



THE
WEDDING SCHOOL
CURATING YOUR PORTFOLIO

THE TARGET CLIENT

- ▶ You don't just want to choose images YOU like
- ▶ What does your target client want to see?
- ▶ Are you attracting photographers or brides?
- ▶ Do you know the difference?




CHECK YOUR ANALYTICS



Jan 23, 2014 - Feb 22, 2016 ▼

Email Export ▼ Add to Dashboard Shortcut

 + Add Segment

Age 24.73% of total sessions



	Key Metric: Sessions			
Search reports & help				
Real-Time				
Audience				
Overview				
Active Users				
Cohort Analysis BETA				
Demographics				
Overview				
Age				
Gender				
Interests				
Overview				
Affinity Categories				
In-Market Segments				
Other Categories				
Geo				
Behavior				
Technology				
Mobile				
Custom				

Affinity Category (reach)			26.04% of total sessions
6.09%		Shutterbugs	
5.93%		Technophiles	
5.68%		Movie Lovers	
5.28%		TV Lovers	
4.04%		News Junkies & Avid Readers/Entertainment & Celebrity News Junkies	
3.73%		Travel Buffs	
3.67%		Shoppers/Shopaholics	
3.38%		News Junkies & Avid Readers	
3.12%		Music Lovers	
2.75%		Home Decor Enthusiasts	

In-Market Segment			24.79% of total sessions
4.20%		Gifts & Occasions/Wedding Planning	
3.66%		Consumer Electronics/Cameras	
3.23%		Gifts & Occasions/Photo & Video Services	
3.07%		Travel/Hotels & Accommodations	
2.69%		Consumer Electronics/Cameras/Camera Lenses	
2.38%		Employment	
2.36%		Apparel & Accessories	
1.98%		Real Estate/Residential Properties	
1.98%		Consumer Electronics/Cameras/Digital SLRs	
1.87%		Real Estate/Residential Properties/Residential Properties (For Sale)	

Other Category			25.84% of total sessions
3.95%		Arts & Entertainment/Celebrities & Entertainment News	
3.65%		Computers & Electronics/Consumer Electronics/Camera & Photo Equipment/Cameras & Camcorders/Cameras	
3.26%		Arts & Entertainment/TV & Video/Online Video	
2.98%		News/Weather	
2.78%		Hobbies & Leisure/Special Occasions/Weddings	
2.28%		Computers & Electronics/Software/Multimedia Software/Photo & Video Software	
1.79%		Computers & Electronics/Consumer Electronics/Camera & Photo Equipment/Cameras & Camcorders/Camera Lenses	
1.54%		Food & Drink/Cooking & Recipes	
1.44%		Shopping/Photo & Video Services	
1.32%		Reference/General Reference/Dictionaries & Encyclopedias	

Search reports & help

Primary Dimension: Other Category

Plot Rows

Secondary dimension

Sort Type: Default

advanced

	Other Category	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
<input type="checkbox"/>		96,842 % of Total: 25.84% (374,755)	53.15% Avg for View: 54.09% (-1.74%)	51,468 % of Total: 25.39% (202,696)	41.28% Avg for View: 44.17% (-6.54%)	17.96 Avg for View: 12.78 (40.54%)	00:03:43 Avg for View: 00:03:34 (4.49%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. Arts & Entertainment/Celebrities & Entertainment News	29,424 (3.95%)	54.59%	16,064 (4.12%)	39.37%	18.68	00:03:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. Computers & Electronics/Consumer Electronics/Camera & Photo Equipment/Cameras & Camcorders/Cameras	27,232 (3.65%)	42.93%	11,690 (3.00%)	40.18%	19.41	00:04:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. Arts & Entertainment/TV & Video/Online Video	24,336 (3.26%)	51.36%	12,500 (3.20%)	40.22%	19.42	00:04:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. News/Weather	22,185 (2.98%)	52.14%	11,568 (2.97%)	39.16%	17.24	00:03:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	5. Hobbies & Leisure/Special Occasions/Weddings	20,719 (2.78%)	47.98%	9,940 (2.55%)	40.21%	17.35	00:03:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	6. Computers & Electronics/Software/Multimedia Software/Photo & Video Software	16,996 (2.28%)	42.53%	7,228 (1.85%)	41.42%	19.34	00:04:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	7. Computers & Electronics/Consumer Electronics/Camera & Photo Equipment/Cameras & Camcorders/Camera Lenses	13,314 (1.79%)	41.35%	5,505 (1.41%)	40.99%	18.62	00:04:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	8. Food & Drink/Cooking & Recipes	11,487 (1.54%)	56.77%	6,521 (1.67%)	42.93%	17.04	00:03:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	9. Shopping/Photo & Video Services	10,750 (1.44%)	38.00%	4,085 (1.05%)	41.26%	17.84	00:04:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	10. Reference/General Reference/Dictionaries & Encyclopedias	9,839 (1.32%)	53.69%	5,283 (1.35%)	40.00%	18.40	00:03:49	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10

Go to: 1

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magic move keynote text

Pinterest: Discover and sav

Overview - Google Analytic

https://www.google.com/analytics/web/?authuser=3#report/visitors-mobile-overview/a1152460w56317469p57394539/%3F_u.date00%3D20140123%26_u.date01%3D20160...

Share icons

ShootQ

Twitter

Facebook

Facebook Biz

Reader

Bank

Analytics

COI Request

rocco

bway world

Keywords

2016 pricing

Minted Aff

iconosquare stats

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Google Analytics

HomeReportingCustomizationAdmin

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Search reports & help

Overview

Affinity Categories

In-Market Segments

Other Categories

Geo

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Location

Behavior

New vs Returning

Frequency & Rec...

Engagement

Technology

Browser & OS

Network

Mobile

Overview

Devices

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Benchmarking

Users Flow

Explorer

SummarySite UsageEcommerce

Sessions

 vs.

Select a metric

DayWeekMonth

Sessions

8,000

4,000

Line chart showing sessions over time from April 2014 to January 2016.

Primary Dimension: Device Category

Plot Rows

Secondary dimension

Sort Type: Default

advanced

Grid icons

	Device Category	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		374,755 % of Total: 100.00% (374,755)	54.21% Avg for View: 54.09% (0.23%)	203,168 % of Total: 100.23% (202,696)	44.17% Avg for View: 44.17% (0.00%)	12.78 Avg for View: 12.78 (0.00%)	00:03:34 Avg for View: 00:03:34 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
	1. desktop	269,795 (71.99%)	51.52%	139,010 (68.42%)	40.20%	14.79	00:04:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
	2. mobile	76,303 (20.36%)	64.44%	49,168 (24.20%)	55.38%	7.71	00:02:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
	3. tablet	28,657 (7.65%)	52.31%	14,990 (7.38%)	51.73%	7.34	00:03:16	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10

Go to: 1

1 - 3 of 3

This report was generated on 2/23/16 at 2:06:25 PM - Refresh Report

magic move keynote text

Pinterest: Discover and sav

Exit Pages - Google Analyt

Susan

https://www.google.com/analytics/web/?authuser=3#report/content-exit-pages/a1152460w56317469p57394539/%3F_u.date00%3D20140123%26_u.date01%3D20160222/

ShootQTwitterFacebookFacebook BizReaderBankAnalyticsCOI RequestroccoBway worldKeywords2016 pricingMinted Afficonosquare statsnikon file sharing

Google Analytics

HomeReportingCustomizationAdmin

susan.stripling@gmail.com
susanstripling.com - http://www.susan...
susanstripling.com

Search reports & help

Custom Variables

User Defined

Benchmarking

Channels

Location

Devices

Users Flow

Acquisition

Behavior

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

Site Speed

Site Search

Events

Publisher

EXITS

8,000

4,000

April 2014July 2014October 2014January 2015April 2015July 2015October 2015January 2016

Primary Dimension: Page

Plot RowsSecondary dimensionSort Type: Default

advanced

	Page ?	Exits ?	Pageviews ?	% Exit ?
		374,754 % of Total: 100.00% (374,754)	4,790,340 % of Total: 100.00% (4,790,340)	7.82% Avg for View: 7.82% (0.00%)
<input type="checkbox"/>	1. /	74,380 (19.85%)	279,329 (5.83%)	26.63%
<input type="checkbox"/>	2. /blog.cfm	24,623 (6.57%)	48,519 (1.01%)	50.75%
<input type="checkbox"/>	3. /photographers.cfm	11,295 (3.01%)	20,276 (0.42%)	55.71%
<input type="checkbox"/>	4. /blog	10,566 (2.82%)	25,797 (0.54%)	40.96%
<input type="checkbox"/>	5. /about-me	10,065 (2.69%)	35,294 (0.74%)	28.52%
<input type="checkbox"/>	6. /weddings	9,125 (2.43%)	85,519 (1.79%)	10.67%
<input type="checkbox"/>	7. /photographers	8,912 (2.38%)	15,947 (0.33%)	55.89%
<input type="checkbox"/>	8. /info-faq/frequent-questions	8,519 (2.27%)	14,633 (0.31%)	58.22%
<input type="checkbox"/>	9. /contact	8,263 (2.20%)	17,292 (0.36%)	47.79%
<input type="checkbox"/>	10. /blog/	7,920 (2.11%)	31,795 (0.66%)	24.91%

