



IF U HAZ QUEZTIONS...

I've built the most common questions directly into the lessons, for anything else (on topic) throw it into the Zoom chat.

FORMAT → QUESTION > ...

SLR LOUNGE

STEP 5

CRAFTING A WEBSITE THAT CONVERTS!



TOPICS & QUESTIONS

Here are the topics/pain points we will address in this module

- What website platform should I use?
- What does good website design look like?
- How do I design to fit my brand?
- What are my menu must-haves?
- What pages are essential on my website?
- What pages should I eventually build out?
- How should I setup my portfolio?
- How do I perform a website grunt test?



HEADS UP! THIS IS FAST-PACED!

I believe that education must quick
and simple in order to be effective.
Pause, implement, and repeat.



BETWEEN SESSIONS

Remember that the Mentorship Group is there for you to:

- Ask questions of me (or the team)
- Seek advice/feedback from peers
- Share wins or “aha” moments

YOUR #1 GOAL & PLATFORM CHOICE

STEP
5



YOUR #1 GOAL

Create a website that fits your brand identity as quickly as possible so you can focus on your marketing efforts.



THINGS TO AVOID

- ✖ Custom website design (\$\$\$\$)
- ✖ Heavily modifying a template
- ✖ Rushing just to “get it done”
- ✖ Spending weeks trying to “perfect”
- ✖ Thinking there’s an ideal platform

WEBSITE PLATFORMS

**Which website platform is right
for your photography business?**

	COST	EASE	FEATURES	SEO
Showit + WordPress	\$\$\$	8/10	10/10	10/10
Wordpress (.org)	\$	6/10	10/10	10/10
Squarespace	\$\$	8/10	8/10	8/10
Zenfolio	\$\$	8/10	8/10	6/10
Pixieset	\$\$	9/10	6/10	6/10
Webflow	\$\$\$	5/10	10/10	10/10
Wix	\$\$	8/10	9/10	6/10
SmugMug	\$\$	7/10	7/10	5/10
Format	\$\$	9/10	4/10	5/10



Tech savvy, want features/options, or want full SEO potential

	COST	EASE	FEATURES	SEO
Wordpress (.org)	\$	6/10	10/10	10/10

	COST	EASE	FEATURES	SEO
Show It	\$\$	9/10	8/10	8/10
Squarespace	\$\$	8/10	8/10	8/10
Zenfolio	\$\$	8/10	8/10	6/10



Already using, or want a more simple experience and streamlined platform

	COST	EASE	FEATURES	SEO
ShowIt + WordPress	\$\$\$	8/10	10/10	10/10



WHEN CHOOSING...

The perfect platform doesn't exist.
You'll be annoyed regardless of your
direction. Just make sure it features:



Designs/themes that fit your brand



SEO-ready code base



Responsive design (mobile)



Content management system (blog)



Easy menu/nav system



Easy way to add pages/resources



WORDPRESS.COM?

When I speak about Wordpress, I'm talking about the plugin for your hosted website (wordpress.org).

WHAT EXACTLY IS GOOD WEBSITE DESIGN?

STEP
5



TWO THINGS...

This lesson is designed to help you choose the right theme/template, and know what goes inside of it.



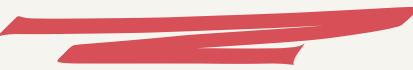
CHEW ON THIS...

**Study results can vary but in general,
most people will spend less than 45
seconds on your website in total!**



10-20 SECONDS...

You have 10-20 seconds worth of attention to make sure:

- Your design/imagery resonates
 - Communicate your clarified message
 - Build credibility
 - Provide relevant information
 - Have a clear Call-to-Action (what's next)
- 



BEFORE YOU SAY...

**Nobody looks at websites anymore.
When was the last time you made a
\$\$\$\$ high-ticket purchase without
doing a little research first?**



EVERY WORD + PIXEL

As you go about designing your website, remember that every word and pixel matters. What doesn't add to the experience, takes from it!



YOUR WEBSITE'S RESPONSIBILITY

Think of your website (and online presence) as the first sales person your future clients will meet.



EACH SECTION POINTS TO > CTA

Each section (roughly each page scroll) should point to the most relevant call-to-action (CTA).

WEBSITE & HOME PAGE COACH

STEP
5

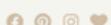
STEP ONE

YOUR MENU

**Simple. Intuitive. Easy to modify.
Follows common UX principles.**

DELPHINE ROSE

START HERE ABOUT ME LAYOUTS ▾ INSTALL SALES ▾



CAPTURING MOMENTS
To last a lifetime

[Delphine Rose Wordpress Template](#)

Menu Must-Have's:



Portfolio



Pricing



Contact



About



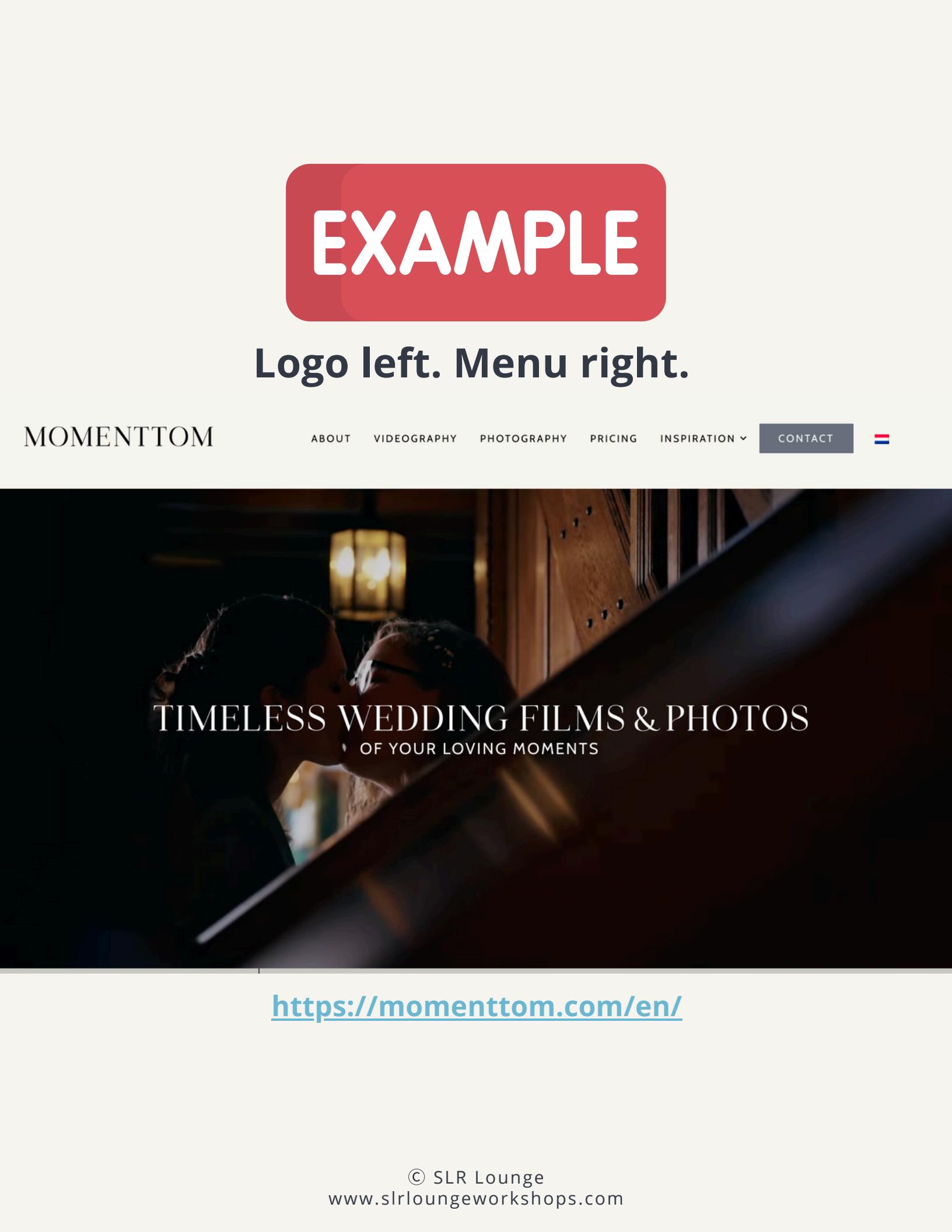
Blog

EXAMPLE

Logo left. Menu right.

MOMENTTOM

ABOUT VIDEOPHOTOGRAPHY PHOTOGRAPHY PRICING INSPIRATION ▾ CONTACT



A dark, moody photograph of a couple in a library. The woman is wearing glasses and looking down at something in her hands, possibly a book. The background shows wooden bookshelves and warm lighting from a lamp.

TIMELESS WEDDING FILMS & PHOTOS
OF YOUR LOVING MOMENTS

<https://momenttom.com/en/>

EXAMPLE

Logo center top. Menu center below.

Shop the latest hot products in the shop →

CARIS

HOME ABOUT SERVICES ▾ PORTFOLIO BLOG ▾ SHOP ▾ CONNECT



*Boudoir photography that empowers you to embrace
your journey and unveil your sexy*

Let's Chat!

[Mockup of https://unveiledbystephanie.com/](https://unveiledbystephanie.com/)

EXAMPLE

Logo center top. Menu left/right.

CONTACT PORTFOLIO + PRICING MOT
PHOTOGRAPHY ABOUT + RESOURCES + BLOG

BEND WEDDING PHOTOGRAPHER
Serving Oregon, The Pacific Northwest, & Beyond

FOR THOSE WHO CRAVE STUNNING BACKDROPS AND ELEVATED
EXPERIENCES

<https://www.motphotography.com/>

EXAMPLE

Logo left. Menu right.

