

Research Paper

Photography Portfolio Website Initial Research

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Date: 03.06.2024

Summary

This research paper concludes with key findings from a survey on potential clients' preferences and expectations when looking for a photographer. The survey consisted of four main questions covering SEO keywords, website elements, preferred methods of contact, and suggestions for improvement.

Analysis of the results revealed that potential clients primarily search for photographers using location-specific terms along with event types or general photography terms.

On the photography portfolio website, previous pictures (portfolio), pricing/terms of service, reviews, contacts, web design, availability/calendar, and about me sections were identified as the most important elements in that order.

For communication preference, email, chat, and phone were the top three choices.

Valuable suggestions for improvements were also gathered, including adding a search engine/filtering option, stating video capabilities, mentioning attended events, including a blog with useful tips, describing locations without travel fees, and creating a slideshow/video on the front page.

These insights will help in optimizing the photography portfolio website to better cater to potential clients' needs and preferences.

Introduction

In this research paper I explain the results I gathered from a survey about my photography portfolio website, which should serve my photography business. I created the survey and sent it to as many people as I could, including friends, relatives, teachers and people I've had a few words with in the past.

Questions

The questions asked in the survey serve the purpose of understanding what keywords I should aim for using for SEO, what elements the website should have, and which ones are the most interesting for the audience, which will affect their order and display placement. There is also a question for a preferred way of contacting the photographer (example: chat/email/phone).

Below you can examine each individual question and it's goal:

- Imagine you are organizing an event and need to hire a photographer. What is the first thing you search in google? (collect SEO insights)

- After searching, you click on a link and land on the webpage. What are the first things you would look for on there? Order them by importance. (get page elements by interest)
- You decide you want to proceed with that photographer. Which is your preferred way to contact him? (See preferred contact way)
- Do you have any other suggestions or comments that could help improve the photography portfolio website? Your feedback is greatly appreciated. (collect additional insights and ideas)

Results

In the following paragraphs I explain the results I've gathered from each question, stated in the previous section. The words in square brackets [] are placeholders, which can vary.

First Question

Imagine you are organizing an event and need to hire a photographer. What is the first thing you search in google?

Results:

- Photographer + [location]
- Event Photographer + [location]
- [event name] + photographer
- [event name] + photographer + [location]
- Fotograaf + [event name] + [location]
- Photographer + [location] + reviews
- Hire photographer
- Photographer for [event name]

We can examine that the common trend is people searching the keyword "photographer" in either English or their own language and then add location and/or event type.

Second Question

After searching, you click on a link and land on the webpage. What are the first things you would look for on there? Order them by importance.

To analyze and order the elements of a photography portfolio website by importance, we'll start by examining the provided data. The goal is to prioritize the elements based on how many respondents rated them as high (H), middle (M), and low (L) interest. Here's the raw data:

1. **Previous pictures (portfolio):** 30H, 3M, 2L
2. **Pricing/ToS:** 6H, 16M, 7L
3. **Reviews:** 1H, 6M, 3L
4. **Contacts:** 0H, 3M, 7L
5. **Web Design:** 4H, 4M, 0L
6. **Availability/Calendar:** 0H, 4M, 1L
7. **About Me:** 4H, 5M, 2L

Later on we will analyze the data and reorder the elements by importance.

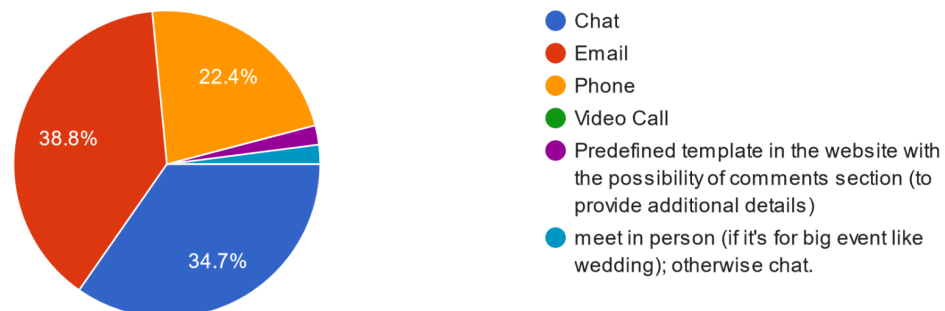
Third Question

You decide you want to proceed with that photographer. Which is your preferred way to contact him?

