

Kelby Media Group's RC Concepcion gives you the simple solutions that take your photos from shutter to site!

GET YOUR PHOTOGRAPHY ON THE WEB

THE FASTEST, EASIEST WAY TO SHOW & SELL YOUR WORK



Rafael "RC" Concepcion

**The *Get Your Photography
on the Web* Book Team**

CREATIVE DIRECTOR
Felix Nelson

ASSOCIATE ART DIRECTOR
Jessica Maldonado

TECHNICAL EDITORS
Kim Doty
Cindy Snyder

TRAFFIC DIRECTOR
Kim Gabriel

PRODUCTION MANAGER
Dave Damstra

PHOTOGRAPHY BY
Rafael "RC" Concepcion

PUBLISHED BY
Peachpit Press

Copyright ©2011 by Kelby Corporate Management, Inc.

All rights reserved. No part of this book may be reproduced or transmitted in any form, by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without written permission from the publisher, except for the inclusion of brief quotations in a review.

Composed in Univers, St. Ryde, and Cholla by Kelby Media Group, Inc.

Trademarks

All terms mentioned in this book that are known to be trademarks or service marks have been appropriately capitalized. Peachpit Press cannot attest to the accuracy of this information. Use of a term in the book should not be regarded as affecting the validity of any trademark or service mark.

Photoshop is a registered trademark of Adobe Systems Incorporated.
Photoshop Elements is a registered trademark of Adobe Systems Incorporated.
Photoshop Lightroom is a registered trademark of Adobe Systems Incorporated.
Macintosh is a registered trademark of Apple, Inc.
Windows is a registered trademark of Microsoft Corporation.

Warning and Disclaimer

This book is designed to provide information about getting photography on the Web. Every effort has been made to make this book as complete and as accurate as possible, but no warranty of fitness is implied.

The information is provided on an as-is basis. The author and Peachpit Press shall have neither the liability nor responsibility to any person or entity with respect to any loss or damages arising from the information contained in this book or from the use of the discs or programs that may accompany it.

ISBN 10: 0-321-75393-3
ISBN 13: 978-0-321-75393-9

9 8 7 6 5 4 3 2 1

Printed and bound in the United States of America

www.kelbytraining.com
www.peachpit.com



To my wife Jennifer:

I can remember very clearly the
first day we met. That's the day I realized
I'd met my true love. You've been the rock
that I lean on, and the shoulder that I cry on.
You're my alpha and omega, and the reason
I have to be a better me. I love you.

FOREWORD

It was about five years ago, and I was down in Miami. On the day before each Photoshop World Conference & Expo, we teach half-day pre-conference workshops, and this year I was teaching a workshop (along with fellow instructors Dave Cross and Matt Kloskowski) called “So You Think You Can Teach Photoshop?” (a take-off on the TV series, *So You Think You Can Dance*).

The class was filled with Photoshop teachers—from in-house trainers, to college professors, to experts wanting to make their living teaching this amazing program. The first part of the class was dedicated to making them better teachers by sharing what we had learned training tens of thousands of students over the years, but in the second part, each of them would be invited to teach a technique to the entire class, and then we would critique their instruction. At the end of the class, the students would vote on the best presentation, and that person would get the opportunity to teach a 30-minute class in the Photoshop World Expo theater the following day (no pressure there, eh?).

The students unanimously made their choice heard for “best in the class” (honestly, it was pretty obvious from the outset who would win. One of them was just that good—head and shoulders above the rest), and the following day, he taught his 30-minute session at the Expo theater (which had to be pretty nerve-wracking, transitioning from student to instructor at the world’s largest Photoshop event in just one day).

The next day, I was preparing for my upcoming class when I got a call on my cell phone from the moderator who was running the Expo theater. She said, “You need to get down here!” My heart started racing. I thought something must have gone horribly wrong. She continued, “This guy is amazing! You’ve gotta see this!” I went down to the Expo right away. Everybody was talking about him, and talking to him. He blew everybody away in just 30 minutes.

The next time I talked to him, I was trying to convince RC Concepcion to leave his current job, and move from New York down to Florida to work as a full-time instructor for us at the National Association of Photoshop Professionals (NAPP, for short). Yes, he was that good. And lucky for us, he accepted our offer.

Besides his presentation skills and ability to relate to and engage his students, another reason we wanted him on our team was that he wasn’t just another Photoshop guy. He was also an expert in Web design and development, and he would bring a whole new facet to our training.

So I knew RC was an expert instructor, a Photoshop shark, and a Web genius. But it wasn’t until one day in the photo studio, when I was short a studio light, and RC casually said, “I can bring in one of my studio strobes if you want,” that I realized RC was also a photographer. Not surprisingly, he’s not just a photographer—he’s a really accomplished photographer and a total “studio rat.” He and I spent the next few years in the studio every chance we could (I even had RC do most of the product photography for a few of my best-selling books on photography), and over the past few years RC’s fame as a photographer has continued to grow and grow through his own work.

A lot of photographers in our industry knew RC was a Web guru, but once they realized he was a photographer in his own right, they started coming to him to help get them on the Web. Before long, he was helping some of the biggest names in the photo industry build their Web presence. These are working photographers who couldn’t spend the time, or the thousands of dollars up front, or the recurring monthly hosting fees the big photo hosting sites were charging to build and maintain websites for pros. The word got out that RC was the go-to guy to get your photo business on the Web, and last year at Photo Plus Expo in New York, I was there as some of the legends of this industry were tracking him down saying, “I heard you’re the guy to talk to about getting me on the Web.”

He is that guy. After I saw a site that RC had created for a pro sports photographer, I asked him to create an online portfolio for me, and in a day or so, it was up and running. It looked amazing, and not only did I not have to spend thousands of dollars up front, I spend more on coffee in one day than I do on my monthly hosting tab.

Now, everybody who has seen my site wants to get RC to set up their site (it's a vicious cycle, but that's how desperate we, as photographers, are these days to have our custom presence, done our way, without spending an arm and a leg).

One day, after realizing that without RC I wouldn't have a decent Web presence, I called him into my office and asked him, "RC, what do regular photographers do? What do photographers do who don't have an RC to call for help?"

RC agreed that it's a big problem and getting bigger, because we as photographers just want to make images. We don't want to have to learn HTML, Web design software, how to maintain servers, and we don't want to pay a ton for someone else to do it.

That's when I told RC (actually, I begged him), "RC, all the pros know you as the guy leading photographers to the Web. You have got to write a book for everybody else, where you share all this stuff you've been doing for me, and all these other guys, but where we can do it all ourselves. Without becoming Web experts. Without learning all the HTML stuff. And without spending a ton of money."

RC immediately starting riffing about all the stuff he would cover in a book like that, and the insider tips he would share, and how it would start from scratch and take photographers through the entire process. He would be the one to show them exactly how it's done, and how for only about \$7 a month they could have a serious Web presence and really start using the Web to build their business.

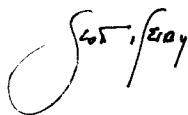
But he wanted to go beyond just setting up a website. He wanted to show how to leverage social media like Facebook and Twitter to bring people to the sites once they were up and running, and how to take advantage of the tools that are out there today, many of them for free, to give them that big site look for next to nothing.

He knew there had never been a book like it, and I knew he was the guy to write that book. Just like I knew that out of all the people in our industry I could have hired as our next "Photoshop Guy" at NAPP, RC was the one. Yes, he's that good.

I can't tell you how excited I am that you're about to learn from one of the most gifted, talented, and passionate photographers out there today about how to put your business on the Web. RC has a way of cutting through all the baloney, and just telling you exactly what you need to know to get your site up and running, today, and pretty soon everybody will be asking you who set up your site, and who's maintaining it. The cool thing is that you'll be able to say, "I did and I do!"

You're just a few pages, and lots of smiles and ah-ha moments, away from opening a new chapter in your career as a photographer. I'm glad you've found RC, and this book, and now it's time to put both of them to work for you. See you on the Web!

All my best,

A handwritten signature in black ink, reading "Scott Kelby". The signature is stylized, with a large, looping "S" and a cursive "Kelby".

Scott Kelby
President, National Association
of Photoshop Professionals

ACKNOWLEDGMENTS

This book was written on the shoulders of so many incredible people. While the list of people that I'd want to thank specifically would be a book in and of itself, I'm going to try to do the best that I can to keep it as short as possible.

I'd love to extend my deepest gratitude and thanks to my mother, Cristela Concepcion. Growing up in the Bronx with so very little, she's the perfect example of how, with love and respect, you can raise an incredible family. Not a day passes that I don't think of all of the gifts you've given me. I love you.

Agradezco profundamente a mi madre, Cristela Concepción, que humildemente sirve como un ejemplo de cómo con amor y respeto se puede criar a una familia increíble. No pasa un día que no recuerdo todo lo que hiciste por mí. Por eso, te quiero con todo mi corazón.

To my father, Rafael Concepcion, who has since passed on. I'm sure he's watching down, smiling at what he was able to create, and I'm grateful to him for raising me with a sense of right and wrong, and giving me the intelligence to choose.

To my brothers, Victor, Everardo, Jesus, and "baby bro" Tito, for being there when I've needed them. A special thanks goes out to my brother Carlos and his wife Vicky. One conversation with Carlos changed the course of what I've done, and I'm grateful for that. Last, but not least, to my brother Dave: you've been a sounding board and confidant for so long, it was hard to imagine a time when I wasn't with you.

To my uncle Rene, who is always a trusted advisor in my life. To my sister Daisy Concepcion and Norman Wechsler, who always believed I would be able to achieve great things. To Jim and Danielle Bontempi, the best in-laws one could ever ask for. To Merredith Bontempi and Tim Ruymen for being so supportive. Erin and Bill Irvine round out a great family that I'm thankful for.

I've been blessed with great friends. Jennifer Vacca and Lucy Cascio at Zoot Shoot Photographers gave me my start in a studio. Charlie Enxuto and Steve Zimic taught me so much at Split Image Photo. Annie Gambina of New Horizons let me wreak havoc in her classrooms. Matt Davis has always been a great cheerleader and sounding board. I've received inspiration and sage advice from Brigitte and Debbie Calisti. I've spent days on end laughing with Kyle Robinson and his wife Teresa. Bruce "Disco" McQuiston and I shared many a tender moment listening to Enigma. Mike McCarthy will forever be one of the funniest guys I know. Jane Caracciolo has been the person whom I'd call in the middle of the night to answer the most complex of problems. Her mother Jane Caracciolo, Sr., will forever be known as my second mother—one whom I love immensely. To Andrea Barrett: I miss you! Matt Wanner's a heck of a firefighter, and an even better writer and friend. Then there's Jeremy Sulzmann and Mohammed al Mossawi, two of my mates while living in Germany. Here are two friends I can call on to fly around the world (or share a tube ride) to meet me in London for just one night.

To my Tampa crew: Alan and Nicolle Brusky, Kathy Porupski, Erik Valind, David Rogers, Michael Sheehan, Keith Winn, Rob Hererra, Scott Krebs, Dan Underwood, Tony Gomes, Emily Haskin, and Wendy Weiss, who gets to pull double duty as my photography buddy and doctor. You couldn't imagine what an office visit is like now!

A special thanks goes out to Yolanda, Neil, and the Corteo family for being such great friends to us here in Tampa (and for having the best pizza around).

To Bonnie Scharf: I've known you for over 18 years, and you're like a sister to me. Fortunately for me, you've been there through thick and thin. Unfortunately for you, you've had to put up with me for that long!

To Albert J. Fudger: you are my best friend. I've talked to you on a daily basis for over 16 years and there's not been a time when I have not been laughing through it. Thank you for letting me write this book on your kitchen table. An even bigger thanks for being the friend that you are to me and my family. Boop!

This book would not have been possible without the guidance and tutelage of Scott Kelby. I met Scott several years ago, and still keep a picture of that meeting to this day. While I'm grateful for his experience and skill at being the best in the business, I'm an even bigger admirer of his grace, candor, goodwill, trust, and unbending dedication to his friends and his family. He's an awesome mentor, and he and his wife Kalebra are models for what true friends and dedicated Christians should be. For that, I am forever grateful.

I'm privileged to have Moose Peterson as a mentor and friend. Through countless meetings, you've served as a photographic compass for me. You and Sharon will always be near and dear to our family for that.

I've been inspired by Joe McNally's work for longer than I've been using Photoshop. To be able to count him and his wife, Annie, as trusted friends and mentors has been one of the best gifts a person could ask for.

To Bert Monroy: you embody what it means to be brilliant at Photoshop. Thank you for being a great friend and inspiration to me.

Then there's my family at Kelby Media Group. To my editors, Cindy Snyder and Kim Doty: thank you for chiseling and polishing this book to perfection. To Jessica Maldonado: you're the best book designer in the business! To Kathy Siler, for always making me smile! To Felix Nelson, our Creative Director: thank you for steering this ship on top of the five thousand other things you're busy amazing people with. To Justin Finley and Tommy Maloney: you guys are aces in the design and programming biz. Thanks for all of your help. To Brad Moore: thanks for being such a great sounding board and lunch partner. To our IT director, Paul Wilder: thanks for keeping me up and running, and letting me run my experiments on the computer. To Dave Moser: thank you for being our fearless leader, and such a wonderful friend.

A special shout out to my fellow Photoshop Guys, Dave Cross, Corey Barker, and Matt Kloskowski. Matt, I can't thank you enough for being such a great advisor on so many things. It's a privilege and an honor to call you my friend.

My sincere appreciation goes out to all of my friends at Peachpit Press: Scott Cowlin, Sara Jane Todd, Gary-Paul Prince, Nikki McDonald, Glenn Bisignani, Barbara Gavin, Jennifer Bortel, Laura Pexton Ross, Kara Murphy, and Nancy Aldrich-Ruenzel. A special thanks goes out to my editor, Ted Waitt, for all of his help on the book!

The work of the following people never ceases to inspire me: Jay Maisel, Katrin Eismann, Deke McClelland, Terry White, Eddie Tapp, Jim DiVitali, Joe Glyda, Rich Harrington, David Ziser, Trey Ratcliff, Cliff Mautner, Rick Sammon, John Paul Caponigro, Lois Greenfield, David Lynch, Andrzej Dragan, David Hobby, Steve McCurry, Jeremy Cowart, Susan Meiselas, Gregory Heisler, Vincent Versace, and John Loengard. To Jeff Revell: thanks for being such a great supporter of this book, and being my PR agent at Photoshop World!

To my wife, Jennifer Concepcion, to whom this book is dedicated: thank you for believing in me, sometimes more than I could in myself. You gave me a book several years ago and said, "You know, I think you can be on that stage, if you really want it." Fast-forward to today, and we're living this dream. It all happens because of you.

To my little girl, Sabine Annabel: out of all of the things that I've accomplished, being your daddy is the one that I was made for. I love you more than I could ever say.