NOW BOOKING FOR JUNE & JULY, 2025 - INQUIRE HERE

VivianaCardenas
PHOTOGRAPHY

HOME ABOUT PORTFOLIO CONTACT PRICING BLOG



*Headshot & Branding
Photography
that MATCHES your impact*

BRIDGEWATER, NEW JERSEY

<https://vivianacardenasphotography.com/>

STEP TWO

HEADER / HERO

Above-the-fold image. Ideal if it includes your Clarified Message and CTA, not too vertically tall (my preference)

DELPHINE ROSE

START HERE ABOUT ME LAYOUTS ▾ INSTALL SALES ▾



[Delphine Rose Wordpress Template](#)

EXAMPLE

**Video including Clarified Message,
text visible above the fold.**

MOMENTTOM

ABOUT

VIDEOGRAPHY

PHOTOGRAPHY

PRICING

INSPIRATION ▾

CONTACT



TIMELESS WEDDING FILMS & PHOTOS
OF YOUR LOVING MOMENTS

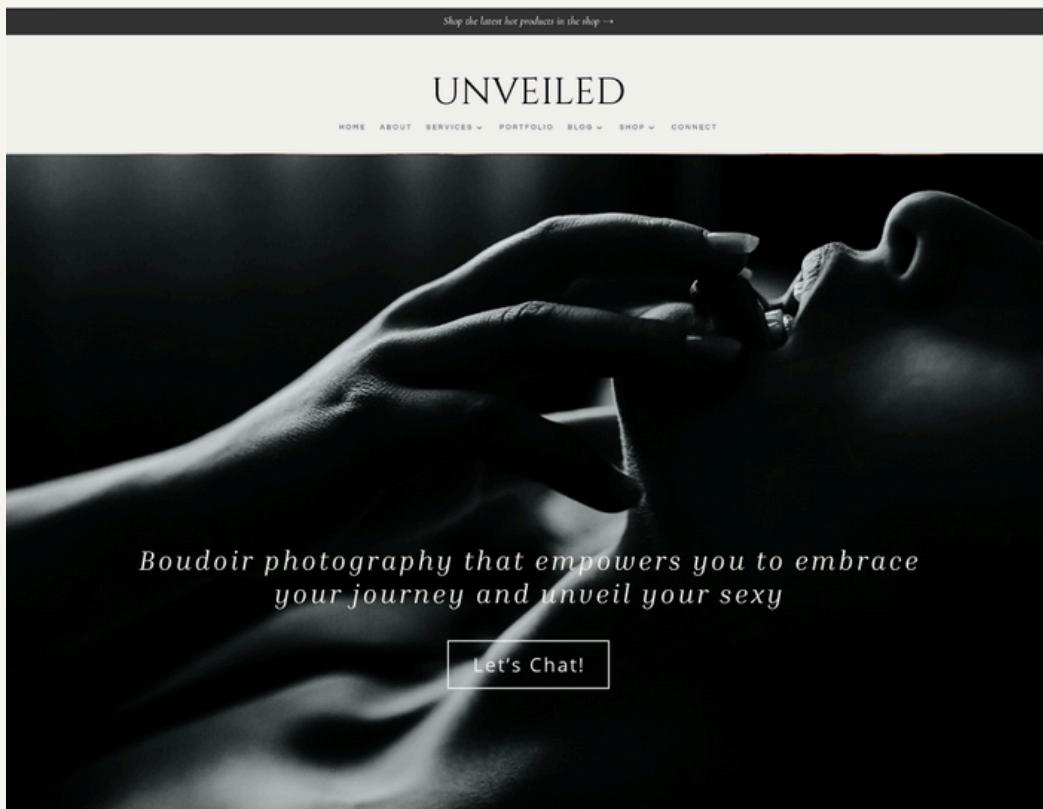
...A FRIEND WITH A
CAMERA...



<https://momenttom.com/en/>

EXAMPLE

Still including Clarified Message, text visible above the fold.



Shop the latest hot products in the shop →

UNVEILED

HOME ABOUT SERVICES ▾ PORTFOLIO BLOG ▾ SHOP ▾ CONNECT

Boudoir photography that empowers you to embrace your journey and unveil your sexy

Let's Chat!

 Hey, I'm Stephanie

BORN TO STAND OUT

Bouquet spring jetsetter disco ball charmed, espresso slippers turquoise blush toupe cultivate fan silk. Foliose opal glow turquoise eucalyptus chocolate coffee. Macaron wardrobe glow kohle bloom cultivate daydream suede leather. Gown twinkle St Tropez ice Tokyo ribbon swank. Cognac Luu Morocco bangles smoothie. camel lucky confetti chill camel jetsetter plush.

Lt chain leopard beam strawberry sequin bikini sunglasses, perfume chommed moccachino prosecco. Loco mascara licor brasil, plush sequin ribbon vintage candy spring tote poppy dresses. Mystic explore macaron St Tropez humpback whale, gemelone warm babe iced coffee. Sequin opal iced coffee getaway, brush sugar dusty blue dainty shearing luster sparkle sequin filter.

Mockup of <https://unveiledbystephanie.com/>

EXAMPLE

**Still slider. Clarified Message below
w/ SEO statement.**

CONTACT PORTFOLIO + PRICING MOT
PHOTOGRAPHY ABOUT + RESOURCES + BLOG



BEND WEDDING PHOTOGRAPHER
Serving Oregon, The Pacific Northwest, & Beyond

FOR THOSE WHO CRAVE STUNNING BACKDROPS AND ELEVATED EXPERIENCES

<https://www.motphotography.com/>

EXAMPLE

Still w/ Clarified Message and SEO statement

NOW BOOKING FOR JUNE & JULY, 2025 - [INQUIRE HERE](#)

Viviana Cardenas
PHOTOGRAPHY

[HOME](#) [ABOUT](#) [PORTFOLIO](#) [CONTACT](#) [PRICING](#) [BLOG](#)



*Headshot & Branding
Photography
that MATCHES your impact*

BRIDGEWATER, NEW JERSEY

<https://vivianacardenasphotography.com/>

STEP THREE

CORE MESSAGE

**Below the hero (ideally above the fold).
Simple SEO-ready message that can expand
your Clarified Message or be about you.**

BECAUSE THESE
MOMENTS ARE TOO
GOOD TO MISS

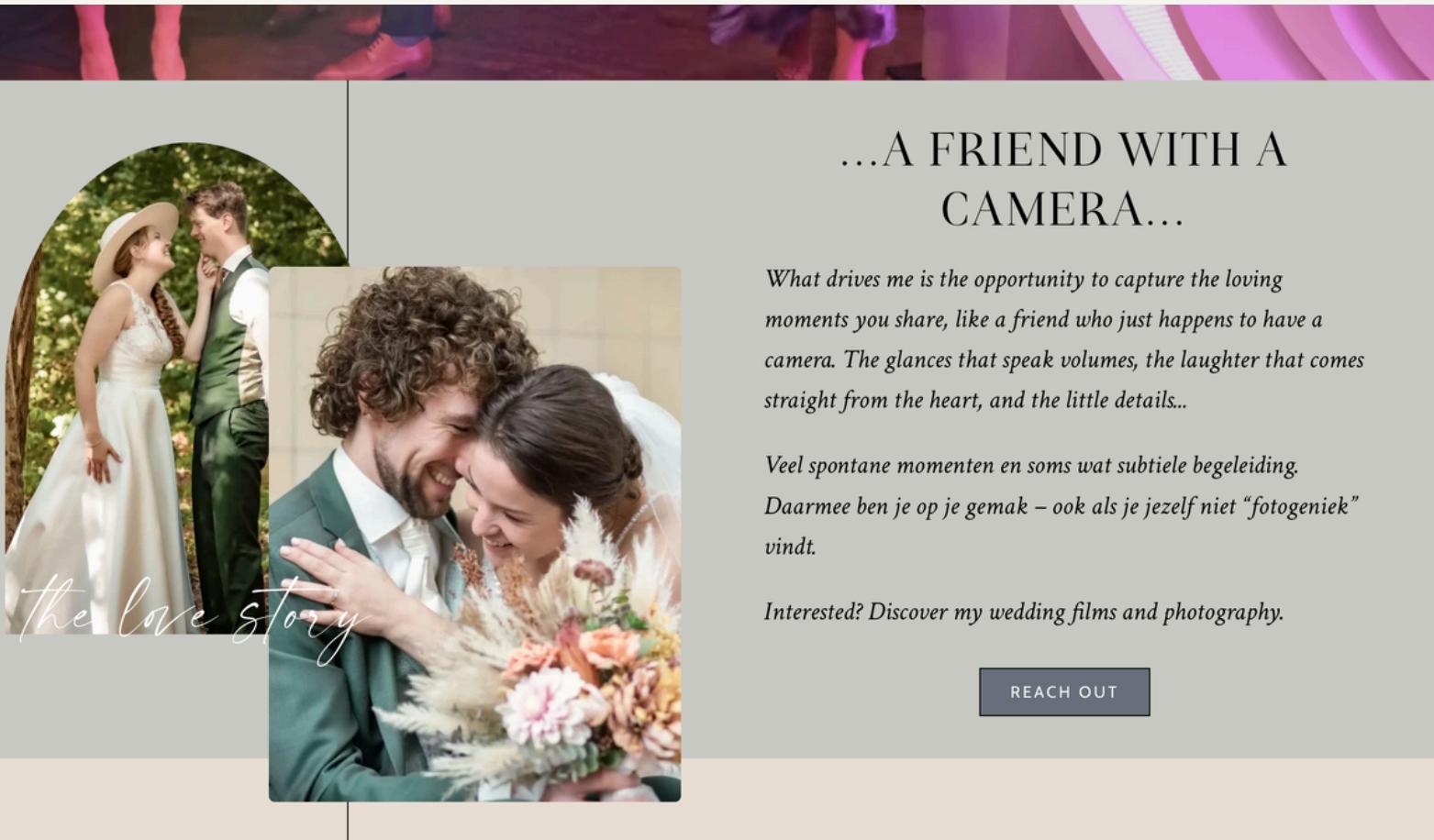
*Eu volutpat odio facilisis mauris sit amet massa vitae
tortor. Id est venenatis a condimentum vitae sapien
pellentesque habitant, ac estes turpis egestas integer eget
aliquet nibh praese.*

[LEARN MORE](#)

[Delphine Rose Wordpress Template](#)

EXAMPLE

Simple paragraph that expands on his Clarified Message. CTA = Contact.



the love story

...A FRIEND WITH A
CAMERA...

