

Christa Meola's ONLINE BOUDOIR WORKSHOP

A WEBSITE THAT BOOKS

1. Website Must-Have Checklist

Pro all the way
Easy to navigate
Loads quickly
User has control
Testimonials
Inspirational
Calls to action

Web copy reflects my brand
The photography stands out
The experience is highlighted
Helpful info
Establish expertise
Point of differentiation is pointed out

2. Portfolio Must-Have's

A++ photographs
Best pics up front
Showcase your Ideal Client
Showcases what you want to do
The Money Shots™
Laughter
Consistency
Around 20 to 30 photographs

Contain variety of:

Locations
Sets
b/w vs color
levels of modesty
emotions
type of shot (headshot, full-length, etc)
wardrobe
themes
images that spark ideas
ages and ethnicities, if appropriate

3. About Page Must-Have's

Photo of you
Why you do what you do
Who you serve (your IC)

Testimonial
Call to action
Link to next step

4. Contact Page Must-Have's

Fun photo

Call to action

Strong testimonial

Email address that is @yourbizname.com

5. Info Page Ideas: Brainstorm items that are relevant to your brand, communicate who you are, are helpful to your IC and/or entertain them, and make you stand out.

Examples: raves, how to prepare for a shoot, client stories, recommended wardrobe, partners, shop, product gallery, faq's, what to expect, giving back, tips, playful info, video promo, behind the scenes, etc.

6. Other considerations: make a decision on whether or not to include the following based on your philosophy, brand and IC.

Music: yes no

Before/After's: yes no

Separate websites: yes no

Pricing on site: yes no

Other photographer's photos and words: Hell NO!