

Researched Background

Cathel Photography is semi active on Instagram. With social media being the means to Cathel Photography sharing its work, a Search Engine Optimization is needed. During the research of this business, it is almost impossible to find Cathel Photography on the internet. There are many other businesses that use a similar name. The user must go on Instagram and search for the business because on the internet the user will not find it on one search on the browser. This is a bad user experience. On the other hand, it is a disadvantage for business as well, because they are losing on potential customers and potential site visitors.

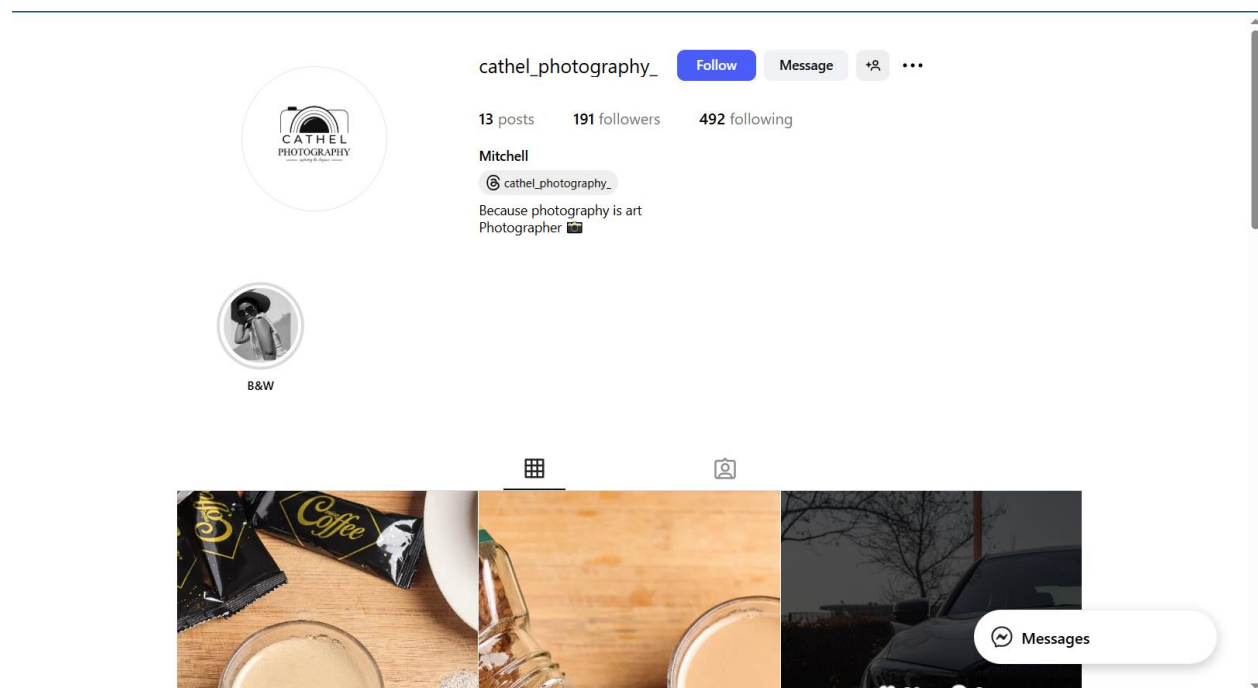


Figure 1-1: Cathel Photography's Instagram Profile

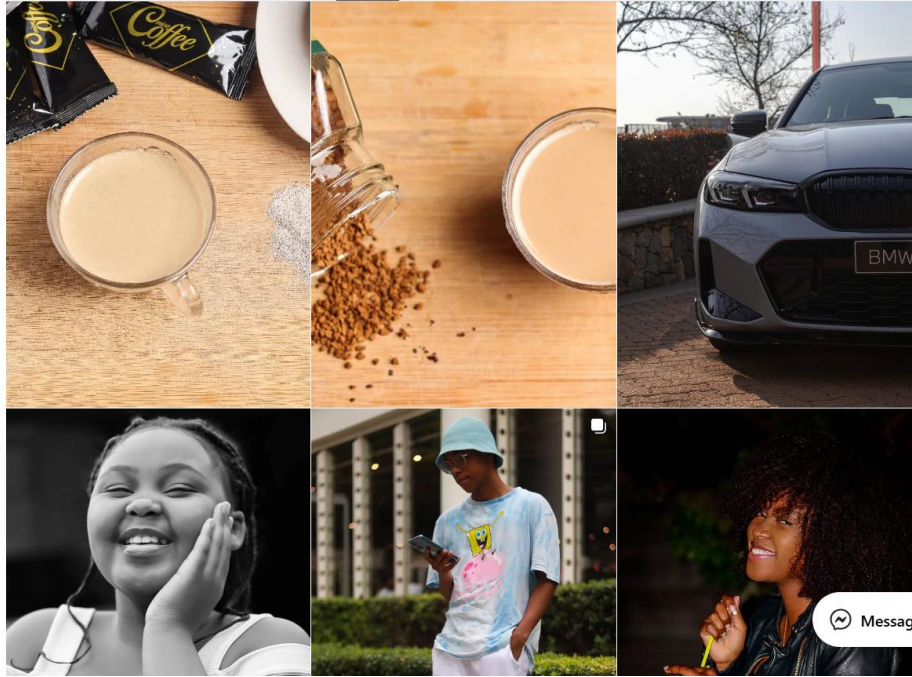


Figure 1-2: Recent projects and pictures

Cathel Photography, however, does not have a website. With the User Experience of the business on the internet being poor, the business becomes disadvantaged.