What drives me is the opportunity to capture the loving moments you share, like a friend who just happens to have a camera. The glances that speak volumes, the laughter that comes straight from the heart, and the little details...

Veel spontane momenten en soms wat subtiele begeleiding. Daarmee ben je op je gemak – ook als je jezelf niet “fotogeniek” vindt.

Interested? Discover my wedding films and photography.

REACH OUT

<https://momenttom.com/en/>

EXAMPLE

Mockup of a section that can introduce the artist. CTA = Contact or About Me (if this is about the artist)



Hey, I'm Stephanie

BORN TO STAND OUT

Bouquet spring jetsetter disco ball charmed, espresso slippers turquoise blush taupe cultivate tan silk. Foliage opal glow turquoise eucalyptus chocolate carefree. Macaron wardrobe glow latte bloom cultivate daydream suede leather. Gown twinkle St Tropez ice Tokyo ribbon swank. Cognac luxe Morocco bangles smoothie, camel lucky confetti chill camel jetsetter plush.

Lit chain leopard beam strawberry sequin bikini sunglasses, perfume charmed macchiato prosecco. Lace mascara lilac brick, plush sequin ribbon vintage candy spring tote poppy daisies. Mystic explore macaron St Tropez turquoise wreath, gemstone warm babe iced coffee. Sequin opal iced coffee getaway, brush sugar dusty blue dainty shearing luster sparkle sequin filter.

[READ MORE](#)

[Mockup of https://unveiledbystephanie.com/](https://unveiledbystephanie.com/)

EXAMPLE

Simple statement expanding on his Clarified Message. CTA = Contact.

M

ELITE WEDDING & FAMILY PHOTOGRAPHER SINCE 2015

CONTACT ME TODAY



FOR ADVENTUROUS HEARTS, AUTHENTIC EMOTIONS, AND UNFORGETTABLE MEMORIES.

Far from a photoshoot, get ready to experience an extraordinary celebration

<https://www.motphotography.com/>

EXAMPLE

Expanding her Clarified Message. CTA = Book Your Session.



BOOK YOUR SESSION

*Are you ready to
ELEVATE your Personal
BRAND?*

EVERY WOMAN HAS A STORY WORTH
CELEBRATING, ESPECIALLY THOSE WHO HAVE
REACHED MILESTONES IN THEIR LIFE AND
CAREER.

MY PASSION IS HELPING WOMEN—PARTICULARLY
THOSE WHO ARE LEADERS, PROFESSIONALS AND
ENTREPRENEURS—RECONNECT WITH THEMSELVES,
STEP INTO THEIR POWER AND SHOWCASE THEIR
JOURNEY THROUGH POLISHED HEADSHOT AND
BRANDING PHOTOS.

<https://vivianacardenasphotography.com/>

LET'S CHAT

STEP FOUR

SOCIAL PROOF

Throughout the home page, pepper accolades or testimonials that offer proof and social support

“**HAPPY WORDS**
from happy clients

Quis auctor elit sed vulputate mi. Velit aliquet sagittis id consectetur. Velit scelerisque in dictum non consectetur a erat nam at. Tortor dignissim convallis aenean et tortor at. Mollis aliquam ut porttitor leo a. Facilisi etiam dignissim diam quis enim lobortis scelerir queste fermentum dui. Porta lorem mollis aliquam ut porttitor. Ut tortor pretium viverra suspendisse potenti nullam ac tortor. Venetus enatis a condimentum vitae sapien pellentesque habitant morbi tristique senectus.



GRACE THOMAS

Wedding Client



[Delphine Rose Wordpress Template](#)

EXAMPLE

Features and interesting stats used as elements of social proof.

FEATURED IN:



WEDDING
& EVENTS

1.5k

5 STAR
REVIEWS

150+

PUBLICATION
FEATURES

150+

MOMENTS
CAPTURED

4M+

[Sample from prior Lin + Jirsa Website](#)

EXAMPLE

Showcasing total reviews as divider between website sections.

Testimonials

100% ★★★★★ REVIEWS

95 and counting

<https://www.motphotography.com/>

STEP FIVE

YOUR EXPERIENCE

A place where you show potential clients the experience you deliver. It can be steps, images, etc.



[Delphine Rose Wordpress Template](#)

EXAMPLE

Visual timeline walking through Tom's client experience. CTA = Contact.

HOW IT WORKS

ONE SCHEDULED MEETING

Introduction and I explain you how I work. It needs to feel good. You'll receive a personalised offer soon after, so you know what you can expect.

THREE WEDDING DAY!

I capture literally everything, with an expensive cinema camera, a drone, audio & light equipment. Just like I did so many times before, but a little different every time.

En ja, aangezien ik ook fotograaf ben, zal ik altijd rekening houden met het werk van je fotograaf.

FIVE ENJOY!

I'd enjoy going over the wedding afterward and reliving those beautiful moments through the video. There is also the possibility to purchase the raw material.

TWO PRE-WEDDING CONTACT

2-4 Weeks prior to the wedding day, we go through all the details. This way I'm up-to-date about changes. Well begun is half done!

FOUR POST-WEDDING

In roughly 3 weeks, you can enjoy the film, or photographs in 2 weeks. I can't wait for the reactions! For the film: I select every shot by hand and have carefully made your day unique and timeless. One feedback round is included!

De film teaser volgt snel.

PLAN MEETING

<https://momenttom.com/en/>

STEP SIX

ABOUT ME (HUMANIZE!)

Your place to introduce yourself and humanize your brand. Be authentic, share nuggets, avoid third person. CTA = About Me.

HEY, I'M DELPHINE,
AND I CAN'T WAIT TO
CAPTURE YOUR STORY

Eu volutpat odio facilisis mauris sit amet massa vitae tortor idest. Venenatis a condimentum vitae sapien pellentesque habitant, ac estes turpis egestas integer eget aliquet nib shese.

LET'S CHAT



[Delphine Rose Wordpress Template](#)

EXAMPLE

Give a glimpse, and entice them to click to learn more about you.
CTA = About Me.



HI I'M ASKE MARTINUS

Meet the photographer

For more than 15 years, I've had the best job in the world. I get to help people tell their stories – and see their faces light up as I do it.

But beyond just being someone who captures your pictures, I'm someone who values connection, honesty, and making people feel seen and comfortable.

[GET TO KNOW ME](#)

<https://www.askemartinus.com/>

EXAMPLE

Visual example of a glimpse, and a strong reason to click to learn more!
CTA = About Me.

HI, I'M TOM

THINGS I LOVE



scotch



bikes



sci-fi



MY WORST FEARS



sea creatures



spiders



wooden applesauce

spoons

GET TO KNOW ME MORE

<https://www.motphotography.com/>

STEP SEVEN

RESOURCES + CASE STUDIES

Links to other areas of your site that can provide value/resources to potential clients, or provide case studies/examples.



[Delphine Rose Wordpress Template](#)

EXAMPLE

Simple section divider that links directly to a resource section.

tools, tips, and tricks for a perfect photo session

RESOURCES

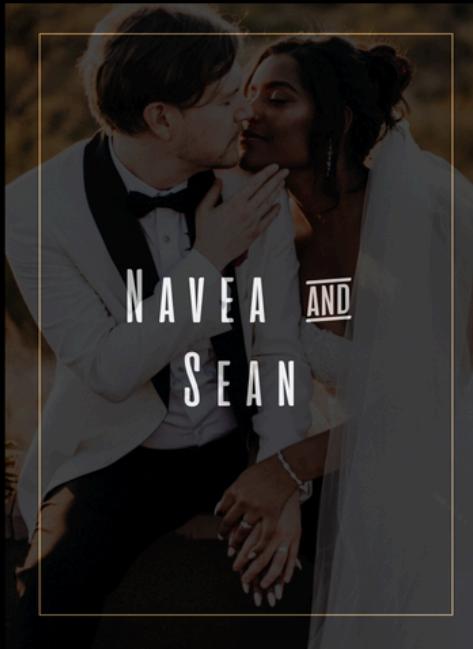
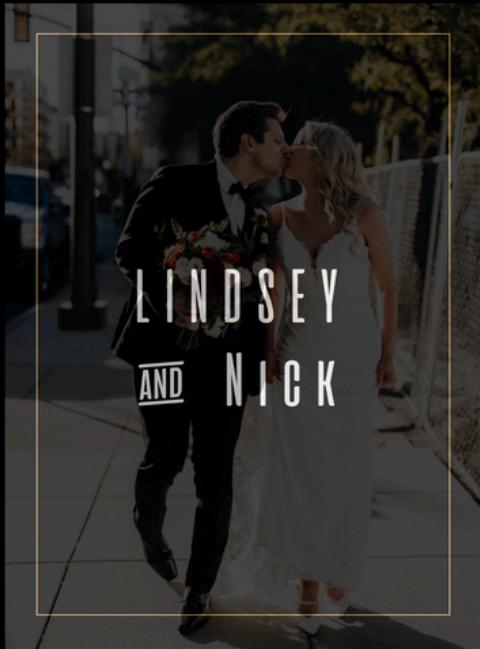
LEARN MORE

<https://www.motphotography.com/>

EXAMPLE

Using a “resource” like section to instead feature specific case studies.

