



Designing & Building Profitable Photography Websites

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So you want to build a website?

It seems every photographer has a website these days, and most will tell you they just want to showcase their work.

They'll tell you they aren't looking for sales, if buyers happen along that's great, but they aren't too worried, it's more about showing off their art ...

Frankly I don't believe a word of it!

When you hear all that you can be certain that the person you're talking to has built what they thought was a pretty good website that was going to make them some money ... and nothing happened.

What I've found is that it's human nature to deny failure ... and the best way we can do that as photographers is to claim we only did for our art in the first place, and to pretend we never really expected to make money on it.

Pushing a bit harder I usually find that these same photographers will admit that they'd absolutely love it if their website could generate some income!

Most of them expected to make money as a matter of course, and most of them still don't have any idea why it hasn't happened!

The good news is, it doesn't have to be that way!

No matter where you're at as far as developing a web presence goes; whether you're just starting out, or you have an expensive showcase sitting around costing you money, this report is going to show you step-by-step [how to make a professional and profitable web site for your photography.](#)

The #1 Big Mistake That Everyone Makes ...

The single biggest mistake most photographers make when setting up a website is to assume that their visitors will be commercial photo buyers.

I can only ask you to trust me on this one ... few commercial photo users will have the time or inclination to browse individual photographer websites when they need a specific image.

There's just far too many of them and they simply don't have the time. Even if they were to get lucky and find what they want, it would mean dealing

with an unknown person in some remote location, and hoping they know enough to deliver a useable file in a timely manner.

Few professional buyers are going to expose themselves to so many variables when they can just as easily work through an established library, access the work of dozens of photographers at once and have an 'agency' point of contact if things aren't going well.

Commercial buyers are not your target audience and you should not design or build a website for them!

At OzImages we deal with more than 17,000 photo buyers and the feedback I get is always the same ... their time is precious and browsing individual photographer websites just doesn't happen!

The #2 Big Mistake That Everyone Makes ...

The next biggest mistake everyone makes is to assume that their visitors are going to want to buy prints and to make that their only monetization strategy.

Print sales are definitely more likely to happen than commercial licenses, but they are still going to be few and far between for most people. When they do occur, chances are they'll probably be more trouble than they're worth!

It's a fact of life on the internet that the vast majority of web-surfers aren't looking to buy anything!

Don't get me wrong, some people will do quite well with print sales, but I can assure you, if you want to sell to an audience that arrives with no intention of buying, then you need to do a lot more 'marketing' than just posting a gallery and a link to '[Order Prints Here](#)'.

Yet most photographers seem to design their sites with a '*Field Of Dreams*' mentality ... *if you build it they will come* ... and they create elaborate websites for an audience that never sees them.

They build mini stock libraries for commercial buyers who never show, and they build fancy galleries for art buyers who are missing in action as well.

Meanwhile their actual visitors will be arriving, browsing and leaving; totally ignored as potential customers.

If you can accept all that, then this guide will introduce an integrated approach that recognises a few simple facts-of-life on the internet as they relate to photographers and photography, and will show you how to establish a web presence that is rewarding, enjoyable and profitable.

The Internet Is All About Free!

The very first thing any online business operator needs to learn is that most people go on the internet looking for free stuff.

It's pretty rare for anyone to go online looking for something to buy.

In fact, the vast majority of people starting an internet 'session' are looking for free information

The people who browse photo sites are no different.

They go online to look for information (or pictures!) of something and they have no expectation of paying for it if they find it.

Most are looking for information, ideas, entertainment and so on ... if they turn up on your site it's much more likely that they were searching for your subjects than you photos.

For example, if you photograph 'dogs', chances are a visitor to your website was searching for information on dogs, than looking to buy photos of dogs.

That's OK though, because once you acknowledge that fact you can ask yourself: "how do I profit from their visit?"

The trick here is recognising the real interest of your visitor.

If you have a person searching for information on dogs, the chances of them clicking a link to order a print are pretty slim.

