



**Promote
your
Photography
site
Online**

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Promote Your Photography Site On line

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Introduction

The best method of getting your photography Website noticed

Website promotion should be viewed as a steady, ongoing process. Most systems that promise hordes of instant visitors are gimmicks, and a continuous flow of traffic generally occurs only after substantial groundwork has been laid.

So the ideal approach to generating adequate traffic for your Website is a constant, well-balanced effort. It is essential to set aside a specific amount of time per week to apply toward your promotions.

Photography directories.

You may have spent a great deal of time and money creating the perfect Website - your photography images may be superb, but if people cannot find your site your images and talent along with your business may become a white elephant.

Promoting your Website is not that difficult but will take up some of your precious time. My advice for you is to set out a few hours per week for this.

If your Website is new the chances are that Google, Yahoo or any search engine won't index your site for a few months. And it may even take several months before they place it to appear when someone types in a search phrase that suits your site. So you need to give your photographs and business a reasonable chance of getting paying customers.

When a search engine index's your Website it looks to see how many links point to your site. The more links you can create the better your site will rank, but only if they are the right kind of links. Don't spend hours and hours online getting thousands of standard ordinary links. Get links that relate to your site. Get links from other photography sites.

Photography Directories are a great way of creating free advertisement for your site and also a great way of getting valuable links to your site that search engines will recognise.

Before you submit your Website to directories, research the correct keywords that best describe your site. If your photography site is Landscaped based you need to optimise your site correctly for the keywords Landscape photography.

Once you are happy with which keywords best describe your site start submitting your site to Photography Directories. Most photography directories require a return link so you should create a links page for this alone.

When you are submitting your website you need to use the correct keywords that best describe your site in the link title to your site. The link title will be the title on the submission form. You will also need to create a good definitive description for your site. This should be no more than twenty-five words and should start with the keywords that best describe your site. This is what people will read - this is where you sell your site - a good description will enable potential customers to enter your site.

Once you have completed the form click submit and move on to the next directory. There are many good photography directories online - some specialised in certain areas of photography, more cover all areas of photography. Once you fill out the submission form correctly you will start to see the rewards.

Some directories will charge you when creating a listing; my advice is to research such websites before you part with your hard earned cash. Stay away from link farms and link companies that offer you thousands of links - these sites don't rank well with search engines and may harm your site in the long run.

While photography directories are just one way of promoting your site; they are the easiest and quickest way to get started. Creating good quality inbound links to your site will help you achieve excellent search engine ranking for your site resulting in more and more traffic entering your photography site.

Photography Forums

Photography directories are certainly the best way to start promoting your images and business. The second and another great way to get visitors to your site is by using photography forums.

Photography forums are an online chat centre where you can discuss all types of photography, get tips from other photographers and create good quality links to your site.

Photography forums are pretty simple to use - first you must register, then you are free to ask and give advice, discuss all the latest camera equipment and much more - the choice of topic is yours - all while promoting your own website. Some forums will allow you to show your images to promote your site even further.

For anyone interested in using forums as a promotional means, and to make sure you get the very most out of them, sign every comment you make with a link to your site. It is truly that simple. You get inbound links to your site while discussing your hobby or giving advice about your work.

When creating a comment do not write rubbish or give bad advice, people will be reading your comment and may take it serious. The goal behind using photography forums is that you get visitors while creating links to your site.

Forums and directories are not the only means of promoting your images online.

Photography competitions are also a great means to earn some extra cash and receive award-winning status. It is also a great source of free advertisement if you win or come in the top five.

Photography competitions.

It would be nice to be able to write in bold after your name on the top of your Website: **AWARD WINNING PHOTOGRAPHER.**

There are thousands of competitions held online every year. Some are just for amateur photographers while most are open to all. Most competitions will have certain guidelines, and you would be well advised to read them very carefully.

Some firms hold competitions to gain access to free images - so read the guidelines before enter. It may be great to win a competition, but you do not want a company using your images for free without receiving any payment.

Most photography related sites that hold competitions will not be looking for free images - they hold competitions as a promotional means for photographers.

If you are looking to find a list of local competitions in your area you should contact someone in your local photography club. Photography clubs are usually notified of all competitions that are held within their area. Some of the main photography directories should have a list of the online competitions.

Prizes do vary from cash to camera gear and equipment; some online companies offer free advertisement on their site, which may result in your business making thousands through sales. Regardless of the prizes you should add your image and Website to as many competitions as possible especially when most of them are free to enter.

Photography Blog

Blogging is becoming one of the great means of web promotion. Readers will come to know and trust you; they will become interested in what you have to say. Using a blog will give you the means to write up posts that include links to your website where your readers can get more information, such as reading a new article you've added, or checking out a product that you are an affiliate for.

Once you have an established readership, blogging will truly become beneficial for promoting your website. Most blogs are free to create.

Social media networks

Social Media Marketing through social networking is an effective way for website promotion. Website promotion via social media brings unique targeted traffic to your website.

Social media marketing isn't just about back links to your website. It can instantly boost website traffic to your site. Social media is an online social community where like-minded people find their own fields of interest and take their fellow users' recommendations more seriously.

Website promotion of this type could result in lots of other back links from sources that could even be entirely unknown to you. Social networking sites boost your website visibility at search engines too, because each new back link is a new positive point for your website. You will find more frequent and returning visitors.

Social media provides this opportunity for you while your RSS, newsletter, etc subscription keeps them coming as enthusiasts. So, you build a list of valuable prospects that form your future fans or clients.

You'll soon learn about the effectiveness of your marketing campaign. Social media are everywhere and about everything. Take advantage of them for your website promotion and see the results for yourselves.

All of the above are FREE methods for boosting your website traffic.

Useful Information

To add your images to our image directory visit our www.goldprints.com/images/

To add your site to our directory visit our www.goldprints.com/directory.html

For more free photography tips and photography E-books go to www.goldprints.com

For more free photography downloads visit www.goldprints.com