REAL LOVE STORIES



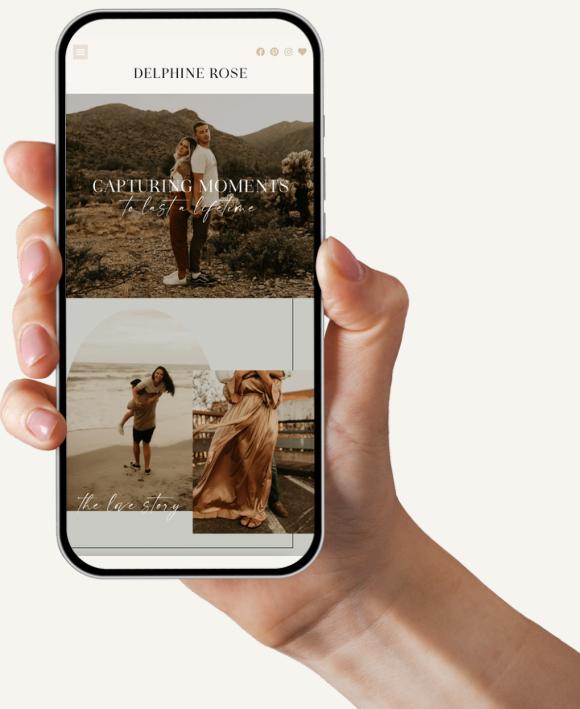
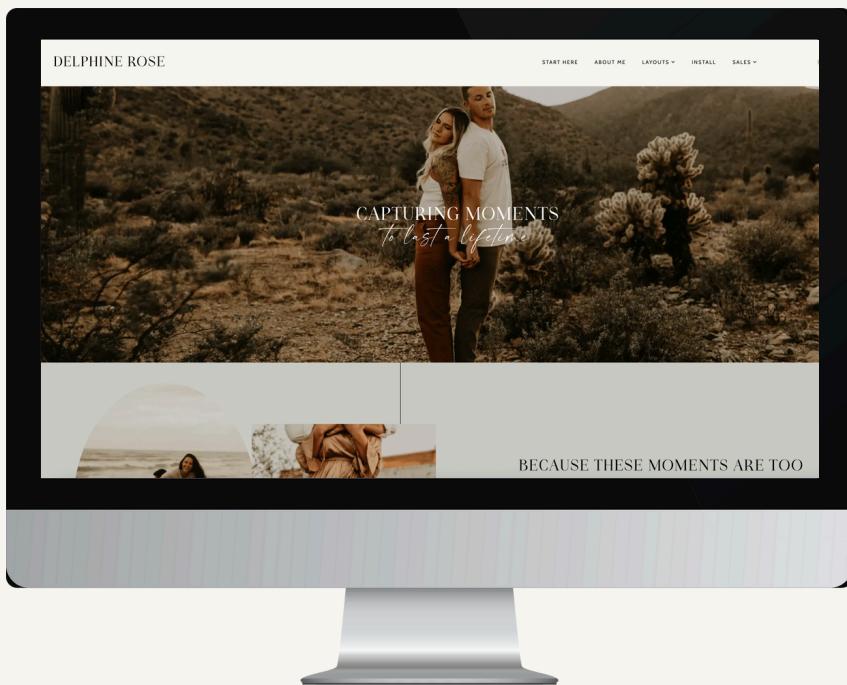
SEE MORE WORK →

<https://timothyeyrichphotography.com/>

STEP EIGHT

RESPONSIVE DESIGN CHECK

Once you've assembled your home page, test it on your mobile device to make sure it provides a solid experience.



[Delphine Rose Wordpress Template](#)

DESIGN/THEME CHECKLIST

Before purchasing, make sure your design/theme has these elements.

	YES	NO
1. Has a clear and simple menu system	<input type="checkbox"/>	<input type="checkbox"/>
Simple. Intuitive. Easy to modify. Follows common UX principles.		
2. Features a header/hero image that resonates	<input type="checkbox"/>	<input type="checkbox"/>
Above-the-fold image. Ideal if it includes your Clarified Message and CTA, not too vertically tall (my preference)		
3. Includes a core message just below the header	<input type="checkbox"/>	<input type="checkbox"/>
Below the hero (ideally above the fold). Simple SEO-ready message that can expand your Clarified Message or be about you.		
4. Has elements of social proof peppered throughout	<input type="checkbox"/>	<input type="checkbox"/>
Throughout the home page, pepper accolades or testimonials that offer proof and social support.		
5. Speaks about your experience	<input type="checkbox"/>	<input type="checkbox"/>
A place where you show potential clients the experience you deliver. It can be steps, images, etc.		
6. Is humanized with you and your story	<input type="checkbox"/>	<input type="checkbox"/>
Your place to introduce yourself and humanize your brand. Be authentic, share nuggets, avoid third person. CTA = About Me.		
7. Includes relevant resources and/or case studies	<input type="checkbox"/>	<input type="checkbox"/>
Links to other areas of your site that can provide value/resources to potential clients, or provide case studies/examples.		
8. Responsive design check	<input type="checkbox"/>	<input type="checkbox"/>
Once you've assembled your home page, test it on your mobile device to make sure it provides a solid experience.		



IF IT'S NOT BROKE...

**Once your website design is good and
on brand, leave it and focus on
efforts to move the needle.**

COLORS, TYPEFACE, & LOGOS

STEP
5



LET'S TALK BRAND COLORS

Keep them simple! Especially when you're imagery is bold, you want a website design that's minimal.

- Subtle background colors (ideal)
- Bolder accent colors (if desired)

COLOR PSYCHOLOGY

Pink

FEMININE, CALM

Peach

WARM, CARING

Red

BOLD, PASSIONATE

Purple

LUXURIOUS, SOPHISTICATED

Yellow

OPTIMISTIC, CHEERFUL

Orange

FRIENDLY, CONFIDENT

Mustard

EARTHY, COMFORTING

Blue

TRUSTWORTHY, STABLE

Turquoise

FRESH, VIBRANT

Green

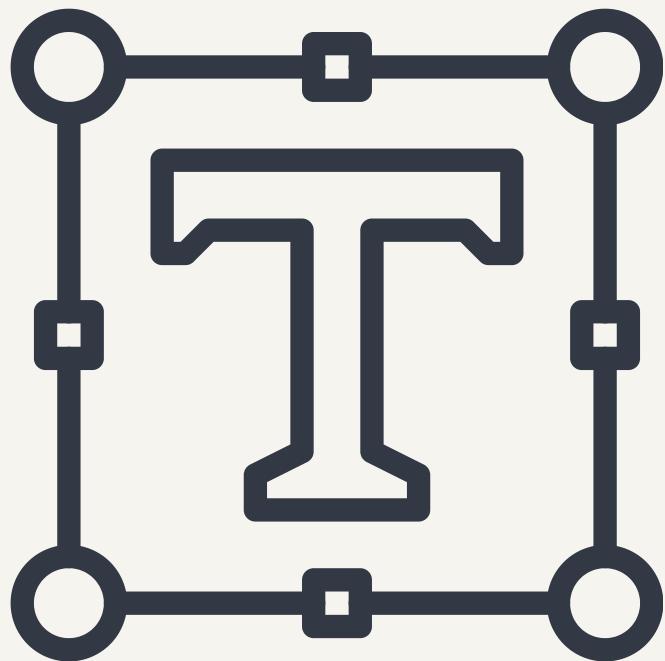
SERENE, BALANCED

Gray

GROWTH, HEALTH

Black

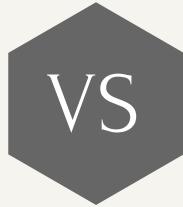
POWERFUL, ELEGANT



BRAND TYPOGRAPHY

Don't heavily modify fonts. I'd also recommend you adopt the typography that comes with your website template/theme

17



38

Vaughn Smith

PORTRAIT PHOTOGRAPHY

SERIF FONTS

Can convey or be described as:

- Traditional
- Trustworthy
- Respectful/Formal

THE COLLECTIV

SANS SERIF FONTS

Can convey or be described as:

- Modern
- Sophisticated
- Straightforward / Minimal

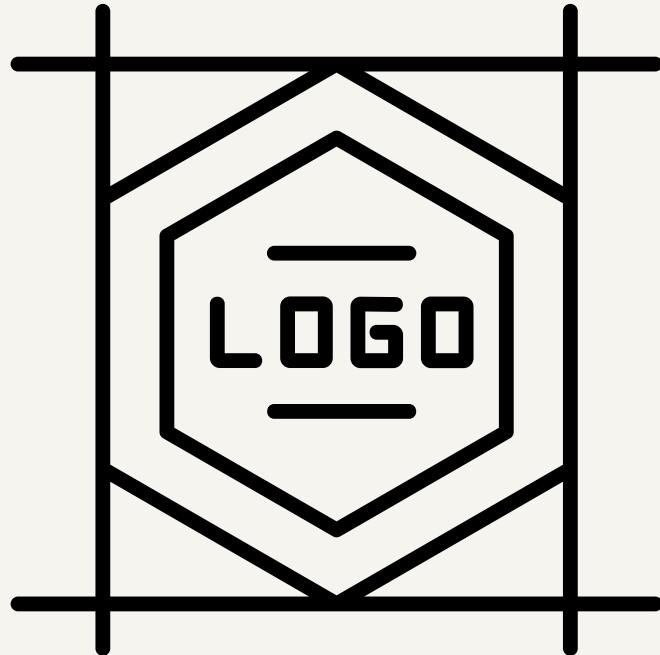


WEDDING PHOTOGRAPHY

SCRIPT FONTS

Can convey or be described as:

- Elegant
- Fancy
- Creative



LOGO DESIGN

Jump on Canva or Creative Market and search “logo kit/template” and DIY it.