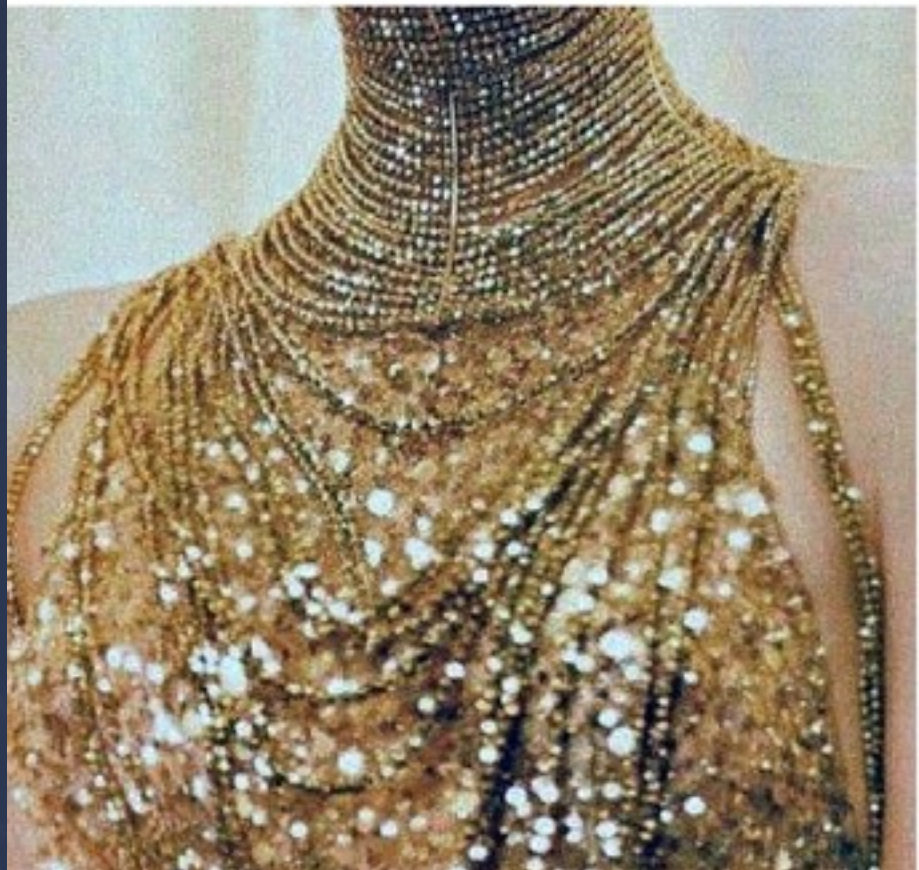
Show rows: 10Go to: 11 - 10 of 3814

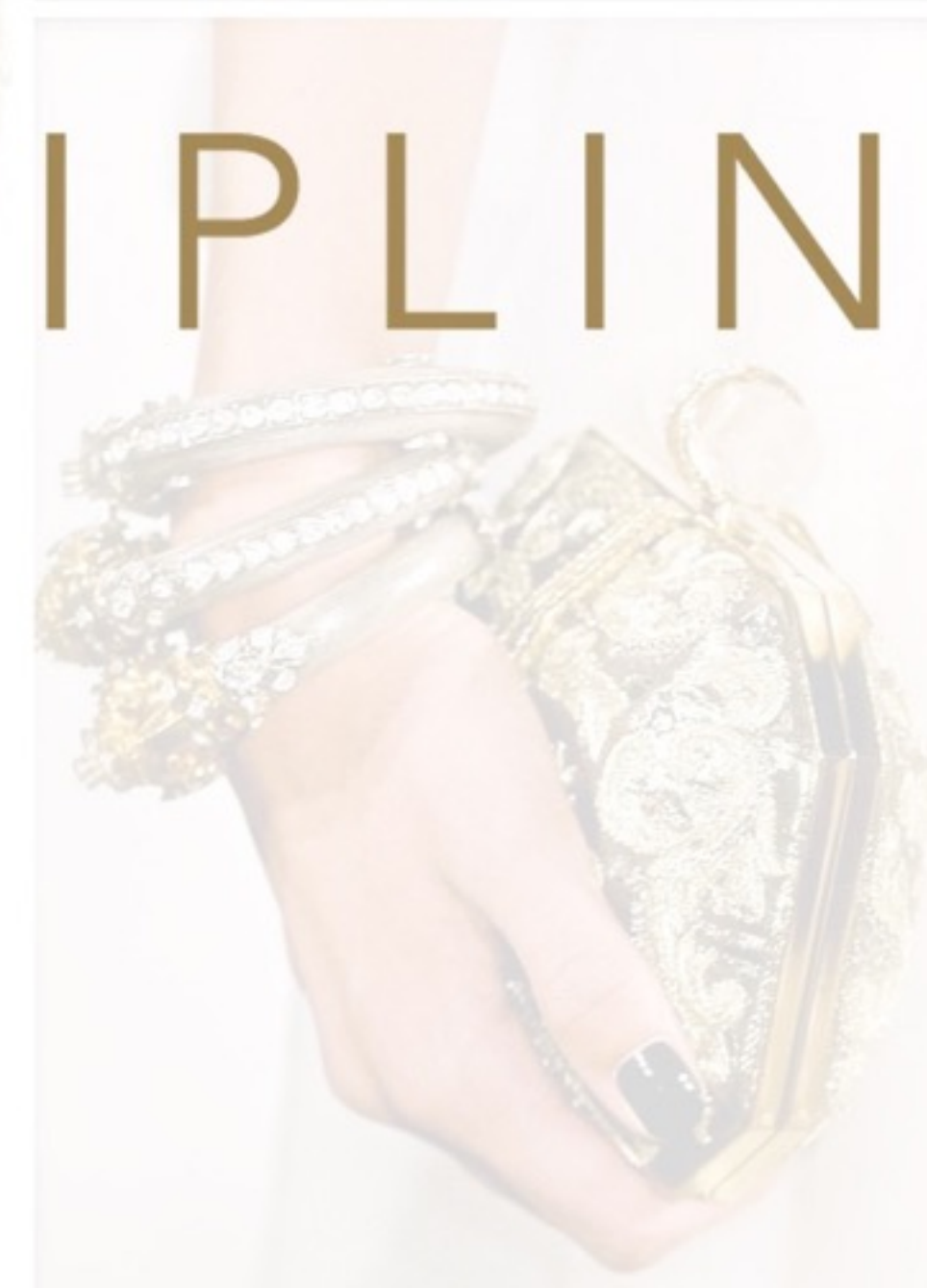
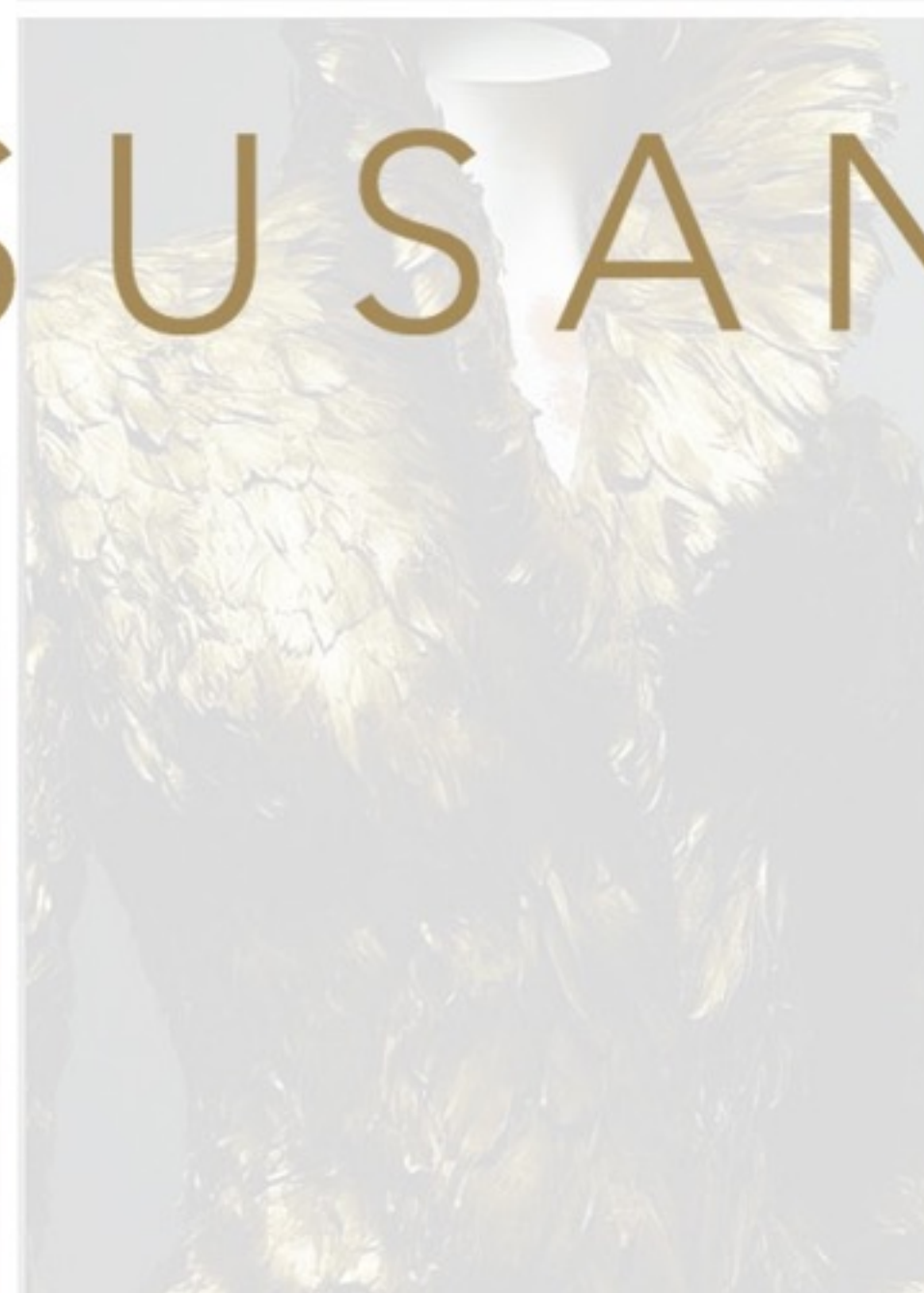
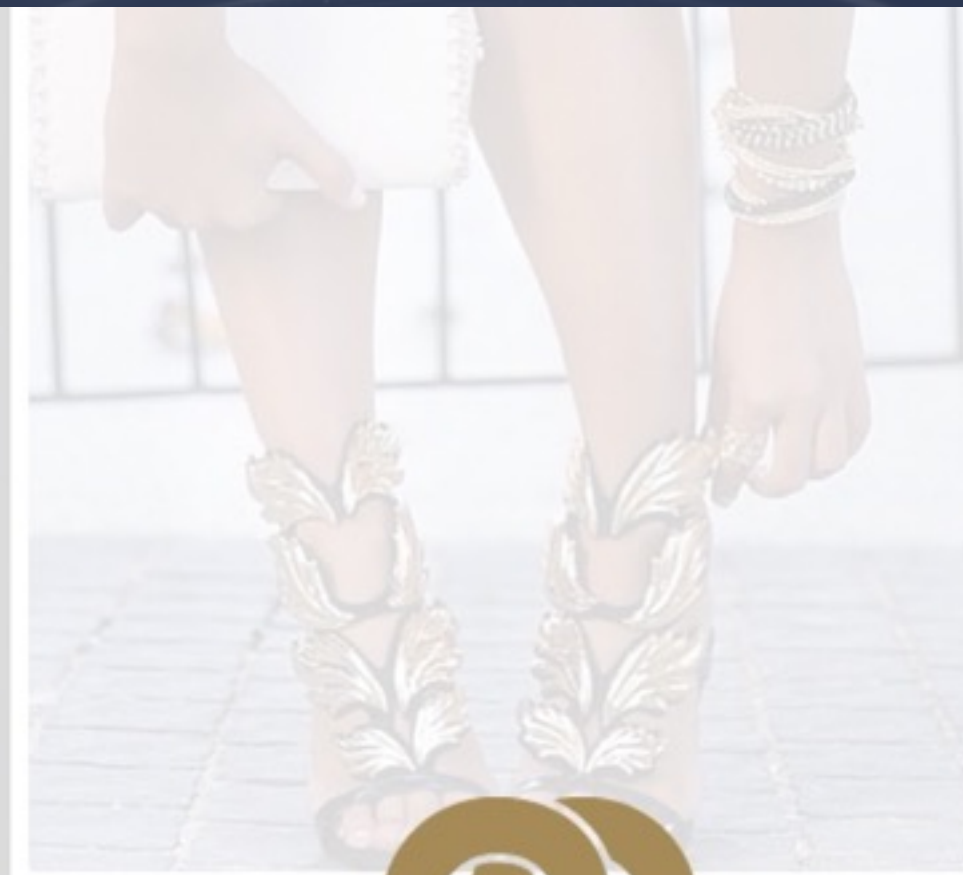
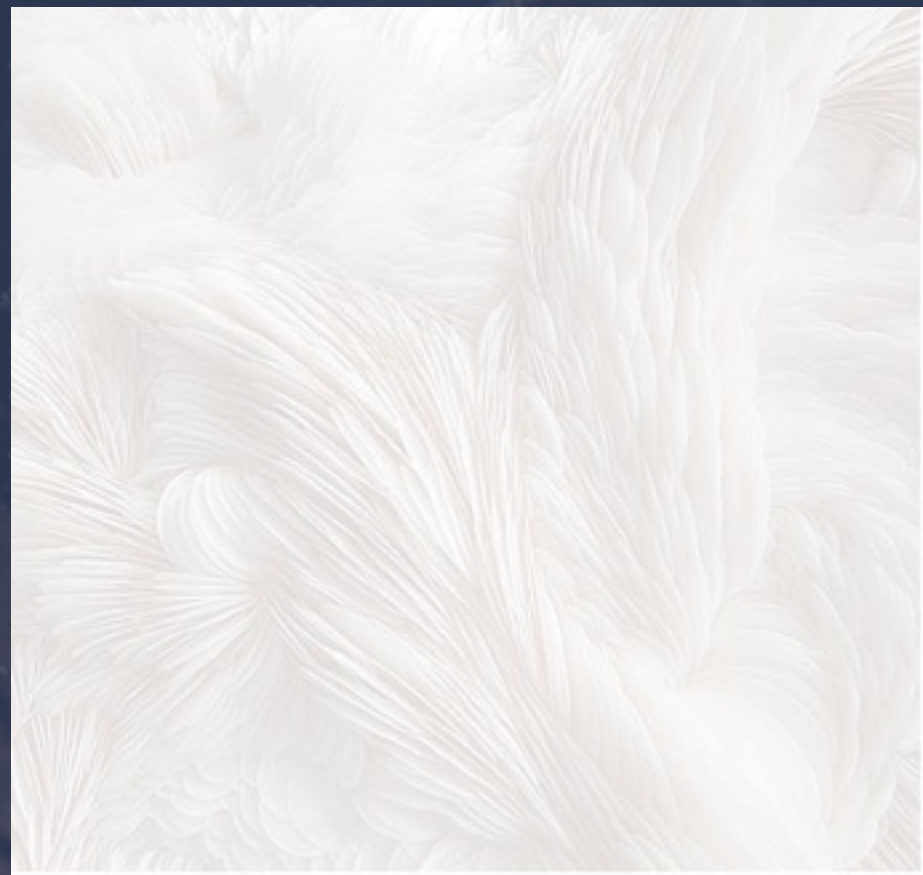
[view full report](#)



