

Kelby Media Group's RC Concepcion gives you the simple solutions that take your photos from shutter to site!

# GET YOUR PHOTOGRAPHY ON THE WEB

THE FASTEST, EASIEST WAY TO SHOW & SELL YOUR WORK



Rafael "RC" Concepcion

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on the Web Book Team**

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To my wife Jennifer:

I can remember very clearly the  
first day we met. That's the day I realized  
I'd met my true love. You've been the rock  
that I lean on, and the shoulder that I cry on.  
You're my alpha and omega, and the reason  
I have to be a better me. I love you.

# FOREWORD

**It was about five years ago**, and I was down in Miami. On the day before each Photoshop World Conference & Expo, we teach half-day pre-conference workshops, and this year I was teaching a workshop (along with fellow instructors Dave Cross and Matt Kloskowski) called “So You Think You Can Teach Photoshop?” (a take-off on the TV series, *So You Think You Can Dance*).

The class was filled with Photoshop teachers—from in-house trainers, to college professors, to experts wanting to make their living teaching this amazing program. The first part of the class was dedicated to making them better teachers by sharing what we had learned training tens of thousands of students over the years, but in the second part, each of them would be invited to teach a technique to the entire class, and then we would critique their instruction. At the end of the class, the students would vote on the best presentation, and that person would get the opportunity to teach a 30-minute class in the Photoshop World Expo theater the following day (no pressure there, eh?).

The students unanimously made their choice heard for “best in the class” (honestly, it was pretty obvious from the outset who would win. One of them was just that good—head and shoulders above the rest), and the following day, he taught his 30-minute session at the Expo theater (which had to be pretty nerve-wracking, transitioning from student to instructor at the world’s largest Photoshop event in just one day).

The next day, I was preparing for my upcoming class when I got a call on my cell phone from the moderator who was running the Expo theater. She said, “You need to get down here!” My heart started racing. I thought something must have gone horribly wrong. She continued, “This guy is amazing! You’ve gotta see this!” I went down to the Expo right away. Everybody was talking about him, and talking to him. He blew everybody away in just 30 minutes.

The next time I talked to him, I was trying to convince RC Concepcion to leave his current job, and move from New York down to Florida to work as a full-time instructor for us at the National Association of Photoshop Professionals (NAPP, for short). Yes, he was that good. And lucky for us, he accepted our offer.

Besides his presentation skills and ability to relate to and engage his students, another reason we wanted him on our team was that he wasn’t just another Photoshop guy. He was also an expert in Web design and development, and he would bring a whole new facet to our training.

So I knew RC was an expert instructor, a Photoshop shark, and a Web genius. But it wasn’t until one day in the photo studio, when I was short a studio light, and RC casually said, “I can bring in one of my studio strobes if you want,” that I realized RC was also a photographer. Not surprisingly, he’s not just a photographer—he’s a really accomplished photographer and a total “studio rat.” He and I spent the next few years in the studio every chance we could (I even had RC do most of the product photography for a few of my best-selling books on photography), and over the past few years RC’s fame as a photographer has continued to grow and grow through his own work.

A lot of photographers in our industry knew RC was a Web guru, but once they realized he was a photographer in his own right, they started coming to him to help get them on the Web. Before long, he was helping some of the biggest names in the photo industry build their Web presence. These are working photographers who couldn’t spend the time, or the thousands of dollars up front, or the recurring monthly hosting fees the big photo hosting sites were charging to build and maintain websites for pros. The word got out that RC was the go-to guy to get your photo business on the Web, and last year at Photo Plus Expo in New York, I was there as some of the legends of this industry were tracking him down saying, “I heard you’re the guy to talk to about getting me on the Web.”

He is that guy. After I saw a site that RC had created for a pro sports photographer, I asked him to create an online portfolio for me, and in a day or so, it was up and running. It looked amazing, and not only did I not have to spend thousands of dollars up front, I spend more on coffee in one day than I do on my monthly hosting tab.

Now, everybody who has seen my site wants to get RC to set up their site (it's a vicious cycle, but that's how desperate we, as photographers, are these days to have our custom presence, done our way, without spending an arm and a leg).

One day, after realizing that without RC I wouldn't have a decent Web presence, I called him into my office and asked him, "RC, what do regular photographers do? What do photographers do who don't have an RC to call for help?"

RC agreed that it's a big problem and getting bigger, because we as photographers just want to make images. We don't want to have to learn HTML, Web design software, how to maintain servers, and we don't want to pay a ton for someone else to do it.

That's when I told RC (actually, I begged him), "RC, all the pros know you as the guy leading photographers to the Web. You have got to write a book for everybody else, where you share all this stuff you've been doing for me, and all these other guys, but where we can do it all ourselves. Without becoming Web experts. Without learning all the HTML stuff. And without spending a ton of money."

RC immediately starting riffing about all the stuff he would cover in a book like that, and the insider tips he would share, and how it would start from scratch and take photographers through the entire process. He would be the one to show them exactly how it's done, and how for only about \$7 a month they could have a serious Web presence and really start using the Web to build their business.

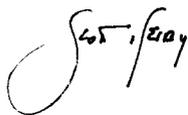
But he wanted to go beyond just setting up a website. He wanted to show how to leverage social media like Facebook and Twitter to bring people to the sites once they were up and running, and how to take advantage of the tools that are out there today, many of them for free, to give them that big site look for next to nothing.

He knew there had never been a book like it, and I knew he was the guy to write that book. Just like I knew that out of all the people in our industry I could have hired as our next "Photoshop Guy" at NAPP, RC was the one. Yes, he's that good.

I can't tell you how excited I am that you're about to learn from one of the most gifted, talented, and passionate photographers out there today about how to put your business on the Web. RC has a way of cutting through all the baloney, and just telling you exactly what you need to know to get your site up and running, today, and pretty soon everybody will be asking you who set up your site, and who's maintaining it. The cool thing is that you'll be able to say, "I did and I do!"

You're just a few pages, and lots of smiles and ah-ha moments, away from opening a new chapter in your career as a photographer. I'm glad you've found RC, and this book, and now it's time to put both of them to work for you. See you on the Web!

All my best,

A handwritten signature in black ink that reads "Scott Kelby". The signature is written in a cursive, flowing style with a large initial 'S'.

Scott Kelby  
President, National Association  
of Photoshop Professionals

# ACKNOWLEDGMENTS

**This book was written** on the shoulders of so many incredible people. While the list of people that I'd want to thank specifically would be a book in and of itself, I'm going to try to do the best that I can to keep it as short as possible.

I'd love to extend my deepest gratitude and thanks to my mother, Cristela Concepcion. Growing up in the Bronx with so very little, she's the perfect example of how, with love and respect, you can raise an incredible family. Not a day passes that I don't think of all of the gifts you've given me. I love you.

*Agradezco profundamente a mi madre, Cristela Concepción, que humildemente sirve como un ejemplo de cómo con amor y respeto se puede criar a una familia increíble. No pasa un día que no recuerdo todo lo que hiciste por mí. Por eso, te quiero con todo mi corazón.*

To my father, Rafael Concepcion, who has since passed on. I'm sure he's watching down, smiling at what he was able to create, and I'm grateful to him for raising me with a sense of right and wrong, and giving me the intelligence to choose.

To my brothers, Victor, Everardo, Jesus, and "baby bro" Tito, for being there when I've needed them. A special thanks goes out to my brother Carlos and his wife Vicky. One conversation with Carlos changed the course of what I've done, and I'm grateful for that. Last, but not least, to my brother Dave: you've been a sounding board and confidant for so long, it was hard to imagine a time when I wasn't with you.

To my uncle Rene, who is always a trusted advisor in my life. To my sister Daisy Concepcion and Norman Wechsler, who always believed I would be able to achieve great things. To Jim and Danielle Bontempi, the best in-laws one could ever ask for. To Merredith Bontempi and Tim Ruymen for being so supportive. Erin and Bill Irvine round out a great family that I'm thankful for.

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To Albert J. Fudger: you are my best friend. I've talked to you on a daily basis for over 16 years and there's not been a time when I have not been laughing through it. Thank you for letting me write this book on your kitchen table. An even bigger thanks for being the friend that you are to me and my family. Boop!

This book would not have been possible without the guidance and tutelage of Scott Kelby. I met Scott several years ago, and still keep a picture of that meeting to this day. While I'm grateful for his experience and skill at being the best in the business, I'm an even bigger admirer of his grace, candor, goodwill, trust, and unbending dedication to his friends and his family. He's an awesome mentor, and he and his wife Kalebra are models for what true friends and dedicated Christians should be. For that, I am forever grateful.

I'm privileged to have Moose Peterson as a mentor and friend. Through countless meetings, you've served as a photographic compass for me. You and Sharon will always be near and dear to our family for that.

I've been inspired by Joe McNally's work for longer than I've been using Photoshop. To be able to count him and his wife, Annie, as trusted friends and mentors has been one of the best gifts a person could ask for.

To Bert Monroy: you embody what it means to be brilliant at Photoshop. Thank you for being a great friend and inspiration to me.

Then there's my family at Kelby Media Group. To my editors, Cindy Snyder and Kim Doty: thank you for chiseling and polishing this book to perfection. To Jessica Maldonado: you're the best book designer in the business! To Kathy Siler, for always making me smile! To Felix Nelson, our Creative Director: thank you for steering this ship on top of the five thousand other things you're busy amazing people with. To Justin Finley and Tommy Maloney: you guys are aces in the design and programming biz. Thanks for all of your help. To Brad Moore: thanks for being such a great sounding board and lunch partner. To our IT director, Paul Wilder: thanks for keeping me up and running, and letting me run my experiments on the computer. To Dave Moser: thank you for being our fearless leader, and such a wonderful friend.

A special shout out to my fellow Photoshop Guys, Dave Cross, Corey Barker, and Matt Kloskowski. Matt, I can't thank you enough for being such a great advisor on so many things. It's a privilege and an honor to call you my friend.

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To my wife, Jennifer Concepcion, to whom this book is dedicated: thank you for believing in me, sometimes more than I could in myself. You gave me a book several years ago and said, "You know, I think you can be on that stage, if you really want it." Fast-forward to today, and we're living this dream. It all happens because of you.

To my little girl, Sabine Annabel: out of all of the things that I've accomplished, being your daddy is the one that I was made for. I love you more than I could ever say.

Last, but certainly not least, thank you, my dear reader. By the sheer grace and goodwill from the Almighty, He has blessed me with a life where I get to share the things that I truly love with each and every one of you. It's a gift I accept with great humility, and enormous pride, and I am very grateful.

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# ABOUT THE AUTHOR



**Rafael "RC" Concepcion** is an education and curriculum developer for the National Association of Photoshop Professionals, and one of the Photoshop Guys. An award-winning photographer and Adobe Certified Instructor in Photoshop, Illustrator, and Lightroom, RC has over 14 years in the tech industry, designing sites and training thousands in technologies from Adobe and Microsoft. RC spends his days developing content for all applications in the Adobe Creative Suite at Kelby Media Group. His ability to speak passionately about technology and the Web has engaged audiences in the U.S., Europe, and Latin America. Most recently, RC has combined his photographic and Web experience to teach with famed wildlife photographer Moose Peterson at the "You Can Do It, Too" workshops in Mammoth, California, the Digital Landscape Workshop Series, and at the Voices That Matter Web Conference in San Francisco. RC also writes columns for *Photoshop User* magazine. He lives in Tampa, Florida, with his wife, Jennifer, and daughter, Sabine Annabel.




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# INTRODUCTION

**You're probably standing in the aisle of a bookstore** wondering whether this is the book that you need to get to make your website, or if the one you just put down is the one you really need. You're anxious about the decision, and want some clear sign to point you in the right direction.

Here's my suggestion: take this book and the other book and go over to the coffee bar in the bookstore (hopefully there is one—I love testing books out there), order your favorite beverage, and read a few pages. You'll be able to figure out whether this book will solve your problem by just skimming through the chapters and reading this Introduction.

This book is meant to solve a very specific problem: I'm assuming you're a photographer who has a bunch of images that you want to share online, but you've never really done so. You've probably dabbled with Facebook or Flickr, but you've shuddered at the thought of actually jumping in and setting up a website from scratch. You'd like to be able to do this as easily and as cost effectively as possible. On top of all of that, you'd love it if you could find a way to sell some of those images online to pay for your investment.