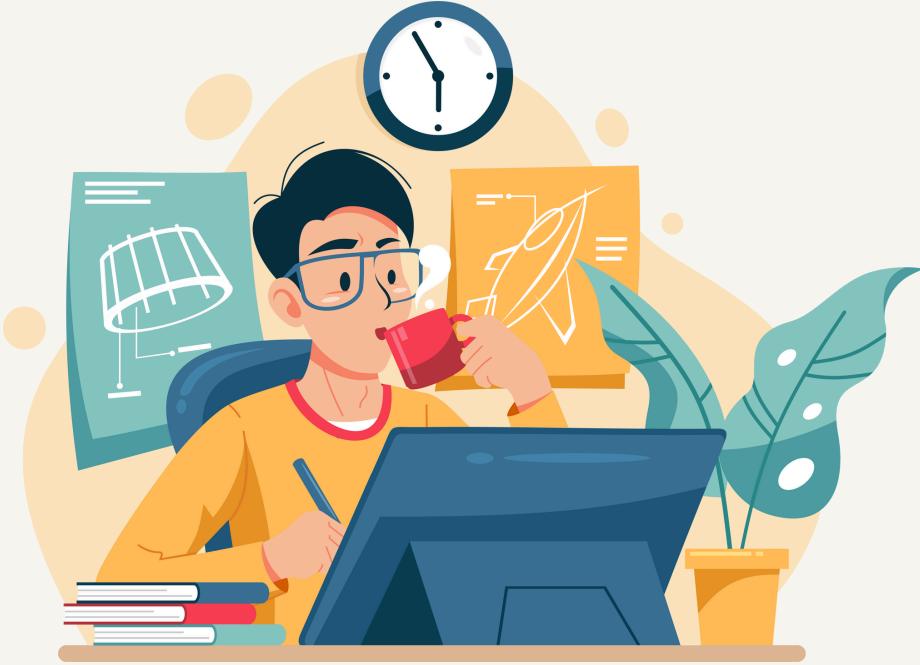
Or go to [99designs.com](https://www.99designs.com) and do a Bronze/Silver logo contest.



GOOD LOGOS...

Don't overthink it. There are many “right” logo answers. But here are some simple rules to follow:

- Simple and clear
- Looks refined (luxurious)
- Easy to read/recognize
- Fits your website/brand
- Works well small/large



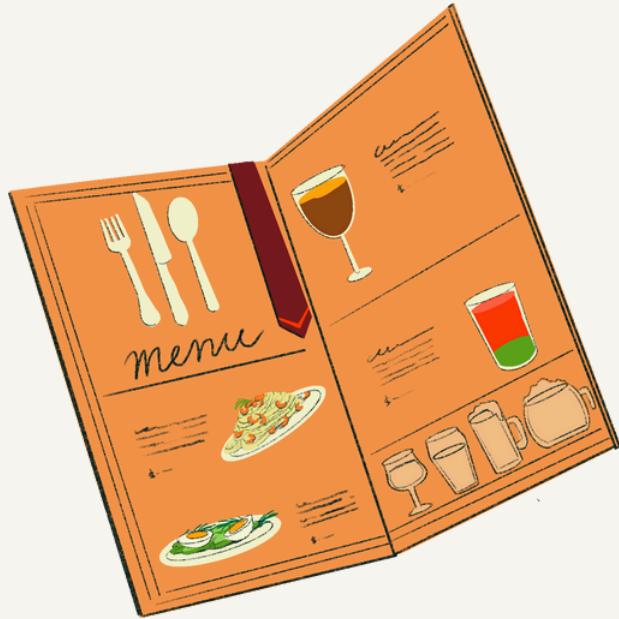
DESIGN RESOURCES

Some of my favorite places for website & design resources:

- [Canva \(design and general assets\)](#)
- [Creative Market \(logos, templates, themes\)](#)
- [99 Designs \(affordable custom design work\)](#)

MENU MUST-HAVE'S & OPTIONS

STEP
5



MUST-HAVE'S

Keep your Menu simple, and stick to the following must haves:

Portfolio

 Pricing

Contact

About

Blog



ADDITIONAL OPTIONS

Optional menu items depending on your desired experience:

- Resources (Articles + valuable content)
- Services (Full listing without pricing)
- Venues (Relationship/SEO for W&E)
- Vendors (Relationship/SEO for W&E)
- Testimonials (Page of client reviews)

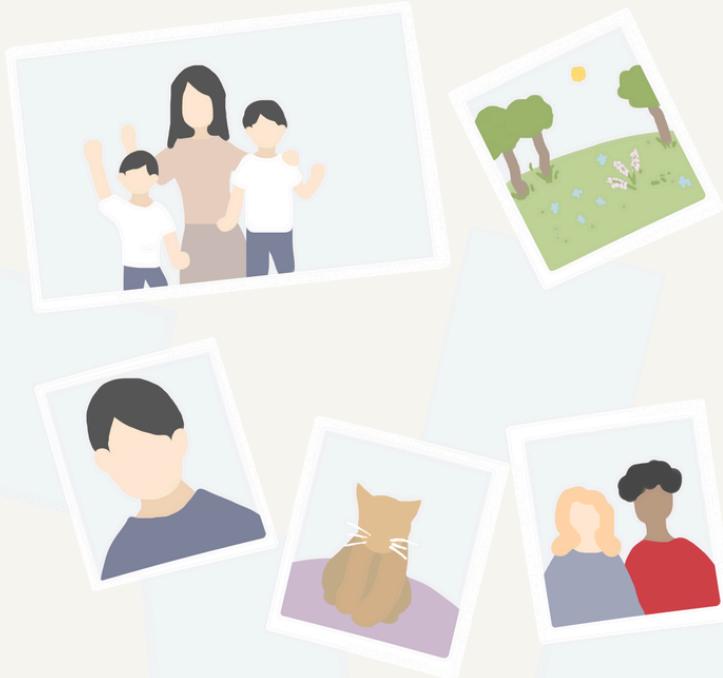
PERFECT PORTFOLIO DESIGN

STEP
5



BEFORE CHOOSING A WEBSITE DESIGN

**Put together your portfolio! Because
your images need to look fitting within
the design/template you choose.**



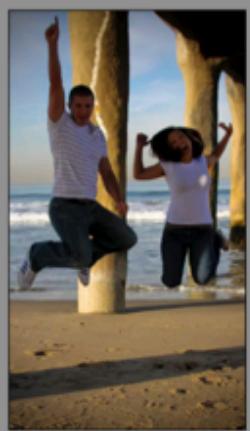
LESS IS MORE!
PERIOD!



SIMPLE ANSWER...

If you have to ask whether an image fits your brand and Clarified Message, it doesn't. Kick it out!

ter:



2



3



4



10



11



12



18



19



20



26



27



28



34



35



36





6



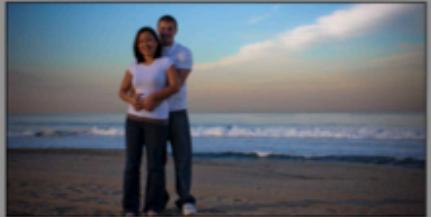
8



14



15



16



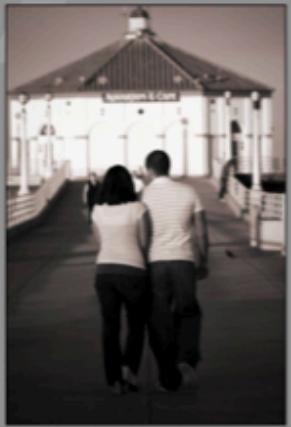
21



23



24



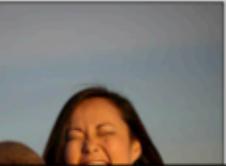
30



31



32



38



39



40

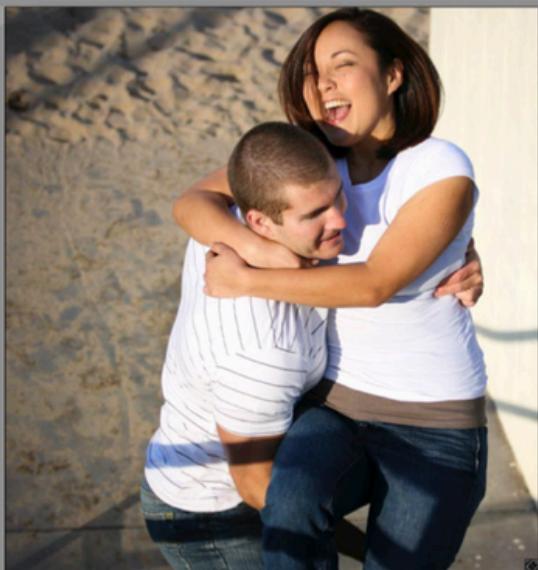






LET'S TRY AGAIN...

What if this was all you saw? Has your impression changed?