WHAT DOES THIS MEAN?

- ▶ More women than men
- ▶ Ages 25-34
- ▶ Mostly on desktop devices, some mobile
- ▶ Biggest social referral is Facebook
- ▶ Not all make it to the contact page, why?
- ▶ Lots of photographer traffic
- ▶ Start getting a sense of your customer





SUSAN STRIPLING

DESIGN AESTHETIC

- ▶ My logo and branding are clean and elegant
- ▶ I want the images to be clean and elegant
- ▶ My target client is young, intelligent, and driven by emotional connection to the images
- ▶ I need to post images that appeal to that customer



KEEP IT SIMPLE



A romantic wedding scene featuring a bride and groom holding hands on a grassy hill. A large, leafy tree stands behind them, and the background shows a misty landscape under a soft, overcast sky. The text 'WHAT KIND OF CLIENT DO I WANT?' is overlaid in large white letters on the left side of the image.

WHAT KIND OF CLIENT DO I WANT?



IDENTIFY THE SPECIFICS

- ▶ Classic, yet dramatic, details
- ▶ Venues that I want to work at again
- ▶ Emotional reactions from clients I like
- ▶ Venue decor for Google Image searches
- ▶ Portraits the way I like them!
- ▶ Iconic images I love
- ▶ Don't forget, targeting a client isn't being exclusionary

