

# Comprehensive Website Analysis & Zero-to-Hero Plan for DeinePhotography.com

**Prepared by:** Manus AI, Web Development & Conversion Rate Expert

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## Executive Summary

This report provides a comprehensive analysis of the website [deinephotography.com](#), covering its design, user experience (UX), conversion rate optimization (CRO), search engine optimization (SEO), and technical performance. The audit has revealed numerous critical issues that severely hinder the website's ability to attract, engage, and convert potential clients. These issues range from broken pages and a chaotic navigation structure to inconsistent pricing and messaging that targets competitors instead of customers.

While the core photography work displayed on the site is of high quality, the website itself fails to reflect that professionalism. It suffers from a crisis of identity, simultaneously attempting to be a client-facing portfolio, a blog for other photographers, and a learning management system (LMS). This lack of focus creates a confusing and frustrating user journey, leading to a near-zero conversion potential.

The following "Zero-to-Hero" plan outlines a clear, phased approach to fundamentally rebuild the website's structure, content, and conversion pathways. By implementing these recommendations, [DeinePhotography.com](#) can be transformed from a liability into a powerful, 24/7 client acquisition engine that properly showcases the brand's high-caliber work and converts visitors into paying customers.

## Part 1: Detailed Website Audit & Analysis

My analysis of the website has identified significant problems across four key areas. The following table summarizes the most critical issues discovered.

Category	Issue	Severity	Impact on Conversions
User Experience (UX)	Chaotic Navigation	Critical	High - Users cannot find relevant information and get lost.
User Experience (UX)	Multiple Broken Pages (404s & 520s)	Critical	High - Key user journeys (Portfolio,

			Booking) are completely broken.
<b>Conversion (CRO)</b>	Inconsistent & Conflicting Pricing	<b>Critical</b>	High - Destroys trust and creates massive confusion for potential buyers.
<b>Content &amp; Messaging</b>	Homepage Content Targets Photographers	<b>Critical</b>	High - Alienates the primary audience (photography clients).
<b>Technical &amp; SEO</b>	Extremely Slow Page Load Time (TTFB)	<b>High</b>	Medium - Poor user experience and negative impact on search rankings.
<b>Technical &amp; SEO</b>	Non-Professional Contact (Gmail)	<b>Medium</b>	Medium - Reduces trust and perceived professionalism.
<b>Design &amp; Branding</b>	Missing Footer & Inconsistent Branding	<b>Medium</b>	Low - Appears unprofessional and lacks key contact/legal information.

## First Impressions & User Experience (UX)

The initial impression of the homepage is strong, featuring a compelling celebrity photograph. However, the user experience rapidly deteriorates. The most glaring issue is the complete absence of a visible navigation menu on most pages. A chaotic, 17+ item menu was only discovered on a 404 error page, revealing a disastrous site structure that includes backend links like "Dashboard," "Student Registration," and "Cart." This is not only confusing but also highly unprofessional.

Furthermore, critical user pathways are broken. The primary call-to-action on the homepage, "VIEW PORTFOLIO," links to a page that produces a 520 server error. Similarly, attempting to access the "BOOK A SESSION" functionality leads to a 404 "Page not found" error. A user's journey is effectively stopped before it can even begin, representing a catastrophic failure in UX.

## Content & Messaging

The content strategy is fundamentally flawed. The entire homepage below the hero section is dedicated to a blog post titled "PHOTOGRAPHERS: LETS TALK PRICING." This content is written for competitors, not potential clients. It uses an overly casual, emoji-laden tone that clashes with the high-end celebrity photography being showcased. This immediately alienates the target audience looking to hire a photographer, as the website appears to be a resource for other professionals.

This issue extends to the blog, where all articles are aimed at an audience of photographers. While this content could be valuable for a separate blog or educational platform, it has no place on the primary marketing website. The messaging on the "About Me" page is also inconsistent, switching between third-person and first-person narrative, and the copy on the portfolio page uses off-putting language like "regular person."

## Conversion Rate Optimization (CRO)

The website's ability to convert visitors into clients is severely compromised. The most significant issue is the pricing inconsistency. I discovered **three different sets of prices** for the same packages across the homepage, the contact page, and the "Burj Khalifa Photoshoot" page. This discrepancy will cause immediate distrust and confusion, likely causing potential clients to abandon the site.