However, now that you know the visitor's interest is in dogs, you can offer them options relating to their interest: links to more info on dogs, ebooks for dog owners, products for dog owners, services for dog owners, etc etc.

And best of all, every one of those options can make you money!

Website Monetization Options

There are many options available for generating income from a website and most will fall into one or more of the following categories:

1. Build a site, generate traffic, sell your exit traffic
2. Build a site, generate traffic, sell advertising space
3. Build a site, generate traffic, sell them something
4. Build a site, generate traffic, give them something (and get paid for it!)

The marketing gurus like to call these *monetization options* and I guess it sounds impressive, but really they're just simple business strategies.

Most good websites will use a combination of all four strategies but it probably won't surprise you that my favourite is number four!

We will get to that later though, for now, the purpose of this guide is to get you ready for that first step ... **build a website** ... and doing it in a way that will let you accomplish the second step ... **generating traffic** ... quickly and easily.

This does take an integrated approach though ...

You need to know where your business strategy will be so you can identify your key markets before you start trying to generate traffic.

Once you identify your key markets you can design a site that appeals to them and caters to their interests.

The alternative is to build a website, see who turns up and then work out what you're going to do with them!

**So we find ourselves back at the four business strategies again ...
how are you going to profit from your visitors?**

Let's have a closer look at the options:

Option 1: Sell Exit Traffic

The common approach is simple content ads, like the Google AdSense boxes you see everywhere these days. The idea is to build a site, generate some visitor traffic, and then make some small change as they leave via the ad links.

This approach can work well if you generate a lot of traffic, or if you have very specialised content.

High Traffic Volume: If you've got lots of traffic, you'll get lots of clicks on your ad links as your visitors leave and those small payments per hit can start to add up.

Without the volume -- and few photographers websites will generate the traffic levels we're talking about -- most people would be lucky to generate a \$10 dollars a month.

The people who specialise in this strategy maintain huge websites with hundreds of pages, all inter-linked with very little content of interest, with the sole intention of getting people there so they can leave.

Basically the visitor clicks on a few links before they realise that it's going nowhere, and by then it's easier to click out via an ad link than to back track to where they came from.

The expected return on most of these sites is \$1-\$2 a day!

These people make their money by having hundreds of similar sites. If you only want to build one website, don't expect too much from Adwords Advertising!

Specialised Content: If you've got particularly specialised content it's easier to find relevant ads that your visitors haven't seen before and they will be more likely to click on them. The flip side is that the more specialised your content, the less interest you'll get in the first place!

Unfortunately most photographers using AdSense just don't have the specialised content and you will see similar Google Ads on just about every

photography site you visit ... and you can rest assured it won't be generating more than a little bit of loose change each month!

Exit traffic is important and can be quite lucrative, but relying _
on this sort of advertising is just a slow website death!

If this is your preferred approach, then you need to cut out the middle-man (in this case Google) and go direct to the source.

The easiest way to do this is with Affiliate Programs.

This is where another business will pay you directly to send them targeted traffic. Instead of getting a few cents from a hit on a Google ad link, you are now looking to make a healthy commission on a third party sale.

This can be extremely lucrative if you pick the right products to promote. You are looking for products that:

1. Offer exceptional value without being cheap
2. Give you a reasonable commission for your efforts
3. Are of particular interest to your website visitors
4. Have a sales page that converts hits!

If you select mid-priced products that have a good commission for you and are of real interest to your visitors, and have a good sales page, then you can do extremely well.

In fact, this is something you can start working on right now, even before you get your website built!

Simply by promoting a unique affiliate link given by the merchant, you can start making cash online immediately without your own website and product. It's probably the fastest and easiest way to get started online.

If this approach interests you, you should take a moment to download a free report from one of the Internet's Master Affiliate Marketers, Ewen Chia ...