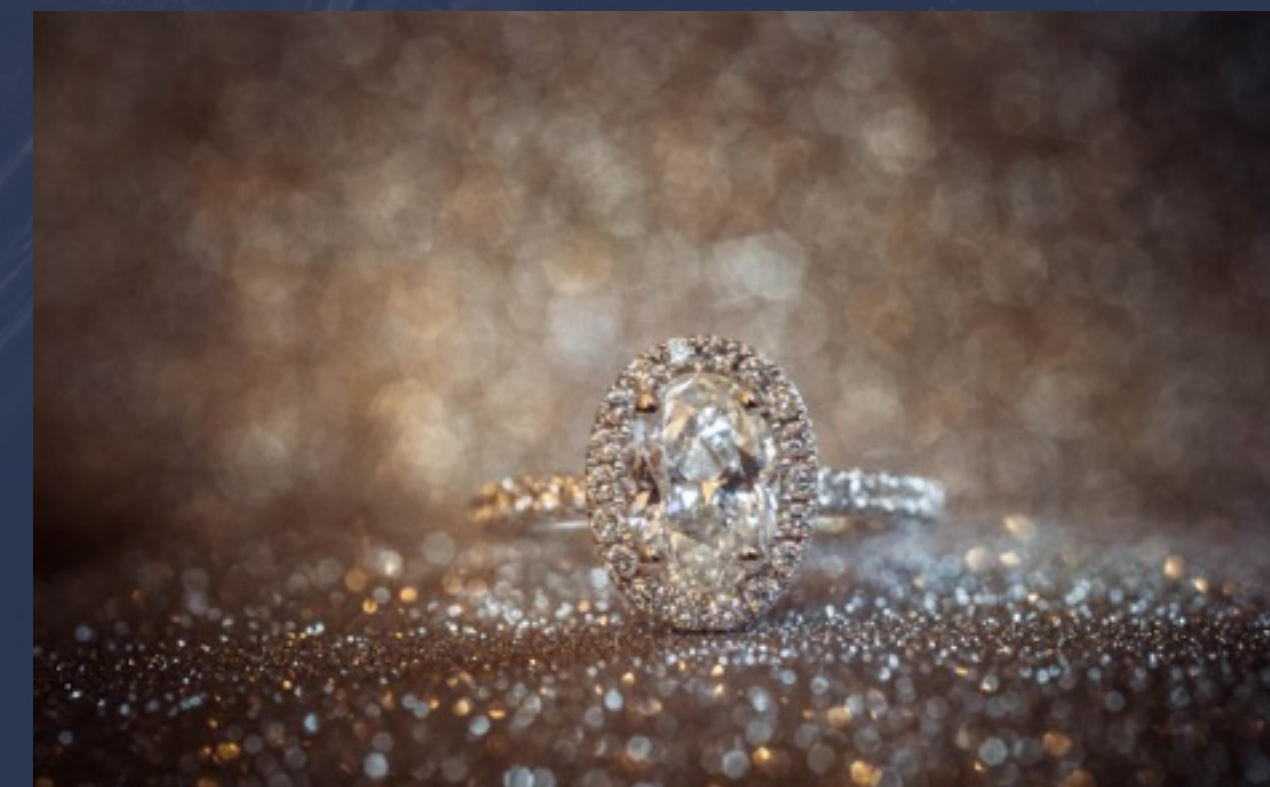
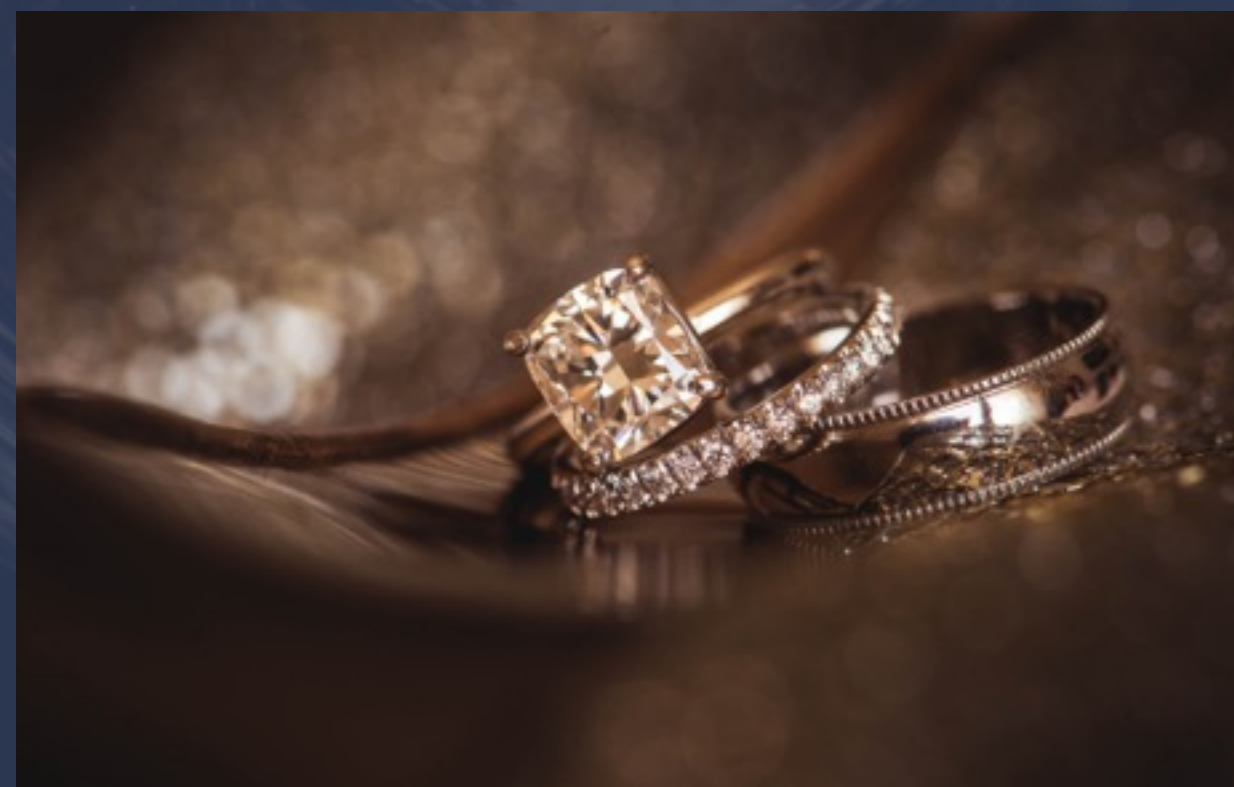
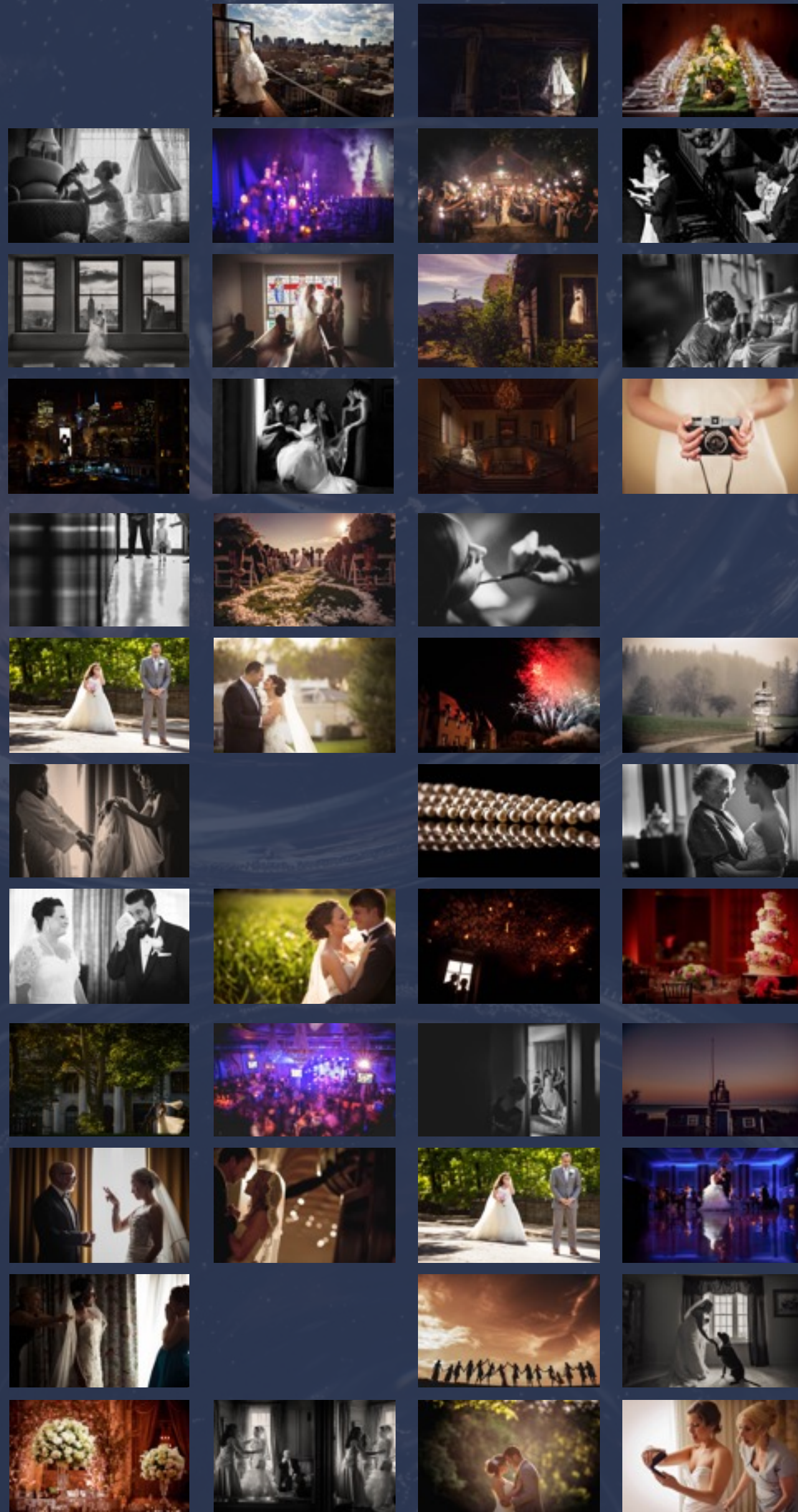