Last, but certainly not least, thank you, my dear reader. By the sheer grace and goodwill from the Almighty, He has blessed me with a life where I get to share the things that I truly love with each and every one of you. It's a gift I accept with great humility, and enormous pride, and I am very grateful.

This page intentionally left blank

ABOUT THE AUTHOR



Rafael “RC” Concepcion is an education and curriculum developer for the National Association of Photoshop Professionals, and one of the Photoshop Guys. An award-winning photographer and Adobe Certified Instructor in Photoshop, Illustrator, and Lightroom, RC has over 14 years in the tech industry, designing sites and training thousands in technologies from Adobe and Microsoft. RC spends his days developing content for all applications in the Adobe Creative Suite at Kelby Media Group. His ability to speak passionately about technology and the Web has engaged audiences in the U.S., Europe, and Latin America. Most recently, RC has combined his photographic and Web experience to teach with famed wildlife photographer Moose Peterson at the “You Can Do It, Too” workshops in Mammoth, California, the Digital Landscape Workshop Series, and at the Voices That Matter Web Conference in San Francisco. RC also writes columns for *Photoshop User* magazine. He lives in Tampa, Florida, with his wife, Jennifer, and daughter, Sabine Annabel.



CHAPTER ONE 1

Domains & Space: You Need These First!

Creating a Godaddy.com Account 2

Registering a Domain Name 3

Purchasing Online Space at GoDaddy.com 7

Linking Your Domain Name to the Hosting Space 9

CHAPTER TWO 14

Getting Your Images Ready

Sharpening & Sizing Your Images in Lightroom 16

Sharpening & Sizing Your Images in Photoshop 18

Sharpening & Sizing Your Images in Elements 22

Exporting Your Images as sRGB in Lightroom 26

Converting to sRGB in Photoshop 28

Converting to sRGB in Elements 29

Adding Your Contact Info
to Your Metadata in Lightroom 30

Adding Your Contact Info
to Your Metadata in Photoshop & Elements 31

Get a Google Voice Account 32

Watermarking Your Images in Lightroom 33

Creating a Watermark in Photoshop & Elements 34

My Favorite Watermark to Use: a Signature 36

Using Digimarc for Copyright Protection 38

Submitting Images to the Copyright Office 41

CHAPTER THREE 42

Using WordPress for Your Website

Installing WordPress on Your Site 44

Accessing Your WordPress Admin Area 48

Along the Way: David Hobby 50

CHAPTER FOUR 52

Adding Content to Your Website

A Photo Blog Can Solve Many Problems 54

Working with Posts in WordPress 57

Adding an Image to Your Post 60

Adding Categories & Tags, and
Changing Your Publishing Status 63

Adding a Gallery of Images to Your Post 65

Adding an Animoto Slide Show 68

Some Housekeeping Notes on Categories,
Tags & Images 73

Working with Pages Inside of WordPress 75

Along the Way: Joe McNally 78

CHAPTER FIVE 82

Plug-Ins and Menus to the Rescue

Thank Goodness for Menus 84

Installing a Plug-In 89

Opening an Image in a Shadowbox 92

Installing Contact Form 7 95

Installing Google Analytics 97

CHAPTER SIX 100

HTML Tips & Tricks

Have a Link Appear in a New Window 102

Getting Rid of Weird Spacing Issues 103

Aligning to the Right or to the Left 104

Moving Text Over to the Next Image 105

Adding Space Around an Image 107

Creating an Email Hyperlink 109

Along the Way: Jacob Cass 110





CHAPTER SEVEN 112

Make Your Website Pop with a Theme

Free Templates at WordPress.org	114
Installing a Downloaded Theme	119
Configuring the Candid Theme	121
Setting a Featured Image for a Post	123
Exploring the Candid Theme Options	124
Logos & Menus for the Candid Theme	126
Adding a WordPress Widget	128
Additional Template Resources	130
Along the Way: Shooter Themes	132

CHAPTER EIGHT 136

Printing Your Images Online

Uploading Images to Mpix	138
Uploading Your Images to Artistic Photo Canvas	141
Setting Up Fotomoto on Your Website	143
Fine Tuning Your Fotomoto Shopping Cart	147
Along the Way: Joe Dellasega	152

CHAPTER NINE 154

Creating a Flash-Based Portfolio

Checking Out FlashComponents.net	156
Downloading a Free Text Editor	158
Configuring Your Flash Portfolio	159
Resizing Images for Your Flash Portfolio	163
Resizing Portrait-Oriented Images in Photoshop	165
Changing Categories and Renaming Files	166
Along the Way: Diablo Tibi	170

CHAPTER TEN	172
Using Social Media	
Working Your Facebook Fan Page	174
Tagging a Picture in Facebook	176
Creating a Twitter Account	177
Using a URL Shortening Service	178
Following Someone on Twitter	179
The Power of Searching Twitter	180
Creating and Using a Flickr Account	182
Creating an Amazon Affiliate Account	185
Creating a B&H Affiliate Account	187
Along the Way: Scott Kelby	188
CHAPTER ELEVEN	192
Adding Web Galleries with FTP	
Using an FTP Client: FileZilla	194
Dragging Files and Folders from Your Desktop	197
Navigating Up and Down in Your Website's Folders	199
Creating a Web Gallery Using Bridge	201
Creating a Web Gallery Using Lightroom	203
Uploading Web Galleries to Your Website	205
Using the TTG Client Response Gallery	207
Case Study 1: Moose Peterson	210
Case Study 2: Michael McCaskey	212
Case Study 3: Kathy Porupski	214
INDEX	216



This page intentionally left blank

INTRODUCTION

You're probably standing in the aisle of a bookstore wondering whether this is the book that you need to get to make your website, or if the one you just put down is the one you really need. You're anxious about the decision, and want some clear sign to point you in the right direction.

Here's my suggestion: take this book and the other book and go over to the coffee bar in the bookstore (hopefully there is one—I love testing books out there), order your favorite beverage, and read a few pages. You'll be able to figure out whether this book will solve your problem by just skimming through the chapters and reading this Introduction.

This book is meant to solve a very specific problem: I'm assuming you're a photographer who has a bunch of images that you want to share online, but you've never really done so. You've probably dabbled with Facebook or Flickr, but you've shuddered at the thought of actually jumping in and setting up a website from scratch. You'd like to be able to do this as easily and as cost effectively as possible. On top of all of that, you'd love it if you could find a way to sell some of those images online to pay for your investment.

This book is set up in a recipe format, and you'll really benefit from going through it from start to finish. Whenever someone asks me to design a website for them, these are the same steps that I follow. I start with a domain name, order some space, and go from there. In a perfect world, you'll have this book by your side as you're going through the process, but it's not really necessary.

If you're a little more Web savvy, you can jump around the chapters in this book. Each one has sections that highlight a part of the process, so you can quickly find a technique or a tip. This will also help you have a quick reference for later on.

Since this book details how to get you up to speed as fast (and cheaply) as possible, I'm very specific about the companies I use in the book. Now, I can't stop someone from thinking, "Hey, what about company X? They do this cheaper/faster/better/more efficiently." But, how annoying would it be if you bought this book to get some answers and I just sat here and said, "Well...it depends...lots of people have lots of things that you can use to help solve lots of problems"? So, instead, I can tell you that I've looked at a lot of companies out there and based on my experience, this is what I think you should do. I should also say that, aside from some thank you emails here and there, these companies are not sending my child to college. I've picked them because I believe they help. You should expect no less.

Now, while you're in the process of making your site, you might want to visit with some of the people who make the pieces of the puzzle you're building. I've included sections in the book called "Along the Way," where I interviewed some of these people to help give you some inspiration or offer insight on your Web journey. Think of it as a "Who Are the People in Your Neighborhood" segment, but for techie folks. (Sorry, I can't help it. I'm a *Sesame Street* fan!) At the end of the book, I included some examples of people out there who have used this very same approach that you'll learn here in the book to design their websites to show you how easy this all can actually be.

I've recorded a couple of videos and compiled some files that you can download to get you up and running. You can access all of them at the book's companion website at www.kelbytraining.com/books/rcweb. Shooter Themes has provided us with some free themes to use with your website, and FWDesign was more than gracious in letting us use their Flash portfolio design in Chapter 9. The one thing that I will ask is this: they were so cool to do this for us, I think you should consider them for any needs you may have. And remember that websites are constantly changing, so don't be alarmed if what you see when you go to one of the websites shown in the book doesn't look the same as the screen capture of it. The information should still be available, but you may have to look a little to find it.

So, that's about it. I hope that you find in this book just what you're looking for to help you get your photography on the Web. Let's get started!

“No matter what kind of website you decide to make, the most important part is that you add content consistently.”



CHAPTER FOUR

adding content to your website

The Content You Put on Your Website Will Make or Break It

It's probably no surprise to you now that the hardest part about setting up a website is not all of the technical stuff that comes along with it. I've seen websites that look incredible (reflecting hours upon hours of programming for some Web designer) and that make me stop and check them out immediately. I can't name any of them for you, however, because as soon as I was over the design (and believe me, that can happen pretty quickly),

I got tired of looking at the content on the site. But on the other hand, I can think of many sites that don't have the best design, but the content just makes me come back over and over.

This does not mean that you should design a bad site. It just means that it's what you put into it that makes it memorable. As a photographer, it's going to be your images (and descriptions) that are going to leave the lasting impression.

Setting up a WordPress site has helped us by giving us a structure to place content in, and it's probably a good idea for us to talk a little about what kinds of content we can place in there, and how we are going to make sense of it. WordPress divides content up as posts and pages—posts are the entries that individuals associate with blogging, while pages are the static pieces of content that websites normally have.

Every Photographer Should Blog—Just Not About What They Had for Breakfast

I believe that nothing but good can come from you having a website that incorporates both static content and some form of blogging. If you're a photographer that is trying to make an extra couple of bucks with your craft, it becomes even more important. That does not mean that you should immediately create a blog telling everyone what you did all day and how it made you feel. While you may find that, in some cases, this will add a level of variety to your blog, I don't think it should be a functional component of your website. Pick a day and post a picture. Tell your viewers about it. The next day, post another picture. Tell them about that one. This uses the blog mechanic without it actually being a blog.

WordPress Will Create a Static Website for You

One of the great things about WordPress is that it can be used as a basis for the traditional website. Don't think the blogging thing is for you? That's okay—simply create the pages that you want to have on your website and arrange them as you see fit. The structure is in place for you to do so and you don't have to do any of the code. The goal is to

free you from having to do coding, so you can do the thing that you are best at—taking pictures.

Some of the Best Photography Websites Out There Use WordPress

It would surprise you to know just how many websites are designed on the WordPress platform. Let me give you a couple of examples:

- *Scott Kelby's Photoshop Insider*: www.scottkelby.com
- *Layers magazine*: www.layersmagazine.com
- *Team Coco* (Conan O'Brien): www.teamcoco.com
- *Kate Rusby* (English folk singer): www.katerusby.com
- *Jay-Z* (rap star and media mogul): www.jay-z.com
- *XXL magazine* (music magazine): www.xxlmag.com

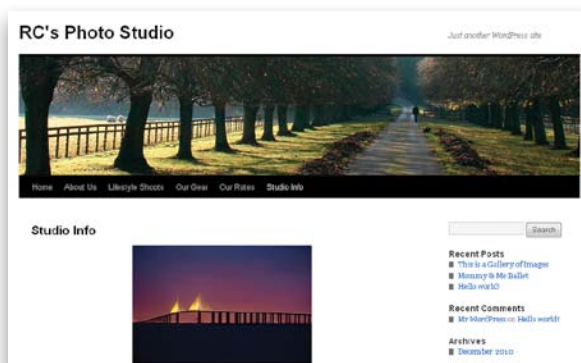
Add Content Consistently

No matter what kind of website you decide to make, the most important part is that you add content consistently. This could be a page showcasing some of the images that you've made, or a page about specials that you may be running for your customers. The hardest person to get to your website is a repeat visitor. If a person does not have a reason to come back, they won't. Make sure you avoid that by giving them something to come back to. If you set yourself up with a schedule for when you will be posting content and stick with it, your visitors will come to expect when you will be posting content and return, increasing your viewership.

Categorize and Organize Your Website

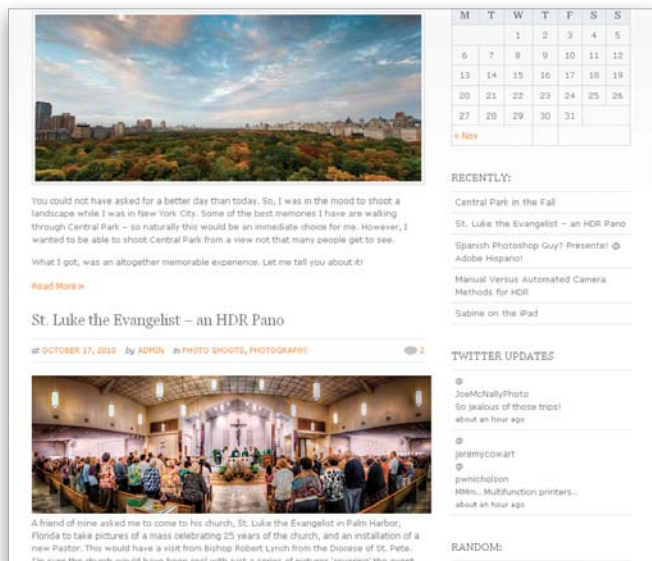
Nothing will frustrate a viewer more than being unable to find the content that they are looking for. Make sure that you place the content your viewers want to see in a place that's easy for them to get to. At most, the content should be no more than four clicks away. Any more than that, and they'll lose interest.

In this chapter, I'm going to give you a few reasons to consider blogging on your website, then I'm going to go into detail on how to use posts and pages to create content. We'll add images, galleries, categorize content, and change the organizational structure of the site. We'll also do all of this without tackling any code. Let's go fill that website!



A PHOTO BLOG CAN SOLVE MANY PROBLEMS

With so many photography websites out there, making yourself stand out above the others can prove to be very challenging. This is why I feel that giving your readers a chance to come back and learn more about you is the key to solving credibility, trust, and search problems.



Problem #1: Portfolios Are So Yesterday

It's often said that the best photographer is the best picture editor. We've become so used to this, that the portfolio has started to lose its effectiveness. Deep down, when I am looking at a portfolio, I'm thinking to myself "Great, these 20 shots are beautiful, but they're 20 out of how many? Is this photographer consistent? Does this show enough variety? What's this photographer going to be like under the gun? Does this reflect 80% of their work, or am I just seeing 20 'happy accidents'?"

Solution #1: Continuity and Consistency

If you have a blog, you can create a post one day that shows a specific photographic project you're working on. The next day? Another project. The third day? Post a random picture. Now, when someone visits your site, they'll see that you are shooting continuously—establishing your reputation for "being out there." As they get to see your work over time, they'll see the consistency of it. This will also draw attention to your skill, and make that person more likely to call you for a specific assignment.

