WEBSITE TIPS FOR A PROFITABLE PORTFOLIO

Based on 30 years of looking at some incredible portfolios and websites I have based these tips on my experience. Often I see great work hidden in a not so great portfolio, and I think the tips below are the ones that came make a real difference to how your audience will see and judge you.

Easy to navigate

It may sound obvious but I look at way too many websites that are overly complicated. You have one or two seconds to grab your audience and you want to do this with an easy to navigate, simple to use site.

Focus on your strongest work.

You need to start so strong that I want to see more. Take out the filler images and the replica ones and concentrate on the shots with the wow factor.

Stay True to Yourself

It is tempting to try and copy someone else's style. Please don't. Stay true to who you are as an artist. What is the work that makes you excited and that you have a passion for? Show that work and not the image of a burger because you want to show an imaginary client that you can shoot burgers well (unless of course you are a food photographer specialising in burgers!!). The images you believe in will show you at your best. David Bailey was recently asked at a talk he gave at the Victoria and Albert

Museum his advice for photographers and he said "Keep doing it and hope that people like it. Be true to yourself"

Keep your work up to date
The number of times I follow artists and photographers on instagram and then look at their website and none of the new work is up on their website. it must be a priority to keep your website fresh and updated.

Who Are You?/ About Me
Your audience want to know who is the person behind the images. Family, passion for scuba diving and sewing. Tell a quirky story and perhaps have video of you creating an image. Creatives want to know the person they will be working with and spending time with.

Do you know your ideal client? Does Your website speak to them?
Often photographers and illustrators want to appeal to everyone and then they dilute their look and their brand. If you know who your ideal client is, speak to them and only them. I often spend a couple of weeks with clients getting clarity on who their idea client is - it is key to who you are then aiming your website at.

Have your website reviewed
Find a creative or photographer or curator that can go through the work with you - that person will stay much more objective than you can and in an hour so help you curate, edit and improve your website.

Be proud of your achievements and your awards
List competition wins, campaigns and clients that you have world with. Impress your audience with what you have achieved. If y ou arent at that stage then include testimonials.

Testimonials

Always ask for a testimonial soon after the job is completed -offer to help a client write it if they find that easier "Jon was professional and friendly throughout the process and put myself and the client at ease. He understood the brief and then added some of his own brilliance to the process"

Proof Reading
Often overlooked and you want to annoy someone because you cant spell creatif - get someone to look over the site and use grammarly or similar to check your spelling.