This book is set up in a recipe format, and you'll really benefit from going through it from start to finish. Whenever someone asks me to design a website for them, these are the same steps that I follow. I start with a domain name, order some space, and go from there. In a perfect world, you'll have this book by your side as you're going through the process, but it's not really necessary.

If you're a little more Web savvy, you can jump around the chapters in this book. Each one has sections that highlight a part of the process, so you can quickly find a technique or a tip. This will also help you have a quick reference for later on.

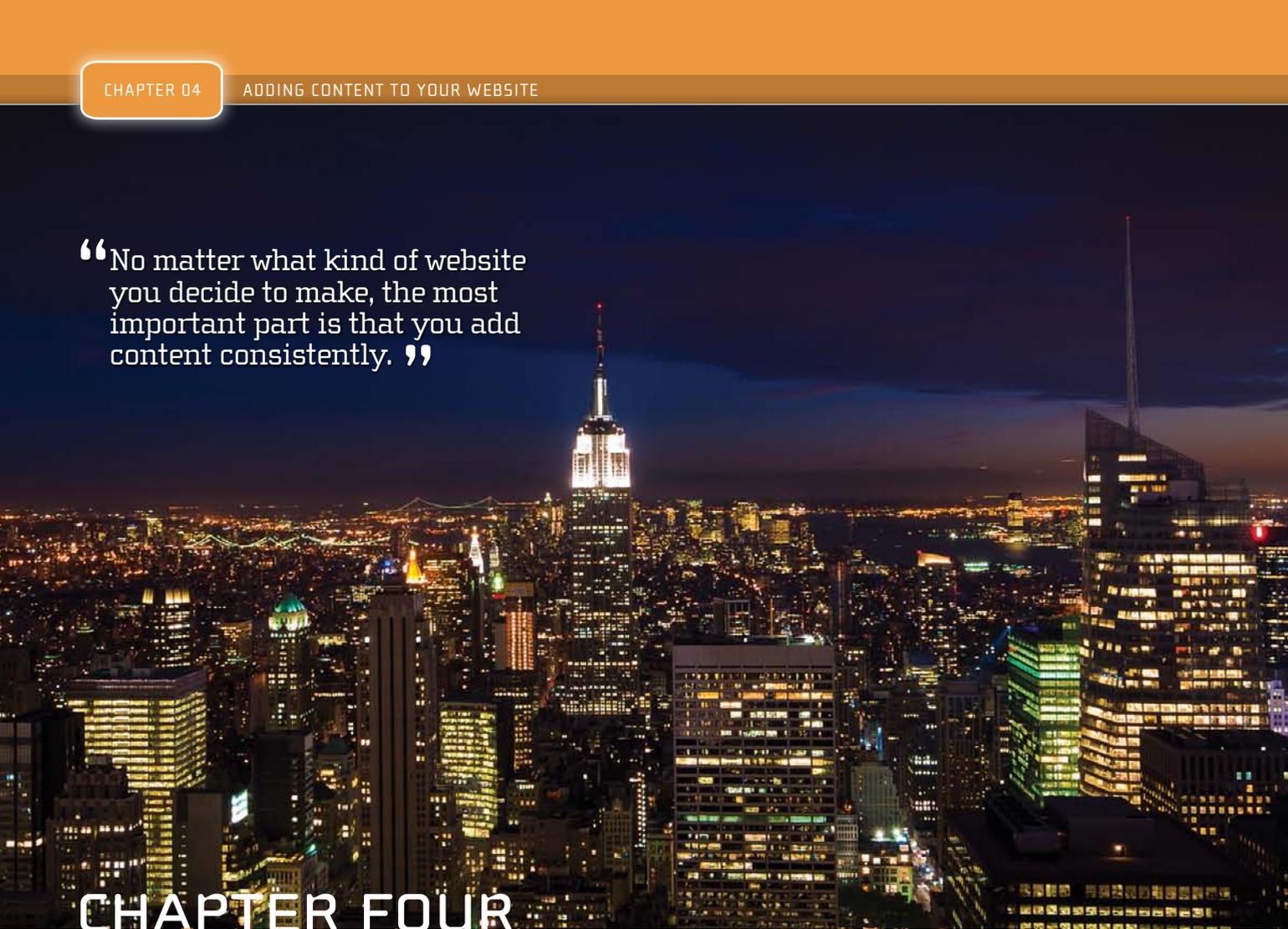
Since this book details how to get you up to speed as fast (and cheaply) as possible, I'm very specific about the companies I use in the book. Now, I can't stop someone from thinking, "Hey, what about company X? They do this cheaper/faster/better/more efficiently." But, how annoying would it be if you bought this book to get some answers and I just sat here and said, "Well...it depends...lots of people have lots of things that you can use to help solve lots of problems"? So, instead, I can tell you that I've looked at a lot of companies out there and based on my experience, this is what I think you should do. I should also say that, aside from some thank you emails here and there, these companies are not sending my child to college. I've picked them because I believe they help. You should expect no less.

Now, while you're in the process of making your site, you might want to visit with some of the people who make the pieces of the puzzle you're building. I've included sections in the book called "Along the Way," where I interviewed some of these people to help give you some inspiration or offer insight on your Web journey. Think of it as a "Who Are the People in Your Neighborhood" segment, but for techie folks. (Sorry, I can't help it. I'm a *Sesame Street* fan!) At the end of the book, I included some examples of people out there who have used this very same approach that you'll learn here in the book to design their websites to show you how easy this all can actually be.

I've recorded a couple of videos and compiled some files that you can download to get you up and running. You can access all of them at the book's companion website at [www.kelbytraining.com/books/rcweb](http://www.kelbytraining.com/books/rcweb). Shooter Themes has provided us with some free themes to use with your website, and FWDesign was more than gracious in letting us use their Flash portfolio design in Chapter 9. The one thing that I will ask is this: they were so cool to do this for us, I think you should consider them for any needs you may have. And remember that websites are constantly changing, so don't be alarmed if what you see when you go to one of the websites shown in the book doesn't look the same as the screen capture of it. The information should still be available, but you may have to look a little to find it.

So, that's about it. I hope that you find in this book just what you're looking for to help you get your photography on the Web. Let's get started!

“No matter what kind of website you decide to make, the most important part is that you add content consistently.”



## CHAPTER FOUR

# adding content to your website

### The Content You Put on Your Website Will Make or Break It

It's probably no surprise to you now that the hardest part about setting up a website is not all of the technical stuff that comes along with it. I've seen websites that look incredible (reflecting hours upon hours of programming for some Web designer) and that make me stop and check them out immediately. I can't name any of them for you, however, because as soon as I was over the design (and believe me, that can happen pretty quickly),

I got tired of looking at the content on the site. But on the other hand, I can think of many sites that don't have the best design, but the content just makes me come back over and over.

This does not mean that you should design a bad site. It just means that it's what you put into it that makes it memorable. As a photographer, it's going to be your images (and descriptions) that are going to leave the lasting impression.

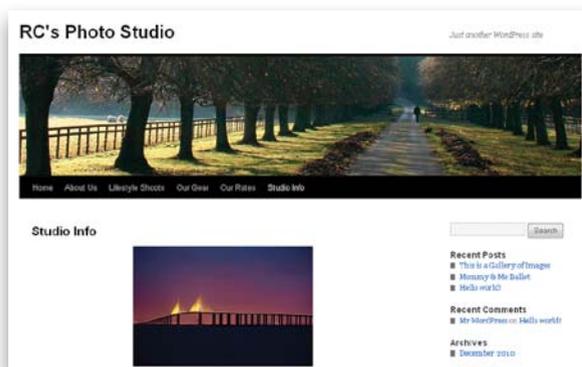
Setting up a WordPress site has helped us by giving us a structure to place content in, and it's probably a good idea for us to talk a little about what kinds of content we can place in there, and how we are going to make sense of it. WordPress divides content up as posts and pages—posts are the entries that individuals associate with blogging, while pages are the static pieces of content that websites normally have.

### Every Photographer Should Blog—Just Not About What They Had for Breakfast

I believe that nothing but good can come from you having a website that incorporates both static content and some form of blogging. If you're a photographer that is trying to make an extra couple of bucks with your craft, it becomes even more important. That does not mean that you should immediately create a blog telling everyone what you did all day and how it made you feel. While you may find that, in some cases, this will add a level of variety to your blog, I don't think it should be a functional component of your website. Pick a day and post a picture. Tell your viewers about it. The next day, post another picture. Tell them about that one. This uses the blog mechanic without it actually being a blog.

### WordPress Will Create a Static Website for You

One of the great things about WordPress is that it can be used as a basis for the traditional website. Don't think the blogging thing is for you? That's okay—simply create the pages that you want to have on your website and arrange them as you see fit. The structure is in place for you to do so and you don't have to do any of the code. The goal is to



free you from having to do coding, so you can do the thing that you are best at—taking pictures.

### Some of the Best Photography Websites Out There Use WordPress

It would surprise you to know just how many websites are designed on the WordPress platform. Let me give you a couple of examples:

- *Scott Kelby's Photoshop Insider*: [www.scottkelby.com](http://www.scottkelby.com)
- *Layers magazine*: [www.layersmagazine.com](http://www.layersmagazine.com)
- *Team Coco* (Conan O'Brien): [www.teamcoco.com](http://www.teamcoco.com)
- *Kate Rusby* (English folk singer): [www.katerusby.com](http://www.katerusby.com)
- *Jay-Z* (rap star and media mogul): [www.jay-z.com](http://www.jay-z.com)
- *XXL magazine* (music magazine): [www.xxlmag.com](http://www.xxlmag.com)

### Add Content Consistently

No matter what kind of website you decide to make, the most important part is that you add content consistently. This could be a page showcasing some of the images that you've made, or a page about specials that you may be running for your customers. The hardest person to get to your website is a repeat visitor. If a person does not have a reason to come back, they won't. Make sure you avoid that by giving them something to come back to. If you set yourself up with a schedule for when you will be posting content and stick with it, your visitors will come to expect when you will be posting content and return, increasing your viewership.

### Categorize and Organize Your Website

Nothing will frustrate a viewer more than being unable to find the content that they are looking for. Make sure that you place the content your viewers want to see in a place that's easy for them to get to. At most, the content should be no more than four clicks away. Any more than that, and they'll lose interest.

In this chapter, I'm going to give you a few reasons to consider blogging on your website, then I'm going to go into detail on how to use posts and pages to create content. We'll add images, galleries, categorize content, and change the organizational structure of the site. We'll also do all of this without tackling any code. Let's go fill that website!

## A PHOTO BLOG CAN SOLVE MANY PROBLEMS

With so many photography websites out there, making yourself stand out above the others can prove to be very challenging. This is why I feel that giving your readers a chance to come back and learn more about you is the key to solving credibility, trust, and search problems.



M T W T F S S  
 1 2 3 4 5  
 6 7 8 9 10 11 12  
 13 14 15 16 17 18 19  
 20 21 22 23 24 25 26  
 27 28 29 30 31  
 < > <span>Nov</span>

RECENTLY:  
 Central Park in the Fall  
 St. Luke the Evangelist - an HDR Pano  
 Spanish Photoshop Guy? Presental! @ Adobe Hispano!  
 Manual Versus Automated Camera Methods for HDR  
 Sabine on the iPad

TWITTER UPDATES  
 @ JoeMcHallyPhoto  
 So jealous of those trips about an hour ago  
 @ jaremycowart  
 @ pmichelson  
 HMM... Multifunction printers... about an hour ago

RANDOM:

You could not have asked for a better day than today. So, I was in the mood to shoot a landscape while I was in New York City. Some of the best memories I have are walking through Central Park - so naturally this would be an immediate choice for me. However, I wanted to be able to shoot Central Park from a view not that many people get to see. What I got, was an altogether memorable experience. Let me tell you about it!  
[Read More](#)

St. Luke the Evangelist - an HDR Pano  
 on OCTOBER 17, 2010 by ADMIN in PHOTO SHOOTS, PHOTOGRAPHY 2

A friend of mine asked me to come to his church, St. Luke the Evangelist in Palm Harbor, Florida to take pictures of a mass celebrating 25 years of the church, and an installation of a new Pastor. This would have a visit from Bishop Robert Lynch from the Diocese of St. Pete. I'm sure the church would have been cool with a series of pictures "documenting" the event.