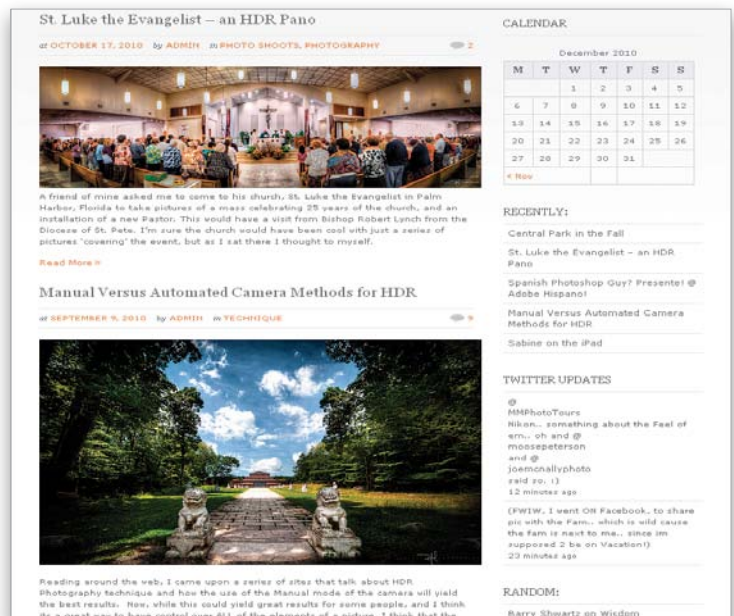
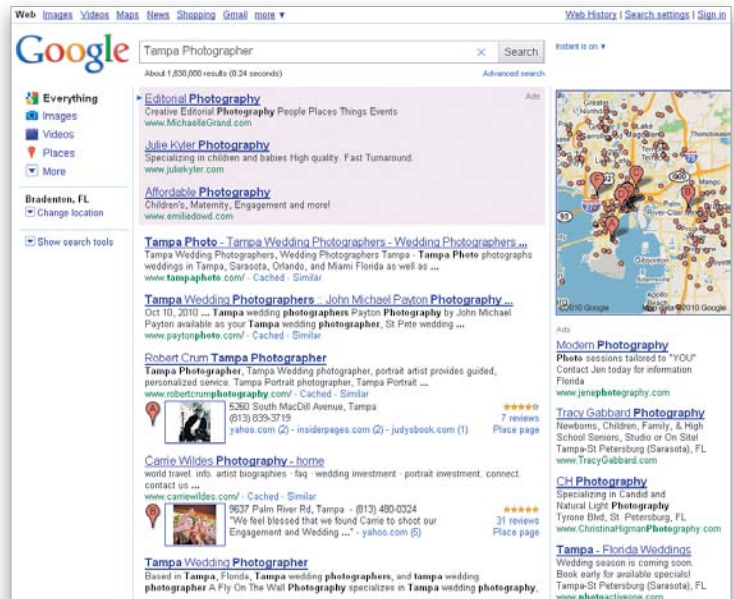
Problem #2: You Must Get to the Top of the Search Engines

You've set up your website and now you want to attract customers. This will start the frantic race to Google to see where your website ranks. For example, typing "Tampa Photographer" in the search field will currently result in 1,630,000 entries to sort through. "But I want to be number 1! How do I do this?" you ask. This will start a long search for SEO (search engine optimization) kits, the weeding through websites to find the best combination of tags, titles, links, and so forth to uncork the magical combination of stuff that will make Google increase your rank and get you higher on the list.

Solution #2: Tell People What You're Doing & Worry About SEO Later

Remember that you started all of this because you wanted to be a photographer, not an SEO engineer. Now, this book doesn't go into SEO strategies and techniques, because frankly, there are tons of other places where you can get the most up-to-date info on this. There's plenty of time to worry about that later. Right now, focus on getting your images online and adding the appropriate information to them.

Basically, search engines (like Google and Yahoo) follow certain rules to try to figure out which sites have more "information" about a search term—in our case, photography. The more information you have on photography, the more "relevant" you are to a consumer, and up in the directory list you'll go. So, if you're consistently writing stuff on your website about the photography you're doing in Tampa, with the photographers you're working with in Tampa, your website will be more relevant than others. The more you do this, the more you will go up in the list. The best way to get noticed is to keep that content coming, and keep it fresh—two things you get automatically with blogging.



< CONTINUED >

The Engagement at La Jolla by the Sea

of JULY 14, 2010 by ADMIN in BLOG, FEATURED, PHOTOGRAPHY

So there I was walking around with Ed Sanchez (one of the co-founders of **Hill Software**) getting some fresh air out in the beautiful La Jolla, CA area. We were in the office checking out stuff but the day called us out to just go walk and take the sea air in.



We all grabbed cameras, just in case, but I think we were mostly into just being outside for the afternoon. As we were walking, I notice a girl running down this ramp to a young man waiting, taping her with his video camera the whole time. He's in this little Gazebo and, despite the wind, its adorned in red ribbons notecards and little tea lights. She gets to him and hugs him as if she hasn't seen him in a million years, and he turns the camera to himself.

I think to myself "This guy isn't done yet." As I'm doing that, I see Ed talking to another girl in spanish whos standing by the rails. She tells Ed that he is going to propose.



It makes me go back to several years ago in my head. I surprised my wife Jenn during our engagement (that's another story for another day), and someone had the foresight to make sure it was taped.

I'm a big storyteller...and I love talking about all of the cool moments that happen to us. I'm also grateful to have the Nikon D3S with me that also happens to do movies in addition to

RECENTLY:

Central Park in the Fall
St. Luke the Evangelist - an HDR Pano
Spanish Photoshop Guy? Present! @ Adobe Hispanol
Manual Versus Automated Camera Methods for HDR
Sabine on the iPad

TWITTER UPDATES

@ JoeMcNallyPhoto
So jealous of those trips!
about an hour ago
@ jeremycowart
@ pwnicholson
Stein... Multifunction printers..
about an hour ago

RANDOM:

Sessions with Joey L: DVD Review

Meet Dany & Issac! The La Jolla Epilogue

of JULY 28, 2010 by ADMIN in BLOG, FEATURED, PHOTOGRAPHY

Meet Dany and Issac - the couple from the La Jolla Engagement. I get to share their moment... & how the world takes care of itself in this post...

They Kicked Back

So after a few nervous days on my part, I finally received the email that I was hoping to get. Early one morning I got an exuberant email from Dany (the young girl in this picture) asking whether I had a video that I can send her so she could see. Throughout this entire time, Dany and her husband to be Issac had no due that I had cut the video and posted it on youtube. The story is interesting to me on many levels. Read on to see why...



The video

Dany, her friends, and her family were so overjoyed over the fact that the video even exists... and it makes me so incredibly grateful that I was there to capture that moment. But the story hits a personal note for me on a way different level.

CALENDAR

July 2010						
M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	
« Mgr			Aug »			

RECENTLY:

Central Park in the Fall
St. Luke the Evangelist - an HDR Pano
Spanish Photoshop Guy? Present! @ Adobe Hispanol
Manual Versus Automated Camera Methods for HDR
Sabine on the iPad

TWITTER UPDATES

@ MMPhotoTours
Nikon... something about the Feel of em..
oh and @
moosepaterson
and @
joemcnallyphoto

Problem #3: No One Knows Me as a Photographer

Another problem in attracting customers is when no one knows you as a photographer. How are you supposed to attract more business if no one knows you're in business to begin with?

Solution #3: Blog Your Projects and Others Will Follow

Let's say you work on a photo shoot for someone. After the shoot is finished, you edit the pictures, and you give them to the client. Once that's done (and you've gotten the okay from them to do so), make a post talking about your experience and share some images. This solves your consistency and quality issue (first problem), but also lets your customer's photos be published online. Your customer will, more than likely, let other people know to check your website to see some pictures—bringing lots of fresh sets of eyes to your website and its content.

WORKING WITH POSTS IN WORDPRESS

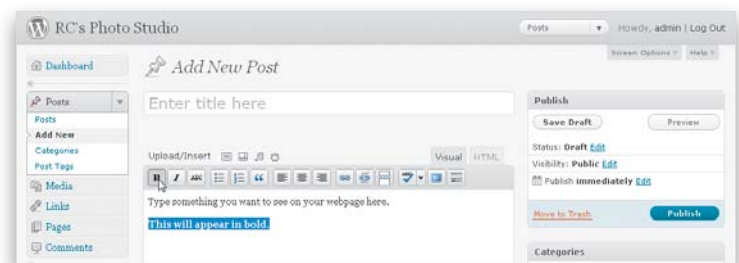
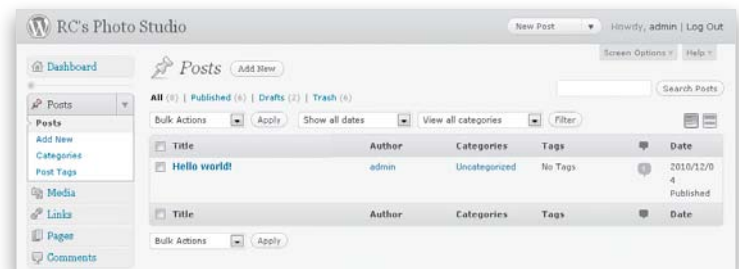
Posts are the most common form of entries on a website page. They can be organized by date, or categorized based on keywords that you choose. You can add things to your posts like single images, galleries of images, and even multimedia content. Whether you use posts or pages on your site, you should read this, because knowing how to do one automatically teaches you how to do the other.

STEP ONE:

Log into your WordPress admin page to get to your WordPress Dashboard (like we talked about in Chapter 3, you can access your admin page by clicking the Log In link at the bottom right of your website or by just adding /wp-login to the end of your URL). Click on the Posts button on the left, and you'll see a running list of all the posts on the site, who created them, if they appear in a category, if they have tags associated with them (categories and tags are a great way to highlight specific content on the site, making it easier for people to search for things. We'll talk more about these later), and when they were created. I want to start creating content now, so I'm going to click on Add New from the Posts pop-up menu.

STEP TWO:

The Add New Post page lets you enter a title for your post, and gives you a field underneath the title for you to enter in your content. You'll notice that there are formatting buttons across the top and two tabs at the top right of the content field—Visual and HTML. Using the Visual tab is similar to using a word processing or email program, and very straightforward. If you want something in bold, for example, highlight the text and click on the B button.

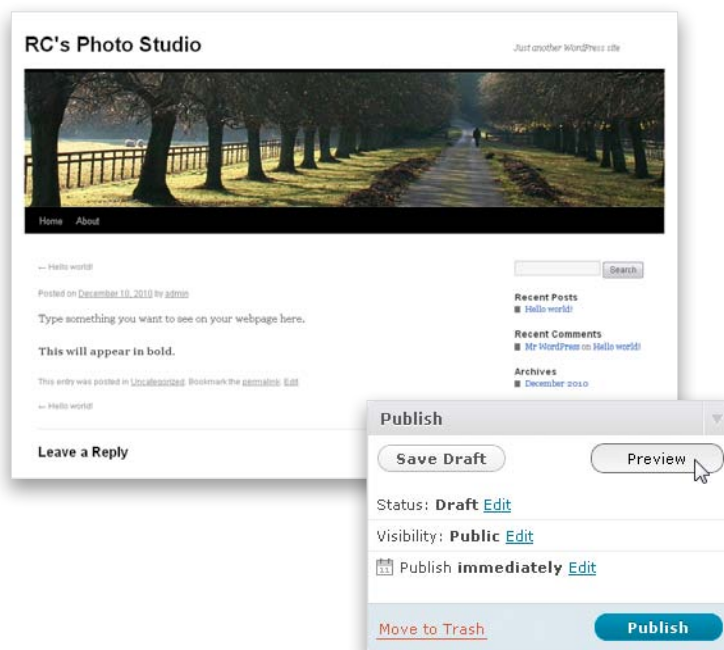


< CONTINUED >



STEP THREE:

At any point in time, you can click on the HTML tab at the top right and see what the underlying HTML code looks like. People who are familiar with HTML will be comfortable here. You can also use the formatting buttons that appear across the top of the content field here to format your text.



STEP FOUR:

Clicking on the Preview button in the Publish section at the top right will open a browser tab or window and show you what your content will look like. You can check to see how the content of the page is looking and go back and forth between the Dashboard and your preview to make and see additional changes.

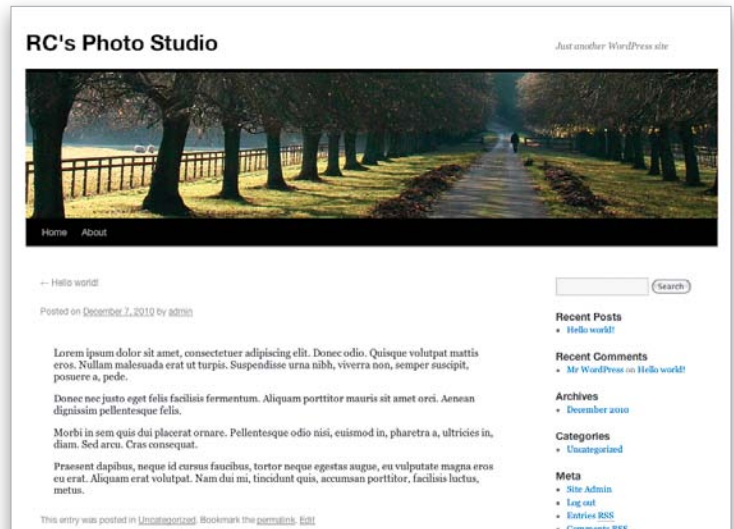
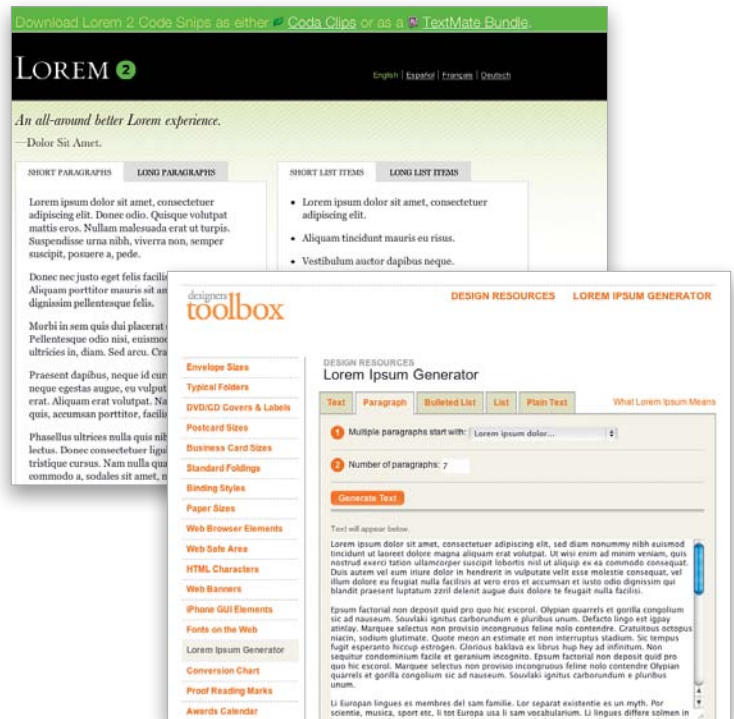
TIP: STUCK FOR CONTENT? USE LOREM TEXT AS A PLACEHOLDER

When making an entry in a blog, sometimes you just want to see how the overall post will look from a design point of view—you have no idea what kind of content you want to put in there, but you want to see how it will look. Most designers use random text generators (called Greek text or lorem text) as placeholder text while designing. Try extremely hard to resist the urge to flatten your hands on your keyboard and slap it, resulting in text that looks like this:

irjeipoipojeioepjoipwopipidopopkwdqokpw
dqokpuowuihqweuqweijqoqweipjwqeoowe
rpoiweriopwerpoiweporiwepriwe

When you do that, you really can't see how paragraphs, bullets, alignment, and breaks happen on a page, making it harder for you to work down the road.