Portrait Work

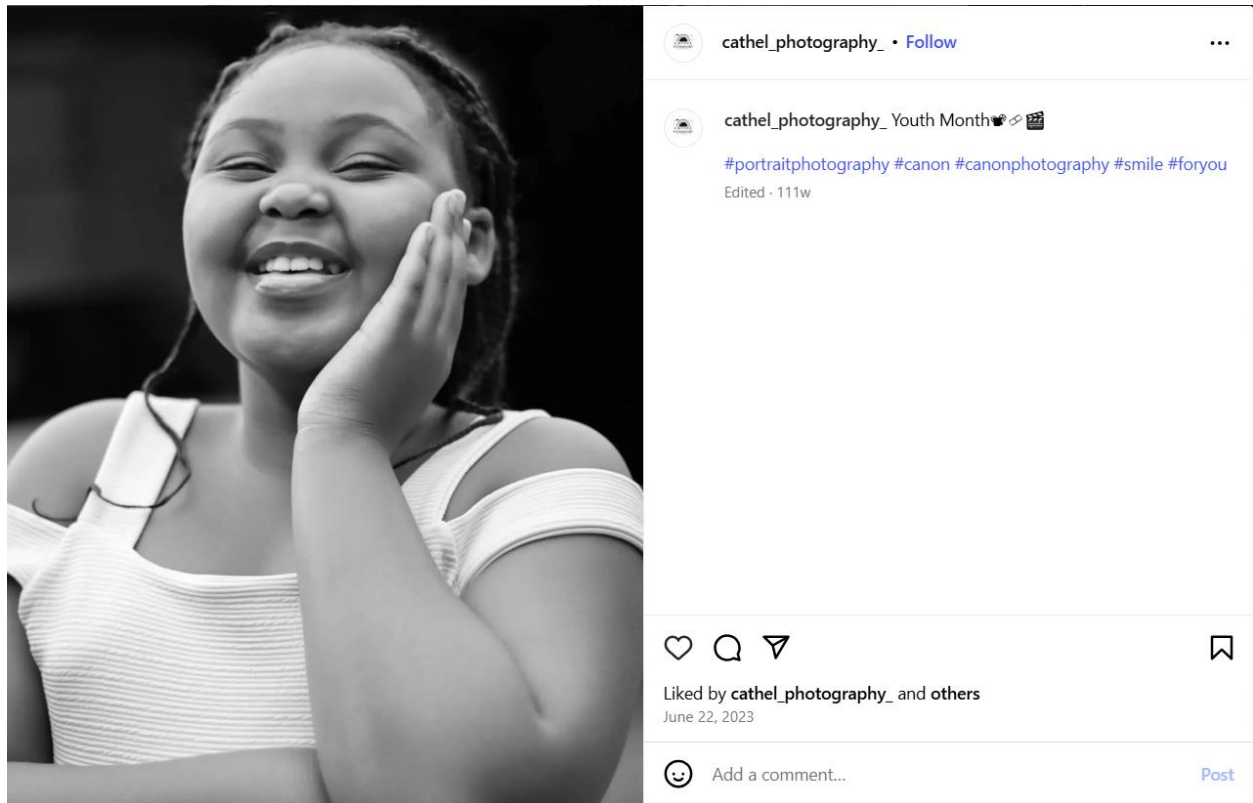


Figure 1-3: A Portrait picture taken by Cathel Photography

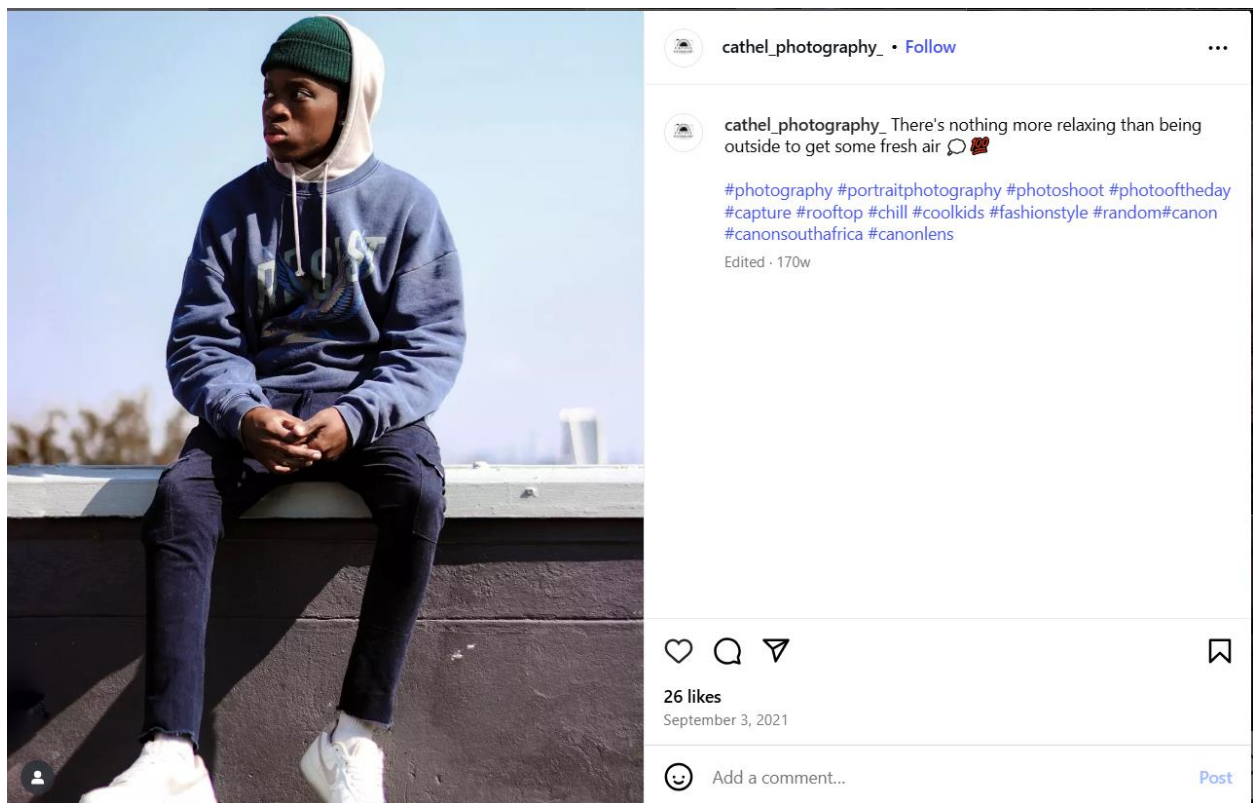


Figure 1-4: Portrait Work by Cathel Photography

Product/ Food Work

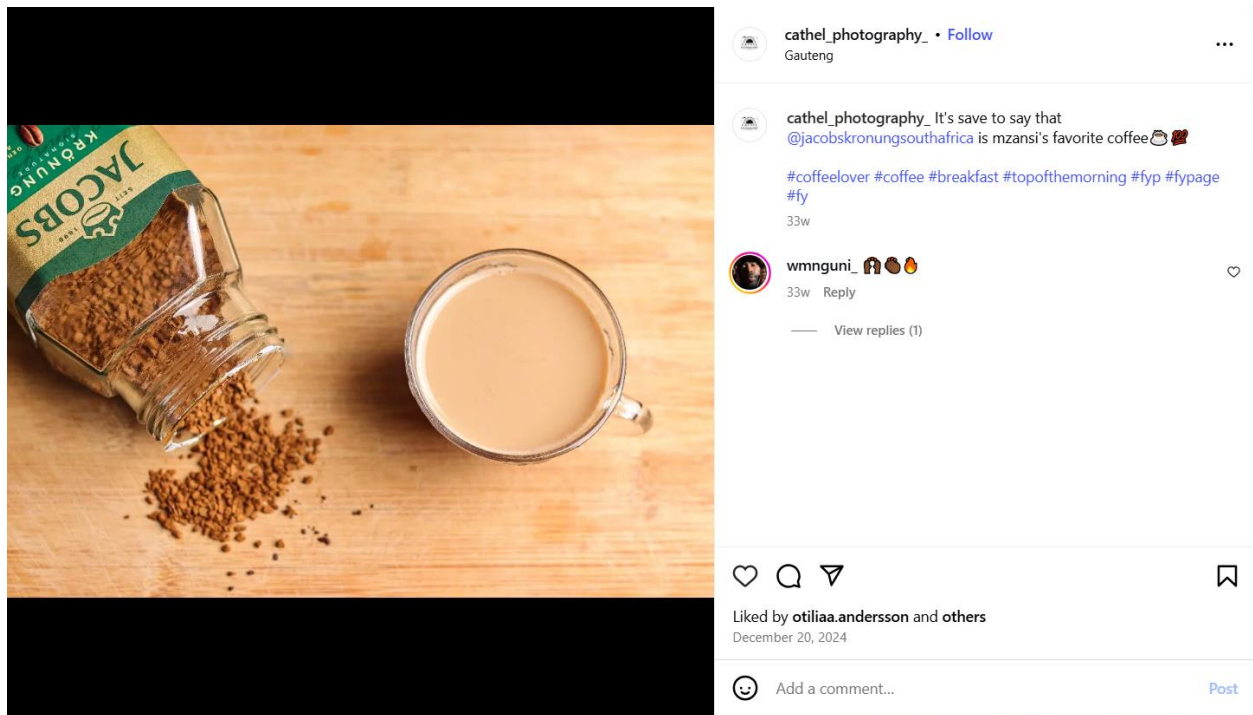


Figure 1-5: A product photo taken by Cathel Photography

Cathel photography does not have website.

References

Cathel Photography, 2024. It's save to say [Instagram]. 20 December. Available at: < <https://www.instagram.com/p/DDyu7sfNTzr/?igsh=MWlzcGpvb3g4MXcyNA==> > [Accessed 27 August 2025]

Cathel Photography, 2023. Youth Month [Instagram]. 22 June. Available at: < <https://www.instagram.com/p/CtyV8o8MrBW/?igsh=MWJ5cG1pMWp4dXVwdg==> > [Accessed 27 August 2025]

Cathel Photography, 2021. There's nothing more relaxing [Instagram]. 3 September. Available at: < <https://www.instagram.com/p/CtyV8o8MrBW/?igsh=MWJ5cG1pMWp4dXVwdg==> > [Accessed 27 August 2025]