Calls-to-action (CTAs) are weak or non-existent. The pricing tables on the homepage lack "Book Now" buttons, and the portfolio page has no clear next step for a user who is impressed with the work. The contact page lacks a contact form, relying instead on a non-professional Gmail address and a phone number. In the Dubai market, the absence of a direct WhatsApp contact is also a major missed opportunity.

## Technical SEO & Performance

From a technical standpoint, the website is slow and poorly optimized. The Time to First Byte (TTFB) is 1.5 seconds, which is significantly higher than the recommended sub-0.8 second benchmark. This indicates a slow server or poorly optimized backend, leading to a frustrating user experience and lower search engine rankings.

The site's SEO is managed by the "All in One SEO" plugin, but it is not configured correctly. The homepage title tag, "Dubai Photography Dubai Photographer - Irreplaceable Moments," is an example of keyword stuffing. The sitemap reveals that numerous backend and Learning Management System (LMS) pages (e.g., /cart/, /dashboard/, /student-registration/) are being indexed by Google, which is detrimental to SEO. The `robots.txt` file is also wide open, allowing search engines to crawl and index these irrelevant pages.

## Detailed Page-by-Page Audit

The following table provides a comprehensive status report for every page discovered in the sitemap and navigation.

Page	URL	Status	Key Issues
Homepage	/	Working	Blog content for photographers, not clients. Pricing inconsistent. Missing Gold package. No nav menu.
About Me	/about-me/	Working	Broken image. Bio switches person. No photographer headshot. Cluttered nav bar (17+ items). No CTA.
Portfolio	/portfolio/	Working	No categories/filters. No image captions. No CTA to book. No nav menu.
Contact Me	/contact-me/	Working	No contact form. Gmail address. Pricing differs from other pages. No WhatsApp.
Weddings	/weddings/	Partially Broken	3 of 4 gallery images not loading. No wedding-specific pricing or packages. No CTA.
Photoshoots	/photoshoots/	Working (Sparse)	Only a title and "VIEW ALL" gallery. No description, pricing, or CTA.
Celebrities	/celebrities/	Working	Good description. Gallery images loading slowly. No CTA.

<b>Burj Khalifa Packages</b>	/burj-khalifa-photoshoot-packages/	Working	Best page on site. Good content. But nav link points to wrong URL (/burj-khalifa-packages/ which is 404). Title tag repeated 3 times.
<b>Headshot Express</b>	/headshot-express/	Not Tested	Discovered in sitemap.
<b>Mind Before Gear Masterclass</b>	/mind-before-gear-masterclass/	Broken	Mostly empty. Shows 0% progress bar and a lead capture form.
<b>Portfolio (Alt URL)</b>	/photo	<b>520 Error</b>	Server error. This is the URL the homepage "VIEW PORTFOLIO" button links to.
<b>Book a Session</b>	/book	<b>404 Error</b>	Page not found. The homepage "BOOK A SESSION" button likely links here.
<b>Burj Khalifa (Nav Link)</b>	/burj-khalifa-packages/	<b>404 Error</b>	The navigation menu links to this incorrect URL instead of the working one.
<b>Dashboard</b>	/dashboard/	Unnecessary	LMS page exposed in navigation and sitemap.
<b>Student Registration</b>	/student-registration/	Unnecessary	LMS page exposed in navigation and sitemap.
<b>Instructor Registration</b>	/instructor-registration/	Unnecessary	LMS page exposed in navigation and sitemap.
<b>Cart</b>	/cart/	Unnecessary	E-commerce/LMS page exposed in navigation and sitemap.

<b>Checkout</b>	/checkout/	Unnecessary	Appears TWICE in navigation. E-commerce/LMS page.
<b>Profile</b>	/lp-profile/	Unnecessary	LMS page exposed in sitemap.
<b>Courses</b>	/courses/	Unnecessary	LMS page exposed in navigation and sitemap.
<b>Instructors</b>	/instructors/	Unnecessary	LMS page exposed in navigation and sitemap.
<b>Terms and Conditions</b>	/term_conditions/	Unnecessary	LMS terms page in sitemap.

## Pricing Inconsistency Detail

This is one of the most damaging issues on the site. A potential client comparing packages across pages will encounter conflicting information, which immediately erodes trust.

Package	Homepage Price	Contact Page Price	Burj Khalifa Page Price
<b>Silver</b>	AED 2,900	AED 2,800	AED 2,900
<b>Gold</b>	<i>Missing entirely</i>	AED 4,000	AED 4,200
<b>Platinum</b>	AED 5,450	AED 5,000	AED 5,450

## Part 2: The Zero-to-Hero Transformation Plan

This plan is structured into four phases, prioritized by impact on conversions and business results. Each phase builds upon the previous one, creating a logical and manageable implementation roadmap.

