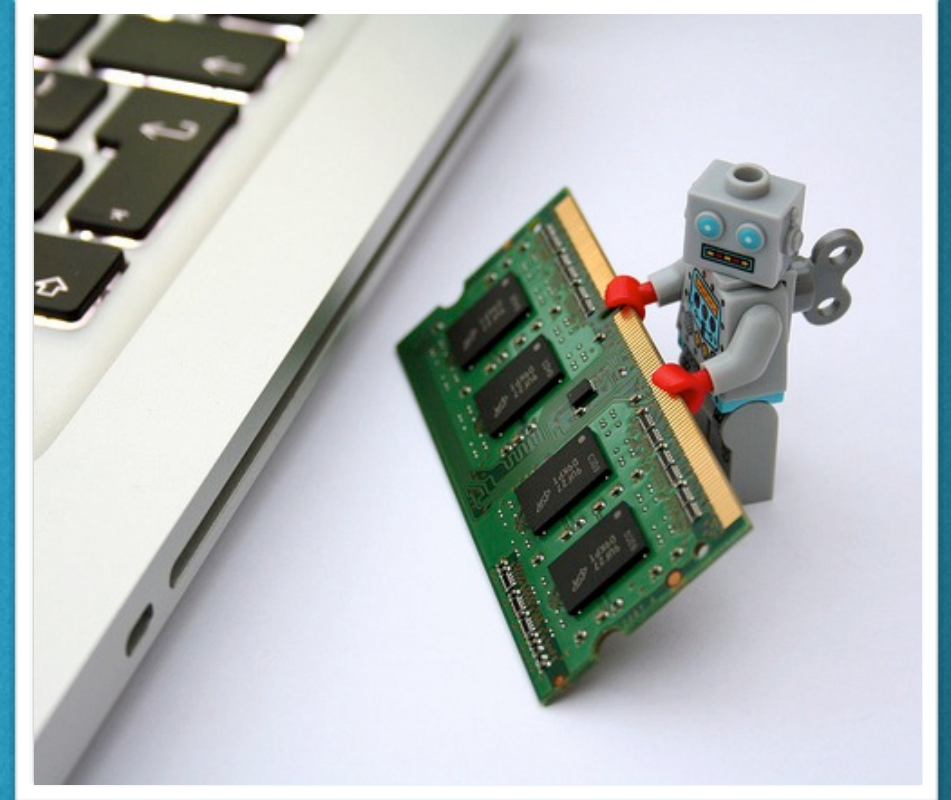


In addition to your main visual, relevant text on the homepage will engage your visitor and increase the likelihood they will click a link.

DON'T FORGOT THE BOTS

Relevant text on any page is not only good for the user experience, but also for search engine optimization. Search engines read the text and keywords within the text on web pages to understand what your page is about.

Making it easy for humans to understand what your page is about will also help you to be found through search engines.

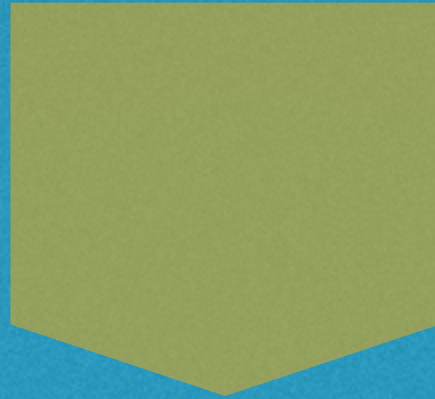


TIPS



1. Alt Tags

Use Alt Tags on all your images describing what the image is. Search engines cannot see the image, so the alt tags help them understand what the image is.



2. File Name

Don't just name your image file "homepage-image1.jpeg." Search engines also look at the image files names to help understand what the image is.



3. No Stuffing

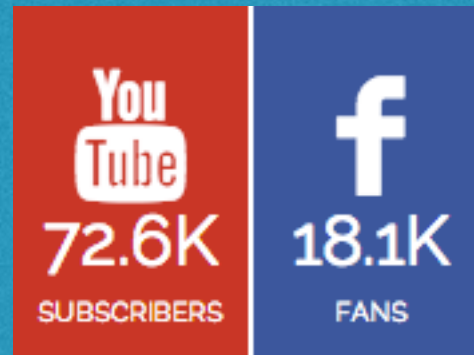
Do not keyword stuff, meaning putting a big list of keywords you hope to rank for in search engines (e.g. San Francisco photographer, headshot pro, awesome photo guy, make you look pretty headshots)

STEP 6.

PROVE YOUR CREDIBILITY

SOCIAL PROOF

The concept that people will conform to the actions of others under the assumption that those actions are reflective of the correct behavior.



