

THE BEST SPRING CLEAN YOUR BUSINESS HAS EVER HAD

THE TIME WE ALWAYS WISH FOR

Fair enough, not in the way we wished for it under government instruction to stay indoors, but still, we've got some time.

We won't be out shooting photos any time soon, so why not use this time wisely to get your business ship-shape, organised, primed and ready to go again once the corona clouds are lifted.

Each of the next pages are areas of your business we think you could be giving some attention during this time of forced introspection.

Hopefully we'll never have to live through this again, but equally we'll probably never be gifted this sort of time again so do what you can, and if you find some time in between the life stuff, work on your business admin and marketing.

Got any other suggestions?
Hit us up!



WHIP YOUR WEBSITE INTO SHAPE



SO OFTEN THE FIRST THING TO BE NEGLECTED WHEN WE'RE BUSY - WHEN WAS THE LAST TIME YOU WENT THROUGH YOUR WEBSITE COPY AND IMAGE WITH A FINE TOOTH COMB AND MADE SURE EVERYTHING WAS BANG UP TO DATE?



UPDATE YOUR PORTFOLIO PAGE

If you have one, make sure your portfolio page is using your best possible images including your most recent ones and remove any which are no longer reflective of your style as a photographer or what you want people to book you for.



UPDATE YOUR HOME PAGE IMAGES

Less is always more on your home page. Imagine a potential client comes to you and says 'you can only show me 5-10 photos to convince me to book you' - these are what should be on your home page.



REWRITE YOUR WEBSITE COPY (WORDS)

Over time our style and approach evolves and changes. Work through your website and rewrite anything which doesn't sound like you any more. Make sure your copy talks more about your clients than about you.



MAKE SURE THERE ARE PLENTY OF CTA'S

CTA = Calls to Action, for example a button which says 'enquire with me now' or 'check availability' - your website should be full of these, on every page, prompting the viewer to enquire with you. Add buttons and links.



PUT PERSONALITY IN YOUR ENQUIRY FORM

Lots of people miss a trick to include personality in your enquiry form. It doesn't have to be a standard name/date/email form and you can ask questions which fit with your own brand and get your personality across. Have fun.



SORT YOUR SEO SHIT OUT

SEO IS A DARK ART BUT THERE ARE BASICS TO IT. OF COURSE THERE ARE EXPERT LEVEL STUFF YOU CAN DO TO GET YOUR SITE RANKING BUT FOR NOW IT'S WORTH FOCUSING ON THE BASICS AND GETTING THEM WATERTIGHT.



SIGN UP FOR A FREE TRIAL AT MOZ.COM

One of the best sites for assessing your SEO quality is moz.com and they offer a fully functioning 30 day trial. After they crawl your site the first time their site audit will highlight all the issues on your site, with tutorials of how to fix them. Get on with that, and cancel before you're charged!



BLOG YOUR OUTSTANDING WEDDINGS

Fill your site with lots of lovely new content during this time - get all your old weddings from 2019 (and before) up on your site with at least basic optimisation (title tag, meta description and URL) for the venue name



CREATE VENUE LANDING PAGES

Create a page for each venue you've worked at, especially those you've worked at multiple times. Talk about the venue and why you love it and all your lovely insider information. Title tag, meta description and URL optimise!



CREATE CORNERSTONE PAGES

These are content rich pages which talk about a broad area for instance your experience as an Indian wedding photographer, Jewish wedding photographer or articles about amazing locations for engagement shoots.



RESURRECT YOUR ALT TAGS!

It's always been the bane of your SEO life, so you probably gave up alt tagging. Download a wordpress plugin like Media Library Assistant to help you add alt tags to old images.



SPARK YOUR BROCHURES INTO LIFE



DO YOU HAVE A BROCHURE? IS IT OLD? OUTDATED? REFLECTIVE OF YOUR CURRENT BRAND AND WHO YOU ARE AS A PHOTOGRAPHER? BROCHURES HAVE MOVED ON LOADS IN THE LAST COUPLE OF YEARS SO GET UP TO DATE



UPDATE YOUR EXISTING BROCHURES

The same as you did with your website, work through your brochure(s) and make sure the images and text are bang up to date and reflective of who you are as a photographer and brand.



CREATE ONLINE BROCHURES WITH SPARK

Adobe Spark is a cool service from Adobe which allows you to create online responsive brochure style web pages instead of sending PDF's which can be a bitch to look at on phones especially. Check it out.



CREATE STYLE SPECIFIC BROCHURES

The more personalised your approach to an enquiry the higher your chances of booking it. Consider making niche brochures - tipi weddings, winter weddings, asian weddings, beach weddings, moon weddings etc.