[The 7-Step "Affiliate Money Machine" System](#)

This guy is famous both on and off the Internet for getting all sorts of people great results fast! He mostly markets to other internet marketers, so it is hyped up and I'm sure it will be over the top for most people ... but if you can read between the lines there is a process there that anyone can apply to any product in any market!

No matter what your website theme or subject, I'd suggest you plan on promoting one or two good affiliate programs that are well targeted to your exact audience.

This can generate long term ongoing revenues that are totally hands-free ... **Passive Income** is the catch phrase you'll hear over and over ... work once to set something up and then leave it to run, generating income while you do other things.

It comes down to selecting the right program that will 'sell' itself to your visitors. That will leave you free to add fresh new content to your site ... or better yet, get out and start shooting more great material!

Option 2 : Sell Advertising Space

By Advertising Space we are talking a substantial upfront payment to place an advertisement on your website.

Again, very few photography websites generate enough traffic to secure this sort of arrangement.

The exception is possibly some Glamour and/or Erotic Photography sites that have a broad appeal, but generally speaking, unless you are generating 100,000+ unique visitors a month, few advertisers will offer you more than a token ad.

That said, if you think your niche might eventually have this sort of appeal, you should plan for it now.

That means making sure you incorporate reliable tracking and visitor demographics in your set up! Advertisers want to know exactly what they are getting for their money.

Make sure you have distinct areas on each page as well as distinct areas within your site that you can sell separately.

For example, your prime advertising real estate is usually the home page, with the top of the page being the most sought after location.

You want to plan and build your site in a way that encourages people to visit as many pages as possible and to also spend time on each of those pages.

The other goal here is to make your website 'sticky' ... attract a lot of visitors who stay longer, view lots of pages and come back often.

This gives you more unique page views and allows you to sell space on the inside pages as well. If your visitors come back every week, stay for an hour, but spend all that time on the home page your design is costing you money.

An example of this might be the average Blog ... one huge long page where you just keep adding content. Blogs have their purposes, but they aren't designed to sell advertising space!

Visitors arrive, they stay awhile, but they rarely view any other pages. At best you might sell one ad slot at the top of the page because the regulars will have read everything below the fold on a previous visit so you'd have a hard time selling ad space further down the page.

If that's your plan you'd do better to make a more elaborate blog with different categories so at least you could move your visitors through multiple pages!

On the other hand, if you could give the same visitor volume something of interest that kept them on your home page for ten minutes say, and then spread your fresh content around over several different sections, they would each hop around a bit and view a few other pages ...

Then you are giving yourself a chance to sell space on the home page, in each section, and maybe even site-wide space below the fold, such as putting the same ad in the footer of every page in the site.

Again, selling advertising space upfront just isn't a viable option for most people, but if you think your content might support it, do make sure you plan for it.

The Easy Way To Sell Advertising Space

For the smaller operator there are options for selling advertising space on your site -- [Commission Junction](#) is one I use quite a bit.

It's really just Adwords with banners and unless you have big traffic and spent a lot of time tweaking the ads to suit your visitors, the returns are usually minimal.

The real value of this one is it allows you to place 'household name' logos on your websites, which can lend credibility and prestige to your site.

And that in turn can give your customers added confidence when it comes time to order something else from you direct!

Option 3: Sell Products

Most photographers trying to make their sites profitable will consider selling photographic prints the obvious solution.

It's very hard to sell a high quality enlargement from an onscreen thumbnail though. Some people do in fact manage it very well, but unfortunately most fail dismally!

From the buyer's perspective: most aren't looking to buy prints when they arrive, remember, most aren't looking to buy anything!

If they see something they do like, you are still trying to get them to buy something they haven't physically seen from someone they don't know, in some remote location. They will have to wait for delivery and it really will feel like a lottery to them.

Maybe a beautiful print will turn up, maybe it won't!

For the photographer it is always going to be a tough sell. Ask anyone who has run a brick-and-mortar gallery and they will tell you print sales are hard, even in an ideal environment.