### Problem #1: Portfolios Are So Yesterday

It's often said that the best photographer is the best picture editor. We've become so used to this, that the portfolio has started to lose its effectiveness. Deep down, when I am looking at a portfolio, I'm thinking to myself "Great, these 20 shots are beautiful, but they're 20 out of how many? Is this photographer consistent? Does this show enough variety? What's this photographer going to be like under the gun? Does this reflect 80% of their work, or am I just seeing 20 'happy accidents'?"

### Solution #1: Continuity and Consistency

If you have a blog, you can create a post one day that shows a specific photographic project you're working on. The next day? Another project. The third day? Post a random picture. Now, when someone visits your site, they'll see that you are shooting continuously—establishing your reputation for "being out there." As they get to see your work over time, they'll see the consistency of it. This will also draw attention to your skill, and make that person more likely to call you for a specific assignment.

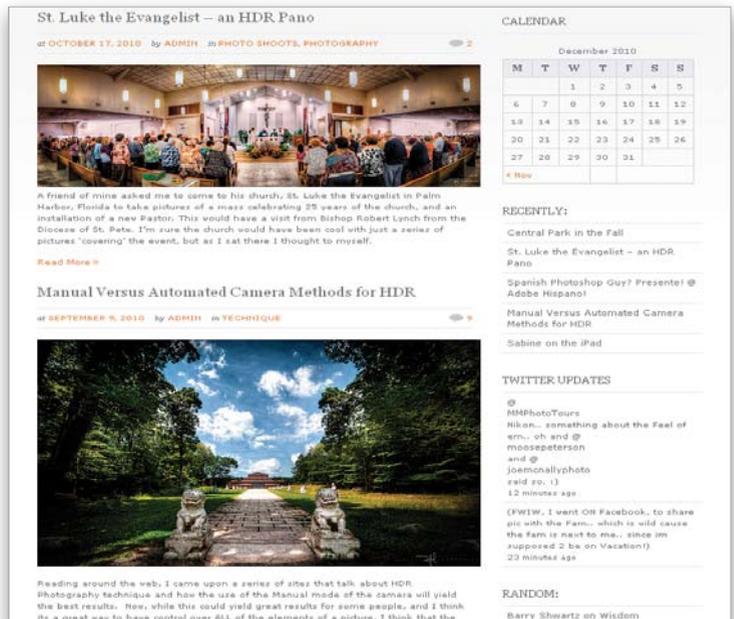
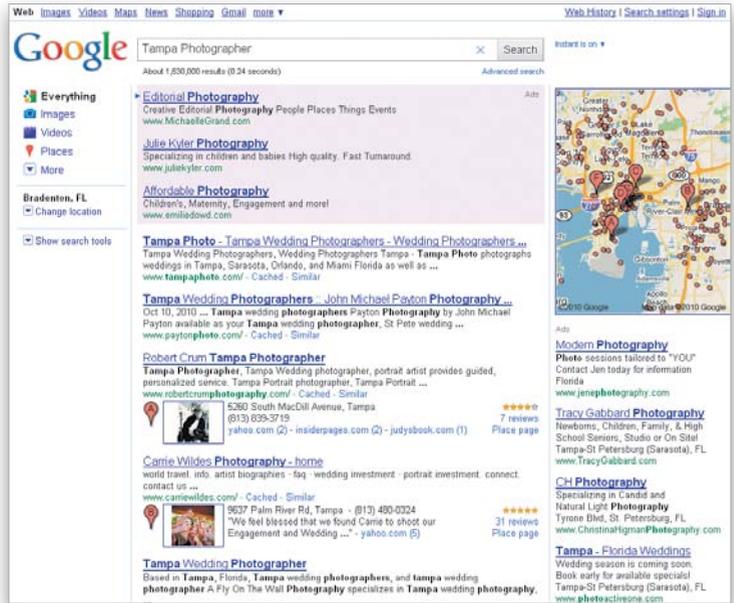
### Problem #2: You Must Get to the Top of the Search Engines

You've set up your website and now you want to attract customers. This will start the frantic race to Google to see where your website ranks. For example, typing "Tampa Photographer" in the search field will currently result in 1,630,000 entries to sort through. "But I want to be number 1! How do I do this?" you ask. This will start a long search for SEO (search engine optimization) kits, the weeding through websites to find the best combination of tags, titles, links, and so forth to uncork the magical combination of stuff that will make Google increase your rank and get you higher on the list.

### Solution #2: Tell People What You're Doing & Worry About SEO Later

Remember that you started all of this because you wanted to be a photographer, not an SEO engineer. Now, this book doesn't go into SEO strategies and techniques, because frankly, there are tons of other places where you can get the most up-to-date info on this. There's plenty of time to worry about that later. Right now, focus on getting your images online and adding the appropriate information to them.

Basically, search engines (like Google and Yahoo) follow certain rules to try to figure out which sites have more "information" about a search term—in our case, photography. The more information you have on photography, the more "relevant" you are to a consumer, and up in the directory list you'll go. So, if you're consistently writing stuff on your website about the photography you're doing in Tampa, with the photographers you're working with in Tampa, your website will be more relevant than others. The more you do this, the more you will go up in the list. The best way to get noticed is to keep that content coming, and keep it fresh—two things you get automatically with blogging.



< CONTINUED >

## The Engagement at La Jolla by the Sea

of JULY 16, 2010 by ADMIN in BLOG, FEATURED, PHOTOGRAPHY

So there I was walking around with Ed Sanchez (one of the co-founders of **HDR Software**) getting some fresh air out in the beautiful La Jolla, CA area. We were in the office checking out stuff but the day called us out to just go walk and take the sea air in.



We all grabbed cameras, just in case, but I think we were mostly into just being outside for the afternoon. As we were walking, I notice a girl running down this ramp to a young man waiting, taping her with his video camera the whole time. He's in this little Gazebo and, despite the wind, its adorned in red ribbons notecards and little tea lights. She gets to him and hugs him as if she hasn't seen him in a million years, and he turns the camera to himself.

I think to myself "This guy isn't done yet." As I'm doing that, I see Ed talking to another girl in spanish whos standing by the rails. She tells Ed that he is going to propose.



It makes me go back to several years ago in my head. I surprised my wife Jenn during our engagement (that's another story for another day), and someone had the foresight to make sure it was taped.

I'm a big storyteller...and I love talking about all of the cool moments that happen to us. I'm also grateful to have the Nikon D3S with me that also happens to do movies in addition to

### RECENTLY:

Central Park in the Fall

St. Luke the Evangelist - an HDR Pano

Spanish Photoshop Guy? Presente! @ Adobe Hispanol

Manual Versus Automated Camera Methods for HDR

Sabine on the iPad

### TWITTER UPDATES

@ JoeMcNallyPhoto  
So jealous of those trips!  
about an hour ago

@ jeremycowart  
@ pwrphotoon  
Mmm... Multifunction printers..  
about an hour ago

### RANDOM:

Sessions with Joey L: DVD Review

## Meet Dany & Issac! The La Jolla Epilogue

of JULY 28, 2010 by ADMIN in BLOG, FEATURED, PHOTOGRAPHY

Meet Dany and Issac - the couple from the La Jolla Engagement. I get to share their moment... & how the world takes care of itself in this post...

### They Collected Her

So after a few nervous days on my part, I finally received the email that I was hoping to get. Early one morning I got an exuberant email from Dany (the young girl in this picture) asking whether I had a video that I can send her so she could see. Throughout this entire time, Dany and her husband to be Issac had no clue that I had cut the video and posted it on youtube. The story is interesting to me on many levels. Read on to see why...



### The video

Dany, her friends, and her family were so overjoyed over the fact that the video even exists... and it makes me so incredibly grateful that I was there to capture that moment. But the story hits a personal note for me on a way different level.

### CALENDAR

July 2010						
M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	
= Jul =				Aug =		

### RECENTLY:

Central Park in the Fall

St. Luke the Evangelist - an HDR Pano

Spanish Photoshop Guy? Presente! @ Adobe Hispanol

Manual Versus Automated Camera Methods for HDR

Sabine on the iPad

### TWITTER UPDATES

@ MMPhotoTours  
Nikon...something about the Feel of em..  
oh and @  
moosepaterson  
and @  
joemcnallyphoto

## Problem #3: No One Knows Me as a Photographer

Another problem in attracting customers is when no one knows you as a photographer. How are you supposed to attract more business if no one knows you're in business to begin with?

## Solution #3: Blog Your Projects and Others Will Follow

Let's say you work on a photo shoot for someone. After the shoot is finished, you edit the pictures, and you give them to the client. Once that's done (and you've gotten the okay from them to do so), make a post talking about your experience and share some images. This solves your consistency and quality issue (first problem), but also lets your customer's photos be published online. Your customer will, more than likely, let other people know to check your website to see some pictures—bringing lots of fresh sets of eyes to your website and its content.



## WORKING WITH POSTS IN WORDPRESS

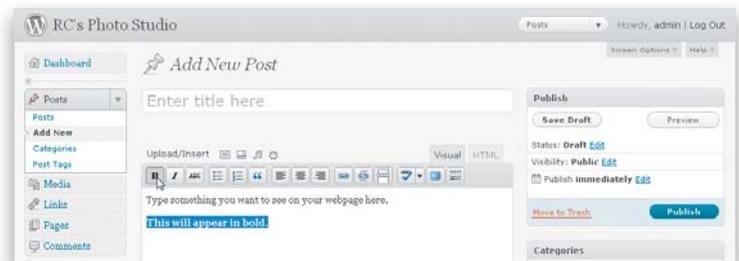
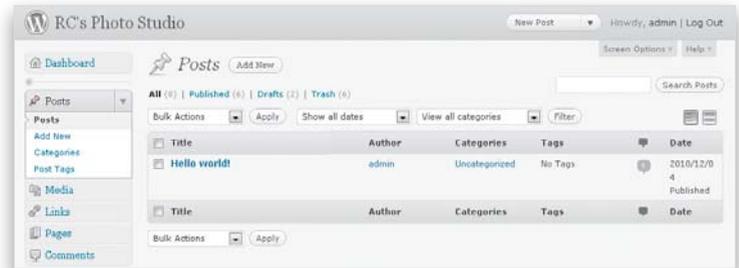
Posts are the most common form of entries on a website page. They can be organized by date, or categorized based on keywords that you choose. You can add things to your posts like single images, galleries of images, and even multimedia content. Whether you use posts or pages on your site, you should read this, because knowing how to do one automatically teaches you how to do the other.

### STEP ONE:

Log into your WordPress admin page to get to your WordPress Dashboard (like we talked about in Chapter 3, you can access your admin page by clicking the Log In link at the bottom right of your website or by just adding /wp-login to the end of your URL). Click on the Posts button on the left, and you'll see a running list of all the posts on the site, who created them, if they appear in a category, if they have tags associated with them (categories and tags are a great way to highlight specific content on the site, making it easier for people to search for things. We'll talk more about these later), and when they were created. I want to start creating content now, so I'm going to click on Add New from the Posts pop-up menu.

### STEP TWO:

The Add New Post page lets you enter a title for your post, and gives you a field underneath the title for you to enter in your content. You'll notice that there are formatting buttons across the top and two tabs at the top right of the content field—Visual and HTML. Using the Visual tab is similar to using a word processing or email program, and very straightforward. If you want something in bold, for example, highlight the text and click on the B button.

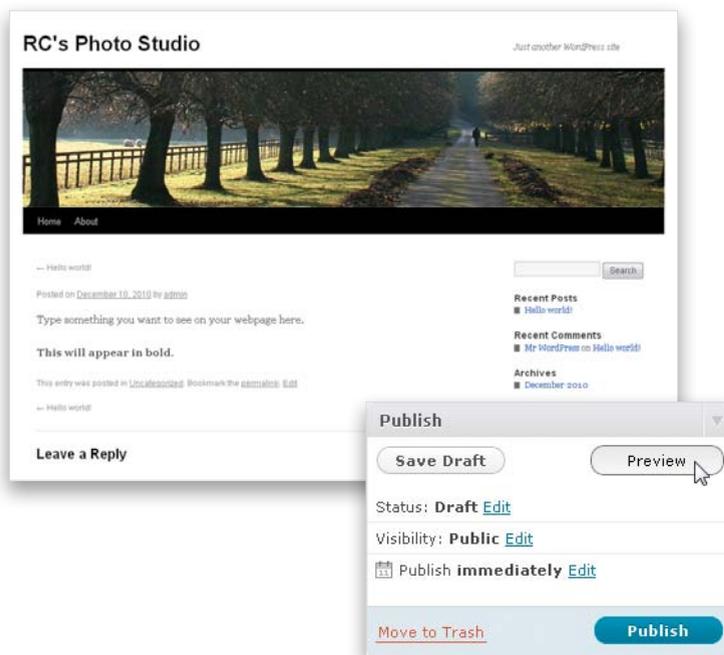


< CONTINUED >



### STEP THREE:

At any point in time, you can click on the HTML tab at the top right and see what the underlying HTML code looks like. People who are familiar with HTML will be comfortable here. You can also use the formatting buttons that appear across the top of the content field here to format your text.