### Phase 1: Emergency Triage (Week 1) — Fix What's Broken

**Goal:** Stop the bleeding. Fix all broken pages, links, and critical errors that are actively driving potential clients away.

## 1.1 Fix Broken CTAs and Pages

The two most important buttons on the entire website — "VIEW PORTFOLIO" and "BOOK A SESSION" — lead to error pages. This must be fixed immediately. The "VIEW PORTFOLIO" button should be updated to link to `/portfolio/` instead of `/photo`. The "BOOK A SESSION" button should link to `/contact-me/` (or a new dedicated booking page, to be created in Phase 2). The navigation link for "Burj Khalifa Packages" must be corrected from `/burj-khalifa-packages/` to `/burj-khalifa-photoshoot-packages/`.

## 1.2 Fix Broken Images

The "About Me" page has a broken image that should display a photo of Erick. The "Weddings" page has 3 of 4 gallery images that are not loading. These images need to be re-uploaded or their source URLs corrected in Elementor.

## 1.3 Clean Up the Navigation Menu

The current 17+ item navigation is unacceptable. It should be immediately reduced to a maximum of 5-6 items. The recommended structure is:

Menu Item	Links To	Notes
Home	/	
Portfolio	/portfolio/	Consider adding a dropdown: Weddings, Celebrities, Photoshoots
About	/about-me/	
Packages	/contact-me/ (or new page)	Consolidate all pricing here
Burj Khalifa	/burj-khalifa-photoshoot-packages/	Unique selling point — keep it prominent
Contact	/contact-me/	

All LMS-related pages (Dashboard, Student Registration, Instructor Registration, Cart, Checkout, Profile, Courses, Instructors, Become an Instructor, Terms and Conditions) must be removed from the navigation entirely. If the LMS functionality is not actively being used, the associated plugins should be deactivated.

## 1.4 Standardize Pricing

Choose one set of prices and apply them consistently across every page on the site. Based on the most detailed and well-structured page (Burj Khalifa), the recommended pricing is:

Package	Recommended Price	Key Inclusions
Silver	AED 2,900	Up to 2 hours, 10 retouched images, 10-12 day delivery
Gold	AED 4,200	Up to 3 hours, 15 retouched images, short video, 5-7 day delivery
Platinum	AED 5,450	Up to 6 hours, 20 retouched images, short video, 2-5 day delivery

### 1.5 Fix the Footer

The current footer contains the placeholder text "Copyright text @" which was never replaced. Update it to: "Copyright 2026 Deine Photography. All Rights Reserved." Add the physical location (Dubai, UAE), phone number, email, and social media links to the footer on every page.

## Phase 2: Rebuild the Foundation (Weeks 2-3) — Restructure for Conversions

**Goal:** Redesign the homepage, create a proper booking flow, and restructure content to speak directly to potential clients.

### 2.1 Redesign the Homepage

The homepage needs a complete overhaul. It should follow a proven high-converting structure for photography websites. The recommended layout from top to bottom is:

- Hero Section** (Keep the current celebrity photo — it is powerful). Update the subtitle to be more specific: "Celebrity & Luxury Portrait Photographer | Dubai, UAE." Ensure both CTAs ("View Portfolio" and "Book a Session") link to working pages.
- Social Proof Bar** — A single horizontal line featuring logos or text: "As seen in Digital Journal | Photographed for Real Housewives of Dubai | Worked with Lotus Cars UAE."
- Service Categories** — A visual grid (3-4 columns) showcasing the main services with stunning images: Portraits, Weddings, Celebrity/Events, Burj Khalifa Shoots. Each links to its respective portfolio category.
- About Snippet** — A brief, compelling 2-3 sentence introduction with a professional photo of Erick. Link to the full About page.



5. **Featured Work** — A curated selection of 6-8 of the absolute best photographs, not an entire gallery.
6. **Testimonials** — Keep the existing testimonial slider, but add client photos where possible.
7. **Pricing Packages** — Display all three packages with clear "Book Now" buttons.
8. **Blog Preview** — Show 2-3 recent blog posts, but these should be **client-facing** content (e.g., "What to Wear for Your Dubai Photoshoot," "Best Locations for Couples Photography in Dubai").
9. **Call-to-Action Section** — A final, full-width section with a compelling message and a "Book Your Session" button.
10. **Footer** — Complete footer with contact info, social links, quick links, and copyright.

