**Robert Smith Photography Milestone 2**

Github repository address:

Project Milestone 2 and the website project itself are contained within this repository.

[RyanHeid/dgl203-semester-project-robert-smith-photography-website (github.com)](https://github.com/RyanHeid/dgl203-semester-project-robert-smith-photography-website)

Website Goals:

The primary goal of this website is to generate income. The website will generate income through the sales of prints on the store page of the website, allow visitors to book in-studio photography sessions with Robert, and obtain more information on Robert Smith Photography workshops. Secondary goals of this website are to increase exposure and gain public awareness of Robert Smith Photography.

Target Personas:

The typical person visiting the Robert Smith Photography website will be people looking for local photographers to photograph weddings, graduation, events, or any other reasons they may need a photographer. This person will also have an interest in photography, art, or have interest in the subject that is being photographed. The typical age group of people that would show interest in such things would be males or females between the ages of 19 to 50, but people of any age or gender may need the services of a professional photographer.

Similar Websites:

Similar websites that would be considered competition for Robert Smith Photography are:

1. Wild Shay Photography [www.wildshay.ca](http://www.wildshay.ca)
2. Erin Wallis Photography [www.erinwallis.com](http://www.erinwallis.com)
3. Amanda Rentiers Photography [www.arentiersphotography.com](http://www.arentiersphotography.com)
4. Sharon Snider Photography [www.sharonsniderphotography.com](http://www.sharonsniderphotography.com)

Website Advantages Over Alternatives:

Some advantages of Robert Smith Photography over its immediate competition include sales within the webpage, and the ability to book studio time within the webpage. Only two of the competition websites mentioned above allowed visitors the ability to book studio time, and none of them allowed the user to make purchases within the website.

Key Performance Indicators:

KPI’s of the website will be based within an amount of time that will be determined by Robert. These indicators will be the amount of money generated by sales, the amount studio time that is booked, the number of users contacting Robert, and the number of users visiting the page. Other KPI’s to be considered would be the number of store visitors, in store sales, and in store bookings that have been made since the launch of the website to see if they have increased during that time.

Suggestions From Friends:

My friend Jenny reviewed my website plans for the Robert Smith Photography website. She suggested that I add prices, and customer reviews to the website. She also suggested adding an about page so people could learn more about Robert. Site visitors may want to know about how long Robert has been a photographer, his education, or anything else people might want to know about who Robert is. Jenny’s overall feedback of the website was very positive, and she noted how the layout is user friendly.

SEO Keyword Research:

I generated my SEO Keyword research using WordStream. <https://tools.wordstream.com>