Online it's even tougher ... different people buy different images for different reasons – so it's very difficult to 'close' this sort of sale with a one-size-fits-all pitch pre-written pitch.

In a live situation the salesperson can work out what it is about a photo that appeals to the customer, and then use that to close the sale ... in an online situation you have to sit back and wait for the customer to make a decision.

When they do buy, you still have to produce the print and arrange packaging and shipping. All that adds up and in the end, you're probably not left with much of a margin for your efforts.

For my money, if you want to sell on the internet there is just one option: Digital Products!

If your products are digital your customer can shop, order pay and download, all online, all by themselves ... your overheads are low-to-nonexistent ... and you don't need to do a thing!

Where do you get your products from?

Well for starters you might make them using your photos.

You will want to do this in a 'secure' way. You don't want to be giving away a digital file that might be used for other things, but there are still plenty of possibilities ...

Screensavers work well ... in fact it regularly appears as one of the most-searched-for terms on Google!

People visit your website, they like your photos and you give them the option to take a small selection away with them.

Other people sell large-low-res pics for desktop wallpapers and background themes. I've seen others package their images into presentations and interactive books.



Your imagination is the only limit ... the main thing is to look for creative ways to package your photos digitally for hands-free delivery, in a way that secures them from unauthorised use.

The eBook to the left is an excellent source of ideas and inspiration in this area. It's also another free download, so [make sure you grab a copy](#) .

The other option is to find other people's products to sell.

Again, the only limitation here is they should be digital, they should appeal to your visitors ... and they should have a good margin.

If you want to get a feel for what's out there, you can [check out this selection we put together just for photographers](#) .

There are literally thousands of digital products out there that you can buy resale rights for today, and sell on your website forever, and keep all the proceeds.

You can usually purchase these as packages, and while a lot of it won't be suitable for your needs, if you shop around carefully you can usually find a package that has a lot you can use, all for a very reasonable price.

Here's one package you can start with that has a lot of Resale Rights products of particular interest to Photographers ...

[The Ultimate Photographers Webmaster Collection](#)



This package has over 70 items including software, graphics, templates and information products ... all digital downloads, all of interest to photographers, and a large number of them come with full **Master Resale Rights!**

Remember the goal is to find products with a reasonable margin that are of interest to your visitors so they will sell themselves.

Of course when you have Full Resale Rights, you immediately have a 100% margin, so that's always going to be a good start ... beyond that it comes back to basic marketing ... knowing your visitors and what interests them, showing them items that solve a problem, make them feel good or stop them feeling bad!

This is something that will evolve over time as you get your website up and running and you get to see who turns up, who comes back, but it will help you in the long run if you give it some thought during the design & development stage!

Option 4: Give Stuff Away

This is my favourite option and again, regardless of your specific niche, you will do well to look for suitable candidates for your target audience.

This is essentially 'Affiliate Marketing' as outlined above, except certain programs will start the process by giving away 'Free' items in order to establish a relationship with the potential customer.

Their goal is to develop a long-term relationship that will generate more ongoing sales later on as a result of the initial gift.

So for you it means you can add a link to the free item to your website and you automatically earn commissions on the back end sales.

So now we should go back to our earlier 'criteria' and evaluate our Free product ...

1. Offer exceptional value without being cheap
2. Give you a reasonable commission for your efforts
3. Are of particular interest to your website visitors
4. Have a sales page that converts hits!

1. We're not asking for payment so 'cheap' is no longer an issue. If the give-away is of any interest to your visitor then you'll usually find the 'zero' price tag makes it pretty good value!

2. The commission now applies to the back-end products, and again, if someone is giving away a good free product you can rest assured they expect to make a reasonable return on their back-end

3. You do still need to find something of interest to your visitors ... so you either need to go very 'niche' or do the total opposite and find something with a broad appeal.

Personally I try to find at least one of each for every website I set up so there's something for my target audience, but also something for the people who turn up by accident!