## 2.2 Create a Dedicated Booking/Contact Page

Replace the current contact page with a proper booking experience. This page should include:

- A professional contact form (name, email, phone, type of shoot, preferred date, message).
- A direct WhatsApp button (this is essential for the Dubai market where WhatsApp is the primary communication tool).
- The phone number as a clickable "tel:" link.
- A professional email address: [hello@deinephotography.com](mailto:hello@deinephotography.com) or [book@deinephotography.com](mailto:book@deinephotography.com) (set up email forwarding from the domain).
- An embedded calendar using the "Simply Schedule Appointments" plugin already installed on the site.
- A Google Maps embed showing the general area of operation (Dubai).

## 2.3 Rewrite the About Page

The About page should be rewritten entirely in the first person with a consistent, professional yet warm tone. It must include:

- A high-quality, professional headshot of Erick Deine.
- A compelling narrative that focuses on the client's experience, not just Erick's backstory.
- Key credentials and social proof (celebrity clients, brand collaborations, press mentions).
- A clear CTA at the bottom: "Ready to create something amazing? Let's talk."

## 2.4 Restructure the Portfolio

The portfolio page should be reorganized with clear category filters. The recommended categories are:

Category	Description
Portraits	Individual and couple portrait sessions
Weddings	Wedding photography and events
Celebrities & Events	Red carpet, celebrity shoots, corporate events
Burj Khalifa	Iconic Burj Khalifa photoshoots
Fashion & Branding	Fashion, personal branding, and commercial work

Each portfolio image should ideally have a brief caption or be organized into case studies (e.g., "Sarah & James — Burj Khalifa Sunset Session"). A prominent "Book a Similar Session" CTA should appear after every gallery section.

## Phase 3: Optimize for Growth (Weeks 4-6) — SEO, Performance & Content Strategy

**Goal:** Improve search engine visibility, page speed, and create a content strategy that attracts the right audience.

### 3.1 SEO Overhaul

The following SEO improvements should be implemented:

Element	Current State	Recommended Fix
Homepage Title	"Dubai Photography Dubai Photographer - Irreplaceable Moments"	"Deine Photography — Celebrity & Portrait Photographer in Dubai"
Homepage Meta Description	Generic and truncated	"Book a luxury photoshoot in Dubai with celebrity photographer Erick Deine. Specializing in portraits, weddings, and iconic Burj Khalifa sessions. View portfolio."

<b>Burj Khalifa Title</b>	Repeated 3 times in title tag	"Burj Khalifa Photoshoot Packages — Deine Photography Dubai"
<b>Schema Markup</b>	Basic Person + WebPage only	Add LocalBusiness, Photographer, and Service schema
<b>Robots.txt</b>	Wide open (no disallow rules)	Add: Disallow: /dashboard/ Disallow: /cart/ Disallow: /checkout/ Disallow: /lp-profile/ Disallow: /student-registration/ Disallow: /instructor-registration/ Disallow: /courses/ Disallow: /instructors/ Disallow: /term_conditions/ Disallow: /become_a_teacher/ Disallow: /lp-checkout/
<b>Sitemap</b>	Includes 14+ irrelevant LMS/utility pages	Remove all LMS, cart, checkout, and utility pages from sitemap via AIOSEO settings
<b>Image Alt Tags</b>	Likely missing on portfolio images	Add descriptive alt tags to all images (e.g., "Celebrity portrait photography Dubai by Deine Photography")

### 3.2 Performance Optimization

The current TTFB of 1.5 seconds is unacceptable for a photography website. The following steps should be taken:

- **Upgrade Hosting:** The current hosting setup behind Cloudflare is slow. Consider upgrading to a managed WordPress host like Cloudways, Kinsta, or SiteGround for significantly better server response times.
- **Image Optimization:** Install and configure an image optimization plugin (e.g., ShortPixel or Imagify) to compress all portfolio images. Use WebP format where possible. Implement lazy loading for all gallery images.
- **Plugin Audit:** Deactivate and delete all unused plugins, especially the LMS-related ones. Each plugin adds overhead. The current plugin list includes at least 9 active plugins; aim to reduce this to 5-6 essential ones.

