



“

Love it all!!

*Heaps better than
was expecting*

Thank you great job

”

Experience, Competencies and Certifications

- Experienced in using popular website tools including:
 - Wordpress
 - Shopify
- Proficient in HTML and CSS
- Inbound Certified (HubSpot Academy)

Client: Photographer

Project: Website relaunch

Objective: Increase website traffic and conversions

Client Specifications

New, search engine optimised text for 5 webpages (2 existing, 3 new)

Business Challenge

The client’s photographic portfolio was stunning but not enough people were going to the website to see the portfolio. Of those that did, too few were converting to customers.

Solution

- Include a clear call to action on each page
- Highlight the value of the client’s awards rather than just listing them
- Include links from the pages that explain the client’s services to the pages that showcase them
- Focus the text on the value/benefits of the client’s services rather the features
- Use quotes to help prospects relate the service to their personal situation

Sample

Page: Wedding Photography

“It will be over so fast, you’ll barely even remember it. All you’ll have will be the pictures, so make sure they’re great!”

You deserve the perfect wedding day. And a vital part of making your dream wedding a reality is capturing it with breathtaking photos. Whether you want a timeless or modern look, the right Melbourne-based wedding photographer will help you capture your special day with amazing photos that take advantage of the best settings Melbourne has to offer.

That’s where [client] comes in.

With over 25 years of experience and more than 30 gold photography awards, we will help you create a lasting memento that will evoke the pleasure and happiness of your wedding in years to come.

Contact us today to find out how we can capture your dream Melbourne wedding.