Get Your Photography on the Web: The Fastest, Easiest Way to Show and Sell Your Work (2nd Edition)

Rafael Concepcion

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If you're a photographer, you know you need a great website: one that'll reach people whether they visit with a computer, a tablet, or a smartphone. But you're probably not a web developer… so how are you going to get a site like that? With this book, that's how. **Get Your Photography on the Web, Second Edition** will guide you step-by-step through an easy process for creating a great website from the ground up: a site that will showcase your images exactly the way you want them to be seen, protect your property, and even sell your work.

Professional photographer and "Photoshop Guy" Rafael "RC" Concepcion helps you focus on what matters most, and skip arcane details you don't need to care about. You'll learn how to:

- Secure your own domain names and hosting space
- Deliver a clean, modern experience on any device
- Install the latest versions of WordPress on your site in as little as seven clicks
- Set up your site, add content, and modify WordPress's best themes for photographers
- Add pictures, galleries, and portfolios without learning any code
- Set up a portfolio and shopping experience on SmugMug
- Fulfill and print images you've sold
- Use Instagram, Facebook, Twitter and Google Photos to attract visitors and purchasers
- Attract attention and build your brand with YouTube content
- Feed new content so visitors keep coming back
- Use Photoshop to create videos for your images
- Work with royalty-free audio, and much more

Before you know it, you'll have a high-impact site you can be proud of: one that builds your brand and builds your sales!

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