4. The sales page conversion question now applies to the back-end products, and how well they are presented once your visitor downloads the free item.

Generally I find the *free-download-approach*, done well, will out-perform even the best direct sale product every time!

When you direct a prospect to their free download, the seller will immediately start building a relationship with them.

They will collect their details and make follow up contacts to develop that relationship and close the initial sale.

They then have the opportunity to present multiple back-end products to the same customer

And because you enabled the whole process by establishing that initial contact, you are paid a commission on each sale!

Does that look like an approach that could suit pretty much any website you can imagine?

In fact, this eBook is an example of this exact approach.

You will have noticed at the start that you have **Master Resale Rights** for this eBook. That means you can give it away or sell it, as you wish, as long as you don't change it in anyway.

You might be wondering why anyone would do that? Well there are a couple of ways this can work ...

Direct Sales: You have the right to sell it for whatever price you like, and keep all the profits. Most people will do this simply because it is easy and doesn't cost anything. They can add it to their website and pick up a few dollars on each sale. Easy!

This works for me as well because I have links embedded in it that will generate traffic on my other sites and generate sales for me.

Give It Away As Is: You also have the right to give it away for free. You might include it with one or more other products in a package, you might offer it as a bonus if a customer buys something else, who knows. You might just like giving stuff away!

I'm happy regardless because you're still passing out my links at the same time and in the long term that will come back as traffic and sales for me.

Rebrand It & Give It Away: You'll also have seen an option at the start to get a *rebranded* version of this eBook ... and if you've been paying attention you'll probably understand what that means.

For a small one-time fee, you can purchase a copy of this eBook with your links in it instead of mine. So then when you give it away and people click through the links, you are recognised as the affiliate, and you get the commissions on the sales.

I still get traffic on those sites, so I'm benefiting as well, but I'm basically giving you a greater part of my profits in return for your help promoting the eBook.

This is an incredibly powerful strategy and you should look for these kinds of arrangements to promote on your site.

Taking It One Step Further ...

At some stage you might want to consider publishing your own "Rebrandable eBook" ... something you can sell or give away to your visitors, that they themselves can give away or sell.

As they distribute your book your links get spread free-of-charge by an ever-growing army of helpers!

It's called viral marketing and it's powerful ... all you really need is an idea!

What you are looking for is a product or service that people react to in a way that they want to pass it on to their friends. The incentive in the examples above was financial, but humour can work just as well, as can other strong emotions.

It should also be easily transferred ... so digital items are great ... in which case all you need is a PDF file (Open Office makes those for free) though I prefer a stand alone application: [**eWriter Pro Publishing Software**](#)

Here is another example of a great 'Give Away' product ... it's a PDF file that links to a huge collection of How-To Videos for Web Design, Building & Marketing and more.

[**The Ultimate Web Video Collection**](#)



The collection is valued at \$497 but it's being given away for free because the guy who produced it wants people like me to help distribute it, so he's making it worth my while.

So I can sell it and generate immediate income – as I do on another website – and he gets the other part of the sale, and the new customer he can sell other stuff to.

Alternatively, I can distribute it for free, as I have here, in the hope that some of those who download it might distribute it with my links in place, or purchase one of the back-end products.

So many possibilities for just one product!

Do you think any of your website visitors, now or in the future, might be interested in making a better or more profitable website for themselves?

Then you know what to do ...

Once you have the product the process for is simple enough:

Step 1. It's a free download so for starters, [grab a copy now!](#)

Step 2. Then decide on one of the following ...

It has full Master Resale Rights, so you can sell it as is immediately, or You can purchase a Rebranded version and give that way ... or sell it ... and earn long term, ongoing commissions.

Step 3. Forget about it and get on with something else!

Selling it as is might seem like a quick and easy way to get started but it really is leaving money on the table. (Though to be honest I won't mind at all if you do because it will be my links going out!)

Once you have the rebranded version with your details though, you get the best of both worlds ... you get **immediate payment for all sales** AND you **start building long term income** as the people you sell it to start passing it on.

