

Customization

Now that you have established your brand, your website should reflect the style and message you want to communicate. Creating a compelling design will allow you to best represent your brand and photography style to your audience.

Examples of good customization

- Dan Ballard: <http://danballardphotography.com>
- Joseph Roybal: <http://www.josephroybal.com>
- Kev Vincent: <http://kvincentphotography.ca>
- AMP Studios: <http://www.ampstudiospa.com>
- Erica Peerenboom: <http://www.ericapeerenboom.com>
- Rebecca Danzenbaker: <http://www.rebeccadanzenbaker.com>

Wow current and potential clients while declaring who are as a professional by following these simple steps.

Top Tips

1. Match your website to your brand

Zenfolio has several features built-in that give you the opportunity to make sure your website follows your business's branding. All account levels include a theme designer that enables you to incorporate your branding into several different aspects of the way your pages look. Premium accounts allow you to upload a custom logo to display on your pages, and you can add custom-branded watermarks to your images as well.

2. Make your site stand out

Without a doubt, the best first step in making a unique website is to create a custom theme. This allows you to adjust just about every aspect of your pages, including fonts, colors, backgrounds, special effects for buttons, etc. In addition to the theme designer, you can also choose which page elements you want displayed on each page and which page layout you prefer for each page, or even create totally custom pages you design from scratch.

3. Use custom pages to meet all your needs

Custom pages are a great way to get creative, as they give you a blank slate that you can build into whatever type of page you'd like. Custom pages have a table feature similar to Excel's, so you can ensure everything is organized neatly, and support text, photos, videos, slideshows, links, etc. Custom pages can even support custom code, in case you have content that requires you to use an embed code or a snippet of HTML.

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Features offered by Zenfolio:

Customization Videos (available to download as needed)

- Custom Pages (6:35) - <http://bit.ly/1puWJFJ>
- Theme Designer (6:17) - <http://bit.ly/1mD6mQ8>
- Blogging (6:15) - <http://bit.ly/1co8Jjy>

Check out this Photographer's Corner article on customization from the ZenBlog: <http://bit.ly/1gEWSBc>

Explore the customization services available in the Toolkit: <http://bit.ly/LC2BwA>

Discussion Questions

1. How have you customized your website?
2. Why did you customize your site the way you did?
3. Which of your customizations reflect your branding?