**PULL ALL OF YOUR
FAVORITES**

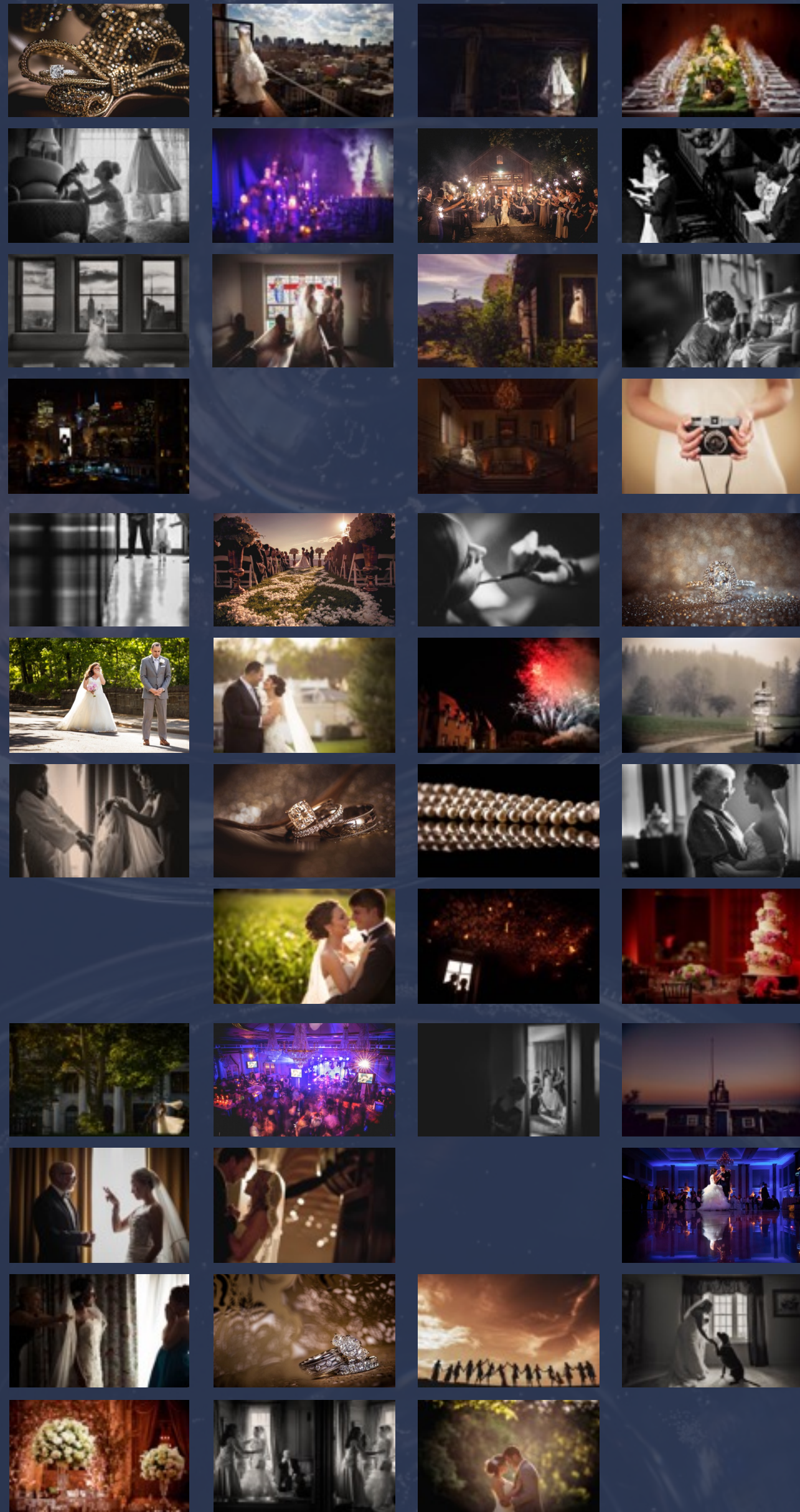


ELEGANT DETAILS

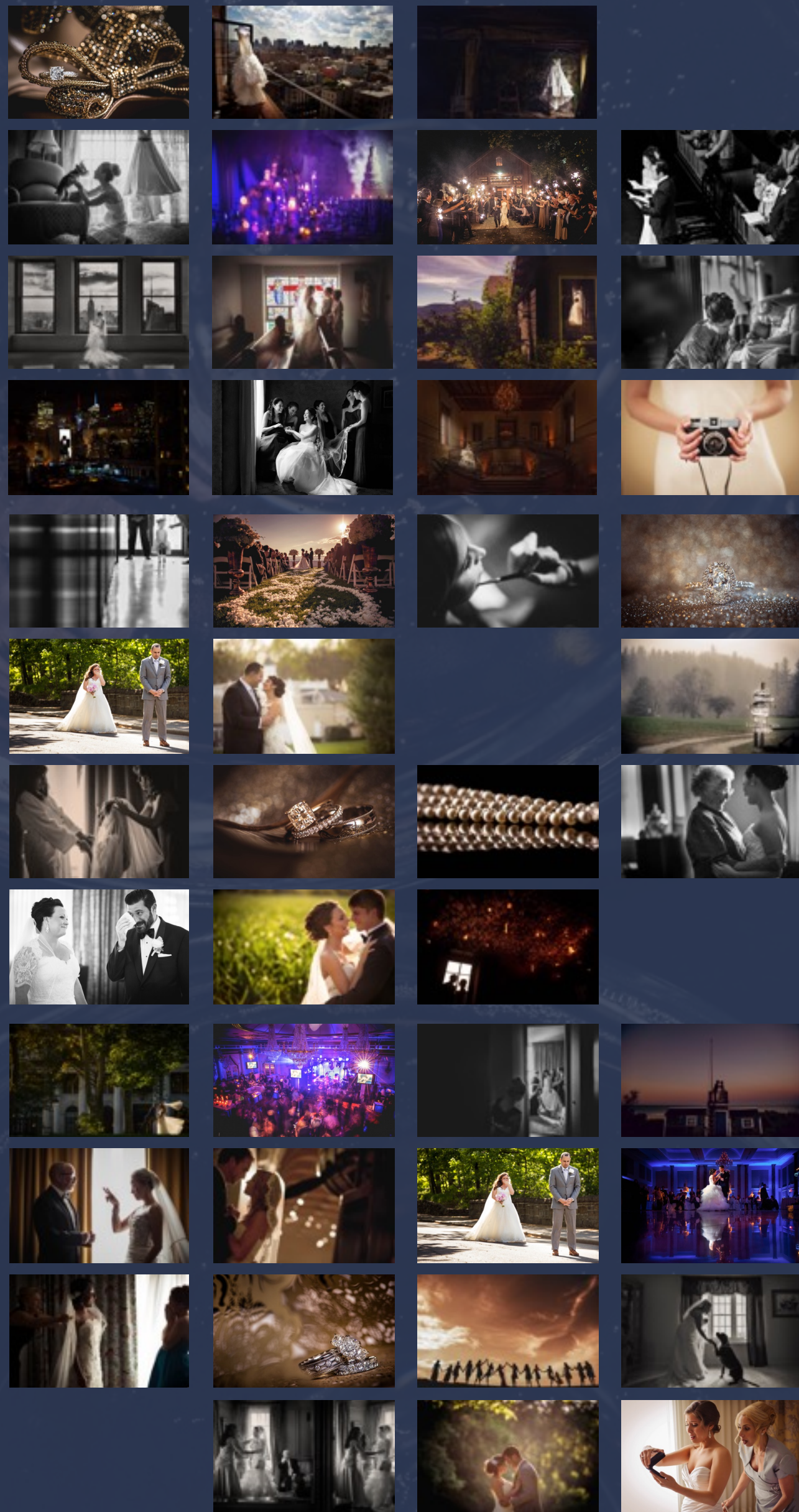


[illegible]