Remember a lot of people will simply pass it on without rebranding it, so it will be distributing your affiliate details.

So wherever you're at right now with your website, I would encourage you to grab a copy of this now ... and incorporate it into your overall website plan.

It meets all the criteria we discussed earlier: it has a wide appeal, real value, a good commission on the back-end and a great conversion rate.

If also got yourself the Rebranded version of this eBook back at the start, and a copy of the Web Video Collection as well as the Affiliate Money Machine, then you've already got 3 hot products you can give away on your website and make money.

One of special interest to photographers
Another geared towards anyone wanting a website
Another for anyone just looking to make some extra money!

[Rebrandable "Profitable Photography Websites"](#)

[The Ultimate Web Video Collection](#)

[The 7-Step "Affiliate Money Machine" System](#)

Do you think those three might interest a reasonable proportion of your website visitors?

Late Addition: If your target audience might be interested in business & marketing, I cannot recommend the following program highly enough.

[Strategic Profits Affiliate Program](#)

They have several fantastic reports you can give away and some big ticket items that sell incredibly well to the right audience! Your visitors download the files from the Strategic Profits site, and they do all the follow ups for you. This one is extremely lucrative if it suits your market.

It's worth a visit just to grab the reports for yourself!

So Where To From Here?

Well hopefully by now you have a few new ideas of how it all works and how you can profit from your web presence.

I realise a lot of people will be wondering what all this has to do with 'Photography' websites ... **"Surely a photography website is all Galleries and Portfolios and Stock collections?"**

We yes, of course!

The main reason most people build a photography site will be to showcase their work and [you'll find some great tools & resources to help with the nuts & bolts of that here.](#)

However, most people would also like it if their websites generated some income instead of costing them money, month after month.

For better or worse, most of the time, that just isn't going to come from stock photography licenses or print sales.

This guide is all about getting photographers to think outside the box a bit by making them aware that things probably aren't going to work quite the way they thought, and showing them some simple but effective strategies that can work even better!

Hopefully you can now go away now and design & build a website that does everything you want it to in terms of showcasing your photography and promoting your business.

Hopefully it will cater to your likely audience and have mechanisms in place to offer those people something of value and interest, and generate cashflow in the process.

And of course the goal is for that cashflow to occur without any day-to-day input from you. **Passive income should be your new mantra as you develop your website!**

Internet Marketing 101 For Photographers

I could probably write a whole separate eBook on this ... and maybe I'll get to it one day ... but for now there are just a few things you really need to know.

1. Commercial Photo Buyers just aren't interested in individual photographer's websites!

Some will argue this one, because there are exceptions. Heck I know the all the well-known names as well, and that just proves my point. They are the exceptions that prove the rule!

Most buyers aren't interested and you really shouldn't beat your head against the wall, trying to market to an audience that isn't there ... there are easier ways!

2. Setting up a website is the easy part! Marketing it is another story altogether!

Ask anyone who's done both and they'll tell you the same thing ... getting visitor traffic is the real challenge. It could easily become a full time job if you let it.

There are literally billions of websites out there, all fighting for attention, so you either need to work smart to get the results you're after, or pack away your cameras and make promoting your website a full time option.

3. It can be done but it takes a well-planned, ongoing effort!

Don't be put off though. Designing and building a website can be a lot of fun and very rewarding. And the satisfaction levels can go clean through the roof when visitors start coming in numbers, but it isn't going to happen overnight.

Effective **Internet Marketing** is all about laying out your plan and then working it, one small step at a time. There aren't too many shortcuts worth taking, and results can be slow coming ... at first.

Once they start though, with the right approach the trickle can turn into an avalanche and there are few things as satisfying.

As a photographer though, I'm guessing you don't really want to be tied to your computer over this, so I'd suggest an approach that will develop a

substantial web presence for you and still let you out of the house to shoot new photos on a regular basis.