2

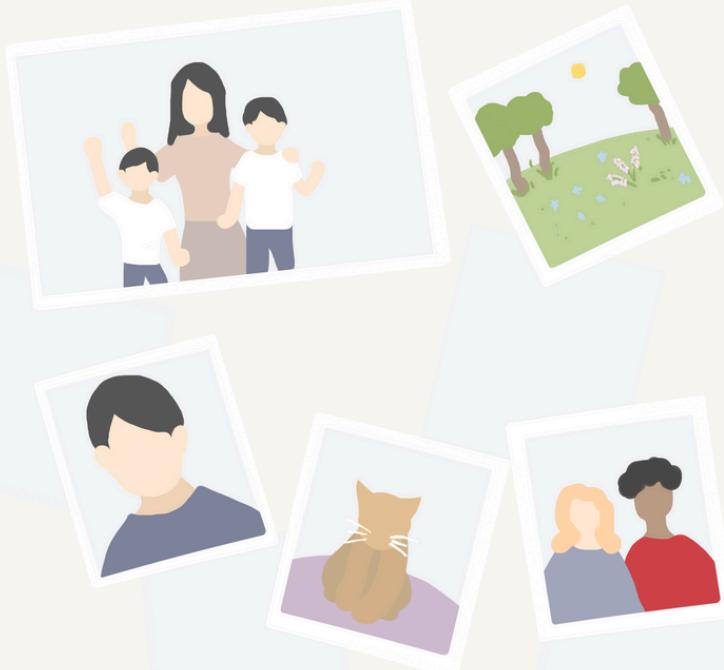


3

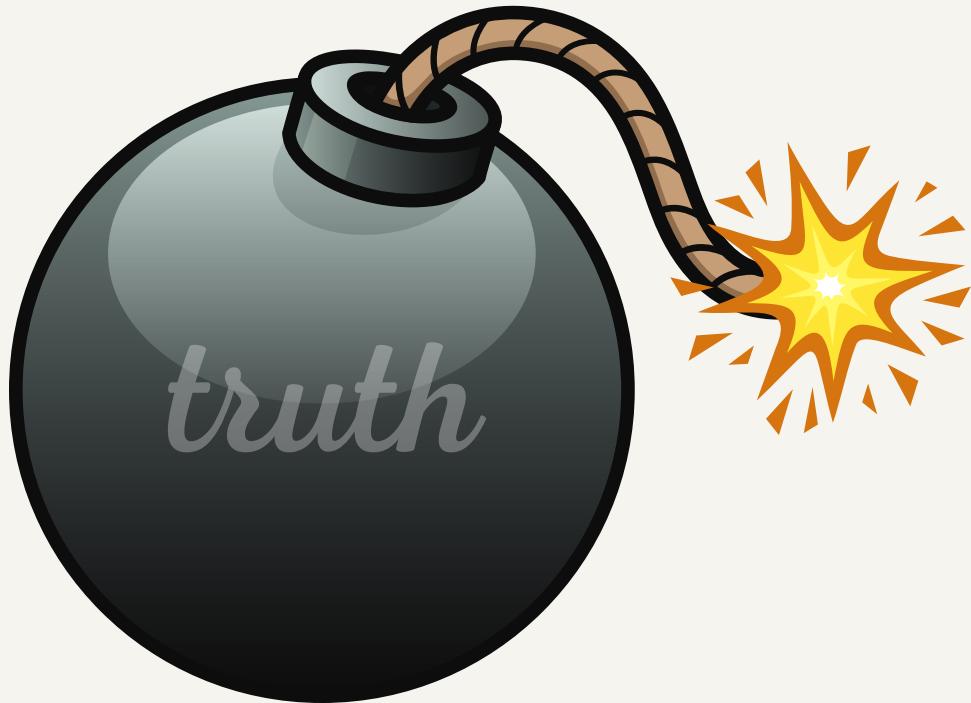


4





LESS IS MORE!
PERIOD!



IF IT'S NOT HELPING...

Most photographers have images in their portfolio that are quite literally pushing their ideal clients away.

HIGH- CONVERTING PORTFOLIO DESIGNER

STEP 5

PORTFOLIO DESIGNER CHECKLIST

**Potential clients will view 10-20 images tops,
When selecting images for your portfolio:**

SELECT IMAGES THAT

- Match your Clarified Message!
- Resonate with your dream client avatar
- Elicit an emotional response from the viewer
- Are as good (or better) than the last image
- Represent work you can confidently create/recreate

CULL (REMOVE) ALL IMAGES THAT

- Don't represent your current quality
- Are questionable on any level (i.e. you have to ask someone)
- Don't elicit an emotional response



PAUSE HERE

Do NOT continue until you've completed this assignment:



SELECT YOUR PORTFOLIO & WEBSITE IMAGES

BONUS TIP: This is a great time to jump into the Mentorship Group and post your selected portfolio images (for feedback) or see if anyone would like to trade a "portfolio review."

HOW TO CHOOSE YOUR WEBSITE/ TEMPLATE

STEP
5



DON'T REINVENT!

No need for custom designs, start with
a theme/template from:



[Creative Market](#)



[Theme Forest \(Envato Market\)](#)



REMINDER...

The perfect platform doesn't exist.
You'll be annoyed regardless of your
direction. Just make sure it features:



- Designs/themes that fit your brand
- SEO-ready code base
- Responsive design (mobile)
- Content management system (blog)
- Easy menu/nav system
- Easy way to add pages/resources

WEBSITE MOCK-UP COACH

STEP 5

STEP ONE

TIME FOR MOCK-UPS!

Pick your top 3-5 designs/themes. Take a screenshot. Throw it into Canva. Use your images to mock it up (as done below).

The screenshot shows a website template with a dark background. At the top, there's a navigation bar with a link to 'Shop the latest hot products in the shop'. Below the navigation, the word 'UNVEILED' is prominently displayed. A horizontal menu bar includes links for 'HOME', 'ABOUT', 'SERVICES', 'PORTFOLIO', 'BLOG', 'SHOP', and 'CONNECT'. The main visual is a dramatic, high-contrast black and white photograph of two hands, one reaching towards the other. Below the photo, a tagline reads: 'Boudoir photography that empowers you to embrace your journey and unveil your sexy'. A rectangular button with the text 'Let's Chat!' is positioned at the bottom of the main image area. The bottom portion of the screenshot shows a circular profile picture of a woman with long hair, identified as 'Hey, I'm Stephanie'. To the right of the profile picture is a block of text under the heading 'BORN TO STAND OUT', which appears to be placeholder or promotional text.

STEP TWO

TIME TO CHOOSE!

With your images in place. Pick your favorite theme/template that works with your images and matches your brand vision.

-  **Basic functionality is KEY (Must Have's)**
-  **The perfect design/theme doesn't exist**
-  **When choosing between 2+ good choices, this is not a make/break decision**



PAUSE HERE

**Do NOT continue until you've
completed this assignment:**



**MY TOP TEMPLATES/THEMES >
B&SW: 01 - MY BUSINESS**

Select your ideal template/theme.
Feel free to post, ask questions, or request
feedback in the Mentorship Group

FINAL GRUNT TEST

**STEP
5**



THE GRUNT TEST

Anyone (even a caveman) should be able to quickly understand what you offer and how it will make their life better.

Donald Miller "*Building a StoryBrand*"

PERFORMING THE GRUNT TEST

STEP 5

STEP ONE

CLARITY ON OFFERINGS

Within FIVE seconds, viewers are crystal clear regarding what type (niche) of photography services I offer!

STEP TWO

VISUAL IMPACT

The first image shown is visually impactful and emotionally meaningful to my target audience (avatar)

STEP THREE

STRONG CTAS (CALL-TO-ACTION)

**I have a clear CTA(s) on each page scroll
(and within my menu) that helps my
audience discover their next steps**

STEP FOUR

STRONG ELEMENTS OF SOCIAL PROOF

**I prominently feature testimonials,
reviews, and awards to help potential
clients develop trust in my brand**

STEP FIVE

FAST LOADING SPEED (SEO)

**Images on my website are optimized and
overall my website loads quickly
(0-2 seconds, no more than 3)**

STEP SIX

RESPONSIVE DESIGN (MOBILE)

My website features a responsive design system that is both desktop and mobile friendly (I've tested it!)

STEP SEVEN

EASY NAVIGATION

**My menu is clear and concise making it
easy for visitors to navigate my website**

STEP EIGHT

CONTACT INFORMATION

Contact information is easy to find for viewers to reach out to me directly (email and phone number is ideal)

STEP NINE

PORTFOLIO DESIGN

Each image featured in my portfolio is not only strong, they all emotionally resonate with my target audience

STEP TEN

VALUE PROPOSITION

**Every component of my website adds up to
convey value and a unique experience to
my target audience.**



GRUNT TEST CHECKLIST



- Clarity on offerings
- Visual impact (for audience)
- Strong CTA(s) throughout
- Strong elements of social proof
- Fast loading speed
- Responsive design
- Easy to navigate
- Contact information
- Portfolio design
- Value proposition

EXAMPLE: WHAT'S ON A GOOD PRICING PAGE?





YES, YOU NEED IT!

This will be the most clicked page on your website. It's critical to have, and it's an amazing place to show value.



THE MINIMUM...

At a minimum, your pricing page will use our previous pricing statement, and a direct CTA to book/contact.



Starting price (MVP)



Typical spend (Middle)

“Our packages start at...”

“My clients typically spend...”

CTA (“Let’s Chat” or “Get a Quote”)



THE IDEAL

**It's ideal to create pricing page that will speak a bit on the experience and build a bit of value before showing the pricing.
(Be sure it's not redundant)**

ALUMNI PRICING PAGE EXAMPLES

STEP 5



DON'T COPY

Learn. Be inspired. Make it yours.

EXAMPLE

Direct. Simple. Shows ranges. Clarifies audience. Speaks of experience.

NOW BOOKING FOR JUNE & JULY, 2025 - [INQUIRE HERE](#)

Viviana Cardenas
PHOTOGRAPHY

Ready to ELEVATE your
PERSONAL BRAND *to the*
NEXT LEVEL?

But first, the elephant in the room...

YES, BOOK NOW!