IF YOU GOT IT, FLAUNT IT



If you have a good social media following, **show it**. Done some great work for clients? Ask them for a quick testimonial. Put all that goodness on your homepage.

It means so much more when **others say** you do great work than when you say it.

STEP 7.

CALL TO ACTION

CLEARED FOR TAKEOFF



Tell them what to do next. Why? Because if they are still reading, they want to continue with you. Give them this opportunity with a button they can click to move forward.

REMEMBER: Keep it relevant to your target.

[See Our Latest Wedding Shoot](#)

[See Our Pricing](#)

[Free Wedding Shots Checklist](#)

98%

OF ALL VISITORS NEVER COME BACK TO YOUR WEBSITE

Use calls to actions to lead your visitors to give you at least their email through signing up for a tip sheet, a free consultation, a newsletter, blog post notifications, etc.

PUT IT ALL TOGETHER
AND WHAT DO YOU GET?

LOGO + NAVIGATION

HEADLINE

VISUAL – image/video, showing how your work
is awesome + unique

SUB-HEADLINE

FAQ 1

FAQ 2

FAQ 3



CUSTOMER
TESTIMONIAL

Social Media
Following



CTA

Social Media Icons

CHECKLIST

STEP 1: BUYER PERSONAS

- ☐ Describe your buyer personas
- ☐ Brainstorm the buyer persona questions to target your homepage at your top buyer persona

STEP 2: LOGO

- ☐ Put your logo next to your navigation without it using lots of valuable space

STEP 3: NAVIGATION

- ☐ Put the 5 most important links your top buyer persona will need
- ☐ Put your contact link on the far right
- ☐ Delete any links that are not relevant to your business

STEP 4: VISUAL REPRESENTATION

- ☐ Add a visual representation that portrays your business to your top buyer persona
- ☐ Add a headline and a sub-headline

STEP 5: BE HELPFUL

- ☐ Answer your top buyer persona's most important questions while providing links to relevant pages and posts
- ☐ Provide information of benefits and highlights of shooting with you in these FAQs as well

STEP 6: PROVE YOUR CREDIBILITY

- ☐ Post customer testimonials
- ☐ Show off your large social media following if you have one

STEP 7: CALL TO ACTION

- ☐ Put a call to action in a button to guide the visitor to move forward through the sales process
- ☐ Add social media icons for the relevant networks where your business shares content. Bottom right or top right are great places to these icons on every page.

THANK YOU



ADELAIDE LAWREN

 Follow @Adelaide_TSL

I simplify marketing and business strategies for photographers and videographers to help them get the results they want. I love seeing my clients' businesses grow. I'm also part of the Slanted Lens' marketing team.



HECTOR OLGUIN

 Follow @hekator

I head up marketing at The Slanted Lens. When I am not thinking about marketing, I am planning my next travel adventure with my wife and two rambunctious boys.



EVERYTHING YOU NEED

Whether you need simple pages, striking galleries, a professional blog, or an online store, it's all included with your Squarespace website. Best of all, everything is mobile-ready right from the start.

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PARTS AND LABOR DESIGN
Squarespace Customer

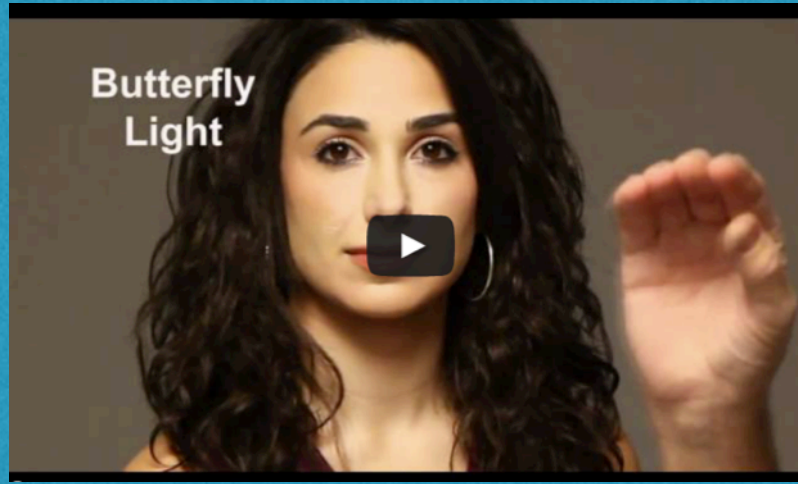
TSL BUSINESS COACHING CLASS



Our mission is to provide you with the knowledge and framework to build the type of photography + videography business you want.

LEARN MORE

The Slanted Lens™



LIGHTING TUTORIALS