Portfolio/Gallery page

This page would be used to showcase all of the company’s existing part and would be massively important to the business as it is almost an advert for the service the business provides. If a consumer is looking for a photography company to use, besides the price and location, the first thing they will look at to build an opinion is the previous work of the business. This page would be laid out in a format that clearly shows a wide range of the photography companys best work. It would also be useful to have a search bar where keywords could be used to find specific types of photos. For example, a search for “nature” would bring back any work we have done on plant life, landscapes, animals etc. Contrary to this, if a consumer was looking for a wedding photographer they could put the keyword “wedding” in the search bar which would, as you probably assumed, bring up any wedding photos we had previously done. I think the best way to lay this page out, is to have our best/most popular work proudly displayed at the top of the page so it is the first thing the customer sees as they click in to our gallery, however we could have sub-categories for Black and white photos for example and different techniques to show the broad range of talent we bring to the table, this would be the perfect way to promote our business by having original pieces of work showed on it for customers to browse as/when they please.