The results of this question are the following:

You decide you want to proceed with that photographer. Which is your preferred way to contact him?

49 responses



Fourth Question

All of the suggestions and tips from the fourth and last question, you can examine here:

[Photography Portfolio Questions \(Responses\)](#)

Analysis

Second Question

Here we examine the answers from the second question and order them by importance, based on a pointing system.

To order these elements by importance, we can use a pointing system, where $H=3p$, $M=2p$, $L=1p$. That way we can examine which thing has the most interest, and structure the elements by importance.

That makes:

Previous pictures (portfolio): $30*3 + 3*2 + 2*1 = 98p$;

Pricing/ToS: $6*3 + 16*2 + 7*1 = 57p$;

Reviews: $1*3 + 6*2 + 3*1 = 18p$;

Contacts: $0*3 + 3*2 + 7*1 = 13p$;

Web Design: $4*3 + 4*2 + 0*1 = 20p$;

Availability/Calendar: $0*3 + 4*2 + 1*1 = 9p$;

About Me: $4*3 + 5*2 + 2*1 = 24p$;

Knowing the points, now we can order them by importance:

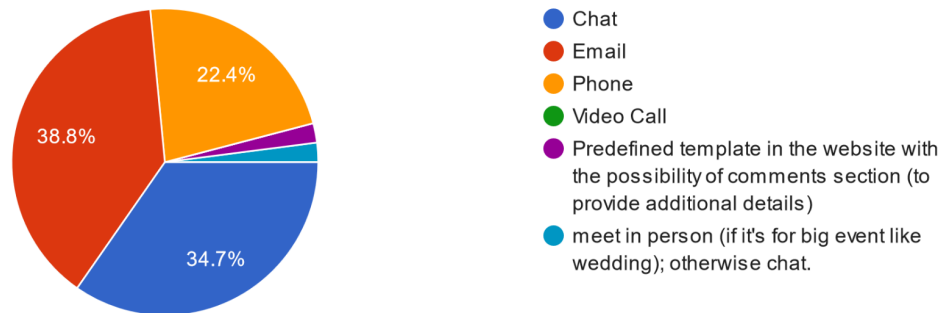
1. **Previous pictures (portfolio)**
2. **Pricing/ToS**
3. **About Me**
4. **Web Design**
5. **Reviews**
6. **Contacts**
7. **Availability/Calendar**

Having this information, we know what the users are most interested in, which will affect my website's layout and order.

Third Question

You decide you want to proceed with that photographer. Which is your preferred way to contact him?

49 responses



Having the information from this question, presented in the figure above, we can conclude that the 3 most important ways of communicating with clients are:

1. **Email**
2. **Chat**
3. **Phone**

This gives us the insight of what types of communication I have to set up, and manage, in order to fulfill my clients needs.

Fourth Question

From the last question of the survey, I extracted the most useful insights and tips which were:

- Add a search engine/filtering option.
- State video capability (for example, do you do drone footage?).
- Mention attended events.
- Include a blog with useful tips.
- Describe where the locations are, where you don't charge a travel fee.
- Make a slideshow/video, on the front page.

These are all useful tips that could benefit the website in ways.

Conclusion

This research paper concludes with key findings from a survey on potential clients' preferences and expectations when looking for a photographer. Gaining valuable insights from the survey allows for the optimization of the photography portfolio website, ensuring it effectively caters to potential clients' requirements and preferences.