There are tons of websites out there that create Greek text. More often than not, it's just random filler text that you can copy-and-paste into your posts and have them look like they have some order to them. These webpages range from straightforward Greek text sites like www.lorem2.com and www.designerstoobox.com, all the way to the obscure. Want to see something really wild? Go to *Communications From Elsewhere* (www.elsewhere.org/pomo/) and you can generate an entire post-modernist paper that...well, I won't ruin the surprise. Go check it out!



ADDING AN IMAGE TO YOUR POST

While text is pretty easy to enter and organize with WordPress, we all know that it's the pictures that we're really interested in. So, let's look at how to quickly add a picture to your post. The method of doing this will apply to both posts and pages.



RC's Photo Studio

Just another WordPress site



[Home](#) [About](#)

... Hello world!

Posted on [December 10, 2013](#) by [admin](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nibh, viverra non, semper suscipit, posuere a, pede.

Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.

Morbi in sem quis dui placerat ornare. Pellentesque odio nisi, euismod in, pharetra a, ultricies in, diam. Sed arcu. Cras consequat.

Præsent dapibus, neque id cursus faucibus, tortor neque egestas augue, eu vulputate magna eros eu erat. Aliquam erat volutpat. Nam dui mi, tincidunt quis, accumsan porttitor, facilisis luctus, metus.

This entry was posted in [Uncategorized](#). Bookmark the [permalink](#). [Edit](#)

Recent Posts

■ [Hello world!](#)

Recent Comments

■ [Mr WordPress](#) on [Hello world!](#)

Archives

■ [December 2010](#)

Categories

■ [Uncategorized](#)

Meta

■ [Site Admin](#)

■ [Log out](#)

■ [Entries RSS](#)

■ [Comments RSS](#)

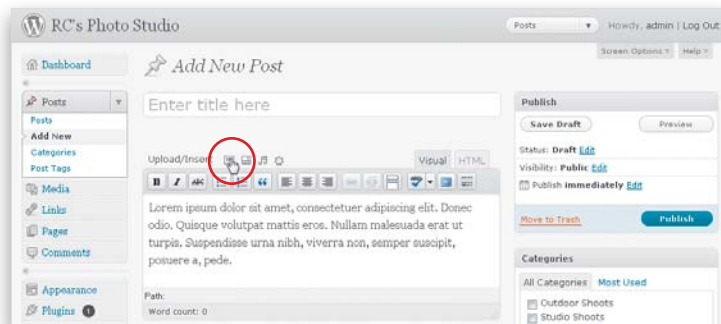
■ [WordPress.org](#)

STEP ONE:

I went to www.lorem2.com, copied some text, pasted it into the Add New Post content field, and then clicked the Preview button. Filling in the entry with some sample text really begins to round out the post nicely. Now, obviously, we didn't create this website for it to be text heavy. We're going to want to place some images here. So, let's do that now. In this example, I'm going to select a picture of my daughter Sabine looking up at my amazing wife, Jenn (yes, this shameless plug just lets me proclaim that I love being a daddy more than anything. I love you, Beenie!).

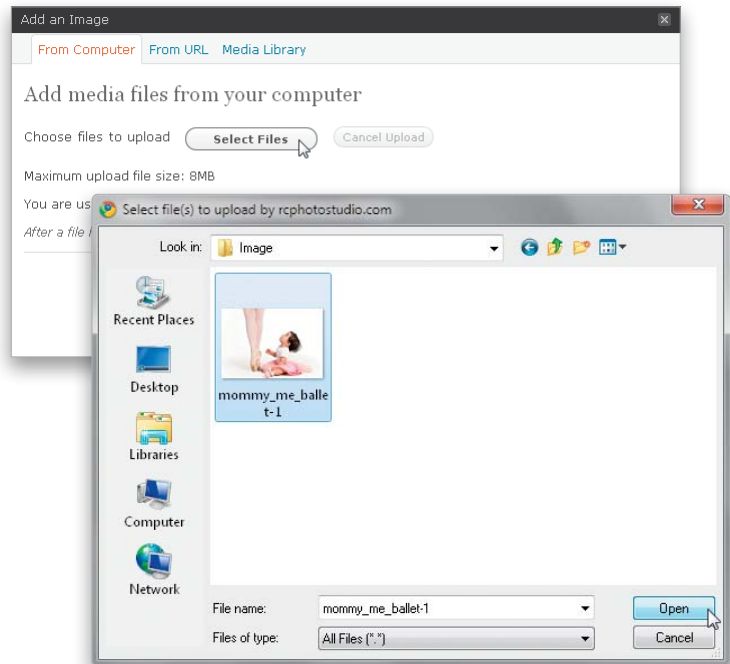
STEP TWO:

I've exported the image I want to include in my post to my desktop (see Chapter 2 for more on this), so I'll go back to the Add New Post page. Above the formatting buttons, you'll see the Upload/Insert icons. Click on the Add an Image icon (it's the first one on the left).



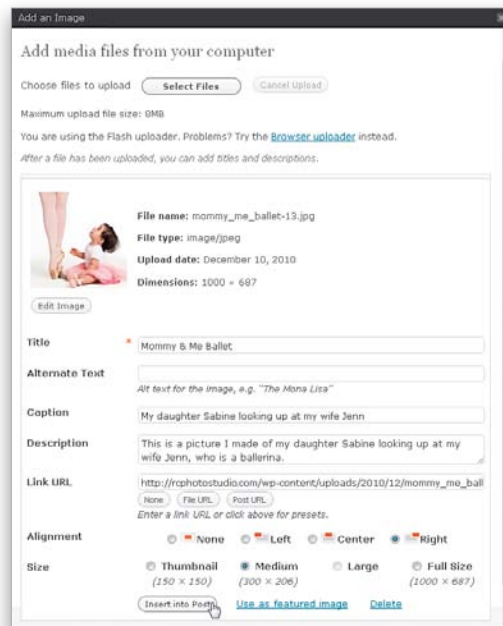
STEP THREE:

When you click on the Add an Image icon, the Add an Image dialog will pop up. Click the Select Files button, choose the image you exported, and click the Open (Mac: Select) button. WordPress will then upload that image and place it in your Media Gallery.

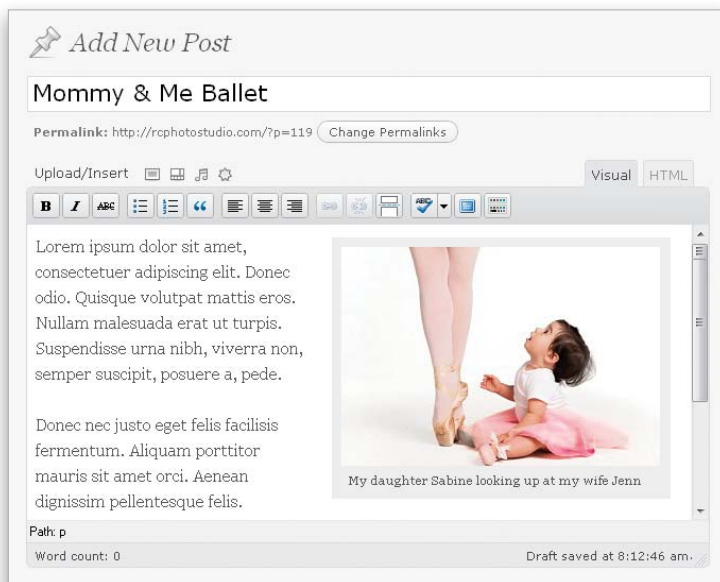


STEP FOUR:

Once your image is uploaded, you can enter all sorts of information about it in the Add an Image dialog. The more information you fill in, the better, but know that you don't need to if you don't want (I'm certainly guilty of "Oh, just get it up there" syndrome as much as the next guy). The Link URL field lets you specify what you want to happen when someone clicks on the picture. Do you want it to go to nothing, to the actual image, or to the post that you are referring to (the one it's embedded in)? More often than not, it's going to go to the image itself, unless you don't want to show a bigger image. The Alignment options are pretty straightforward—where do you want the picture to appear alongside the text. To the left? To the right? In the middle? Just click on the radio button for the option that you want. Choose the Size that you want the image to appear, and then click the Insert into Post button.



< CONTINUED >

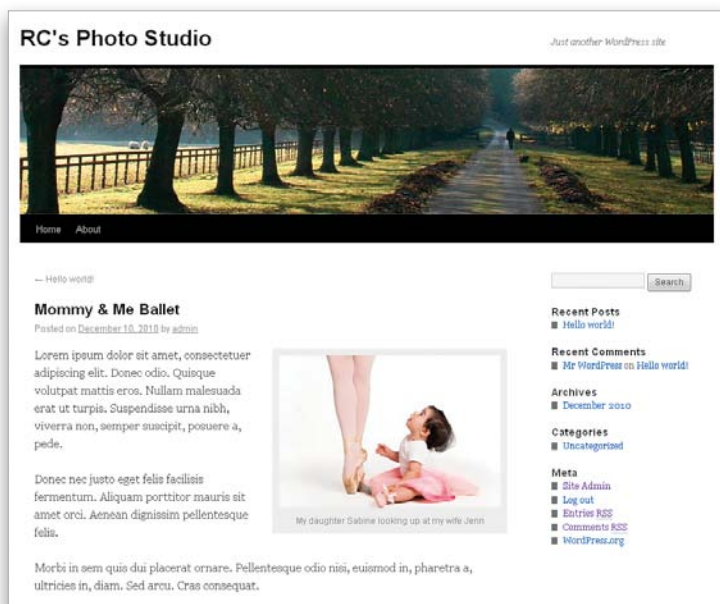
**STEP FIVE:**

I had my cursor placed at the start of the post entry, right before the text, and I selected the image to align to the right. Bam, the image appears to the right, and my text appears on the left. I love how easy this can all be. If you want to delete the image or make changes to its information, just click on it and you'll see Edit Image and Delete Image buttons at the top left.

STEP SIX:

Now, just click the Preview button to see the changes you've made in a browser window. You'll notice that there is a grey box around the image. This is something that comes along with the caption I added to the image. If I didn't enter a caption (and I usually don't), that box wouldn't appear there. When it all looks good to you, go ahead and click the Publish button in the Publish section in WordPress.

Congratulations, you have just created your first post!



ADDING CATEGORIES & TAGS, AND CHANGING YOUR PUBLISHING STATUS

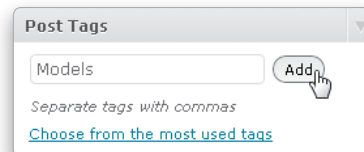
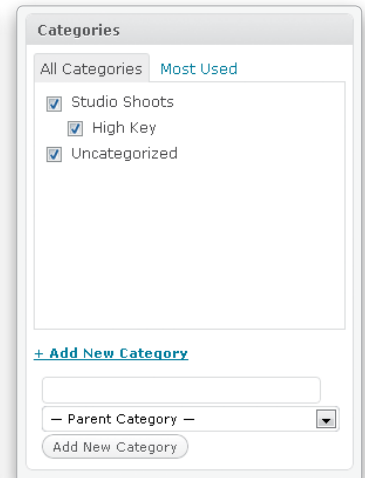
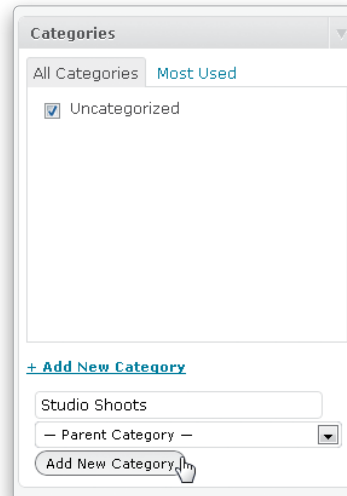
When working with posts, some common things that come up are categorizing your posts, adding tags to them, and deciding when they go live. Thankfully, these are pretty simple to manage right inside of the Posts page in WordPress.

Adding Categories & Subcategories:

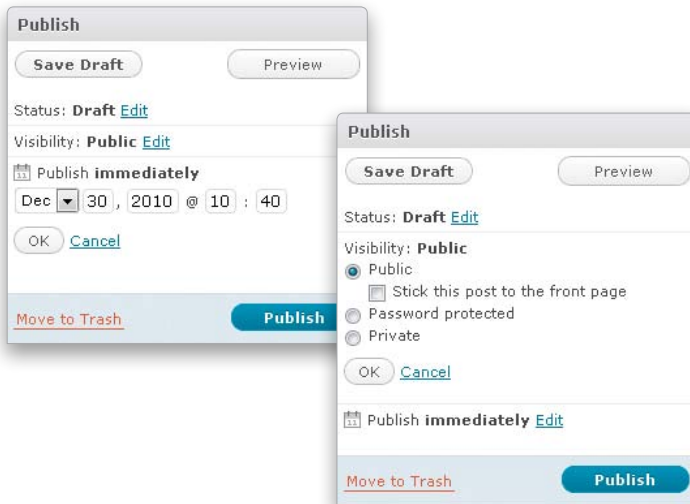
To help keep your posts organized, making it easier for people to find related posts, you'll want to create categories for them. These categories will appear on the right side of your website and beneath the post. On the Add New Post page (or the Edit Post page), to the right of the content field, there's a Categories section. You'll see that you currently have one category: Uncategorized. This is the category in which your posts are currently appearing. To add a new category, click the Add New Category link at the bottom of the section and a text field will appear where you enter the name of your new category. If you'd like to narrow your categories down further, you can create subcategories. In the text field, enter a name for a subcategory, then from the Parent Category pop-up menu, choose the category you want to place it in.

Adding Tags:

Another good way to organize your posts is to keyword them using tags. Tags can be more specific than categories and they appear beneath the post on your website. On the right side of the Add New Post (or Edit Post) page, there's a Post Tags section. Just enter a tag name into the Add New Tag field to attach to your post and click the Add button.