- **Caching:** Ensure WP Rocket or a similar caching plugin is properly configured. Cloudflare's page rules should be set to cache static assets aggressively.
- **Reduce Page Weight:** The homepage HTML alone is 116KB, which suggests excessive inline CSS/JS from Elementor. Consider using Elementor's built-in performance features to reduce unused CSS and defer JavaScript.

### 3.3 Content Strategy Pivot

The blog must be completely reoriented from targeting photographers to targeting potential clients. All existing blog posts aimed at photographers should either be removed, moved to a separate subdomain (e.g., [blog.deinephotography.com](#)), or kept but de-prioritized.

New blog content should focus on topics that potential clients in Dubai are searching for:

Blog Topic Idea	Target Keyword	Purpose
"10 Best Locations for a Photoshoot in Dubai"	Dubai photoshoot locations	Attract organic traffic from people planning shoots
"What to Wear for Your Dubai Portrait Session"	Dubai portrait session tips	Help clients prepare, build trust
"Burj Khalifa Photoshoot: Everything You Need to Know"	Burj Khalifa photoshoot	Rank for high-intent keyword
"How to Choose the Right Photographer in Dubai"	Dubai photographer guide	Position as authority, capture comparison shoppers
"Behind the Scenes: Real Housewives of Dubai Photoshoot"	Celebrity photographer Dubai	Leverage celebrity connection for SEO and social proof
"Dubai Wedding Photography: A Complete Guide"	Dubai wedding photographer	Capture wedding market traffic

### 3.4 Set Up Professional Email

Replace the Gmail address ([deinephotography@gmail.com](mailto:deinephotography@gmail.com)) with a professional domain email. Most hosting providers include email hosting, or use Google Workspace (approximately \$6/month) for a professional setup like [hello@deinephotography.com](mailto:hello@deinephotography.com).

## Phase 4: Scale & Convert (Ongoing) — Advanced CRO & Marketing

**Goal:** Implement advanced conversion optimization techniques, build an email list, and create a marketing flywheel.

#### **4.1 Implement Lead Capture**

Add a lead magnet to capture email addresses from visitors who are not yet ready to book. Ideas include:

- "Free Guide: How to Prepare for Your Dubai Photoshoot" (PDF download in exchange for email).
- "Get Our Pricing Guide" (email-gated pricing PDF with more detail than the website).
- Exit-intent popup offering a limited-time discount or free consultation.

#### **4.2 Add WhatsApp Chat Widget**

Install a WhatsApp chat widget that appears on every page. In the Dubai market, WhatsApp is the dominant communication channel. A floating WhatsApp button with a pre-filled message like "Hi Erick, I'm interested in booking a photoshoot!" can dramatically increase inquiry rates.

#### **4.3 Implement Google Business Profile**

If not already done, create and optimize a Google Business Profile for "Deine Photography" in Dubai. This is critical for local SEO and appearing in Google Maps results. Encourage satisfied clients to leave Google reviews.

#### **4.4 Social Proof Enhancement**

Strengthen social proof across the site by adding:

- A dedicated "Press" or "As Seen In" page featuring any media coverage.
- Client logos (with permission) from notable clients or brands.
- A Google Reviews widget on the homepage or contact page.
- Video testimonials from satisfied clients.

#### **4.5 Analytics & Tracking**

Google Analytics (GA4) is already installed via MonsterInsights. Set up proper conversion tracking:

- Track "Book Now" button clicks as conversion events.
- Track contact form submissions.
- Track WhatsApp button clicks.
- Track phone number clicks.
- Set up Google Search Console and monitor search performance.

- Create a monthly reporting dashboard to track progress.

### 4.6 Retargeting & Paid Advertising

Once the website is properly optimized, consider running targeted advertising:

- **Google Ads:** Target keywords like "photographer in Dubai," "Burj Khalifa photoshoot," "celebrity photographer Dubai."
- **Instagram Ads:** Retarget website visitors with portfolio highlights and booking CTAs.
- **Facebook/Meta Pixel:** Install the pixel to build retargeting audiences from website visitors.

## Part 3: Implementation Priority Matrix

The following matrix organizes all recommendations by effort required and impact on conversions, helping prioritize implementation.