CREATE BROCHURES FOR OTHER SERVICES

Want to sell more albums? Create a brochure all about albums (or a web page). Same goes for engagement shoots, or post wedding shoots, or anything you sell as an extra.



CREATE A WELCOME GUIDE FOR NEW CLIENTS

Using Spark or something like it (Canva is also good, or Fundy Designer) you can create a nice welcome guide to send your clients to improve their experience with you (leads to more recommendations!)



SCHEDULE YOUR INSTA CONTENT

FIND IT HARD TO KEEP UP WITH INSTAGRAMMING ONCE THE SEASON KICKS IN. WELL NOW'S YOUR CHANCE TO GET SOME OF YOUR POSTS SCHEDULED IN SO THAT YOUR CONTENT IS CONSISTENTLY BEING PUMPED OUT.



FIND A SERVICE THAT SUITS YOU

Later and Tailwind seem to be two of the top choices, both will allow you to schedule in and auto post, tag, add locations, post hashtags in first comment etc.



GET YOURSELF A SMART BIO

Later and Tailwind both include smart bios which you can edit and give yourself an instagram/mobile friendly menu page to link to from your insta profile, using your posts as links etc. Linktree is another alternative.



GREAT CAPTIONS > LOTS OF POSTS

Don't worry about posting hundreds of images a week. Storytelling in your captions is important for engagement so work on your captions, and pick photos that will resonate with people and work well on a small screen.



WORK ON YOUR BIO TEXT

Don't just say you're an award winning wedding photographer from wherever. Everyone's saying this. Put some personality and uniqueness into your instagram bio.



GET YOUR STORY ON

All the teachings right now suggest doing dynamic stories (i.e. not just posting more photos but doing video, talking to the camera etc) is where it's at not just for "the algorithm" but for engagement with potential clients.



MAKE YOUR BACKUP FORT KNOX



BACKUP STRATEGY IS SUCH A VITAL BUT OVERLOOKED PART OF OUR RESPONSIBILITY AS A PHOTOGRAPHER OF SUCH ONE-OFF EVENTS. SPEND SOME TIME ORGANISING YOUR DIGITAL DATA LIFE FOR PEACE OF MIND.



WATCH THE NINEDOTS BACKUP TUTORIAL

We've unlocked our memberzone backup workflow tutorial where Adam talks through his entire thinking and process around his data storage workflow from download right through to client delivery. Free to watch now [HERE](#).



SIGN UP FOR BACKBLAZE OR SIMILAR

It's covered in the video we mentioned in tip 1, but signing up for a cloud backup service like BackBlaze if your internet speed supports it, is a no brainer for automated backup of your most critical files.



USE TIME MACHINE FOR YOUR MAC

If you're a Mac user and you're not already using Time Machine, you should. Let other systems (covered in our video) take care of your images and wotnot, and have TimeMachine looking after your local machine.



KEEP AN EYE ON SD CARD PRICES

SD Cards or whatever your camera uses are getting cheaper and cheaper and are often on crazy deals on Amazon. The simplest backup system of all is to have enough cards so you don't need to erase between jobs.



MAKE SOME VIDEO CONTENT

YES YES IT'S TERRIFYING BUT FILLING YOUR SITE WITH VIDEO CONTENT IS ONLY GOING TO GET MORE IMPORTANT AS TIME GOES ON AND SEARCH EVOLVES. SPEND SOME TIME TALKING TO YOUR CAMERA, EVEN IF ONLY FOR PRACTICE!



MAKE A VIDEO FOR YOUR ABOUT ME PAGE

Attention spans are short - research shows people will spend longer watching a video than they will reading text. So make a video explaining who you are, how you work, what they can expect from you and how to enquire!



MAKE A PORTFOLIO SLIDESHOW

Make a 'best of all time' slideshow, beat match it, and create a YouTube channel for yourself, then upload it. You can embed the slideshow on your site. Check out a Chrome plugin called TubeBuddy to help you optimise it.



CREATE A PRE-ENQUIRY VIDEO

Do you always say the same stuff on every skype? Get the logistical and basic information out of the way by talking to the camera with all of the stuff you normally say about how you work. Then your skypes can be less 'pitchy'.



CREATE A CLIENT WELCOME VIDEO

This could go with your welcome guide brochure, or be instead of it. Something to send to clients once they've booked to tell them how the rest of the process works, when they'll hear from you etc.



GET YOUR SLIDESHOWS ON YOUTUBE

YouTube videos come up as search results. Put your slideshows on YouTube, well tagged and optimised to get them showing up in search results on Google and YouTube itself!