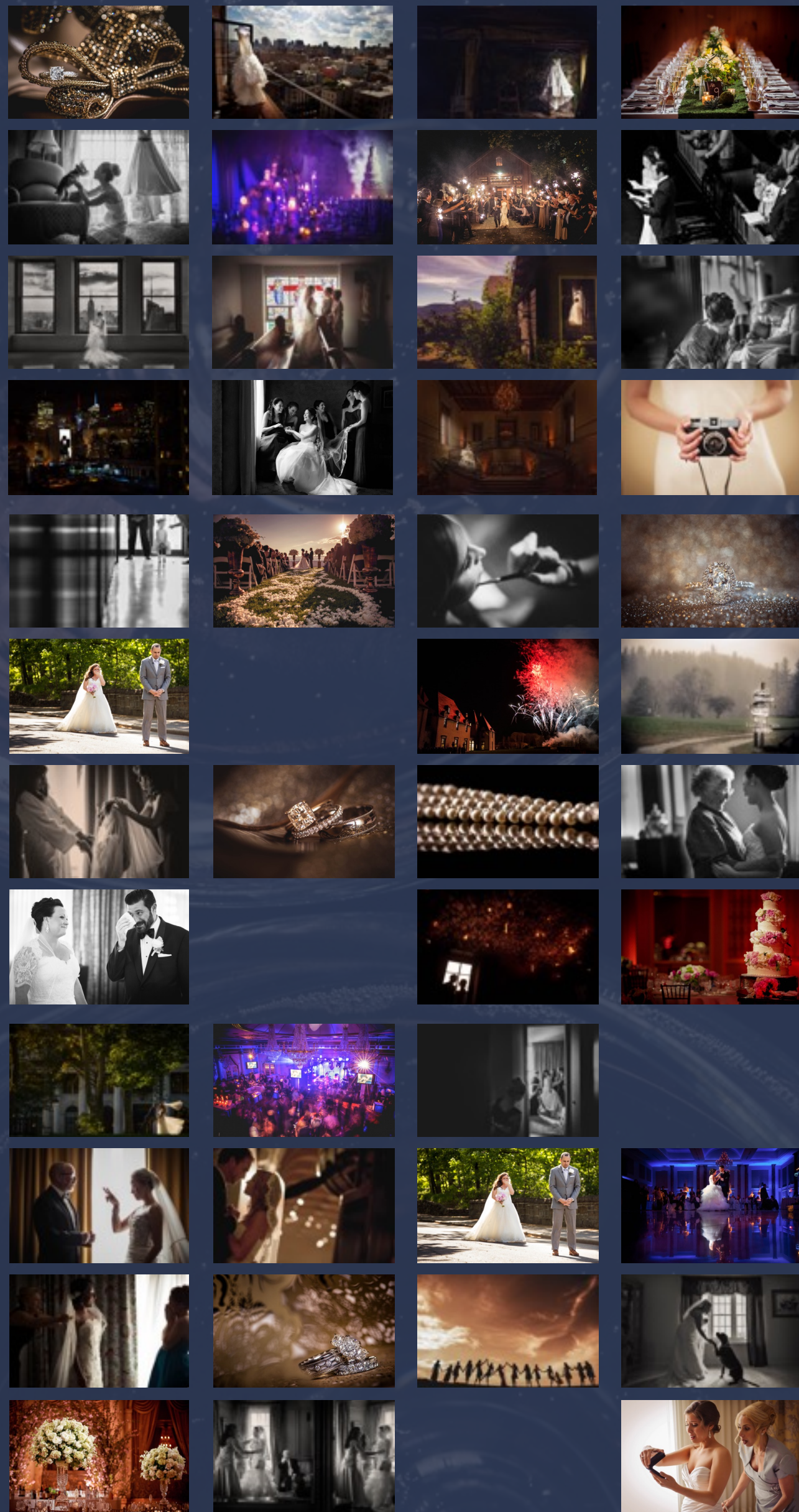
EMOTIONAL REACTIONS



DECOR FOR GOOGLE



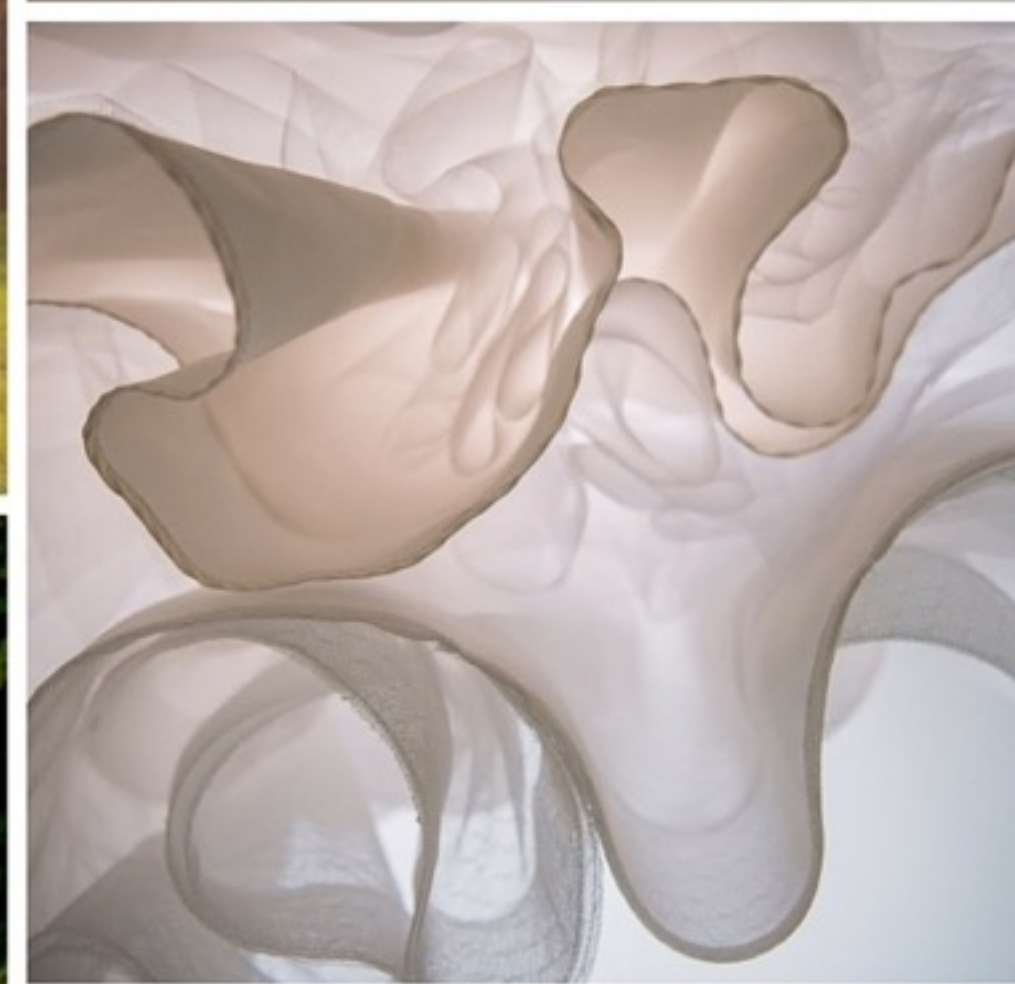
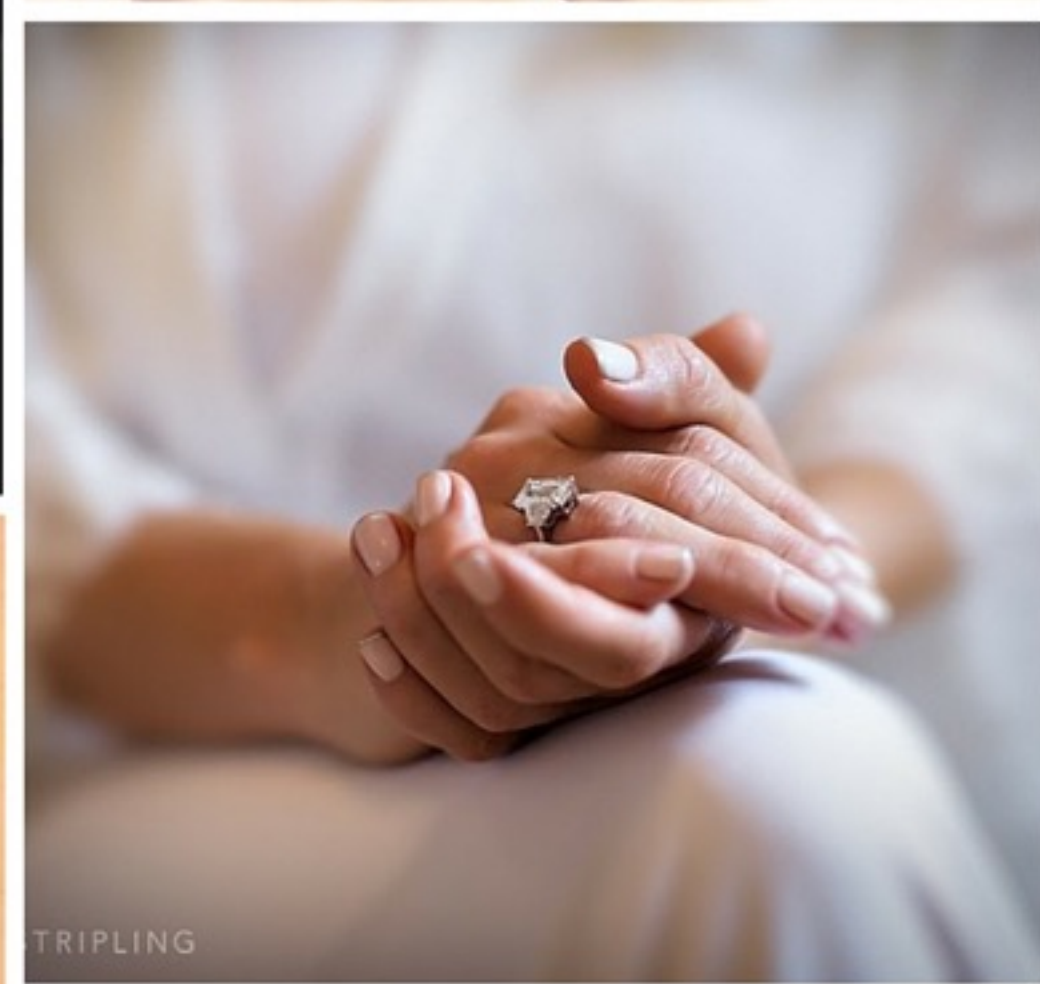
ELEGANT PORTRAITS