The Integrated Marketing Strategy

When you're planning your web presence, I recommend a three-phase approach that includes developing your own personal portfolio website, building a presence in an established stock library, and setting up a series of 'mini sites'.

A Personal Portfolio Website

- To showcase the absolute very best of your work
- To serve as a contact point for your business
- To serve as a focus point for all your web marketing
- To distribute 'digital' products that use your photos
(at the very least everyone should sell a screensaver!)

You should also promote a variety of products to your non-photo-buying visitors, such as the free giveaway products, some high value affiliate products and if your traffic warrants it, a few plain advertising links for exit traffic.

A Stock Photo Library Account

- To expose your work to Commercial Buyers
- To generate interest back to your Personal Website
- To keep you in touch with current market needs
- Build your customer list through contacts and want lists
- Links back also improve your Personal Website pagerank

The key is to choose a library that allows 'Buyer Traffic' to flow in both directions. You need to be able to send your Buyers to view your images on the library, and you should also have the option to link from the library site back to your own personal site.

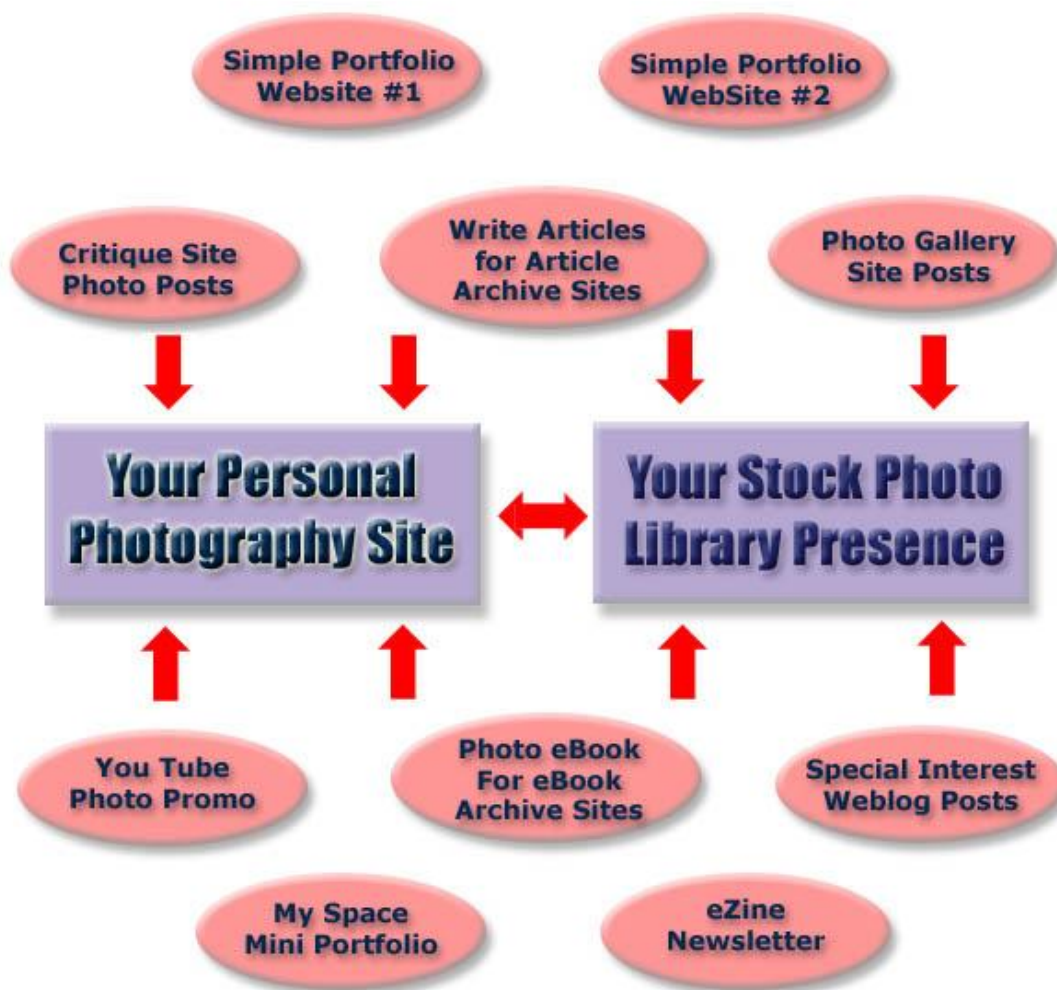
(This probably won't generate a lot of traffic to your personal site, but the value of the link to your Google Page Rank is enormous!)