### STEP FOUR:

Clicking on the Preview button in the Publish section at the top right will open a browser tab or window and show you what your content will look like. You can check to see how the content of the page is looking and go back and forth between the Dashboard and your preview to make and see additional changes.

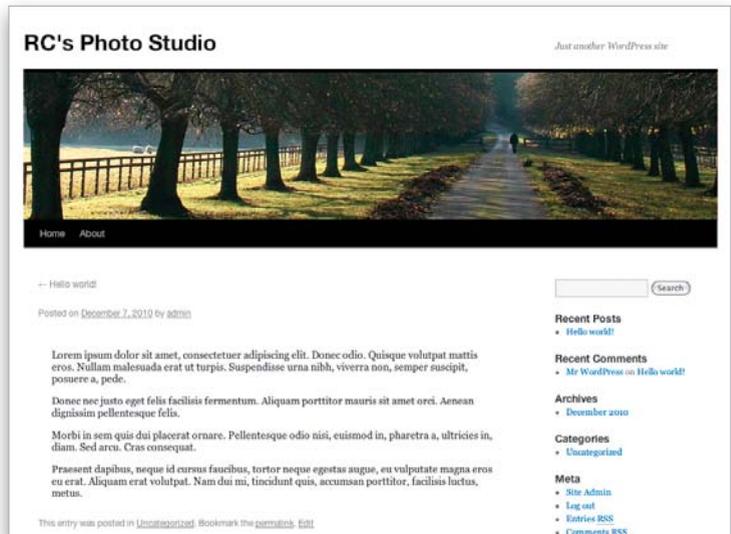
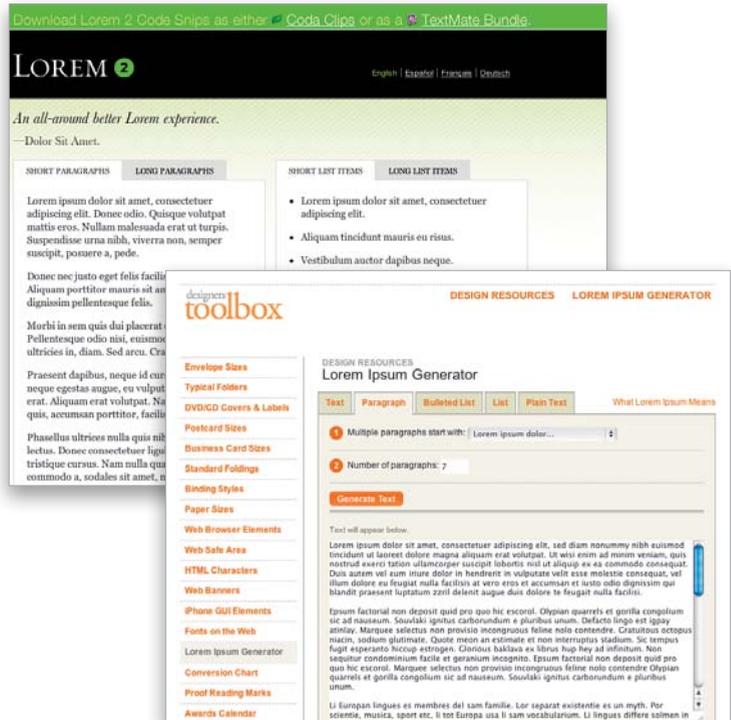
### TIP: STUCK FOR CONTENT? USE LOREM TEXT AS A PLACEHOLDER

When making an entry in a blog, sometimes you just want to see how the overall post will look from a design point of view—you have no idea what kind of content you want to put in there, but you want to see how it will look. Most designers use random text generators (called Greek text or lorem text) as placeholder text while designing. Try extremely hard to resist the urge to flatten your hands on your keyboard and slap it, resulting in text that looks like this:

irjeipoipojeioepjoipwopipidopopkwdqokpw  
dqokpuowuihqweuqweijqoqweioipjwqepowe  
rpoiweriopwepoiweporiwepriwe

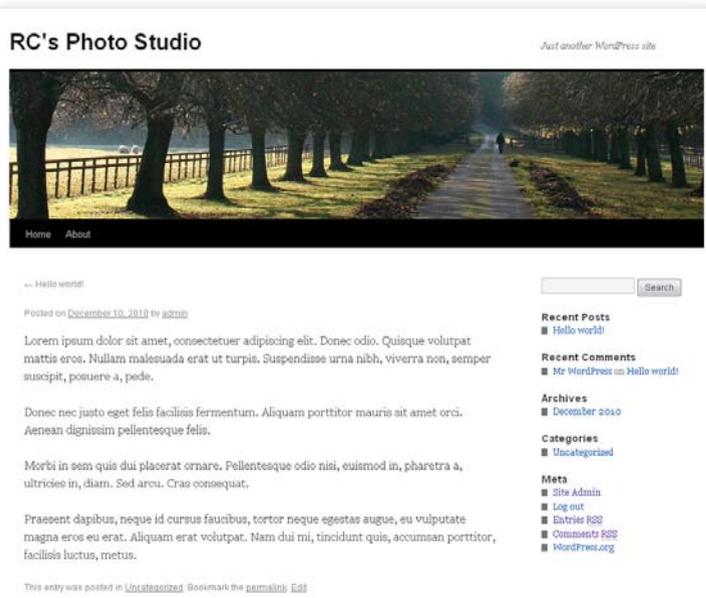
When you do that, you really can't see how paragraphs, bullets, alignment, and breaks happen on a page, making it harder for you to work down the road.

There are tons of websites out there that create Greek text. More often than not, it's just random filler text that you can copy-and-paste into your posts and have them look like they have some order to them. These webpages range from straight-forward Greek text sites like [www.lorem2.com](http://www.lorem2.com) and [www.designerstoolbox.com](http://www.designerstoolbox.com), all the way to the obscure. Want to see something really wild? Go to *Communications From Elsewhere* ([www.elsewhere.org/pomo/](http://www.elsewhere.org/pomo/)) and you can generate an entire post-modernist paper that...well, I won't ruin the surprise. Go check it out!



## ADDING AN IMAGE TO YOUR POST

While text is pretty easy to enter and organize with WordPress, we all know that it's the pictures that we're really interested in. So, let's look at how to quickly add a picture to your post. The method of doing this will apply to both posts and pages.

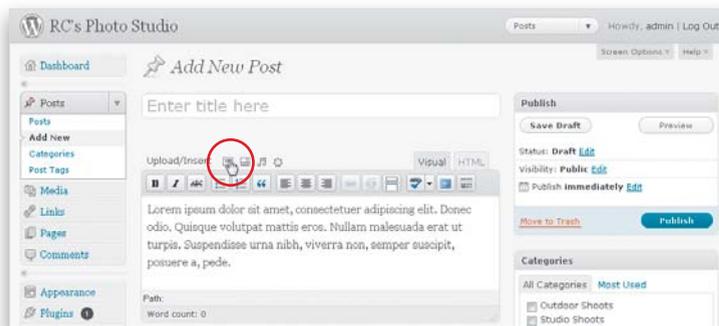


### STEP ONE:

I went to [www.lorem2.com](http://www.lorem2.com), copied some text, pasted it into the Add New Post content field, and then clicked the Preview button. Filling in the entry with some sample text really begins to round out the post nicely. Now, obviously, we didn't create this website for it to be text heavy. We're going to want to place some images here. So, let's do that now. In this example, I'm going to select a picture of my daughter Sabine looking up at my amazing wife, Jenn (yes, this shameless plug just lets me proclaim that I love being a daddy more than anything. I love you, Beenie!).

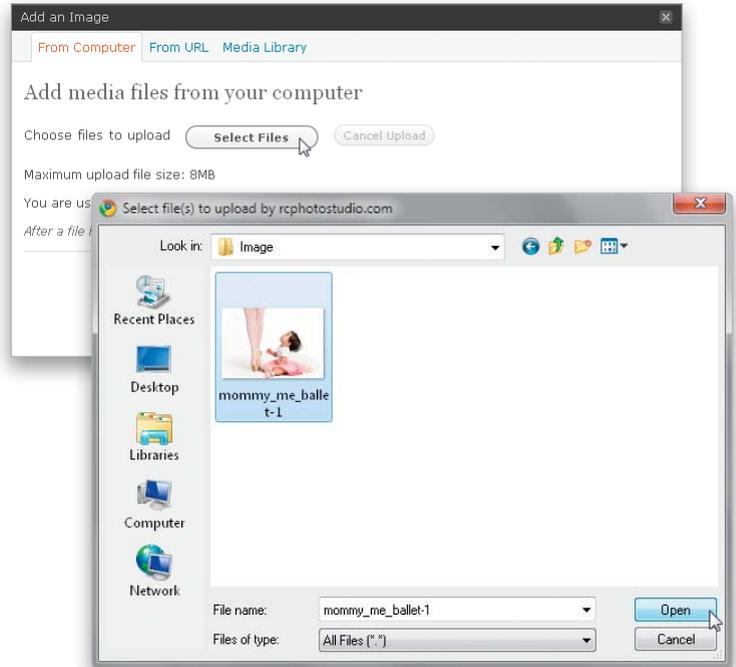
### STEP TWO:

I've exported the image I want to include in my post to my desktop (see Chapter 2 for more on this), so I'll go back to the Add New Post page. Above the formatting buttons, you'll see the Upload/Insert icons. Click on the Add an Image icon (it's the first one on the left).



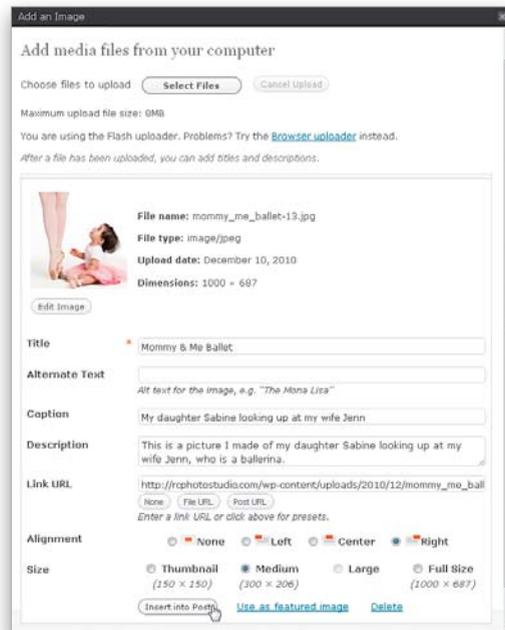
**STEP THREE:**

When you click on the Add an Image icon, the Add an Image dialog will pop up. Click the Select Files button, choose the image you exported, and click the Open (Mac: Select) button. WordPress will then upload that image and place it in your Media Gallery.



**STEP FOUR:**

Once your image is uploaded, you can enter all sorts of information about it in the Add an Image dialog. The more information you fill in, the better, but know that you don't need to if you don't want (I'm certainly guilty of "Oh, just get it up there" syndrome as much as the next guy). The Link URL field lets you specify what you want to happen when someone clicks on the picture. Do you want it to go to nothing, to the actual image, or to the post that you are referring to (the one it's embedded in)? More often than not, it's going to go to the image itself, unless you don't want to show a bigger image. The Alignment options are pretty straightforward—where do you want the picture to appear alongside the text. To the right? To the left? In the middle? Just click on the radio button for the option that you want. Choose the Size that you want the image to appear, and then click the Insert into Post button.