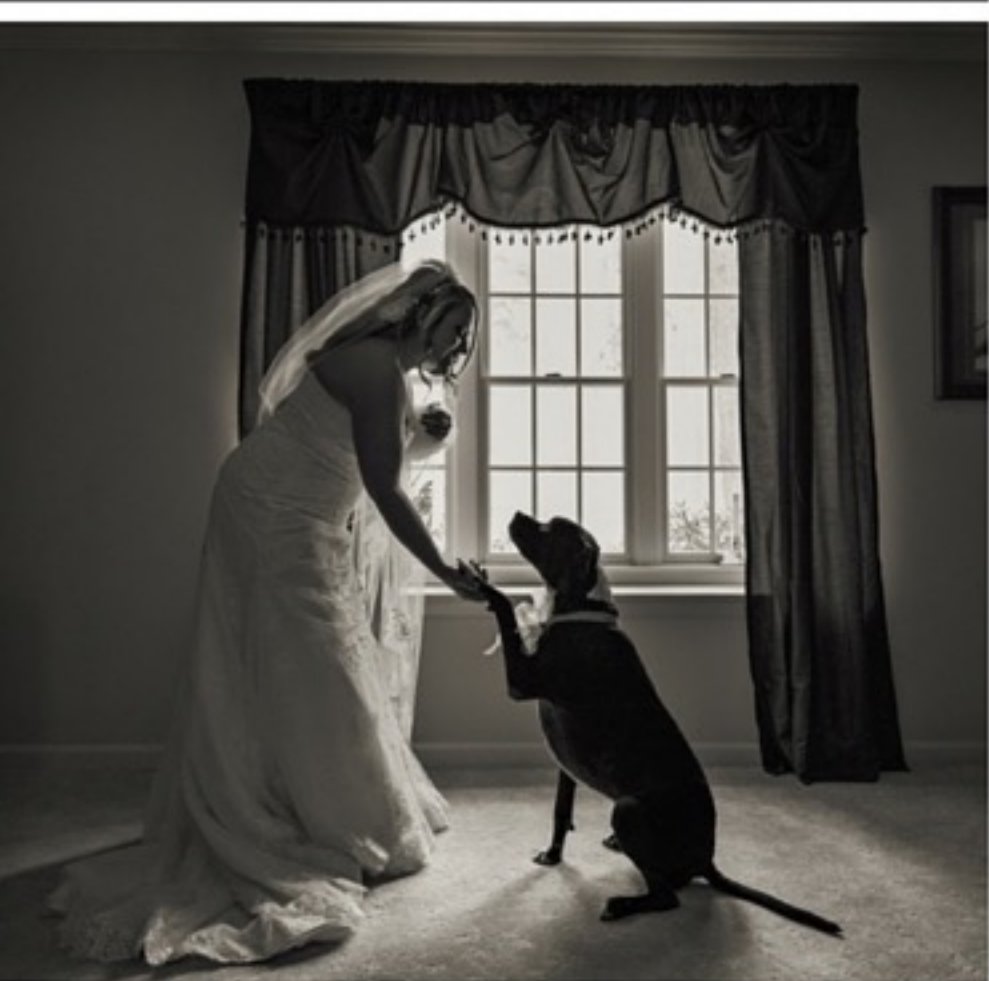


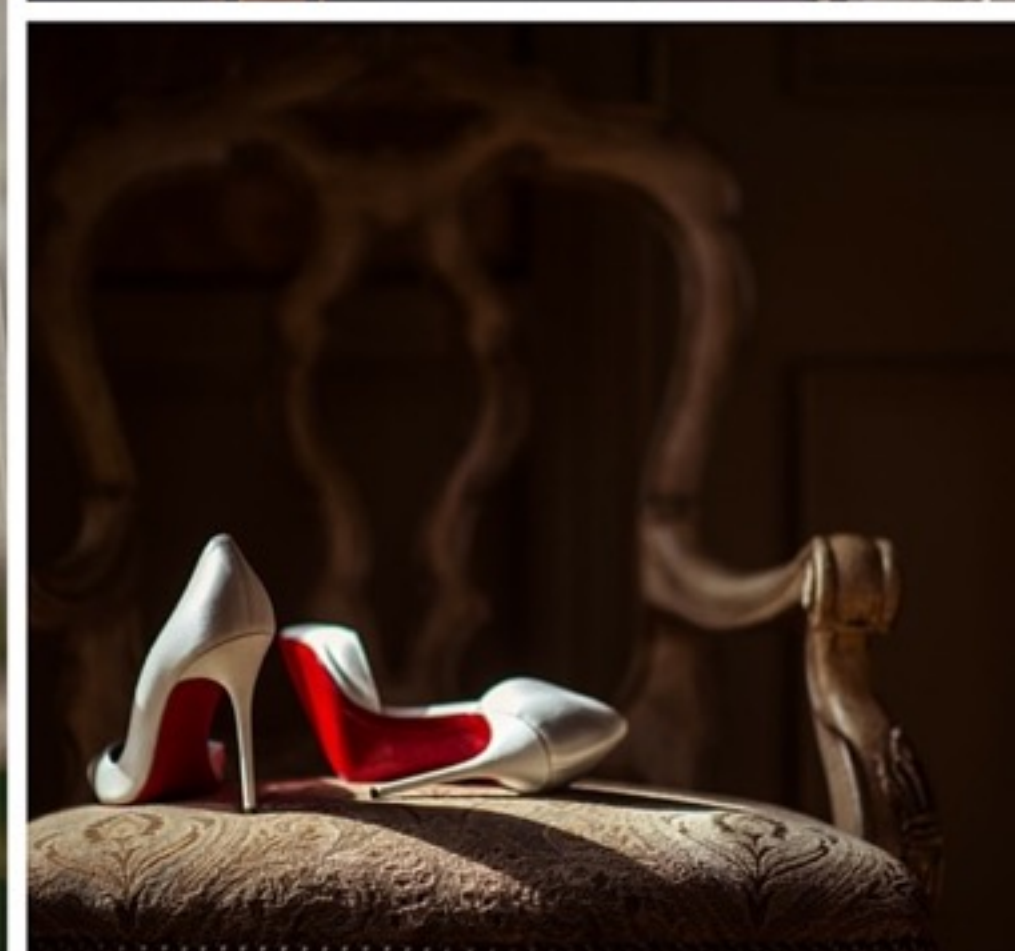
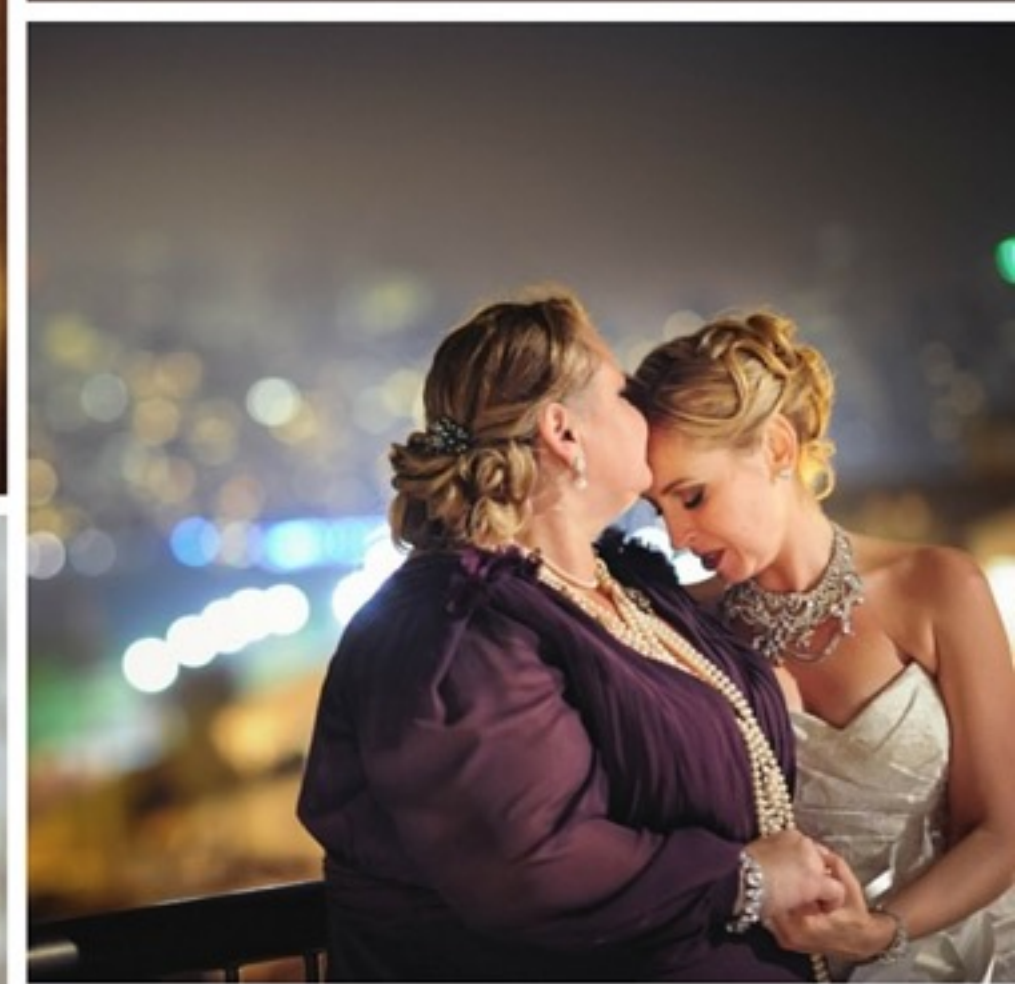
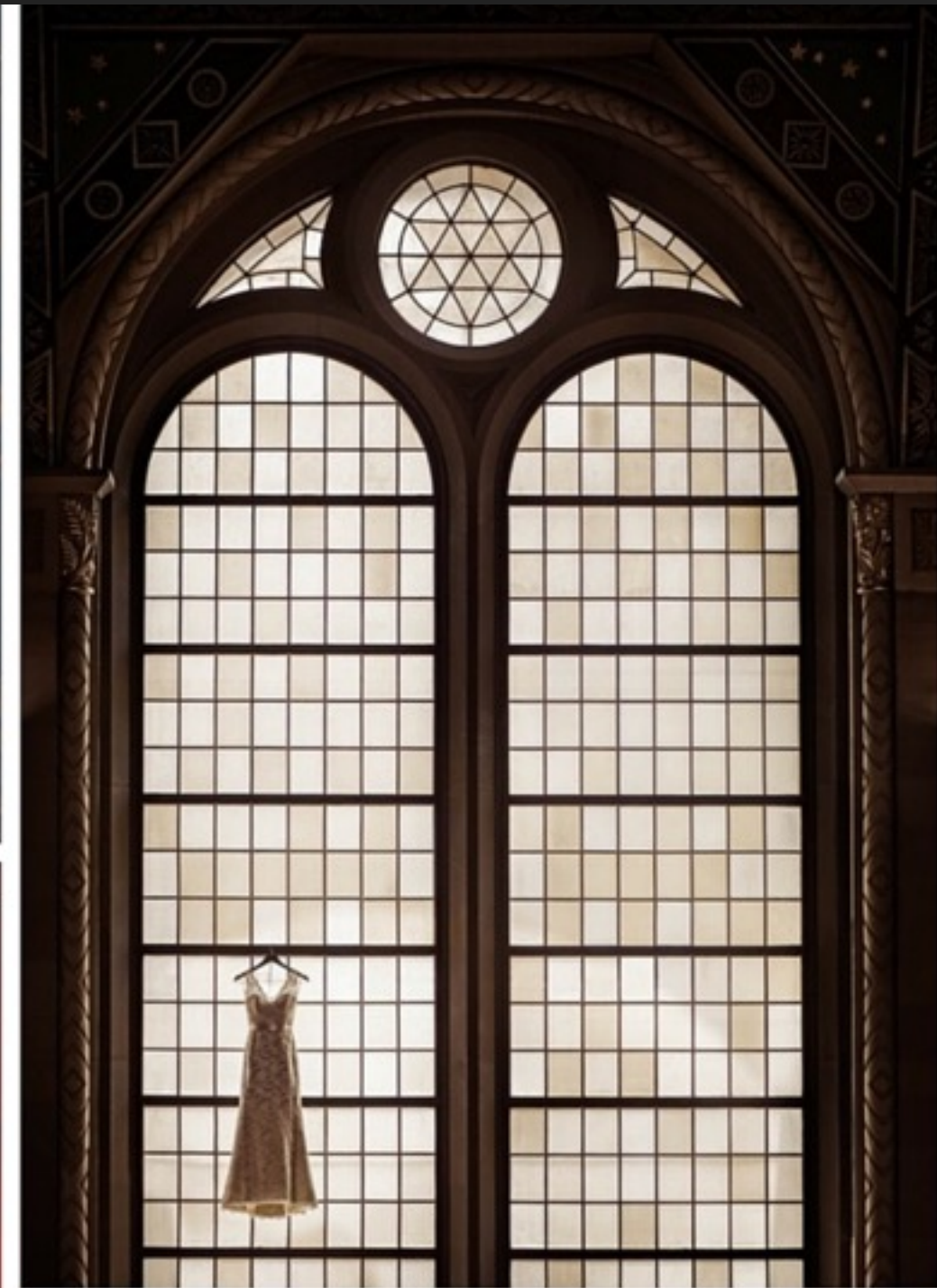
[illegible]