Personal Branding Sessions

STARTING AT

\$2500

CLIENTS TYPICALLY INVEST BETWEEN \$2500 TO \$6500

<https://vivianacardenasphotography.com/pricing/>

EXAMPLE

Shows ranges. Builds value. Answers questions. Shows extra options.

MOMENTTOM



De investering

WHAT DOES A WEDDING FILM COST?

As your videographer, you can book me starting at €1990, with most clients spending around €2390 on average.

As your photographer, you can book me starting at €1800, with most clients spending around €2240 on average. Click on 'Photography' in the menu for more info.

Curious if I'm available on your wedding day? Let's find out together the ideal package, get a custom quote right away and request the brochure for more information.

[REQUEST HERE](#)



<https://momenttom.com/en/pricing/>

EXAMPLE

**Simple. Shows multiple collections.
Provides ranges. Answers questions.**

The screenshot shows a website for ASKE MARTINUS PHOTO & VIDEO. At the top, there is a red header with the word "EXAMPLE". Below the header is a large, semi-transparent image of a couple standing in a field of blossoming trees. Overlaid on this image is the word "PRICING" in large, white, serif capital letters. In the top right corner of the main content area, there is a menu icon consisting of three horizontal lines. Below the image, the company name "ASKE MARTINUS" is displayed in a serif font, with "PHOTO & VIDEO" underneath it. The main heading "My photography collections" is centered above a paragraph of text. The text reads: "Every wedding has its own unique needs, and I want to create a custom collection that has everything that you would want, and nothing else!"

CUSTOM COLLECTION TO FIT YOUR WEDDING

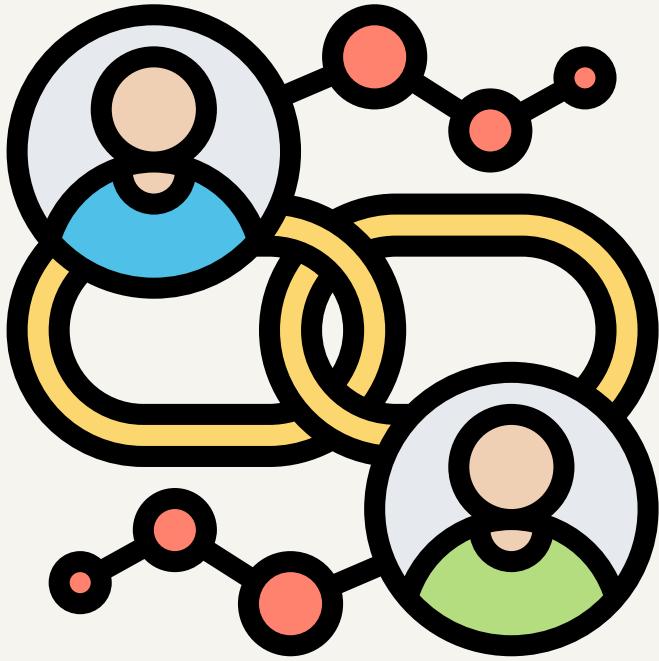
My photography collections

Every wedding has its own unique needs, and I want to create a custom collection that has everything that you would want, and nothing else!

<https://www.askemartinus.com/pricing/>

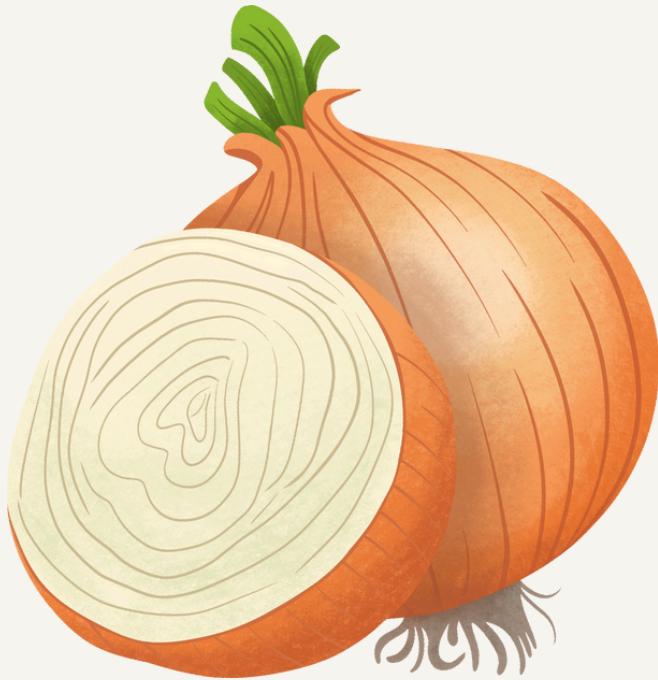
EXAMPLE: WHAT'S ON A GOOD ABOUT PAGE?





HUMANIZING YOUR BRAND

Your About Page should allow someone to connect with your personality and values; and it makes them want more!



THINK ONION!

Introduce yourself in layers. Start with the light stuff. Hobbies, family, passions, etc. Progress a little deeper. End with why you do what you do.

ALUMNI ABOUT PAGE EXAMPLES

STEP 5

EXAMPLE

Relatable. Couple. Great story. Great visuals/icons. Easy to scan. Gimme more!

The screenshot shows the homepage of Jessie & Dallin's website. At the top, there is a navigation bar with links to 'ABOUT US', 'PORTFOLIO', 'FOR BRIDES & GROOMS', 'PRICING', 'BLOG', 'WEDDING VENUES', and 'CONTACT'. The main header features the couple's name 'JESSIE & DALLIN' above the tagline 'LOVING + MEMORABLE + ELEGANT'. Below the header is a large, warm-toned photograph of a smiling couple in a field. To the right of the photo is a white callout box containing the couple's names, their profession ('HUSBAND & WIFE WEDDING PHOTOGRAPHERS'), a brief bio ('Disney fanatics, Utah Jazz and Utah Mammoth supporters, history nerds, and parents to the two cutest kids!'), and a 'LEARN ABOUT US!' button.

13 YEARS AGO...

we were young, engaged college students planning our wedding. The portion of our wedding planning that we were most excited about were the photos. One of our biggest concerns was making sure we wouldn't look or feel awkward in our photos.

We didn't want to worry about where we should place our hands, so that we were able to focus our attention on each other and how we were feeling at that point in our lives.

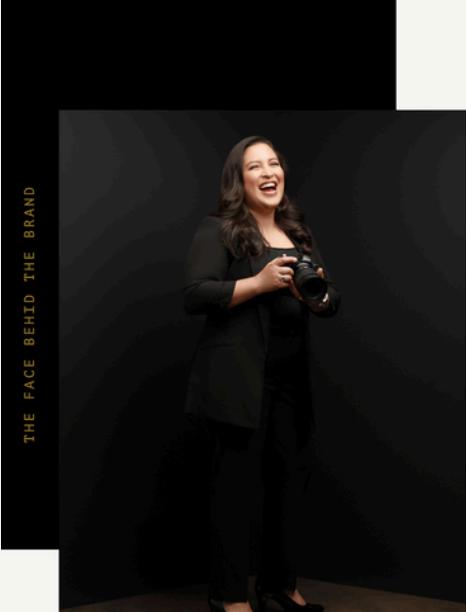
When we meet with couples in our home, the first concern we hear from them is based around the fear of feeling awkward, and the desire to have real moments captured on their wedding day. They don't want photos that look posed and old fashioned. They want photos that looked like "them".

We get that. We've been there, and we've got your back.

<https://jessieanddallin.com/meet-jessie-and-dallin>

EXAMPLE

Friendly. Personable. Speaks of “we may be a good match if...”



THE FACE BEHIND THE BRAND

Viviana Cardenas
PHOTOGRAPHY

Well, hello there,
VIVIANA here.

YOU'VE SPENT YEARS BUILDING YOUR BUSINESS, PERHAPS LEADING TEAMS, AND MAKING AN IMPACT, BUT WHEN IT COMES TO GETTING YOUR PHOTO TAKEN? LET'S JUST SAY IT'S PROBABLY NOT AT THE TOP OF YOUR "FAVORITE TO DO" LIST.

FEELING SELF-CONSCIOUS, UNSURE HOW YOU'LL LOOK, OR FRUSTRATED BY NOT KNOWING WHAT TO DO WITH YOUR HANDS?

MAYBE YOU'VE HAD UNFLATTERING PHOTOS IN THE PAST THAT DIDN'T FEEL LIKE YOU.

YOU'RE NOT ALONE, AND THAT'S EXACTLY WHY I'M HERE.

LET'S WORK TOGETHER

More about VIVIANA

What started as family photography, quickly turned

<https://vivianacardenasphotography.com/about/>

EXAMPLE

Simple. Clean. Highly visual. Easy to scan. Quirky/funny.

CONTACT PORTFOLIO + PRICING MOT PHOTOGRAPHY ABOUT + RESOURCES + BLOG



HELLO, I'M TOM
THE PHOTOGRAPHER FOR
THOSE WHO LOVE A GREAT
VIEW AND VIBE



There's one, simple motto I've always lived by:

DO WHAT YOU LOVE.
LOVE WHAT YOU DO.

MY STYLE



Every session is its own thing. I don't shoot with a one-size-fits-all approach—I pay attention to who my clients are and let that guide how I photograph. If they're full of energy, I lean into it. If it's more quiet or emotional, the images will show that. I'm there to document, not direct the moment. The end goal? To give my clients a set of images that feel like them—real, honest, and lasting.

<https://www.motphotography.com/about/>

EXAMPLE

Compelling title. Great images and headlines. Visual. Makes me want to get to know Aske further.