Priority	Task	Effort	Impact	Timeline
P0	Fix "View Portfolio" and "Book a Session" broken links	10 minutes	Critical	Day 1
P0	Fix Burj Khalifa navigation link	5 minutes	High	Day 1
P0	Standardize pricing across all pages	30 minutes	Critical	Day 1
P0	Fix broken images (About, Weddings)	30 minutes	High	Day 1
P1	Clean up navigation to 5-6 items	1 hour	Critical	Day 1-2
P1	Fix footer (remove placeholder text, add info)	30 minutes	Medium	Day 1-2
P1	Remove/hide all LMS pages	1 hour	High	Day 2

	from nav and sitemap			
<b>P1</b>	Update robots.txt to block LMS pages	15 minutes	Medium	Day 2
<b>P2</b>	Redesign homepage layout	4-8 hours	Critical	Week 2
<b>P2</b>	Create proper contact/booking page with form	2-4 hours	Critical	Week 2
<b>P2</b>	Rewrite About page	2 hours	High	Week 2
<b>P2</b>	Add WhatsApp chat widget	30 minutes	High	Week 2
<b>P2</b>	Set up professional email	1 hour	Medium	Week 2
<b>P3</b>	Restructure portfolio with categories	4-6 hours	High	Week 3
<b>P3</b>	Fix all SEO title tags and meta descriptions	2 hours	High	Week 3
<b>P3</b>	Add LocalBusiness schema markup	1 hour	Medium	Week 3
<b>P3</b>	Optimize images (compression, WebP, lazy load)	2-4 hours	Medium	Week 3-4
<b>P4</b>	Write 3-5 client-facing blog posts	8-12 hours	Medium	Week 4-6
<b>P4</b>	Set up Google Business Profile	1 hour	High	Week 4

P4	Implement lead capture / email collection	2-4 hours	Medium	Week 5-6
P4	Set up conversion tracking in GA4	2 hours	Medium	Week 5
P5	Consider hosting upgrade for performance	Variable	Medium	Month 2
P5	Launch retargeting campaigns	Variable	Medium	Month 2-3

## Part 4: What "Hero" Looks Like — The Vision

When all phases are complete, deinephotography.com will be transformed into a website that:

**Immediately communicates who you are and what you do.** Within 5 seconds of landing on the homepage, every visitor will know that Erick Deine is a celebrity and luxury portrait photographer based in Dubai, and they will see his best work.

**Guides visitors through a clear journey.** From the hero section to the portfolio to the pricing packages to the booking form, every element on the site will be designed to move the visitor one step closer to becoming a client. There will be no dead ends, no broken links, and no confusion.

**Builds trust at every touchpoint.** Professional branding, consistent pricing, real testimonials with names and titles, press mentions, celebrity client work, and a polished About page will all work together to establish credibility and authority.

**Converts visitors into inquiries.** A professional contact form, a WhatsApp chat widget, a clickable phone number, and clear "Book Now" buttons on every page will make it effortless for interested visitors to take the next step.

**Ranks in Google for high-value keywords.** Proper SEO, clean site architecture, fast loading times, and client-focused blog content will help the site rank for searches like "photographer in Dubai," "Burj Khalifa photoshoot," and "celebrity photographer Dubai."

**Reflects the quality of the work.** The photography on this site is genuinely excellent. The website must match that quality. A clean, modern, fast-loading design with curated



galleries and professional copy will ensure that the first impression matches the caliber of the service being offered.

## Appendix: Technology Stack Summary

Component	Current	Recommendation
CMS	WordPress 6.8.3	Keep — widely supported and flexible
Theme	Hello Elementor	Keep — lightweight base theme
Page Builder	Elementor + Pro Elements	Keep — powerful and familiar
SEO Plugin	All in One SEO (AIOSEO) 4.9.3	Keep — but reconfigure properly
Analytics	MonsterInsights + GA4	Keep — set up conversion tracking
Booking	Simply Schedule Appointments	Evaluate — may need upgrade or replacement with Calendly/HoneyBook
Instagram Feed	Instagram Feed plugin	Keep — but move to footer or dedicated section
LMS Plugins	LearnPress (multiple plugins)	<b>Remove</b> — deactivate and delete if not actively used
Hosting	Unknown (behind Cloudflare)	<b>Evaluate</b> — consider managed WordPress hosting for better TTFB
Email	Gmail ( <a href="mailto:deinephotography@gmail.com">deinephotography@gmail.com</a> )	<b>Upgrade</b> — set up domain email ( <a href="mailto:hello@deinephotography.com">hello@deinephotography.com</a> )
Chat	None	<b>Add</b> — WhatsApp Business chat widget

*This analysis was conducted on February 17, 2026, based on a thorough review of all accessible pages, source code, sitemap, robots.txt, and competitive landscape research. All*

*findings reflect the state of the website at the time of analysis.*