LOOK AT EVERYTHING

- ▶ Put all of the images together and look at them objectively
- ▶ When you lose the ability to look at them objectively, call a wedding photographer friend
- ▶ When you both go cross-eyed from looking at them, call a non-wedding-photographer friend
- ▶ Do all of the images together enforce your brand or deviate from it?



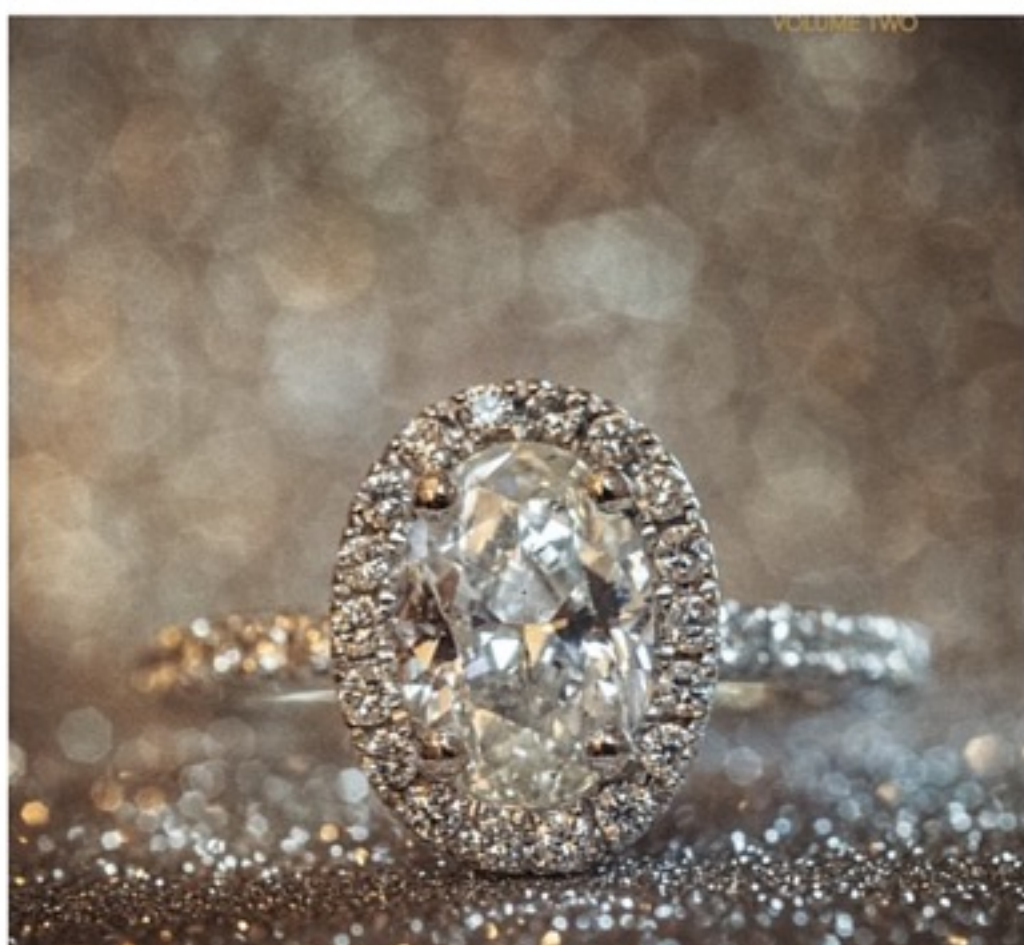






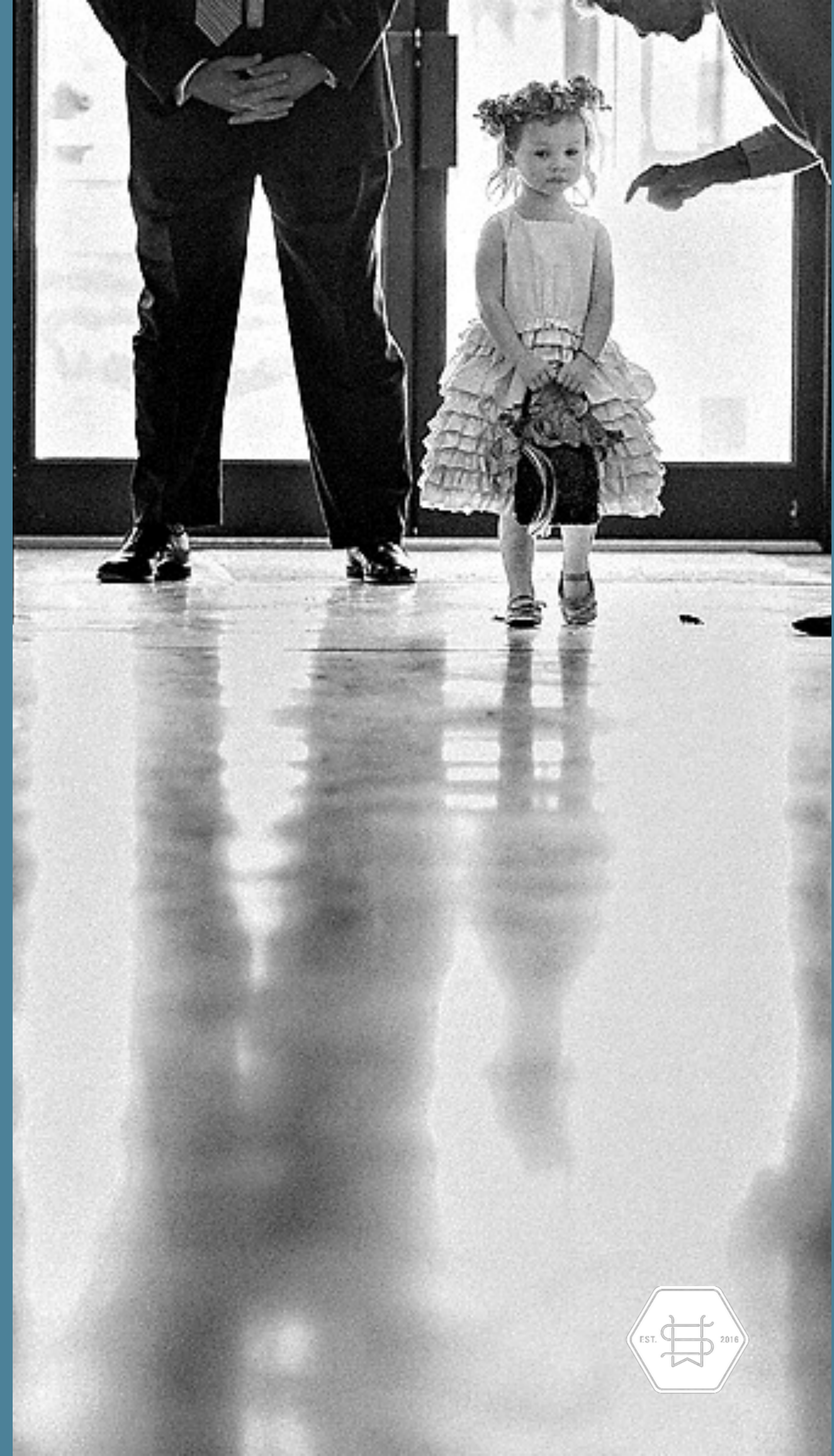
WHAT WAS WRONG?

- ▶ Images were all somber and serious
- ▶ I thought “emotional” meant “crying”
- ▶ No one is laughing in a single picture!
- ▶ No wonder my clients aren’t laughing!
- ▶ Everything was too grand and sweeping
- ▶ Nothing was relatable
- ▶ There was a disconnect



STEPS TO TAKE

- ▶ Identify your target client
- ▶ List what you're trying to achieve
- ▶ Choose images to fit those needs
- ▶ Look at the gallery as a whole
- ▶ Remove images that don't fit
- ▶ Check, check again, and have a friend check
- ▶ Don't be afraid to revisit and revise!



UPDATING

- ▶ I update once a quarter
- ▶ ...or when I work at a venue I want to work at again
- ▶ ...or after print competitions
- ▶ ...or when I work with a vendor I want to work with again
- ▶ Updating to improve aesthetic
- ▶ Updating for SEO purposes





THE
WEDDING SCHOOL