< CONTINUED >

 *Add New Post*

## Mommy & Me Ballet

Permalink: <http://rcphotostudio.com/?p=119> [Change Permalinks](#)

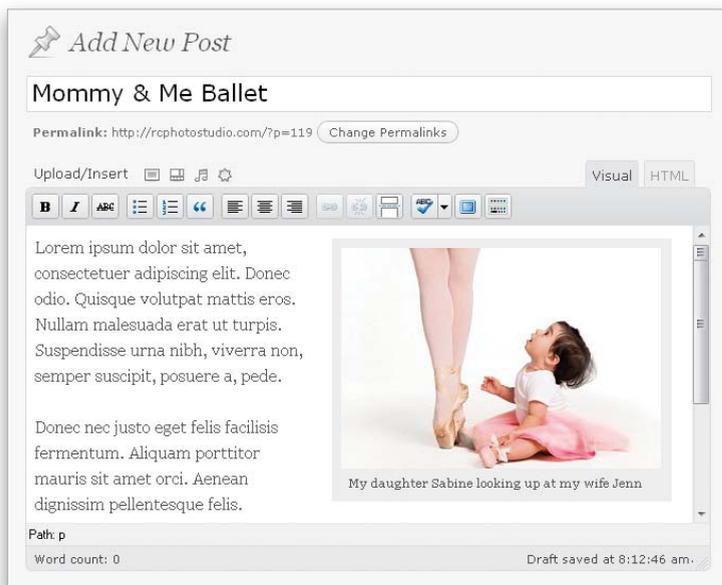
Upload/Insert       Visual HTML

**B** *I* ABC                                                  

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Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.

Path: p  
Word count: 0  
Draft saved at 8:12:46 am.


**STEP FIVE:**

I had my cursor placed at the start of the post entry, right before the text, and I selected the image to align to the right. Bam, the image appears to the right, and my text appears on the left. I love how easy this can all be. If you want to delete the image or make changes to its information, just click on it and you'll see Edit Image and Delete Image buttons at the top left.

**STEP SIX:**

Now, just click the Preview button to see the changes you've made in a browser window. You'll notice that there is a grey box around the image. This is something that comes along with the caption I added to the image. If I didn't enter a caption (and I usually don't), that box wouldn't appear there. When it all looks good to you, go ahead and click the Publish button in the Publish section in WordPress.

Congratulations, you have just created your first post!

**RC's Photo Studio** Just another WordPress site



Home About

— Hello world!

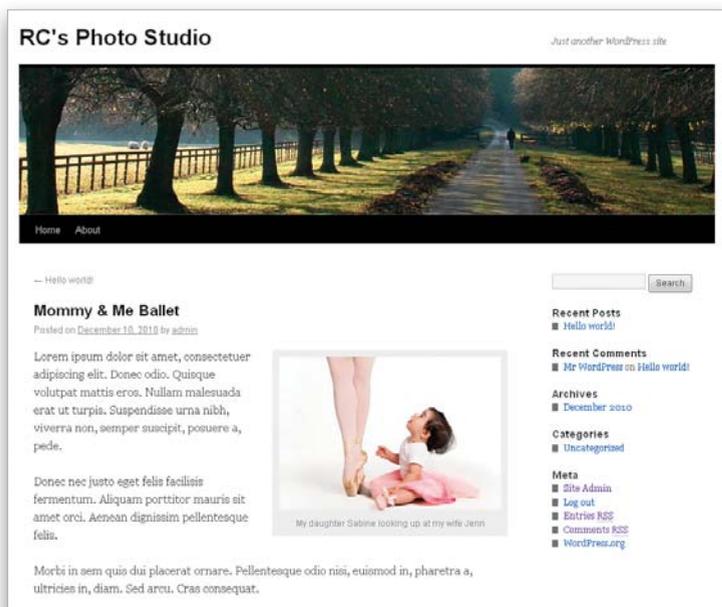
### Mommy & Me Ballet

Posted on December 10, 2010 by admin

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nibh, viverra non, semper suscipit, posuere a, pede.

Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.

Morbi in sem quis dui placerat ornare. Pellentesque odio nisi, euismod in, pharetra a, ultricies in, diam. Sed arcu. Cras consequat.





## ADDING CATEGORIES & TAGS, AND CHANGING YOUR PUBLISHING STATUS

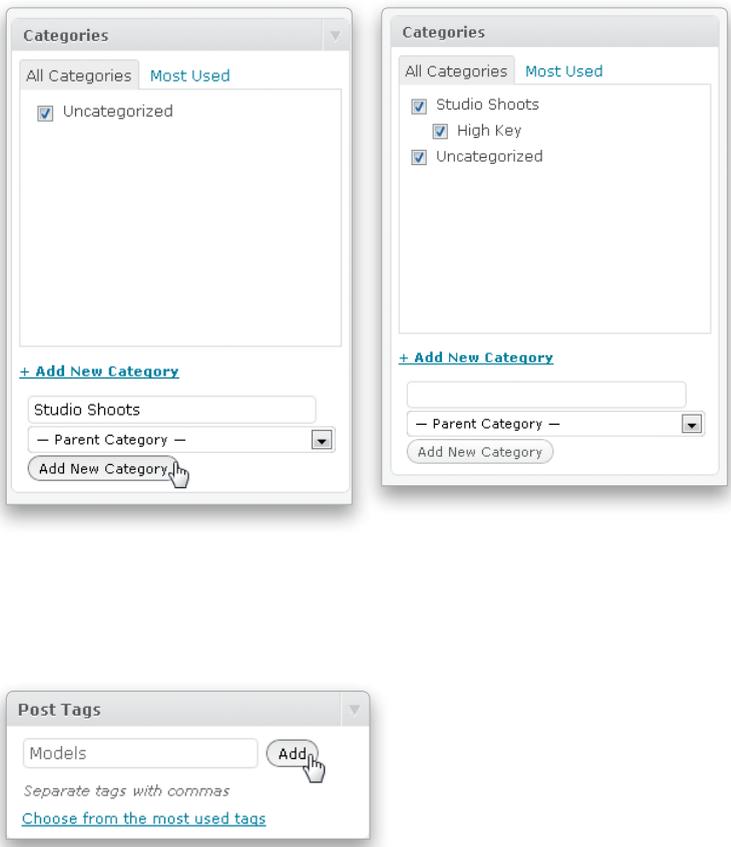
When working with posts, some common things that come up are categorizing your posts, adding tags to them, and deciding when they go live. Thankfully, these are pretty simple to manage right inside of the Posts page in WordPress.

### Adding Categories & Subcategories:

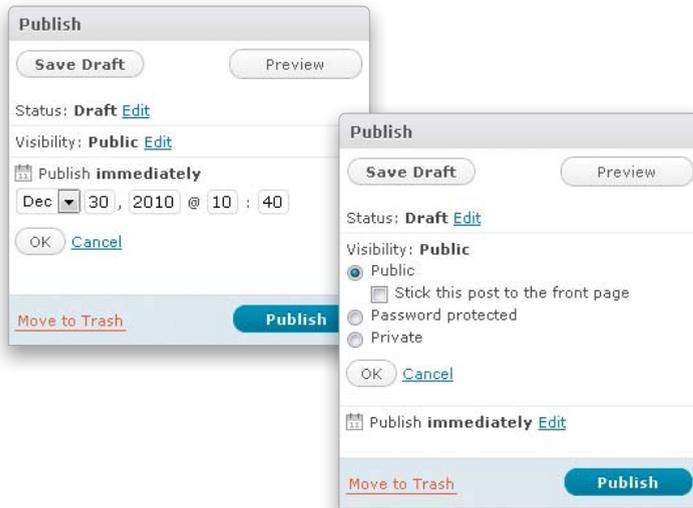
To help keep your posts organized, making it easier for people to find related posts, you'll want to create categories for them. These categories will appear on the right side of your website and beneath the post. On the Add New Post page (or the Edit Post page), to the right of the content field, there's a Categories section. You'll see that you currently have one category: Uncategorized. This is the category in which your posts are currently appearing. To add a new category, click the Add New Category link at the bottom of the section and a text field will appear where you enter the name of your new category. If you'd like to narrow your categories down further, you can create subcategories. In the text field, enter a name for a subcategory, then from the Parent Category pop-up menu, choose the category you want to place it in.

### Adding Tags:

Another good way to organize your posts is to keyword them using tags. Tags can be more specific than categories and they appear beneath the post on your website. On the right side of the Add New Post (or Edit Post) page, there's a Post Tags section. Just enter a tag name into the Add New Tag field to attach to your post and click the Add button.



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### Changing Your Publishing Status:

When you create a post, you have several options for publishing it. These options are found in the Publish section on the top right of the Add New Post (and Edit Post) page. By default, when you click on the Publish button, your post goes up immediately. However, click on the Edit link to the right of Publish, and you can schedule when you want your post to go up (the default is Immediately). You can also change the visibility option for the post by clicking on the Edit link to the right of Visibility. You can choose to make it Public, to password protect it (it'll require a password to see anything other than the title), or to have it Private (not showing the entry at all on the site).

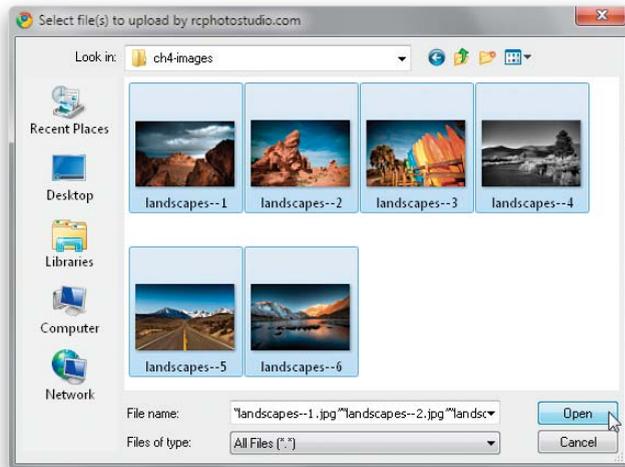


## ADDING A GALLERY OF IMAGES TO YOUR POST

One image is nice inside of a post, but what if you want to talk about a photo shoot that you did with a client? Chances are you're going to want to show a series of images in one post. Let's talk a little bit about how to get a gallery up inside of your post. In a later chapter, I'll show you how to take this gallery functionality and make it look awesome!

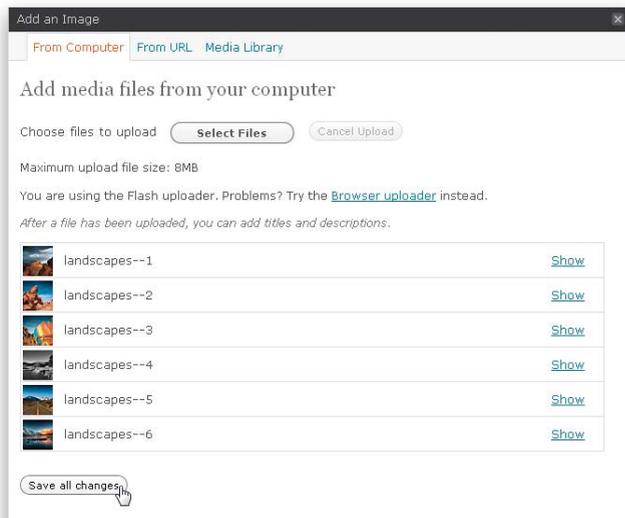
### STEP ONE:

Once you have the series of images you would like to add to the gallery you're going to post, go back to your post in WordPress, and click on the Add an Image icon above the formatting buttons. In the Add an Image dialog, click the Select Files button, navigate to the folder of images you want to use, and press Ctrl-A (Mac: Command-A). This will select all of the images in that folder. Click the Open (Mac: Select) button to upload these images.