< CONTINUED >



Changing Your Publishing Status:

When you create a post, you have several options for publishing it. These options are found in the Publish section on the top right of the Add New Post (and Edit Post) page. By default, when you click on the Publish button, your post goes up immediately. However, click on the Edit link to the right of Publish, and you can schedule when you want your post to go up (the default is Immediately). You can also change the visibility option for the post by clicking on the Edit link to the right of Visibility. You can choose to make it Public, to password protect it (it'll require a password to see anything other than the title), or to have it Private (not showing the entry at all on the site).

ADDING A GALLERY OF IMAGES TO YOUR POST

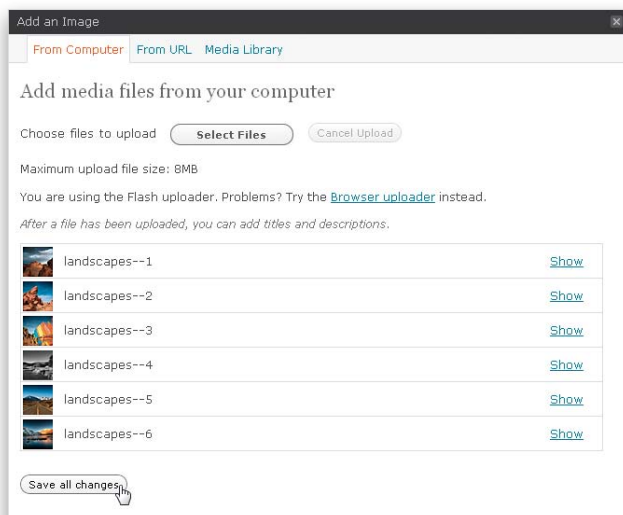
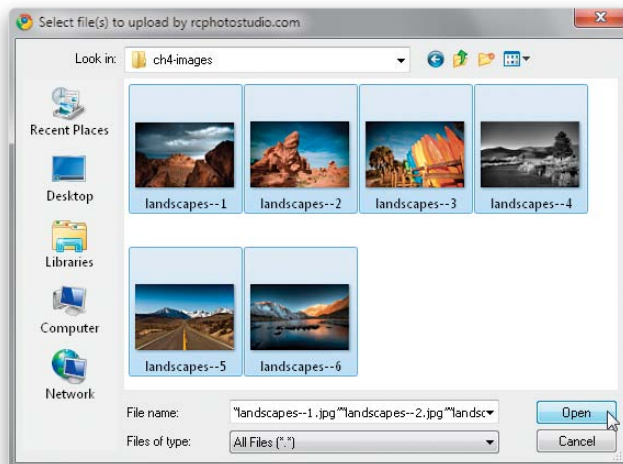
One image is nice inside of a post, but what if you want to talk about a photo shoot that you did with a client? Chances are you're going to want to show a series of images in one post. Let's talk a little bit about how to get a gallery up inside of your post. In a later chapter, I'll show you how to take this gallery functionality and make it look awesome!

STEP ONE:

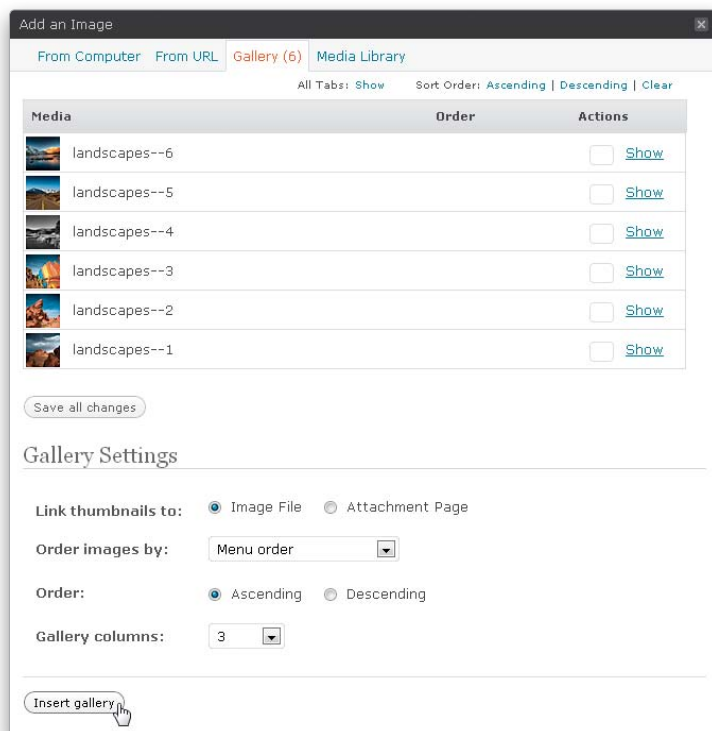
Once you have the series of images you would like to add to the gallery you're going to post, go back to your post in WordPress, and click on the Add an Image icon above the formatting buttons. In the Add an Image dialog, click the Select Files button, navigate to the folder of images you want to use, and press Ctrl-A (Mac: Command-A). This will select all of the images in that folder. Click the Open (Mac: Select) button to upload these images.

STEP TWO:

Once all of the images have been uploaded, if you want to add information to an image, click the Show link to the right of the image. When you're done, click the Save All Changes button at the bottom of the dialog.

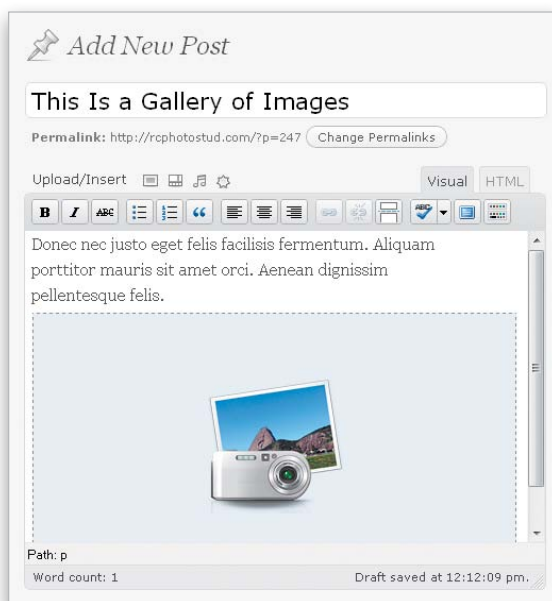


< CONTINUED >



STEP THREE:

When you upload multiple images into a post they'll appear in a grid, and you can choose how you want that grid of images to appear on the page. The Gallery Settings options, at the bottom of the Add an Image dialog's Gallery tab, show how the images can be ordered and, from the Gallery Columns pop-up menu, you can set the number of columns you want. Once you're done, click the Insert Gallery button. *Note:* Whenever you upload images to a post, they are added to your Media Library (which holds all of the images you've uploaded) and collected in a gallery. At any time, you can go back to the Add an Image dialog, click on the Gallery tab at the top, and add images to the gallery you uploaded to this post. Or you can add images from the Media Library.



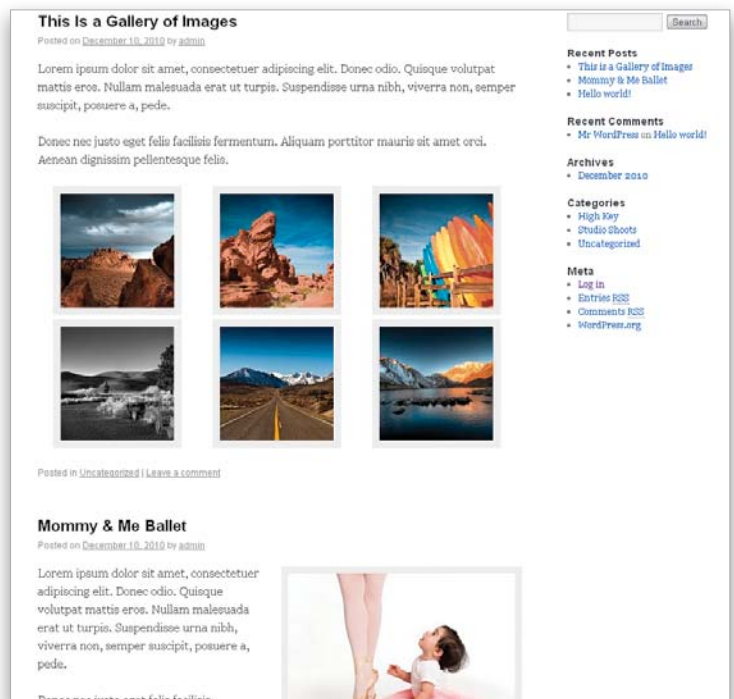
STEP FOUR:

You will now see your post with a camera-and-image graphic indicating that there is a gallery in place here. Go ahead and add categories and tags, and publish your post!

STEP FIVE:

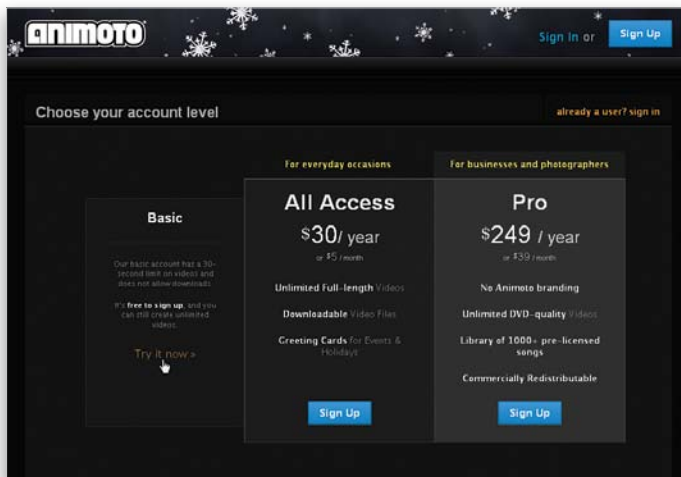
When you click the Publish button, you'll now have two posts on your website! The top post on the page is the newest, and shows the three-column, two-row gallery that we just created. Personally, I like to have a gallery with a little more oomph, which is why I don't use this gallery option all that often, but I'll show you how to spice this up a little bit when we talk about plug-ins in Chapter 5.

For the most part, setting up a website has not been a hard process at all. And, best of all, the structure is free!



ADDING AN ANIMOTO SLIDE SHOW

There are times when even a gallery won't really do justice to your images. A slide show with music can really take your presentation to the next level. I'm really into making slide shows, and like to use Animoto because it lets you create them very quickly.



STEP ONE:

Go to www.animoto.com and sign up for a free account. The free Basic account lets you create 30-second slide shows. If you find that you want longer slide shows, you can always upgrade to the All Access account, where you can create unlimited-length slide shows, or the Pro account, where you can create unlimited DVD-quality slide shows. Try out the free account first and see how you like it, but I'm convinced you'll upgrade to the \$30-a-year one in no time!

STEP TWO:

Once you're signed in, you're taken to the My Videos page where you can begin creating your video slide show. So, to get started, just click the Create One link. On the next page, you'll need to choose a style for your video. Here, I've chosen The Animoto Original style. Click on the Create Video link beneath the style thumbnail you want, and in the window that pops up, click on the Free link to create a 30-second video (if you have the Basic account; with the All Access and Pro accounts, full-length videos are free).

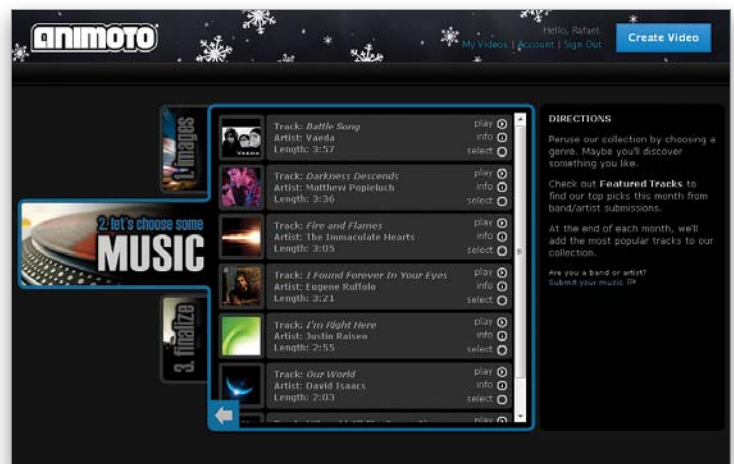
STEP THREE:

The Imagery section is where you upload your images for the slide show. You also have the option to use images from a collection you may already have uploaded to Animoto, or to retrieve images from another website you uploaded them to. So, go ahead and upload your images and once you see their thumbnails appear in the window, click the Done button at the bottom right.

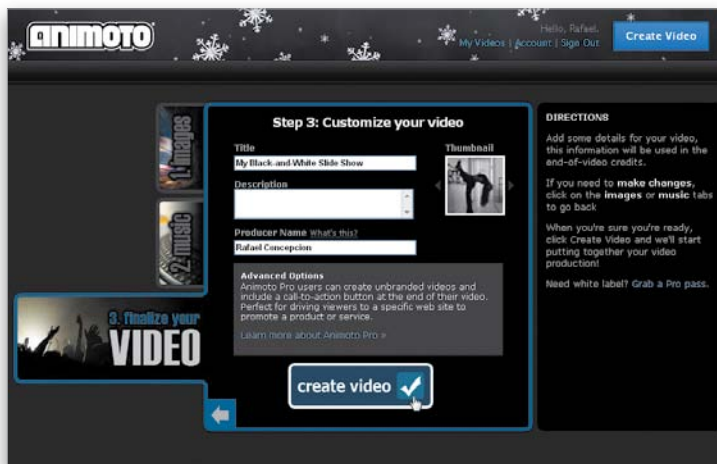


STEP FOUR:

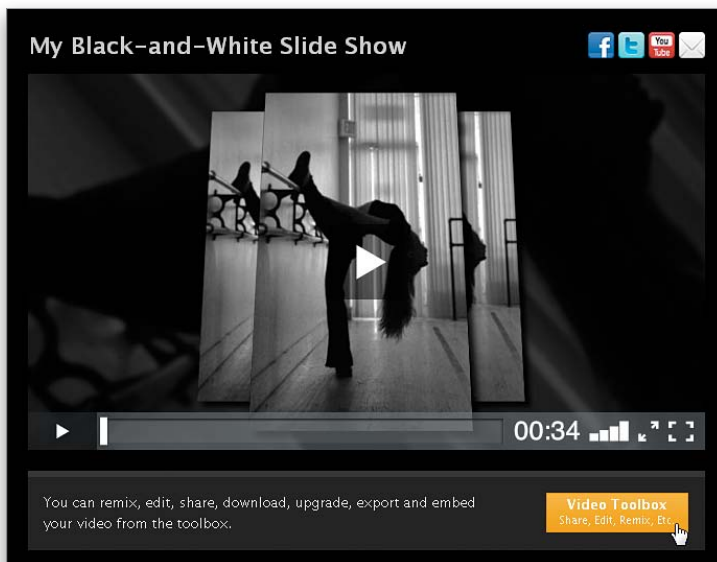
Next, you can choose the music you want to use for the slide show from Animoto's collection, or you can upload music you have on your computer. I'd suggest steering clear of uploading your own music, though, because of copyright issues.