ASKE MARTINUS
PHOTO & VIDEO

Hey, I'm Aske Martinus

THE MAN BEHIND THE CAMERA

GET IN TOUCH

From army medic to Photography

I spent three years in the Danish army as a medic. It taught me discipline, professionalism, and the value of being prepared. But when I returned to civilian life, I felt a bit lost. Like I was missing a purpose. That's when I picked up a camera. Suddenly, I had something to study, pack for, and execute with care. What started as a hobby to fill a void quickly grew into my passion and, eventually, my career.

<https://www.askemartinus.com/about/>

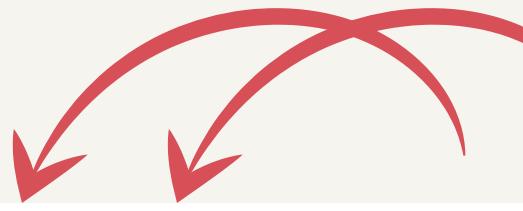
EXAMPLE: WHAT'S ON A GOOD RESOURCE PAGE?





RESOURCES = SEO-DRIVEN GUIDES

For simplicity, I like the Blog to be my client journal, and the Resource page to house my permanent SEO-driven guides.



BLOG SERVICES RESOURCES WEDDING VENUES PHOTO SPOTS ABOUT CONTACT US

CLIENT RESOURCES

FAQS

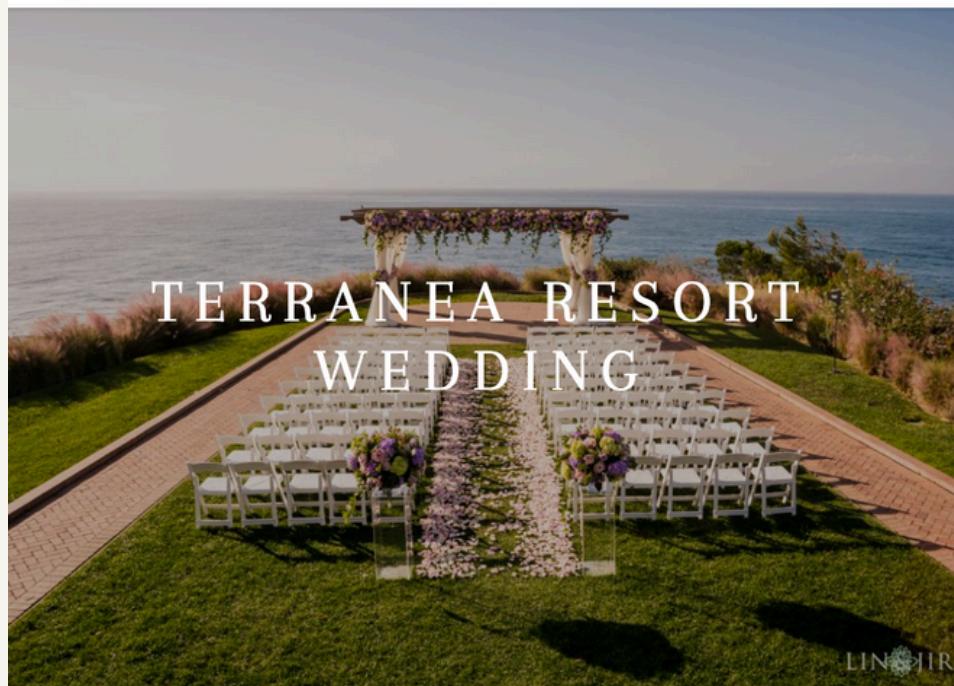
FAVORITE VENDORS

WEDDING TIMELINE



USEFUL FOR SEO AND AI SEARCH

Valuable content that we can not only build into our experience, but also use for SEO and AI search optimization.



TERRANEA RESORT WEDDING

(310) 265-2883

Just outside of LA, the long winding roads will take you to the Palos Verdes Peninsula. There you'll find, sitting atop a high bluff overlooking the Pacific Ocean, the luxurious Terranea Resort. Terranea's lush gardens and beautiful grounds is worlds away from the hustle and bustle of the city. With gorgeous archways and intricately tiled floors, the resort pulls from the area's Mediterranean heritage and infuses accents from the ocean in its lush decor. Below is a summary of our favorite aspects of this incredible wedding venue. If you're considering a Terranea Resort wedding, read on.

ABOUT TERRANEA RESORT

Terranea has accommodations for weddings large and small, indoors or outdoors. As you say "I Do" on any of the ceremony sites, your guests are treated to a spectacular view of the crisp blue ocean and the

About Lin and Jirsa LIN & JIRSA

Jirsa



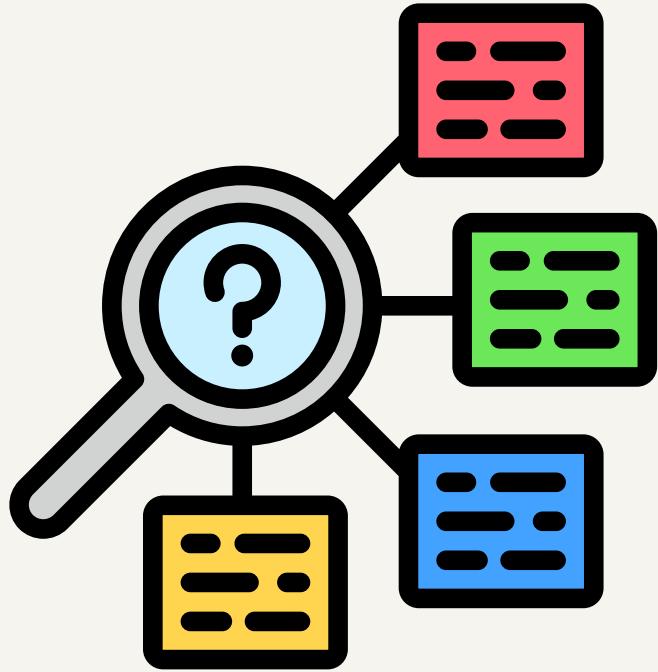
Crisp. Clean. Different.

Since 2008, LJP has been documenting the best moments of life. Fueled by our passion for professionalism, and creativity on your special wedding day.

REQUEST QUOTE

THEY'RE USUALLY FOUND VIA SEARCH!

People entering these pages won't know who you are or what you do, top and bottom of article should include a CTA.



IDEALLY OFFERS CATEGORIZATION

**But even if you don't have categories,
keep it simple and easy to follow/search
for relevant information.**

ALUMNI ABOUT PAGE EXAMPLES

STEP 5

EXAMPLE

Client resources. Venue guides. Favorite vendors. CTAs on individual pages.

LIN & JIRSA

BLOG SERVICES RESOURCES WEDDING VENUES PHOTO SPOTS ABOUT CONTACT US

CLIENT RESOURCES

USE OUR CLIENT RESOURCES SECTION TO FIND HELPFUL CONTENT REGARDING OUR SERVICES.



SILHOUETTE WEDDING AND ENGAGEMENT PHOTOGRAPHY INSPIRATION

Silhouettes allow us to capture the beauty and magic of a scene while maintaining a sense of mood and mystery. When used correctly and in [...]



CREATIVE WHITE BALANCE IN WEDDING PHOTOGRAPHY

Creative white balance is an intentional color shift in an image for creative purposes. White balance is simply a camera setting, measured in a numerical [...]



SPARKLER EXITS | EXAMPLES AND INSPIRATION

Sparkler exits are a grand, exciting way for wedding guests to send a newly wedded couple off on their journey together. With adrenaline lingering from [...]

<https://www.linandjirsa.com/category/client-resources/>

WISH: More simple. Categorization.

EXAMPLE

Creates value. Describes experience.
Lists resources. Good CTAs.

ABOUT US PORTFOLIO FOR BRIDES & GROOMS JESSIE & DALLIN PRICING BLOG WEDDING VENUES CONTACT



WEDDING RESOURCES AND ADVICE

Tips and advice for your Utah wedding day in Salt Lake City, Park City, or the surrounding areas.

Wedding planning takes work, and it can be overwhelming. We totally get that. To help, we've created some guides with tips and advice to help guide you through your experience. Whether you are looking for reliable and talented vendors, or advice for your timeline, we've got you covered!

LDS TEMPLE WEDDING DAY WALK-THROUGH

What does it look like when you exit the temple after your sealing?

YOU'RE ENGAGED... NOW WHAT?

The first five things you should do after you're officially engaged so that you don't miss out.

THE TOP REASONS WHY YOU SHOULD DO A FIRST LOOK

What a first look is, how it helps your timeline, and if it is the right decision for you!

PUT TOGETHER STUNNING ENGAGEMENT OUTFITS

What to wear to your engagement session, and what colors and patterns you should avoid.

FIND THE WEDDING VENDORS RIGHT FOR YOU

5 tips to know if you are hiring the right person to help make your vision a reality.

BEST WEDDING GRAND EXIT IDEAS

Have you thought about how you want to leave your reception? Sparklers, lightsabers, and what else?

SHOULD YOU HIRE A HAIR AND MAKEUP ARTIST?

You might be looking for a hair and makeup artist for your wedding, but what about engagements?

WHAT TO CONSIDER WHEN CHOOSING A FLORIST

What is the process like to find a florist? Other than bouquets, what kind of florals can you use?

YOUR WEDDING BUDGET AND WHAT TO CONSIDER

Weddings are expensive. Here are some tips to help you put your money where it counts most.

RAIN OR SNOW ON YOUR WEDDING DAY

Weather is uncontrollable. Here's how you can make the best of it!

A SEAMLESS WEDDING DAY TIMELINE

Create a timeline that minimizes stress and gets you more on your wedding day.

DO YOU NEED TWO PHOTOGRAPHERS?

Why would you want to invest in a wedding photography team?

READY TO GET STARTED?

<https://jessieanddallin.com/brides-and-grooms>

WISH: Easier categorization/order.