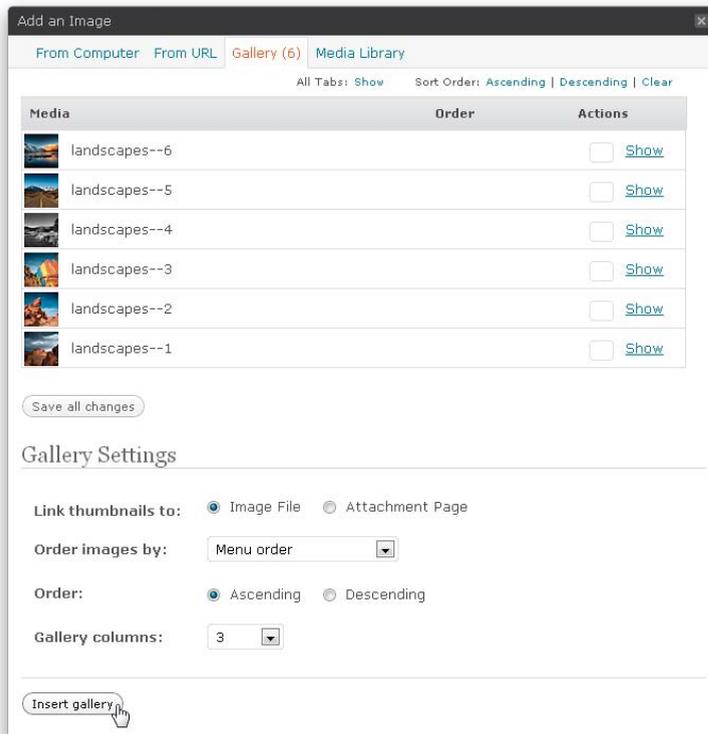


### STEP TWO:

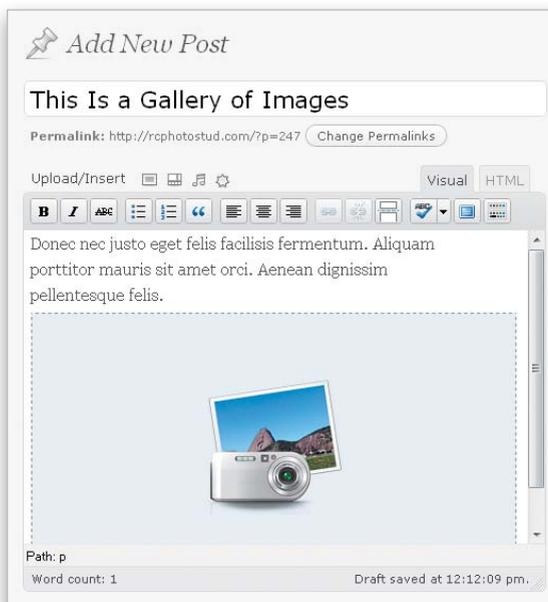
Once all of the images have been uploaded, if you want to add information to an image, click the Show link to the right of the image. When you're done, click the Save All Changes button at the bottom of the dialog.



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**STEP THREE:**

When you upload multiple images into a post they'll appear in a grid, and you can choose how they'll appear on the page. The Gallery Settings options, at the bottom of the Add an Image dialog's Gallery tab, show how the images can be ordered and, from the Gallery Columns pop-up menu, you can set the number of columns you want. Once you're done, click the Insert Gallery button. *Note:* Whenever you upload images to a post, they are added to your Media Library (which holds all of the images you've uploaded) and collected in a gallery. At any time, you can go back to the Add an Image dialog, click on the Gallery tab at the top, and add images to the gallery you uploaded to this post. Or you can add images from the Media Library.

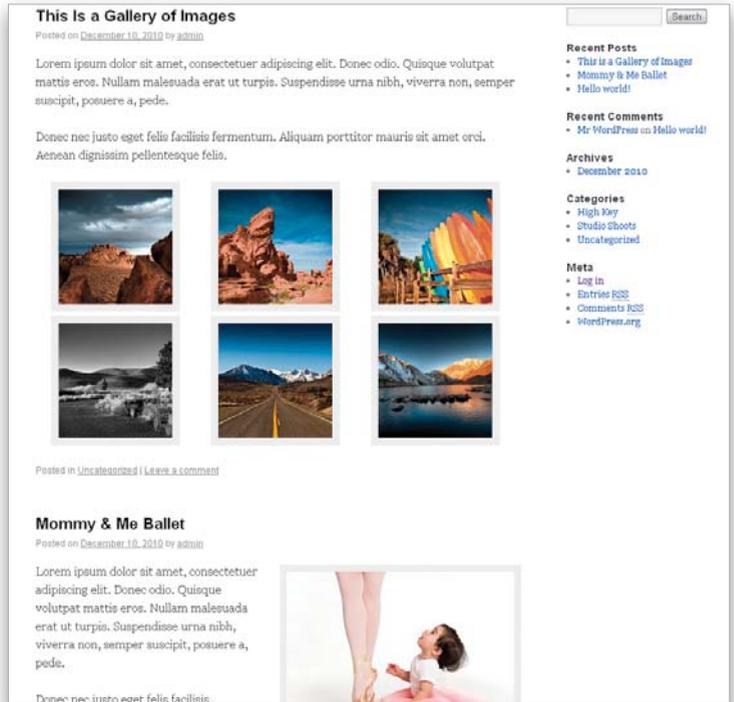
**STEP FOUR:**

You will now see your post with a camera-and-image graphic indicating that there is a gallery in place here. Go ahead and add categories and tags, and publish your post!

**STEP FIVE:**

When you click the Publish button, you'll now have two posts on your website! The top post on the page is the newest, and shows the three-column, two-row gallery that we just created. Personally, I like to have a gallery with a little more oomph, which is why I don't use this gallery option all that often, but I'll show you how to spice this up a little bit when we talk about plug-ins in Chapter 5.

For the most part, setting up a website has not been a hard process at all. And, best of all, the structure is free!



**Mommy & Me Ballet**

Posted on December 10, 2010 by admin

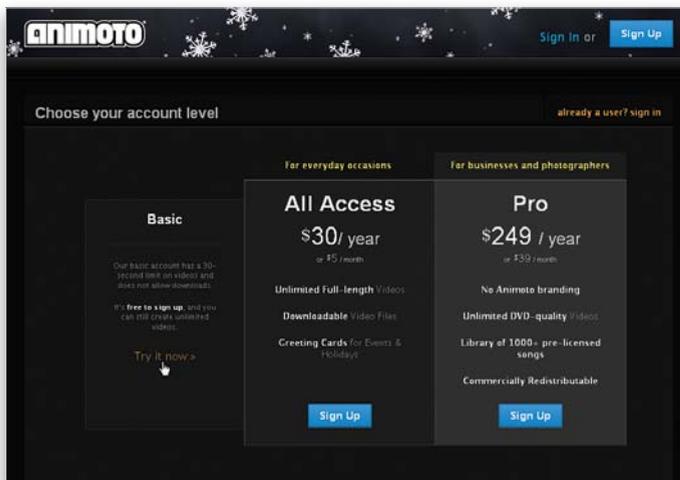
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nibh, viverra non, semper suscipit, posuere a, pede.



Donec nec justo eget felis facilisis

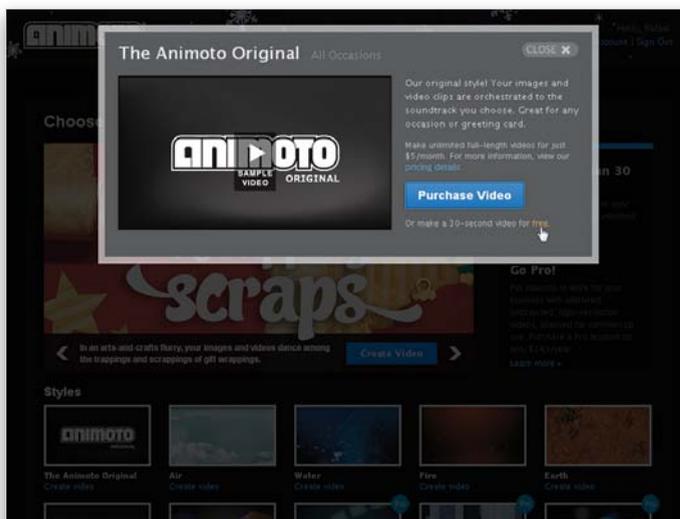
## ADDING AN ANIMOTO SLIDE SHOW

There are times when even a gallery won't really do justice to your images. A slide show with music can really take your presentation to the next level. I'm really into making slide shows, and like to use Animoto because it lets you create them very quickly.



### STEP ONE:

Go to [www.animoto.com](http://www.animoto.com) and sign up for a free account. The free Basic account lets you create 30-second slide shows. If you find that you want longer slide shows, you can always upgrade to the All Access account, where you can create unlimited-length slide shows, or the Pro account, where you can create unlimited DVD-quality slide shows. Try out the free account first and see how you like it, but I'm convinced you'll upgrade to the \$30-a-year one in no time!



### STEP TWO:

Once you're signed in, you're taken to the My Videos page where you can begin creating your video slide show. So, to get started, just click the Create One link. On the next page, you'll need to choose a style for your video. Here, I've chosen The Animoto Original style. Click on the Create Video link beneath the style thumbnail you want, and in the window that pops up, click on the Free link to create a 30-second video (if you have the Basic account; with the All Access and Pro accounts, full-length videos are free).

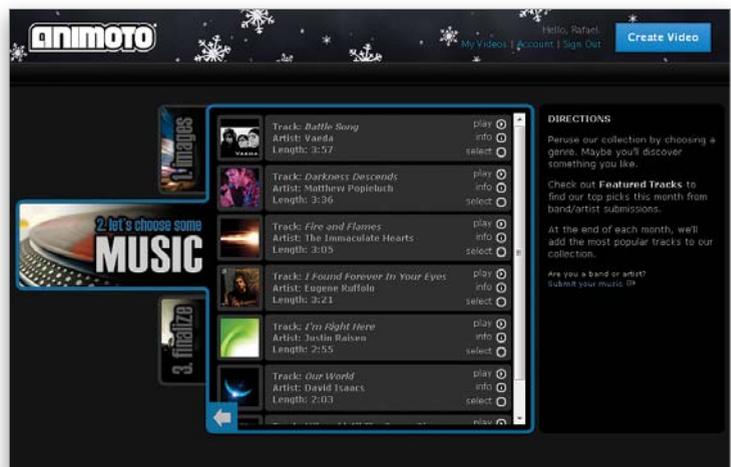
**STEP THREE:**

The Imagery section is where you upload your images for the slide show. You also have the option to use images from a collection you may already have uploaded to Animoto, or to retrieve images from another website you uploaded them to. So, go ahead and upload your images and once you see their thumbnails appear in the window, click the Done button at the bottom right.



**STEP FOUR:**

Next, you can choose the music you want to use for the slide show from Animoto’s collection, or you can upload music you have on your computer. I’d suggest steering clear of uploading your own music, though, because of copyright issues.



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**STEP FIVE:**

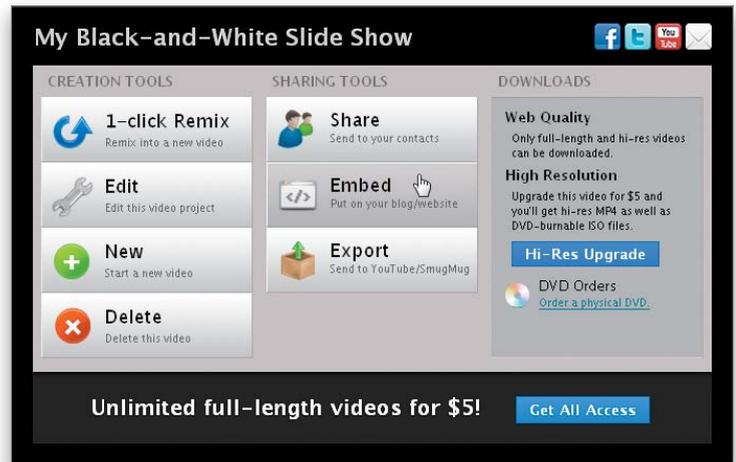
The next page lets you customize your slide show video. Click the Continue button and you can give your video a name and description. If you have a Pro account, you can include an end-of-video button that will get people back to your site (found under the Advanced Options). This is important because of where you might place this video. If you post it on your Facebook or Twitter page, you're going to want an easy way to get people back to your website. It's all about getting people back to your site. Once you're done customizing your slide show, click the Create Video button.

**STEP SIX:**

Once Animoto finishes producing your slide show video, you'll be able to see a preview of it. Just click the Play button in the bottom left of the preview window. Beneath the bottom right of the preview window, there's a Video Toolbox button. Click this button to create the code you're going to need to post the slide show to your site.

