

Using Videos and Slideshows with Your Website

It's one thing to beautifully present your photos in a gallery to impress clients. But it's another to fully captivate and engage them. Crank up your website by implementing slideshows and videos. This will transform a one-dimensional site into an interactive, entertaining destination. Using different media will also cater to more people: some prefer text, others prefer photos, and others video. It's easy to share slideshows and video via social media, and it will give your website more exposure as an extra bonus.

Videos and custom slideshow examples

- Captive8: <http://www.captiv8.uk.com/video>
- Satureyes: <http://www.satureyes.com/videos>
- Will Nicholls: <http://www.willnicholls.co.uk/natural-history-film>
- Erica Peerenboom: <http://www.boudoirbyerica.com/>

Features offered by Zenfolio

The basics of using videos and slideshows

Display a video or custom slideshow on your homepage: Your Zenfolio homepage can display a single photo or video, or you can play a slideshow instead. Slideshows can contain multiple photos, videos, or both. Additionally, if you have content that you'd like to use from a different site, (YouTube, for example) you can even use its embed code to play the content on your homepage, using the "embed" option.

VIDEO: Playing video on the homepage (1:55) - <http://bit.ly/NxYW4b>

Display within client and portfolio galleries: Built-in gallery/proofing pages can also display photos, videos, or both at once. Videos can be uploaded into any gallery following the same process as photos, and each video has its own customizable thumbnail/preview image.

Using videos and slideshows with your Zenfolio account

Allow clients to download slideshows for free or as a purchase:

VIDEO: Allowing free video downloads (1:43) - <http://bit.ly/1co8oxp>

- Sell videos as products

VIDEO: Selling full Hi-Def video (2:04) - <http://bit.ly/1bMVKwT>

Top tips on using videos and slideshows with your Zenfolio website

Use embeddable slideshows within custom pages, blog pages and external websites: To create an embeddable slideshow, select the gallery you'd like to use in your Organizer. In your Toolbox, click "create embeddable slideshow"

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and follow the steps to set up the slideshow using your preferred options. Once finished, you can copy the slideshow's embed code, then paste this content into any custom page, blog post, or external website to display the slideshow there.

Export images to ProShowWeb and Animoto: To export images, first select the images you'd like to export, so that they are highlighted in Edit View. Next, click on "Photo Actions" and select "export." Here, you can select which site you'd like to export the images to, and begin the export process.

Check out this Photographer's Corner article on videography and slideshows from the ZenBlog: (coming soon)

Discussion Questions

1. Do you use videography in combination with photography? If yes, has integrating video services helped your business? If not, do you think that videographers are competing for the same clients?
2. Does anyone have clients who request a slideshow? Does the time spent creating a custom slideshow pay off? If yes, how do you deliver that slideshow? Is this something you always include with your services?