< CONTINUED >

**STEP FIVE:**

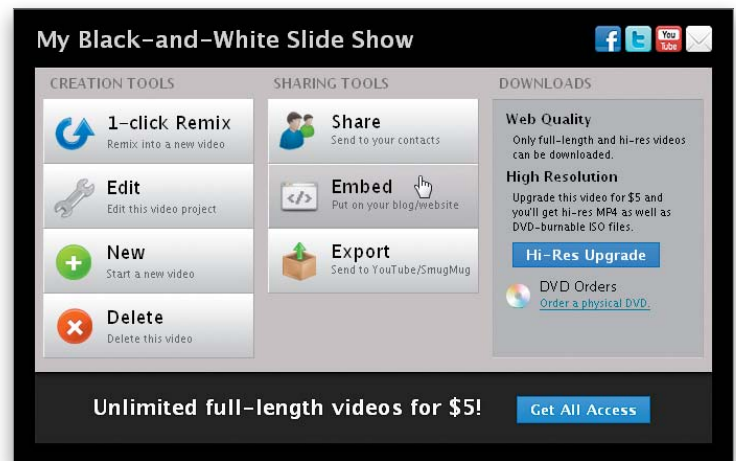
The next page lets you customize your slide show video. Click the Continue button and you can give your video a name and description. If you have a Pro account, you can include an end-of-video button that will get people back to your site (found under the Advanced Options). This is important because of where you might place this video. If you post it on your Facebook or Twitter page, you're going to want an easy way to get people back to your website. It's all about getting people back to your site. Once you're done customizing your slide show, click the Create Video button.

**STEP SIX:**

Once Animoto finishes producing your slide show video, you'll be able to see a preview of it. Just click the Play button in the bottom left of the preview window. Beneath the bottom right of the preview window, there's a Video Toolbox button. Click this button to create the code you're going to need to post the slide show to your site.

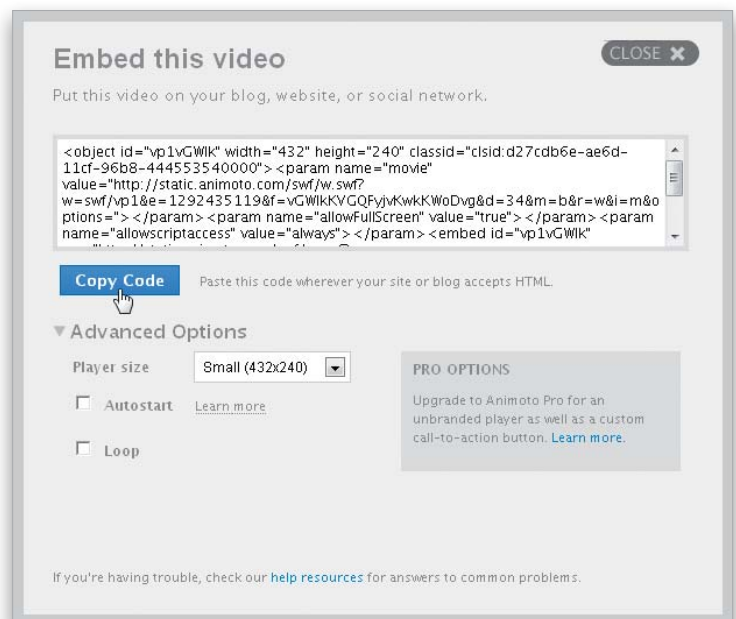
STEP SEVEN:

In the Video Toolbox, you have the option to embed the slide show, as well as to export a copy of it for your own use. We're going to share this on our blog, so click the Embed button.

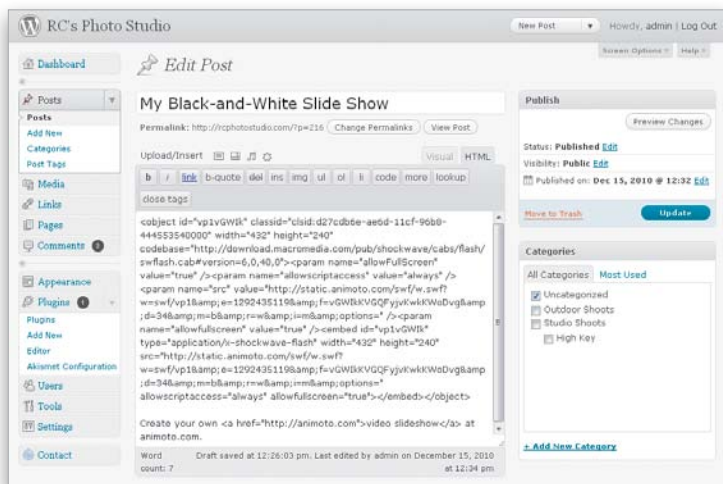


STEP EIGHT:

The Embed This Video window will show the code for embedding. Under the Advanced Options, you change the size of the slide show player window, as well as have it automatically start and loop. Keep in mind that if you do make any changes here, the code at the top may change, so make sure you make these choices first. Then, just click the Copy Code button to copy it.

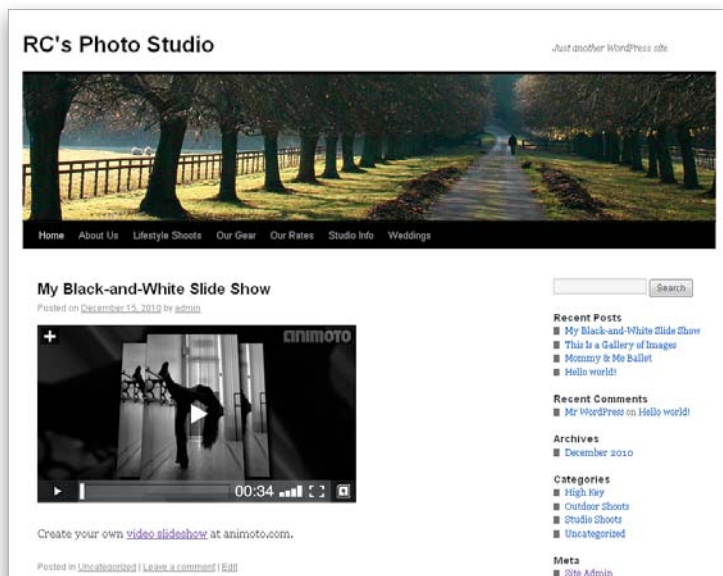


< CONTINUED >



STEP NINE:

Now, go back into your admin page in WordPress and create a new post. Click in the HTML tab's content field, and then press Ctrl-V (Mac: Command-V) to paste the embed code from Animoto (if you paste the code in the Visual tab, you'll only see the text on your site and not the slide show).



STEP 10:

Go ahead and publish the post, and you'll see the slide show on your website, complete with music. No coding required!

SOME HOUSEKEEPING NOTES ON CATEGORIES, TAGS & IMAGES

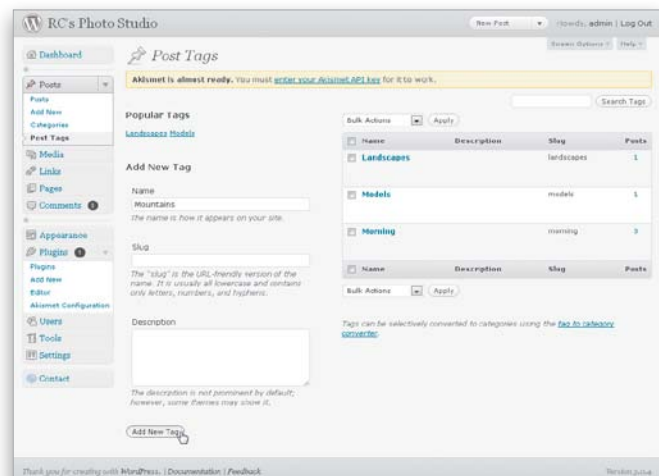
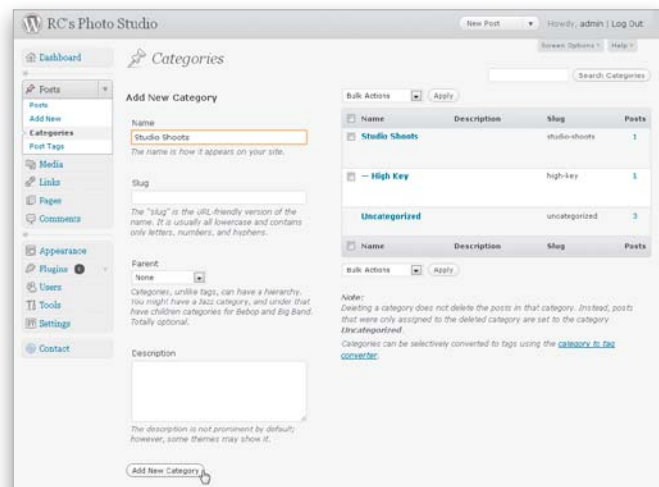
The majority of your work can be done right from inside Posts and Pages, but there are times when you're going to need to delete images, or reorganize categories or tags. So, it's a good idea to know where these pages are and how to get to them.

STEP ONE:

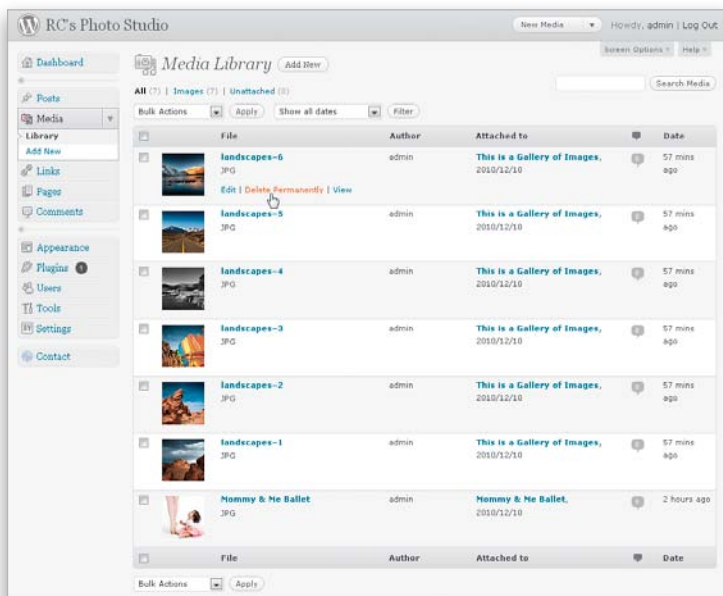
While I think it's nice to create categories while you're creating a post, there may be times that you want to add a category when you're not creating a post. Just click on Categories from the Posts pop-up menu, and you can easily add them here. Enter the new category in the Name field, click on the Add New Category button, and they'll appear in the Categories section of the Add New Post page when you go to create a new post.

STEP TWO:

Post Tags also appears in the Posts pop-up menu. You can add tags here, or see what tags you currently have and how many posts are associated with individual tags.

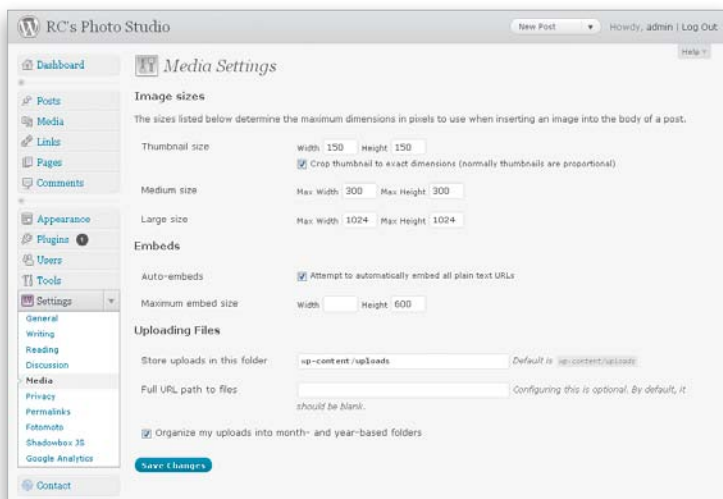


< CONTINUED >



STEP THREE:

The Media Library, found under the Media button, will list all of the images that you have uploaded to the site. Just hover your cursor over an image to edit its information or delete it. You'll also be able to see which images are attached to what posts.



STEP FOUR:

Finally, the Media option found under the Settings button at the bottom lets you control what sizes your small, medium, and large images are when you're adding them to your post. If you find your images are too small, this is the place to make that change. Keep in mind, though, you'll have to re-upload your image to apply this new setting.

WORKING WITH PAGES INSIDE OF WORDPRESS

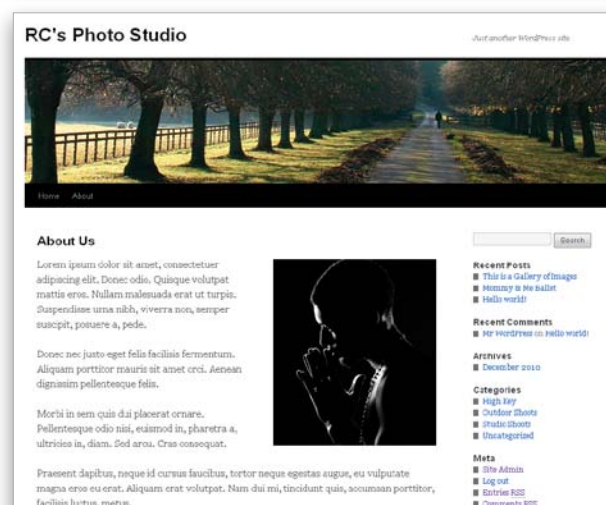
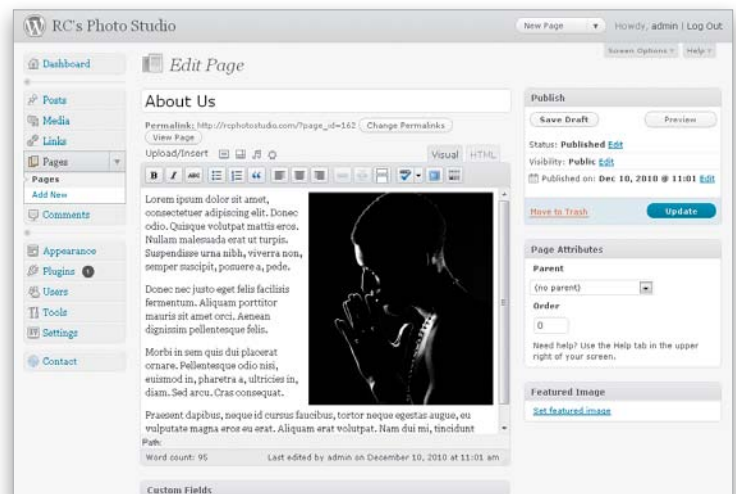
Notice how I haven't talked about pages? I did this intentionally! The great part about WordPress is that pages work almost the exact same way that posts do!