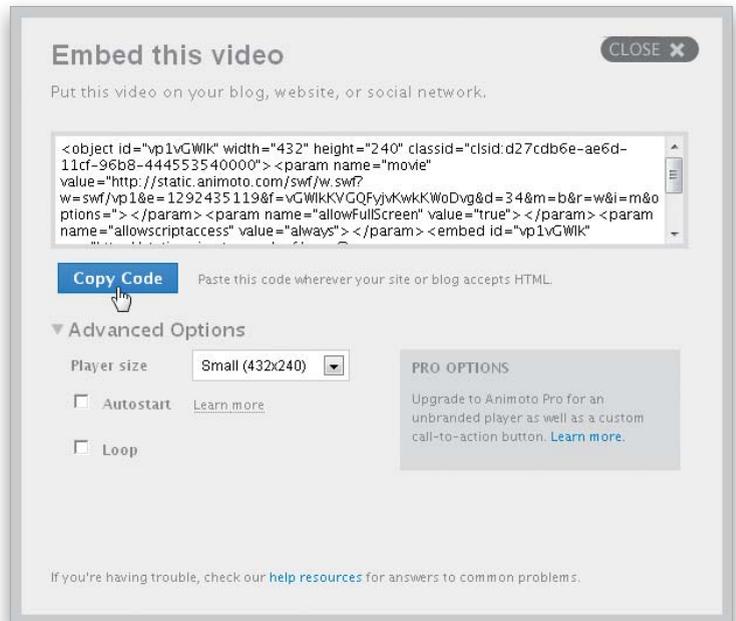
**STEP SEVEN:**

In the Video Toolbox, you have the option to embed the slide show, as well as to export a copy of it for your own use. We're going to share this on our blog, so click the Embed button.

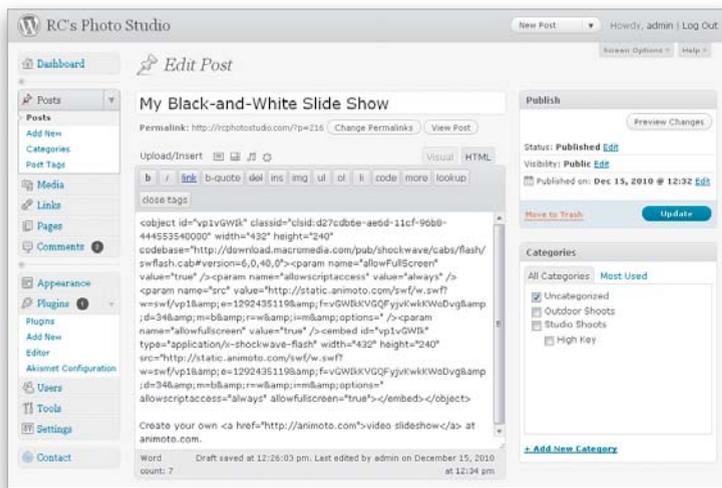


**STEP EIGHT:**

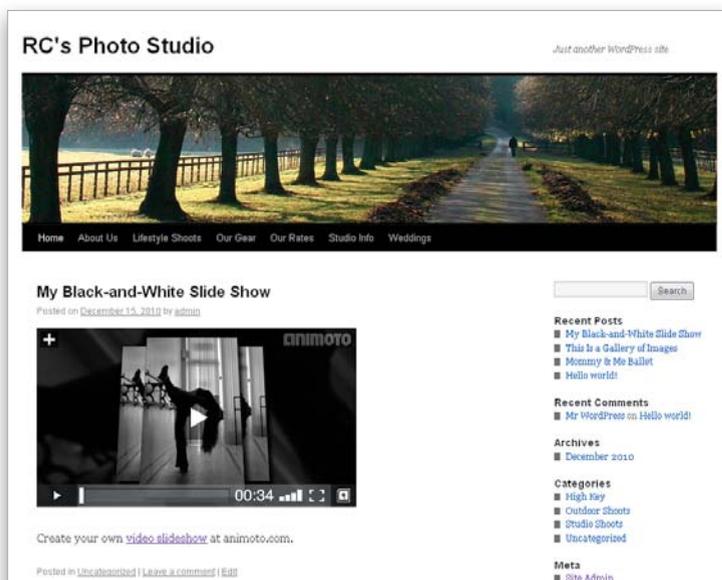
The Embed This Video window will show the code for embedding. Under the Advanced Options, you change the size of the slide show player window, as well as have it automatically start and loop. Keep in mind that if you do make any changes here, the code at the top may change, so make sure you make these choices first. Then, just click the Copy Code button to copy it.



< CONTINUED >

**STEP NINE:**

Now, go back into your admin page in WordPress and create a new post. Click in the HTML tab's content field, and then press Ctrl-V (Mac: Command-V) to paste the embed code from Animoto (if you paste the code in the Visual tab, you'll only see the text on your site and not the slide show).

**STEP 10:**

Go ahead and publish the post, and you'll see the slide show on your website, complete with music. No coding required!

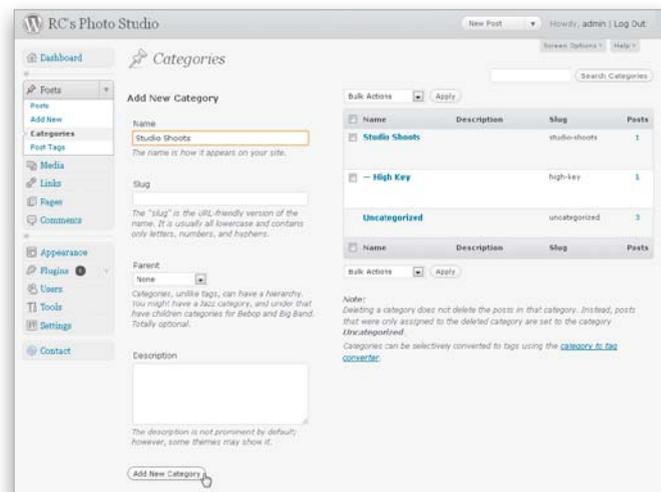


## SOME HOUSEKEEPING NOTES ON CATEGORIES, TAGS & IMAGES

The majority of your work can be done right from inside Posts and Pages, but there are times when you're going to need to delete images, or reorganize categories or tags. So, it's a good idea to know where these pages are and how to get to them.

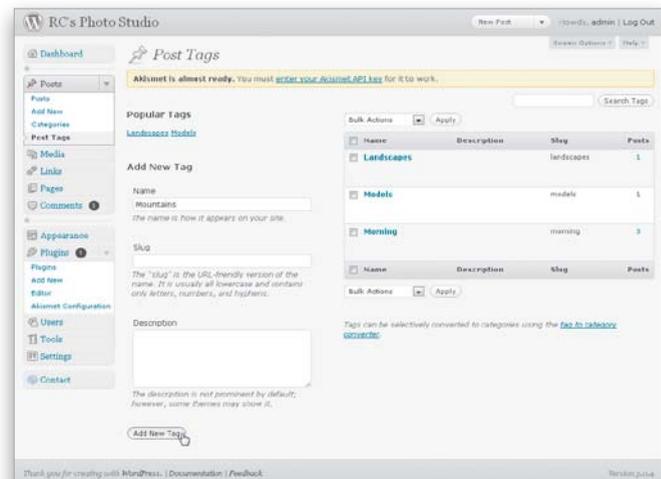
### STEP ONE:

While I think it's nice to create categories while you're creating a post, there may be times that you want to add a category when you're not creating a post. Just click on Categories from the Posts pop-up menu, and you can easily add them here. Enter the new category in the Name field, click on the Add New Category button, and they'll appear in the Categories section of the Add New Post page when you go to create a new post.

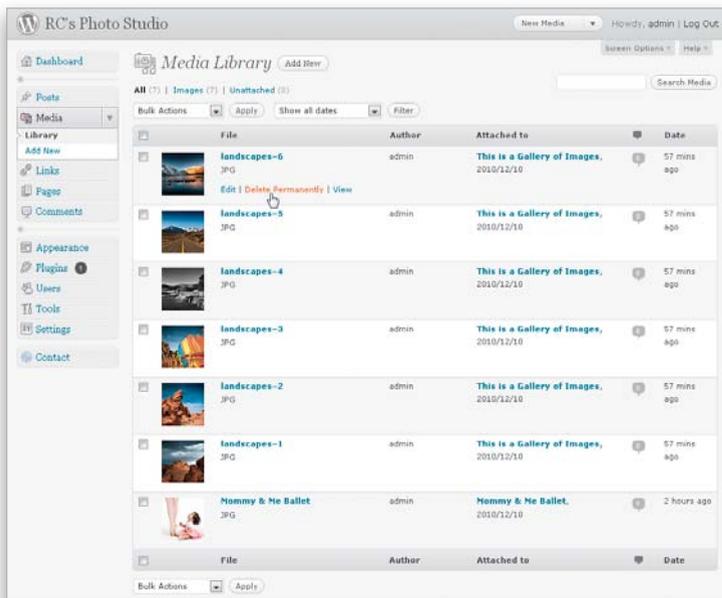


### STEP TWO:

Post Tags also appears in the Posts pop-up menu. You can add tags here, or see what tags you currently have and how many posts are associated with individual tags.

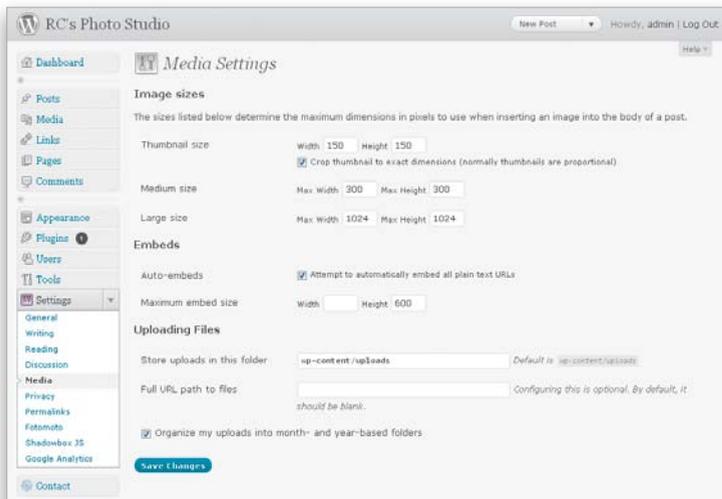


< CONTINUED >



### STEP THREE:

The Media Library, found under the Media button, will list all of the images that you have uploaded to the site. Just hover your cursor over an image to edit its information or delete it. You'll also be able to see which images are attached to what posts.



### STEP FOUR:

Finally, the Media option found under the Settings button at the bottom lets you control what sizes your small, medium, and large images are when you're adding them to your post. If you find your images are too small, this is the place to make that change. Keep in mind, though, you'll have to re-upload your image to apply this new setting.

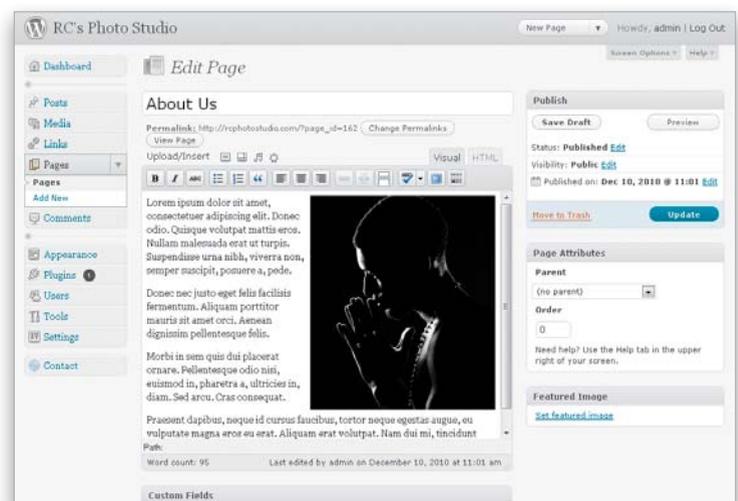


## WORKING WITH PAGES INSIDE OF WORDPRESS

Notice how I haven't talked about pages? I did this intentionally! The great part about WordPress is that pages work almost the exact same way that posts do!

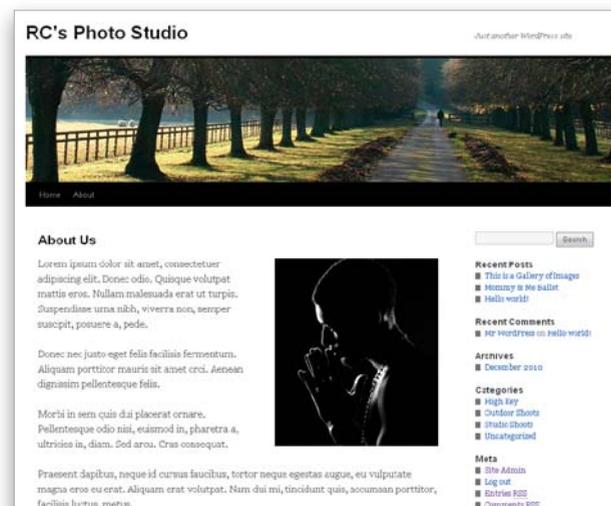
### STEP ONE:

Pages work in much the same way that posts do. Clicking on the Pages button on the left side of Dashboard will show you all of the pages that you've created. Clicking Add New from the Pages pop-up menu will bring up a page where you can add a title and content. You have the same formatting buttons as in the Add New Post page, the same field to add a title, and the same image-uploading capabilities.

