Personal Site Plan

The personal website that I have chosen to create is a photography website. I have always been interested in photography and would love to see how my photographs would look on a professional website, laid out in an attractive way for users to look at and consider having their pictures taken by me. I have always liked dark colored site themes and therefore want my website to utilize darkly colored background colors with photographs that appeal to my aesthetic while still appealing to the type of clients I want to obtain’s aesthetics as well so that I can work alongside clients who I can work well with and who have a similar vision to mine as to how they want their images to turn out.

As I stated in the first paragraph, I am planning to have a mainly dark-colored background with lightly colored decorative fonts with lots of photographs that I have taken being featured over a large portion of my home page’s layout, of course (since it is a photography website). I plan to feature a variety of different types of photographs that I could take for clients, including, but not limited to, portraits, family photos, landscape photography, pet photos, professional headshots for resumes and other job-related needs, and any other type of photos they need taken and that they trust me to create for them.

I expect to have my contact information in the footer of the page as well as links to my social media and my FAQ page (which will be featured on a secondary page), which will include questions that I have either been asked in the past about my photography or questions that I expect to be asked as a photographer pertaining to my experience and preferences as well as basic info such as how I expect to be paid and my terms and things like that. At the top of the FAQ page I will include a section regarding pricing depending on the type of photographs needed which may answer some other questions potential clients may have.

My projected audience is family, friends, or any other person who needs photos taken for any reason—work and portfolios, family photos for wall décor, newborn or maternity photos, etc. I plan to focus mostly on portrait photography because portrait photography is my favorite type of photography to create and edit, although I do love the other types as well. I love to make people feel beautiful and incorporate them into my art in ways that other photographers may not be able to, and I hope to make that known to my potential clients through the work that is displayed on my site.

People will come to my site hoping to find content that will pertain to how they want to be captured in photos based on the images that I post on my site, and then hopefully contact me with inquiries using my provided contact info. My website will answer questions about pricing, locations/how far I’m willing to travel, contact information, FAQs, and some “about me” info.

The third page I expect to include (not necessarily in that order) will be my “about me” page which will tell about my past—where I am from, my family, my interests and hobbies, how I came to get into photography, where and what I am studying, my photography goals, etc. so that my clients can know where I came from, get to know me better since they will be working very closely alongside me, and know where I plan to take my business in the future.