STEP ONE:

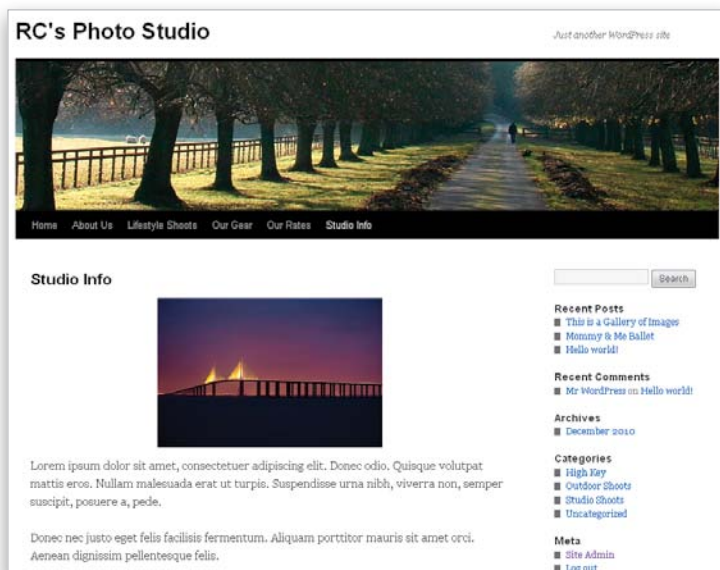
Pages work in much the same way that posts do. Clicking on the Pages button on the left side of Dashboard will show you all of the pages that you've created. Clicking Add New from the Pages pop-up menu will bring up a page where you can add a title and content. You have the same formatting buttons as in the Add New Post page, the same field to add a title, and the same image-uploading capabilities.

STEP TWO:

You can also click the Preview button in the Publish section, to preview the page. Again, since working with pages is pretty much like working with posts, this means that you just learned two things at once. Not bad!

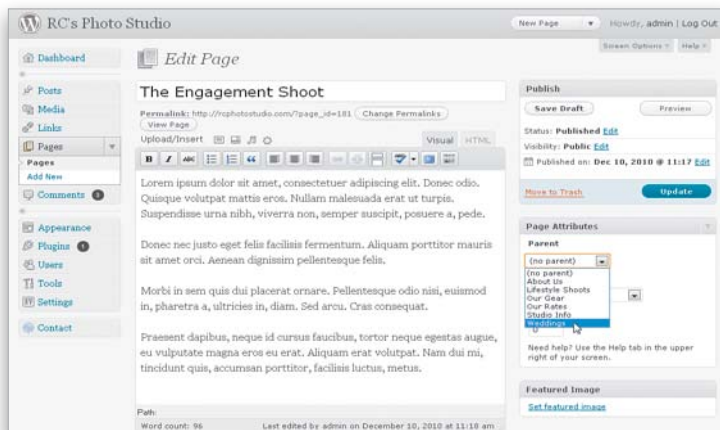


< CONTINUED >



STEP THREE:

Keep in mind that pages should be used for things on a website that aren't really date-related. Think of it this way: Would you have more than one About Us page on your website? If you would only make one post of something, chances are that would make a great page. Some examples of pages would be: About Me, Directions, Studio Info, Pricing, My Philosophy, Our Gear, Things to Keep in Mind Before Coming to My Shoot, Background Info, and so on.



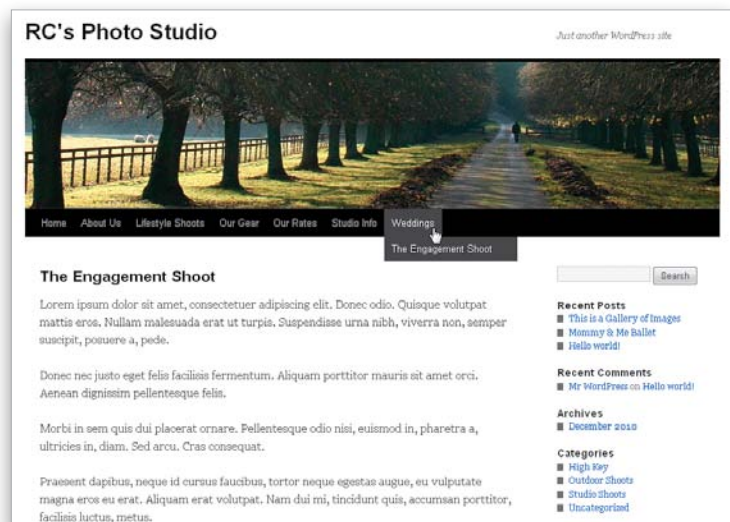
STEP FOUR:

The one thing that does differ between pages and posts is that pages are included in the navigation bar of your website (that black bar that appears beneath the large image at the top). When you create a page, you can choose whether you want that page to appear in a main menu in the navigation bar (a parent page) or if you want the page to appear in a submenu of one of the main menu pages in the navigation bar (a child page). If you want it to be a child page, just select the parent page you want it to appear with from the Parent pop-up menu in the Page Attributes section on the right. If you want it to be a parent page, choose (No Parent) from the Parent pop-up menu. In this example, I placed The Engagement Shoot page as a child page of the Weddings parent page.

STEP FIVE:

When I click the Publish button, WordPress automatically creates a submenu for the Weddings page in the navigation bar. All you need to do is hover your cursor over that link and a pop-up menu appears showing The Engagement Shoot page. *Note:* See Chapter 5 for more on working with and organizing pages in the navigation bar using menus.

That's it! That's how you work with posts and pages. And the amount of coding you've had to do to make all this work? Zero.



A photograph of Joe McNally, a man with glasses and a dark jacket, holding a large telephoto lens mounted on a tripod. He is looking towards the camera with a slight smile. The background is a clear blue sky. The lens has a large black hood and a 'Lexar' logo is visible on the tripod head.

ALONG THE WAY joe mcnally, photographer & blogger

Joe McNally is an internationally acclaimed photographer and long-time photojournalist whose career has spanned 30 years and included assignments in more than 50 countries. He has shot cover stories for *TIME*, *Newsweek*, *Fortune*, and several other prestigious magazines. He has been a contract photographer for *Sports Illustrated*, a staff photographer at *LIFE* magazine, and currently, an ongoing 23-year contributor to *National Geographic*.

Joe was listed by *American Photo* as one of the 100 Most Important People in Photography, has been honored as a member of Kodak-PDN Legends Online, and is a Nikon Legend Behind the Lens. He is known worldwide for his ability to produce technically and logistically complex assignments with expert use of color and light. He conducts numerous workshops on his own around the world as part of his teaching activities, as well as with the Digital Landscape Workshop Series with Moose Peterson and Kevin Dobler. He has been blogging regularly since 2008.

What originally interested you in starting a blog? How did it come about?

I had friends in the photo world who were heavy into blogging—Moose Peterson comes to mind—and they urged me to start. In fact, some of them would get mock-irate with me over the fact that I had not started blogging! I would show up and they would be like, “Where’s your blog? Gotta blog!” So, I finally decided to take the plunge, not just because I was being urged, but also to give our studio another voice and extend its reach.

Is the blog something that you work on all the time, sporadically, or as the need arises?

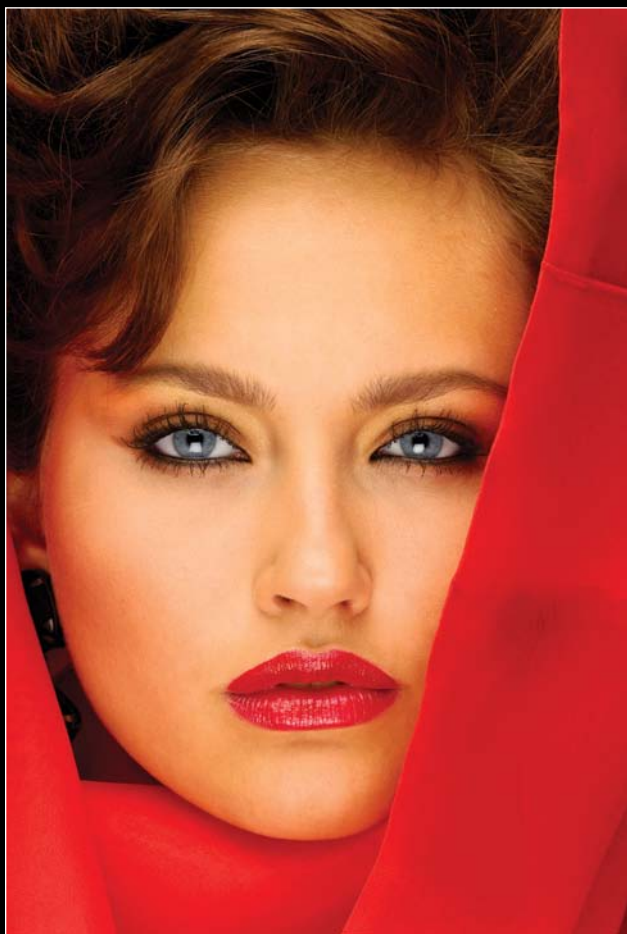
I’m not an “organized” blogger. I am consistent, but that’s a different thing. It’s a very rare week that goes by without a new blog post from me. I am consistently offering pictures, viewpoints, and anecdotes from the field on a regular basis. But, I’m not organized around a schedule that calls for a blog on Monday, Wednesday, and Friday. I blog when I feel like it, when I have the time, and when I feel like I’ve got something to say. So, it’s irregular, but I do stick with it.

Which helps which? Does the writing help you become a better photographer, or does the photography make you a better writer?

I think it’s a two-way street. It all ends up putting you in that place where you are a better storyteller. That’s it in a nutshell. It’s what we do with a camera, and what we do on a keyboard. Tell stories. I enjoy writing—I first went to school to be a writer. So the blog, for me, is a way of reconnecting to that original impulse I had when I first decided I wanted to be a journalist.

<CONTINUED>





What do you do when you can't come up with what to write? How does it differ from photographic "writer's block"?

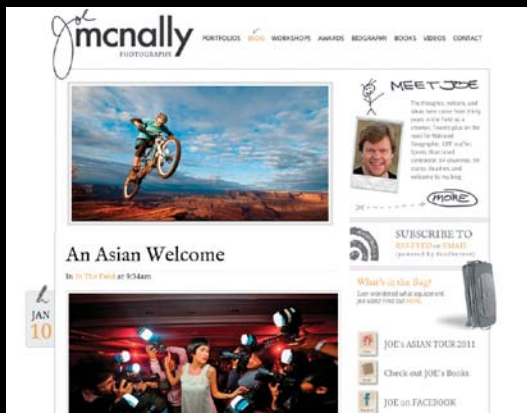
I think traditional writer's block generally stems from the enormity of the task at hand (i.e., writing a book). When you're doing a book, you sometimes look at it and just stop dead in your tracks, thinking, you know, "300 pages! I just can't do this." It becomes easy to put off, and then you get fearful of it, and writer's block sets in, big time. I rarely get that type of writer's block with the blog. In fact, sometimes the opposite. I start writing, and then make connections in my head to other stuff, and before you know it, I've got a blog that's too lengthy for your average blog reader to plow through.

What is the benefit of having a blog? Fame? Fortune? Promotion?

Fame? Not really. Fortune? Definitely not. Promotion? Absolutely. I had the benefit of being in the field for a long time, and being recognized for some of the work I've done, so the readership of my blog was accelerated a bit by that fact. I didn't start my blog as a fresh face, just out of school. I had a bit of an audience right from the get-go, and thankfully it has grown. The monetary impact of the blog is directly related to the promotional aspects of the blog. In other words, my blog, in and of itself, doesn't make a lot of money for the studio. But to the extent I use it to self-promote (which actually isn't that often), it is helpful monetarily. For instance, if I put out the word on the blog that I'm teaching a workshop, that's a good piece of news to get out the door, 'cause obviously, the more people who know about that workshop, the better attended (hopefully) it will be.

If you had one piece of advice to give to people about blogging, what would it be?

Write it with your own voice. Or find your voice over time. Too many blogs out there are like cab dispatchers. Just a bunch of links directing people to this and that. They parrot something they already heard. Being newsy and informative is great, but your blog is your online personality, and at least every once in a while, that personality has to come through. Also, don't be afraid to step out and have an opinion. Remember, as David Hobby once told me, if you're not offending somebody at least every once in a while, then you're probably just not interesting.



IMAGES COURTESY OF JOE MCNALLY

A

aboutrc.com website, 1, 155
 account setup
 Amazon Associates, 185–186
 B&H Affiliate, 187
 Facebook, 174
 Flickr, 182
 GoDaddy.com, 2
 Google Voice, 32
 Twitter, 177
 WordPress, 47
 ActionScript 3, 154
 activating
 plug-ins, 90, 91
 themes, 117, 120
 Add an Image dialog (WordPress), 61, 65, 66
 Adjustment Brush (Lightroom), 16
 Adobe Flash, 154
 Adobe Photoshop Elements. *See* Elements
 Adobe Photoshop Lightroom. *See* Lightroom
 Adobe RGB color space, 14, 26
 affiliate accounts, 173, 185–187
 Amazon Associates, 185–186
 B&H Photo, 187
 alignment issues, 104
 Amazon Associates program, 185–186
 animation of images, 154–155
 Animoto slide shows, 68–72
 Artistic Photo Canvas (APC), 137
 Drop Shipping option, 142
 uploading images to, 141–142

B

B&H Affiliate program, 187
 barebones.com website, 158
 bigimage folders, 162, 163–164, 167
 bit.ly URL shortening service, 178
 blogging
 benefits of, 51, 80, 190
 expert advice about, 51, 80, 190
 interviews on, 50–51, 78–80, 110–111, 189–190
 reasons for, 54–56
 social media and, 172–173
 WordPress developed for, 42–43
 <br clear="all"> tag, 106
 Bridge CS5, 201–202
 browsers. *See* Web browsers
 Brush tool
 Elements, 23
 Photoshop, 19
 Business Registration option, 5

C

Candid theme
 configuring, 121–122
 exploring options for, 124–125
 installing, 119–120
 logos and menus for, 126–127
 canvas-printed photos, 141–142
 Cass, Jacob, 110–111
 categorizing
 Flash portfolios, 166–167
 posts, 63, 73
 websites, 53
 class attribute, 103
 client galleries. *See* one-off galleries
 color space
 Adobe RGB, 14, 26
 ProPhotoRGB, 14, 26
 sRGB, 14, 26–29
 Color Swatch Options, 125
 Communications from Elsewhere website, 59
 components, Flash, 155, 156–157
 config.xml file, 160–161, 163
 configuring
 Candid theme, 121–122
 Flash portfolios, 159–162
 Contact Form 7 plug-in, 95–96
 contact info metadata, 30–31, 32
 content management system (CMS), 43, 82
 copyright protection, 15
 Digimarc watermarks for, 38–40
 submitting images for, 41
 Crop tool (Photoshop), 36, 165
 CSS resources, 101
 Custom Header page, 126
 custom links
 to Flash portfolios, 168–169
 to Web galleries, 87

