# Expanded Website Plan

# Web/240

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One of the features I think could be added to my site in the future would be an interactive calendar. If I decided to schedule photoshoots, it would be nice to have a calendar available of my availability so the visitor can see what day and time I am available for a photo shoot if they were interested. I would like to have it display as a month view and the visitor can click on a date they’re available, select the drop down menu and the time slot available and fill out a small form of type of shoot they are interested in (graduation portraits, family portraits, maternity, wedding) through another drop down menu. I believe this purpose allows the visitor to see what is available in my calendar that can work with theirs.

Another feature I thought would be great for my web site would be referral and gift card service. There are times where clients want to gift a photoshoot for their friends and relatives, and many times they would like to pay for these photoshoots and gift them. I would have a section where they can choose the dollar amount for their gift card with a drop down menu and they can fill out a form to who the gift is for and a message to them. Then, they can enter their billing information in another form and add the email to whom the gift card is for and a message. Once submitted, the person receiving the gift will receive an email with an image of a few of my photos and provide the message to them and who it is from. I would also add a referral page that allows them to fill out a form to send to a friend to check out my website. The person who referred their friend or relative, can then receive a coupon code for their next photoshoot and get a discount.

The final feature I thought would be a nice addition to my web site would be a blog and newsletter subscribe/unsubscribe mailing list. I would love to be able to blog about a photo session I just had and provide a couple images from the photoshoot, provide information of my subject and how the photoshoot went. The newsletter subscription would allow my visitors and fans to be able to receive an email when I have a new blog entry and to receive discount and/or coupon codes for them to use in future photoshoot sessions. This feature would allow my visitors to keep up to date with what photoshoots I have had with my clients and allow me to build a mailing list for anytime I want to distribute a coupon for the holidays, as well as build my business and gain new visitors to my website.