

Alliance of Fine Art Presentation - February 27th, 2010

Techniques to Build Your Online Presence with Mike Bessler

Mike Bessler
630-667-5174 cell
Mike@BesPhoto.com
www.BesPhoto.com

1. Introduction
 1. computer programmer for 34 years - retired
 2. professional full time photographer for last 4 years
 3. produce/sell photographic fine art on canvas - giclee
 4. professional printer - 44" 10 pigments
 5. digitally copy paintings
 6. teach photography at Starved Rock and private lessons locally
 7. photo restoration
 8. data recovery
 9. website creation
2. Make sure your website comes up higher on major search engines
 1. KEYWORDS in your website on EVERY page
 1. try searches with the keywords that you want to be found under and try synonyms
 2. use google adwords interface to help with keywords
 2. Text website and/or text in all images so google can index your site
 3. Pictures - description and long description
 1. Try to copy your work yourself, but watch for shadows, reflections, color, quality
 2. Get your work professionally copied if needed
 4. Video's
 5. Questionnaires
 6. do google search for your website - your name too
3. Use tools and websites created by others to promote yourself and your art
 1. any link backs used to work, now the link backs need to be used
 1. friends websites links
 2. any blog or forum signature where you post your thoughts
 2. web creation software
 1. MS Expression Studio v3 - was front page
 1. sitemap addons available
 3. your internet provider (mine is 1and1.com) has a free site builder
 4. Web Album Generator - produce web picture gallery
 5. Lightroom
 1. generates web picture gallery
 2. editing of pictures
 3. automates upload of pictures to facebook, picasa...
 6. eFax - free email based fax receive service
 7. cutePDF writer - free PDF creator by printing
 8. Google Doc's
 9. MS Office
 10. Open Office
4. Avoid common mistakes that might undermine your efforts
 1. correct KEYWORDS in your website
 2. Text website or text in an image website so google can index your site
 3. broken links

4. out of date information - be vigilant
5. bad pictures and videos
6. bad writing, bad english, bad spelling
7. bad color scheme
8. including personal with business, put your kids pictures on a separate page
9. EVERY time you put your info on the web or anywhere put it in a document for easy access so you can find it later when you need to change it.
10. EVERY time you signup for ANYTHING on the internet, put in a different randomly generated password of 12+ characters if allowed.
 1. Roboform
 2. Lastpass
11. Check your website with ie 6 7 8 firefox and now google chrome to be sure it looks right in all of them.
 1. <http://browsershots.org/>
12. Antivirus
 1. Free
 1. Microsoft Security Essentials
 2. Panda Cloud
 3. Avira
 4. free AVG
13. backup
 1. local
 1. norton ghost
 2. goodsync
 2. offsite
 1. bank vault
 2. crashplan - free to another friends computer
 3. dropbox - free 2gig at central server
14. recovery, when failure
5. Promotion
 1. word of mouth
 1. go out of your way to make your clients happy
 2. local
 1. Oakbrook Fine Art Show
 3. Yosemite, CA
 4. Columbus, Ohio
 5. Seattle, WA
 2. guerilla like
 1. any blog or forum signature where you post your thoughts, and do it a lot
 1. rc groups signature
 2. email signature
 2. do presentations on your favorite subject that you are very knowledgeable about
 1. collect emails to promote yourself
 2. have them go to your website to get further info
 3. business link exchanges
 1. other websites pick up ads from the Starved Rock calendar of events
 1. search the internet for other ads from the same business
 2. then you know who to contact for your ad
 2. do like Pamela Olin, a newsletter and opt in - need list processor with auto in out - one click unsubscribe
 1. look up the laws re spam
 3. free ad's
 1. your internet provider usually provides free website

2. websites that promote free ads
 1. photographersbyzip.com
 2. craigs list - every 8 days
 3. live simon
 4. American Towns
3. websites that have a business section
 1. yellow pages
 2. super pages
 3. merchant circle
 4. facebook
 5. Picasa
 6. twitter
 7. LinkedIN
4. google - yahoo - bing
 1. google sitemap
 2. free Tele number - google voice
 3. gmail
 1. I have many email addresses and all are forwarded to my gmail so I see all emails in one place
 2. I also have a yahoo email that is also forwarded to in case gmail is down and that has happened
 3. gmail can reply as if it's from another email address.
 4. I can read gmail in my very old phone
 5. Outlook
 4. google docs replaces MS office for a lot of people, not everyone
 1. Open office - free
 2. MS office
 5. calendar - put it on your website
 6. Google Analytics - free web page statistics
 1. shows where the click came from
 2. your internet site provider probably has statistics available
 7. Google Blogger - free web blog
 8. Google Groups
 9. Google Alerts search
 10. Picasa online Photo storage/viewing/editing - Picasa 3.5 with local facial recognition
 11. Google Local Business Center
 1. free coupons for adwords
 12. Google webmaster tools
5. YAHOO too
6. BING now too
7. Local websites
 1. <http://chicago.learningguidenetwork.com/index.cfm>
 2. chicago.citysearch.com
 3. <http://www.mainstreetplainfield.org>
 4. <http://yellowpages.aol.com/business/il/joliet>
 5. <http://www.yellowpages.com/name/Plainfield-IL>
 6. <http://www.americantowns.com/il/plainfield>
 7. <http://www.merchantcircle.com>
 8. <http://advertising.superpages.com>
 9. <http://www.plainfield-township.com/LINKS.htm>
 10. <http://local.yahoo.com>
 11. <http://www.plainfield-il.org/residentinfo>
8. newspaper press release

9. Cavalcade of Homes
10. local businesses
 1. display your work- but be careful of the grease
4. Inexpensive(Cheap) ad's.
 1. Fine Art America - \$30/yr (print on demand) to have them sell and print -
 1. free to join - events
 2. display copied original
 3. sell giclee's
 4. Get to see what sold this week, very cool.
 5. Get to see which of your pieces were viewed/found to help with keywords
 2. Many times events such as this one sell small ad's that all participants receive, usually paper. Sometimes it gets you on their website too
 3. Art Leagues
 1. individual memberships - get to know new people and gets you in their newsletters and on their website
 2. corporate sponsorships - gets you on their newsletters and website
5. More expensive
 1. google adwords - pay advertising
 2. door hangers - go in with another business to keep costs down.
 3. newspaper sections - Wedding section for photographers
 4. newspaper/radio/tv