A Series Of Mini Sites

Basically these come later and involve setting up free or cheap web pages across the internet to link back to your Personal Website and Stock Library presence. They can be small portfolio sites, photo post pages, blogs, article sites, forums and so on. Essentially they should be set and forget web content unless you have a specific interest.

The resulting network is one that has extremely broad appeal and in time becomes 'self-promoting'. Traffic is shared among the various sites, raising the search engine ranking for the individual sites.

Visitors arriving anywhere on your 'network' are easily guided to the most appropriate section, where they are presented with the options most likely to interest them.



Visitors to any of your '*mini-sites*' will generally be pushed towards your personal website, though specialised content may attract 'buyers' which would make it appropriate to link straight to specific pages within your stock library presence.

Visitors to your personal website will have the choice of looking around, or going to view/search your stock library collection, or heading off via any carefully selected affiliate links.

Visitors viewing your work in the library will also have the option to view your personal site if they develop a specific interest in you and your work.

So where do you start?

Well most people reading this are probably here because they've started on the path to setting up their own website, so that's as good a starting point as any.

The following package is jammed full of software, graphics, templates, tutorials, guides and more ... all for the simple goal of helping you make a functional and profitable website.

Check it out ...

[The Ultimate Photographers Webmaster Collection](#)

Alternatively you may prefer to make a start on establishing Stock Library presence instead. Stock is a numbers game and you do need to commit to building up a big volume of viable images to get results, so the sooner you make a start the better.

The link below will take you to the Photographers Information pages for [OzImages](#), a great little stock library representing over 400 independent photographers from around the world.

[OzImages Information For Contributing Photographers](#)

While the service for Photo Buyers is much the same as you'll find at any other stock library, OzImages takes a co-operative approach to offer

photographers a comprehensive package of marketing tools that they can use as they wish.

If you're not sure about building an individual website for yourself, then this could be the perfect alternative.

You get a complete and comprehensive web presence but you also keep total control of your work and your business. If you're leaning this way it really is worth a look ...

OzImages Information For Contributing Photographers

I will warn you, the co-operative approach is a little different to most other libraries and it might not suit everyone, but those who like their approach tend to swear by it. I am a little biased though!

Well thanks for sticking with me until the end. I hope you found some useful ideas and information in this lot, and I hope you'll find time take a look at some of the recommended downloads.

There really is some great stuff there that can add serious earnings potential to any website!

Wishing you all the best with your own web project.

Regards

Matt Brading

PS. Whatever you do, never forget that you are building a web presence to showcase your photography ... because you love producing great photography. And to do that you will need to turn off the computer from time to time and go shoot some photos!

PPS. Remember **this eBook is now yours**. Give it away, sell it ... rebrand it and do either, as long as you put it to work. If you've enjoyed it and found it useful, then other people will as well ... so pay it forward and pass it on!

Recommended Links:

[Online Essentials for Photographers](#) : Companion pack of software, graphics, website templates and more.

[The Worlds Best Photography Project](#) : Set up a quick and easy portfolio with good page-rank to link back to your web presence.

[Photographers Place Portal](#) : Social network for photographers. Only recently relaunched but generating a lot of interest (and good backlinks!)

[Professional Clip Art Package](#) : Over 2000 buttons, icons, text graphics, photos and more ... a must-have item and a real time saver.