

This is the link for the website, I will be buying a new domain shortly in the future:

<https://webbc210.wixsite.com/my-site-5>

I'm currently building a website to showcase my photography work, and it's been an exciting journey of combining creativity and strategy. To make the best decisions about its design and functionality, I started by exploring the websites of other photographers for inspiration. One standout example was Oli Kellett's website, which I admired for its clean, respectful presentation of his work. It's an excellent balance between simplicity and elegance, allowing the photographs to take center stage without unnecessary distractions. I also read a helpful blog by Wix that offered practical advice on what to include and avoid on a photography website. The tips emphasised the importance of a streamlined portfolio, minimalistic design, easy navigation, and thoughtful image arrangement. This guidance helped me clarify my vision for the site and avoid potential pitfalls like overcrowding it with excessive elements. After exploring several platforms, I decided to build my website on Wix. It stood out as the most user friendly option, especially for someone who wants creative control without needing advanced technical skills. Their template designs resonate with my personal style and offer the flexibility to customise them in ways that align with my branding and vision. My goal is to create a platform that beautifully showcases my photography while being easy for visitors to explore. I'm focusing on making the site visually appealing and professional, ensuring that my work shines in the best possible light.

Wix offers a checklist to help optimise your website, which was one of the features that drew me to the platform during my research into website builders. Ultimately, it played a significant role in my decision to choose Wix. The platform allows you to select your website's goal—I chose a photography portfolio—and it provided tailored recommendations to enhance my site. For example, Wix suggested optimising for mobile devices, noting that people often view photography on their phones more than on desktops. It also guided me on how to make my website more discoverable online, such as using website tags. Without these tags, the chances of my website being found were quite low, as people would need to know about me beforehand to locate my site. By incorporating these suggestions, I was able to expand the range of potential clients who could discover my work, ultimately increasing my reach.

I plan to arrange my work on the website in a thoughtful and logical way to make the best impression. To capture visitors' attention right away, I will start by showcasing my strongest commercial photography, as it reflects the professional side of my work and appeals to potential clients. After that, I'll include some of my personal projects, which give a deeper insight into my creativity and range as a photographer. The photographs I choose to include will be ones that I'm truly proud of and that represent my unique style and potential. I want every image on the site to reflect the quality and vision I bring to my work, giving visitors a clear sense of what I can offer. The website itself will be designed to be easy to navigate and engaging. It will start with a welcoming homepage that introduces visitors to the site. I'll

also include a dedicated page to showcase the different types of photography I do, such as commercial projects, personal work, or specific themes. There will be an about page where visitors can learn more about me, my background, and my approach to photography. Most importantly, there will be a contact page, which will make it simple for potential clients to get in touch with me for bookings or inquiries. This structure will ensure that the website not only showcases my work effectively but also provides a professional and seamless experience for anyone interested in working with me.

I recently reached out to a highly experienced professional photographer to seek guidance on turning my passion for photography into a successful business. I had the opportunity to meet him through my workplace at The George in Mumbles, where he regularly visits for professional shoots as part of a contract with the restaurant. During his most recent visit, I had a chance to talk to him about photography and my aspirations, and he shared several valuable recommendations.

First, he stressed the importance of acquiring knowledge in business and marketing. According to him, these skills are critical for building and maintaining a sustainable photography career. He also encouraged me to create a LinkedIn account, describing it as an essential platform for networking and client acquisition. He explained that he secures all of his clients through LinkedIn, highlighting its effectiveness in connecting with potential opportunities. This encouraged me to make my own account.

Additionally, he advised me to consider specialising in a specific niche, such as food, fashion, or real estate photography. He explained that focusing on one area not only helps develop expertise but also makes it easier to attract clients who are seeking specialised services.

He also emphasised the importance of creating a professional website. While he acknowledged that it may not generate as much work as LinkedIn, a well designed website can significantly enhance how clients perceive you. He advised me to keep the website simple, showcase only my best images, and ensure it looks as professional as possible. A polished website, he said, gives clients confidence in your abilities and leaves a strong impression.

He mentioned that while Instagram may not bring in a lot of work directly, having a presence on the platform still adds a professional touch. He advised using it to post and showcase your work, making it a space to display your photography and build visibility.

His insights have provided me with a much clearer understanding of the steps I need to take to grow professionally. During our conversation, he even mentioned that if he ever needed a second photographer, he would consider reaching out to me. This feedback was incredibly encouraging, and I feel grateful for the guidance he offered. Operating under the name Innovation Photography, he has built a successful career, and his advice has inspired me to take actionable steps toward achieving my goals.

I've transformed my Instagram into a more professional, photography focused account rather than a personal one. I've also been mindful about curating my feed by carefully considering and adjusting who I follow.

Creating a website for my photography portfolio has been an exciting and transformative experience, providing both a platform to showcase my work and a foundation for future business opportunities. This project has taught me how to thoughtfully present my photography while integrating essential features like mobile optimization and search engine discoverability. These skills will not only help me attract potential clients but also establish a professional and credible online presence. I've learned so much throughout this process, from curating my portfolio to designing a website that aligns with my style and goals. Beyond the technical aspects, this experience has shown me how a professional website can serve as the cornerstone of a sustainable career, opening doors to new opportunities and meaningful connections. This module has been invaluable for my long-term development, equipping me with tools and strategies that I can carry forward deep into my career. I'm optimistic and excited about the future, knowing that this website represents the beginning of a journey to turn my passion for photography into a thriving business.

Artists/research websites:

<https://www.innovation-photography.co.uk>

<https://www.olikellett.com>

<https://www.wix.com/blog/how-to-start-a-photography-blog>