D

Dashboard page (WordPress), 49
 Dellasega, Joe, 152–153
 Digimarc service, 38–40
 <div> tag, 103
 Dobler, Kevin, 78
 domain names
 free vs. purchased, 1
 linking to hosting space, 9–12
 privacy options for, 1, 5, 6
 registering, 3–6
 searching for, 3, 4
 tips for choosing, 1

downloading
 text editors, 158
 themes, 113
 drop shipping photos, 137, 140

E

Edit Image dialog (WordPress), 92–93
 Electronic Copyright Office, 41
 Elegant Themes, 129
 Elements
 adding metadata in, 31
 converting to sRGB in, 29
 resizing images in, 23
 sharpening images in, 22–23, 24
 watermarking images in, 34–35
 email hyperlink, 109
 Export Dialog (Lightroom), 17, 33
 exporting images
 Lightroom options for, 17, 27, 163–164
 sRGB setting for, 27
 external galleries. *See* one-off galleries

F

Facebook, 173
 fan pages on, 174–175
 tagging pictures in, 176
 fan pages, 174–175
 featured images, 123
 File Info dialog, 31
 files
 naming/renaming, 17
 uploading via FTP, 197–198
 watermark, 34–35
 FileZilla, 193, 194–200
 dragging files/folders in, 197–198
 installing and using, 194–196
 navigating website folders with, 199–200
 uploading Web galleries with, 205–206
 Finley, Justin, 132–134
 Flash portfolios, 154–171
 categories for, 166–167
 components for, 155, 156–157
 configuring, 159–162
 custom links to, 168–169
 interview about, 170–171
 overview of, 154–155
 portrait-oriented images in, 165
 renaming folders for, 167
 resizing images for, 163–164, 165
 text editor for, 158
 FlashComponents.net website, 156–157
 Flatten Image command, 19, 23

Flickr, 173, 182–184
 account creation, 182
 adding photos to, 182–184
 using groups on, 184
 folders
 bigimage, 162, 163–164, 167
 custom links to, 87, 168–169
 Flash portfolio, 159, 167–168
 FTP access to, 193, 194–200
 navigating on websites, 199–200
 TTG Client Response Gallery, 208
 uploading via FTP, 197–198
 forms, contact, 95–96
 FotoMagico, 213
 Fotomoto, 137, 143–151, 213
 changing options for, 147–150
 setting up on websites, 143–146
 Support Center for, 151
 WordPress plug-in for, 145
 FTP (File Transfer Protocol)
 client software for, 193, 194
 dragging files/folders using, 197–198
 explanatory overview of, 193
 FileZilla program, 193, 194–200
 navigating website folders via, 199–200
 theme installation using, 120
 uploading Web galleries using, 205–206
 FWDesign, 156–157, 171

G

galleries. *See* one-off galleries; Web galleries
 GoDaddy.com, 1
 creating an account on, 2
 installing WordPress from, 44–47
 linking domain names to space on, 9–12
 purchasing Web hosting space on, 7–8
 registering domain names on, 3–6
 searching domain names on, 3, 4
 Google Analytics, 83, 97–98, 125
 Google Chrome, 17, 21, 25
 Google Voice, 32
 Greek text, 59

H

header options, 126
 Hobby, David, 50–51, 80
 hosting space. *See* Web hosting space
 HTML, 100–111
 alignment issues and, 104
 creating email hyperlink with, 109
 moving text to next image with, 105–106
 opening links in new window with, 102

HTML (*continued*)

- resources for learning, 101
- space added around images with, 107–108
- text spacing issues and, 103
- viewing in WordPress, 58, 101

HTML tab (WordPress), 58, 101

hyperlinks. *See* links

I

Image Size dialog

- Elements, 23
- Photoshop, 19

images

- adding to posts, 60–62, 65–67
- animation of, 154–155
- converting to sRGB, 28, 29
- exporting, 17, 27, 163–164
- featured, 123
- gallery of, 65–67
- Media Library for, 74
- naming/renaming, 17
- opening in a Shadowbox, 92–94
- printing, 136–153
- sharpening, 15, 16–17, 18–20, 22–23
- sizing/resizing, 15, 17, 19, 23
- slide show of, 68–72
- space added around, 107–108
- tagging in Facebook, 176
- testing in Web browser, 17, 21, 25, 28, 29
- text aligned with, 105–106
- watermarking, 15, 33–40

 tag, 103

Insert/Edit Link button (WordPress), 102, 109

Install Themes tab (WordPress), 117

installing

- plug-ins, 83, 89–91
- Shadowbox, 89–91
- text editors, 158
- themes, 119–120
- WordPress, 44–47

IPTC metadata, 30, 31, 32

J

JPEG Options dialog

- Elements, 24
- Photoshop, 20

K

Kelby, Scott, 18, 22, 179, 188–191

keywords for posts, 63

Kloskowski, Matt, 22

L

Lasso tool

- Elements, 23
- Photoshop, 19

Layers panel (Photoshop), 19

Lightroom

- adding metadata in, 30
- exporting images from, 17, 27, 163–164
- resizing images in, 17
- sharpening images in, 16–17
- TTG Client Response Gallery, 207–209
- watermarking images in, 33
- Web gallery creation in, 203–204

line breaks, 106

Link Relationship (XFN) option, 88

LinkTarget pop-up menu, 88

links

- adding to menus, 87
- Amazon Associates, 186
- B&H affiliate, 187
- custom, 87, 168–169
- email address, 109
- Facebook-based, 175
- to Flash portfolios, 155
- Flickr-based, 183
- opening in new window, 88, 102
- Twitter-based, 173, 178

load.xml file, 161–162, 163, 166

logos, 126–127

lorem text, 59

M

Maloney, Tommy, 132–134

Manage Themes tab (WordPress), 117

McCaskey, Michael, 212–213

McNally, Joe, 78–81

Media Library, 74

menus, 83

- creating in WordPress, 84–88
- custom links added to, 87, 168–169
- pages added to, 85–86
- setting options for, 87–88
- theme templates and, 127

metadata, 15

- contact info added to, 30–31, 32
- Google Voice number in, 32

Metadata panel (Lightroom), 30

Miller, Bill, 152

Miller's Professional Imaging, 152

Moore, Brad, 189

Mpix, 137, 215

Drop-Ship option, 140

interview about, 152–153

MpixPro service, 152, 153

uploading images to, 138–140

music for slide shows, 69

N

naming/renaming

files/folders to upload, 197

folders in Flash portfolios, 167

images in Lightroom, 17

National Association of Photoshop Professionals (NAPP), 188

navigating website folders, 199–200

Notepad++ text editor, 158

O

one-off galleries, 192, 215

Bridge creation of, 201–202

folders for storing, 198

Lightroom creation of, 203–204

linking to window for, 88

TTG Client Response Gallery, 207–209

uploading to websites, 205–206

website organization for, 193

organization of websites

categorization and, 53, 63, 73

one-off galleries and, 193

P

<P> tag, 103

pages

adding to menus, 85

creating in WordPress, 75–77

posts compared to, 76

previewing, 75

publishing, 77

Peterson, Moose, 78, 79, 210–211

photo blogs

reasons for creating, 54–56

See also blogging

Photoshop

adding metadata in, 31

converting images to sRGB in, 28

portrait-oriented image resizing in, 165

sharpening images in, 18–20, 21

sizing/resizing images in, 19, 165

watermarking images in, 34–35

Photoshop Elements. *See* Elements

Photoshop Lightroom. *See* Lightroom

Photostream, Flickr, 182

PHP language option, 11

plug-ins, 43, 83, 89–98

cautions about, 83, 89

Contact Form 7, 95–96

Fotomoto WordPress, 145

Google Analytics, 83, 97–98

installing, 83, 89–91, 95–98

Shadowbox, 89–91, 155

PNG files, 35

portrait-oriented images

aligning text with, 105–106

resizing in Photoshop, 165

Porupski, Kathy, 214–215

posts

categorizing, 63, 73

creating in WordPress, 57–62

featured image for, 123

gallery options for, 65–67

images added to, 60–62

pages compared to, 76

previewing, 58, 62

publishing, 62, 64

slide shows in, 68–72

tags added to, 63–64, 73

previewing

images, 17, 21, 25

pages, 75

posts, 58, 62

themes, 116

printing images, 136–153

Artistic Photo Canvas for, 141–142

Fotomoto used for, 143–151

Mpix used for, 138–140, 152–153

overview of solutions for, 136–137

privacy options

domain names and, 1, 5, 6

Flickr settings for, 183

ProPhoto RGB color space, 14, 26

publishing

pages, 77

posts, 62, 64

Q

Quality slider

Elements, 24

Photoshop, 20

R

rcphotostudio.com website, 168

Readme files, 159, 164

registration

copyright, 15

domain name, 3–6

renaming. *See* naming/renaming
 resizing images. *See* sizing/resizing images
 resolution settings
 Elements, 23
 Lightroom, 17
 Photoshop, 19
 resources
 for learning HTML and CSS, 101
 for theme templates, 130–131

S

search engine optimization (SEO), 55
 searching
 domain names, 3, 4
 Twitter, 180–181
 Shadowbox plug-in
 installing, 89–91
 linking to Flash portfolios, 155, 169
 opening images using, 92–94
 Sharpening Amount Slider (Lightroom), 16
 sharpening images, 15
 Elements used for, 22–23, 24
 Lightroom used for, 16–17
 Photoshop used for, 18–20, 21
 Shooter Themes, 119, 130, 132–135
 signature watermark, 36–37
 SimpleViewer Flash gallery, 206
 sizing/resizing images, 15
 Elements used for, 23
 for Flash portfolios, 163–164, 165
 Lightroom used for, 17
 Photoshop used for, 19
 portrait-oriented photos, 165
 slide shows
 adding to posts, 68–72
 theme settings for, 124–125
 SMS messages, 173
 social media, 172–191
 affiliate accounts, 173, 185–187
 Facebook, 173, 174–176
 Flickr, 173, 182–184
 interview on using, 188–190
 overview of, 172–173
 Twitter, 173, 177–181
 URL shortening for, 178
 spacing issues
 adding space around images, 107–108
 text formatting and, 103
 sRGB color space, 14
 Elements conversion to, 29
 Lightroom export to, 27
 Photoshop conversion to, 28

statistics, website, 83, 97–98
 Strobist.com website, 50–51
 StudioPress, 211
 Styles code, 108
 Sullivan, Stephanie, 101
 SWF files, 211

T

tagging posts, 63, 73
 tagline removal, 118
 templates, 43
 buying vs. making, 113
 Flash components as, 155, 156–157
 free at wordpress.org, 114–118
 Lightroom gallery, 203, 207–209
 resources for acquiring, 130–131
 widgets added to, 128–129
 See also themes
 testing images, 17, 21, 25, 28, 29
 text
 alignment issues, 104
 Greek or lorem, 59
 moving to next image, 105–106
 spacing issues, 103
 text editors, 158
 TextWrangler editor, 158
 Themeforest.net, 213, 215
 themes, 112–135
 configuring, 121–122
 exploring options for, 124–125
 featured image setting for, 123
 free at wordpress.org, 114–118
 getting templates for, 113
 installing downloaded, 119–120
 interview with designers of, 132–134
 logos and menus for, 126–127
 previewing before installing, 116
 resources for acquiring, 130–131
 widgets added to, 128–129
 See also templates
 Tibi, Diablo, 157, 170–171
 TTG Client Response Gallery, 207–209
 Tweetdeck program, 181
 Twitter, 173, 177–181
 account creation, 177
 following people on, 179
 monitoring with Tweetdeck, 181
 power of searching, 180–181
 URL shortening for, 178

U

- Unsharp Mask filter
 - Elements, 22–23, 24
 - Photoshop, 18–19, 20
- uploading
 - files/folders via FTP, 197–198
 - Flash portfolios, 167–168
 - images to print, 138–140
 - photos to Flickr, 182–183
 - Web galleries, 205–206
- URL shortening service, 178

V

- Versace, Vincent, 189
- videos
 - content delivered via, 211
 - slide shows as, 68–72
 - YouTube, 213
- Visual tab (WordPress), 57, 101

W

- W3Schools website, 101
- Warner, Janine, 101
- Watermark Editor (Lightroom), 33
- watermarking images, 15, 33–40
 - Digimarc service for, 38–40
 - Elements used for, 34–35
 - Lightroom used for, 33
 - personal signature for, 36–37
 - Photoshop used for, 34–35
- Web browsers
 - links to open new windows in, 88, 102
 - testing images in, 17, 21, 25, 28, 29
- Web galleries
 - adding to posts, 65–67
 - Bridge creation of, 201–202
 - custom links to, 87
 - external or one-off, 192, 193, 198, 201–204, 215
 - Flash portfolios as, 154–171, 206
 - Lightroom creation of, 203–204
 - TTG Client Response Gallery, 207–209
 - uploading to websites, 205–206
- Web hosting space
 - choosing provider of, 1
 - linking domain names to, 9–12
 - purchasing on GoDaddy.com, 7–8
- websites
 - accessing admin area of, 48–49
 - categorizing and organizing, 53, 63, 73
 - contact form for, 95–96
 - creating with WordPress, 43, 53

- dragging files/folders to, 197–198
- Facebook links to, 175
- Flickr links to, 183, 184
- folder navigation, 199–200
- FTP access to, 193, 194–200
- galleries added to, 65–67, 205–206
- images added to posts on, 60–62
- importance of content on, 52–53
- installing WordPress on, 44–47
- Media Library for, 74
- menu design for, 83, 84–88
- pages added to, 75–77
- photo blogs on, 54–56
- plug-ins for, 83, 89–98
- posts added to, 57–62
- print solutions for, 136–153
- slide shows added to, 68–72
- statistics for, 83, 97–98
- templates for, 43, 113, 114–118
- themes for, 112–135
- Twitter links to, 178
- uploading galleries to, 205–206
- widgets used on, 128–129
- white label shipping, 137, 140, 153
- WHOIS database, 1, 5
- widgets, 128–129
- WordPress, 42–49
 - admin area access in, 48–49
 - categories and tags in, 63, 73
 - creating websites with, 43, 53
 - examples of websites using, 53
 - gallery options in, 65–67
 - HTML tips and tricks in, 100–111
 - images added to posts in, 60–62
 - installing on websites, 44–47
 - menu creation in, 84–88
 - overview of using, 42–43
 - pages created in, 75–77
 - plug-ins used in, 43, 83, 89–98
 - posts created in, 57–62
 - publishing options in, 64
 - themes used in, 112–135
 - viewing HTML in, 58, 101
 - widgets used in, 128–129
- wordpress.org website, 114
- writer's block, 51, 80, 189

X

- XML files, 155, 158, 166

Y

- YouTube, 213