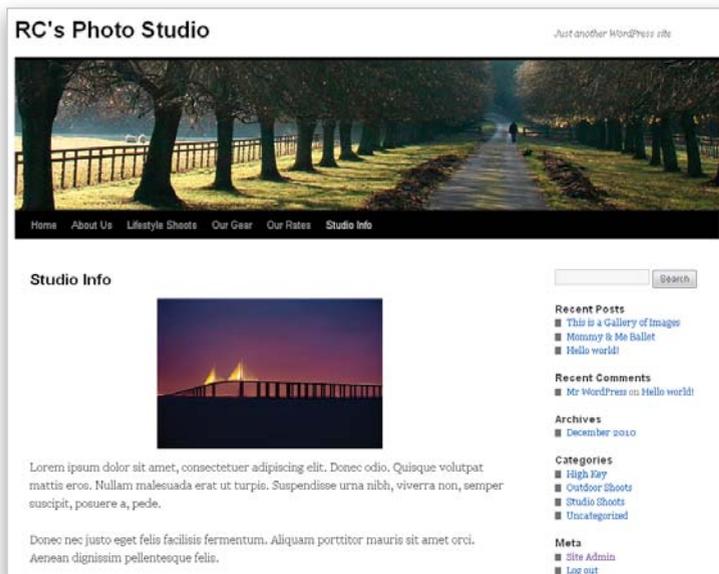


### STEP TWO:

You can also click the Preview button in the Publish section, to preview the page. Again, since working with pages is pretty much like working with posts, this means that you just learned two things at once. Not bad!

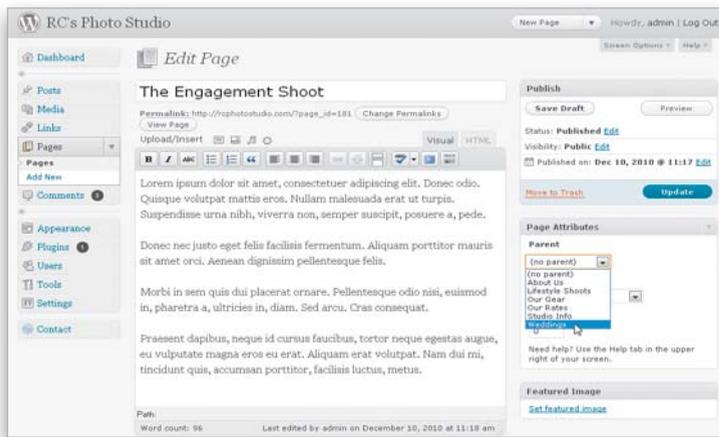


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### STEP THREE:

Keep in mind that pages should be used for things on a website that aren't really date-related. Think of it this way: Would you have more than one About Us page on your website? If you would only make one post of something, chances are that would make a great page. Some examples of pages would be: About Me, Directions, Studio Info, Pricing, My Philosophy, Our Gear, Things to Keep in Mind Before Coming to My Shoot, Background Info, and so on.



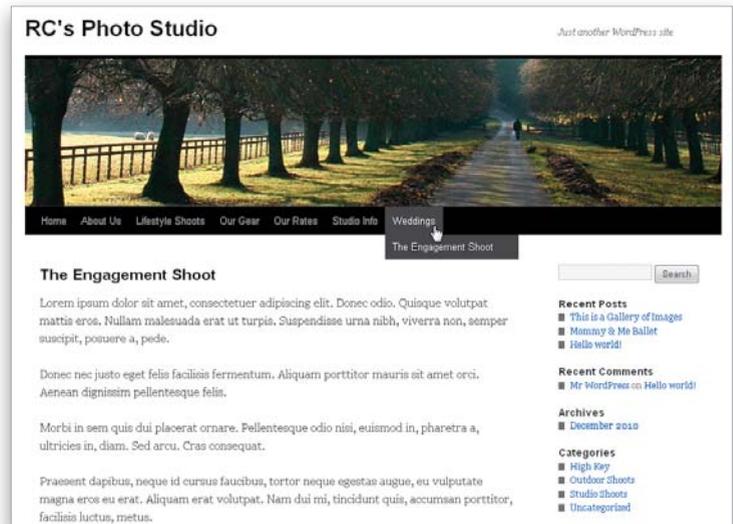
### STEP FOUR:

The one thing that does differ between pages and posts is that pages are included in the navigation bar of your website (that black bar that appears beneath the large image at the top). When you create a page, you can choose whether you want that page to appear in a main menu in the navigation bar (a parent page) or if you want the page to appear in a submenu of one of the main menu pages in the navigation bar (a child page). If you want it to be a child page, just select the parent page you want it to appear with from the Parent pop-up menu in the Page Attributes section on the right. If you want it to be a parent page, choose (No Parent) from the Parent pop-up menu. In this example, I placed The Engagement Shoot page as a child page of the Weddings parent page.

**STEP FIVE:**

When I click the Publish button, WordPress automatically creates a submenu for the Weddings page in the navigation bar. All you need to do is hover your cursor over that link and a pop-up menu appears showing The Engagement Shoot page. *Note:* See Chapter 5 for more on working with and organizing pages in the navigation bar using menus.

That's it! That's how you work with posts and pages. And the amount of coding you've had to do to make all this work? Zero.





# ALONG THE WAY joe mcnally, photographer & blogger

**Joe McNally** is an internationally acclaimed photographer and long-time photojournalist whose career has spanned 30 years and included assignments in more than 50 countries. He has shot cover stories for *TIME*, *Newsweek*, *Fortune*, and several other prestigious magazines. He has been a contract photographer for *Sports Illustrated*, a staff photographer at *LIFE* magazine, and currently, an ongoing 23-year contributor to *National Geographic*.

Joe was listed by *American Photo* as one of the 100 Most Important People in Photography, has been honored as a member of Kodak-PDN Legends Online, and is a Nikon Legend Behind the Lens. He is known worldwide for his ability to produce technically and logistically complex assignments with expert use of color and light. He conducts numerous workshops on his own around the world as part of his teaching activities, as well as with the Digital Landscape Workshop Series with Moose Peterson and Kevin Dobler. He has been blogging regularly since 2008.

## What originally interested you in starting a blog? How did it come about?

I had friends in the photo world who were heavy into blogging—Moose Peterson comes to mind—and they urged me to start. In fact, some of them would get mock-irate with me over the fact that I had not started blogging! I would show up and they would be like, “Where’s your blog? Gotta blog!” So, I finally decided to take the plunge, not just because I was being urged, but also to give our studio another voice and extend its reach.

## Is the blog something that you work on all the time, sporadically, or as the need arises?

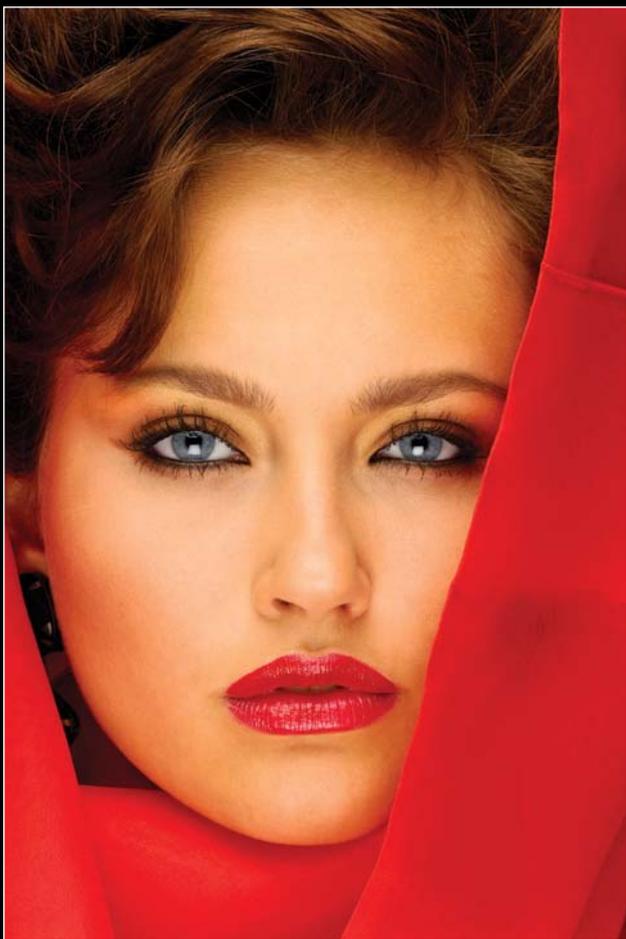
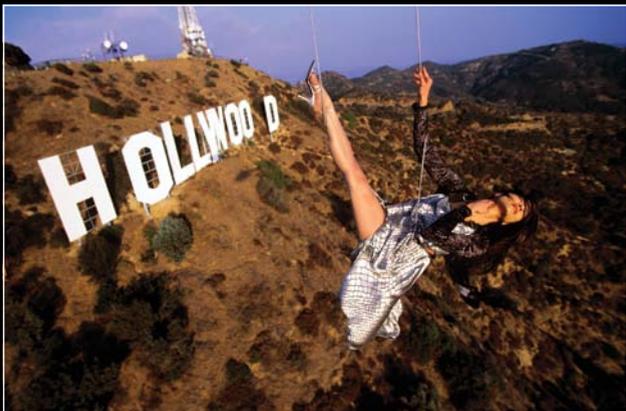
I’m not an “organized” blogger. I am consistent, but that’s a different thing. It’s a very rare week that goes by without a new blog post from me. I am consistently offering pictures, viewpoints, and anecdotes from the field on a regular basis. But, I’m not organized around a schedule that calls for a blog on Monday, Wednesday, and Friday. I blog when I feel like it, when I have the time, and when I feel like I’ve got something to say. So, it’s irregular, but I do stick with it.

## Which helps which? Does the writing help you become a better photographer, or does the photography make you a better writer?

I think it’s a two-way street. It all ends up putting you in that place where you are a better storyteller. That’s it in a nutshell. It’s what we do with a camera, and what we do on a keyboard. Tell stories. I enjoy writing—I first went to school to be a writer. So the blog, for me, is a way of reconnecting to that original impulse I had when I first decided I wanted to be a journalist.

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**What do you do when you can't come up with what to write? How does it differ from photographic "writer's block"?**

I think traditional writer's block generally stems from the enormity of the task at hand (i.e., writing a book). When you're doing a book, you sometimes look at it and just stop dead in your tracks, thinking, you know, "300 pages! I just can't do this." It becomes easy to put off, and then you get fearful of it, and writer's block sets in, big time. I rarely get that type of writer's block with the blog. In fact, sometimes the opposite. I start writing, and then make connections in my head to other stuff, and before you know it, I've got a blog that's too lengthy for your average blog reader to plow through.

**What is the benefit of having a blog? Fame? Fortune? Promotion?**

Fame? Not really. Fortune? Definitely not. Promotion? Absolutely. I had the benefit of being in the field for a long time, and being recognized for some of the work I've done, so the readership of my blog was accelerated a bit by that fact. I didn't start my blog as a fresh face, just out of school. I had a bit of an audience right from the get-go, and thankfully it has grown. The monetary impact of the blog is directly related to the promotional aspects of the blog. In other words, my blog, in and of itself, doesn't make a lot of money for the studio. But to the extent I use it to self-promote (which actually isn't that often), it is helpful monetarily. For instance, if I put out the word on the blog that I'm teaching a workshop, that's a good piece of news to get out the door, 'cause obviously, the more people who know about that workshop, the better attended (hopefully) it will be.

**If you had one piece of advice to give to people about blogging, what would it be?**

Write it with your own voice. Or find your voice over time. Too many blogs out there are like cab dispatchers. Just a bunch of links directing people to this and that. They parrot something they already heard. Being newsy and informative is great, but your blog is your online personality, and at least every once in a while, that personality has to come through. Also, don't be afraid to step out and have an opinion. Remember, as David Hobby once told me, if you're not offending somebody at least every once in a while, then you're probably just not interesting.

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