

Imaging News

New Website for Professional Photographers Debuts at SeeYourPhotos.net

With plenty of features and marketing tools, photographers embrace easy to use site for its functionality and profit making possibilities

By Gary McCoy

The world of photography has undergone a rapid transformation during the past decade as film has become virtually obsolete and digital imaging rules the day. Mark Baltzley, an award winning commercial photographer with a national client base, was one of the early adopters of digital photography.

The advantages of digital over film are obvious: immediate picture assessment, reduced processing costs and control over the images, thanks to computer software that gives better results than even the most skilled darkroom operators. Plus, it has given professional photographers even more opportunities to market and sell their services.

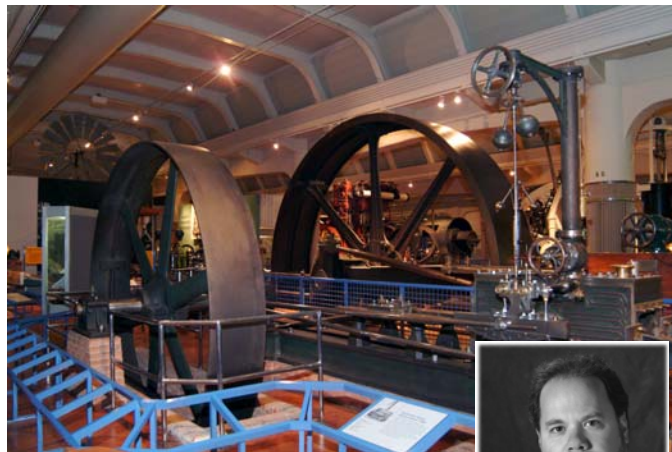
Transforming his photography business in the spring of 2000 from film to digital, Baltzley and his studio associates were the subject of a feature article in *Digital Capture Magazine* that same year. Since then he's been utilizing web sites to post images so clients can check proofs for commercial work or for participants in events to see and buy images.

Baltzley, an honors graduate of the Brooks Institute of Photography in Santa Barbara, Calif., recently switched services to a new site developed by professional photographers, John Phoenix and Lisa Catera, called SeeYourPhotos.net.

"John and Lisa went and looked at all the best sites out there and developed SeeYourPhotos.net with the needs of professional photographers in mind," said Baltzley. Like other professionals, he likes the site because of its easy to use functionality, the quick upload speeds for posting images, and is inexpensive when compared to similar websites.

How It Started

Greatly simplifying the process for professional photographers to upload, display and sell their im-



Mark Baltzley (inset right) is an award-winning commercial photographer who captures a variety of images for clients across the country, including this shot from the Henry Ford Museum in Michigan.

ages on the Internet, SeeYourPhotos.net is a new website that debuted recently in the photography marketplace as the premier online event viewing site.

Phoenix and Catera, are the owners of Phoenix Photography in Shawnee Mission, Kan. "We have shot hundreds of events over the years, and with the advent of the Internet we have utilized websites where we could upload and display images for our customers," said John Phoenix of SeeYourPhotos.net, LLC.

"While these websites were a great asset for selling our images, unfortunately they were difficult to use, had slow upload times, and were quite expensive," he related. "Our website was borne out of our frustrations as professional photographers, and is helping other photographers who have experienced similar difficulties."

SeeYourPhotos.net was created by the one of the nation's top web designers, Mayer Hosting & Consult-

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SEEOURPHOTOS.net

Seeing your photos has never been so easy!

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ing, with input from professional photographers to ensure the ease of use for both the photographer and for consumers who view the events posted. With extremely fast FTP upload speeds and website management, the software driving SeeYourPhotos.net features many handy marketing tools to help increase sales for photographers.

The Need For Speed

Charles Fisher, a professional photographer since 1979, found difficulty in using the image posting websites of competitors. With the ability to quickly and easily upload images from the more than 30 weddings and events he shoots each year, Fisher says using SeeYourPhotos.net "is helping me reach people I could never reach before and at an affordable and reasonable price."

Fisher said he tried other websites, including Collages.net, but experienced difficulty in using the site's software. With Collages.net he said he could "never get in" to find out how it works.

When he first tried SeeYourPhotos.net he was on the road in Oklahoma and accessed the site using a dial-up service. "It was very easy to follow the directions on the site," explained Fisher. "I was able to sign up for the service and load about 25 images. Even with dial-up it only took about 30 minutes."

Fisher is both schooled and self-taught in photography. "I started in Boy Scouts, continued in the military as an Army photographer and have done free-lance work for several newspapers," said Fisher. "Besides all the professional associations that I belong to, I try to attend at least one workshop or seminar yearly to stay current and up-to-date in the field of photography."

Baltzley, who was on assignment recently shooting in Florida, went to a local Panera Bread with free wireless Internet access. He was able to sign in to his account at SeeYourPhotos.net and upload the 550 images he



SeeYourPhotos.net is a great source for artists to post their fine art and increase sales.

shot in about 28 minutes. He said it would have taken him much longer at the site he had used previously.

"I like the fact that I can be anywhere doing my work and can post images immediately so that clients can approve what I've done almost instantaneously," commented Baltzley. "The amount of time saved for both me and my clients is great. Plus the quality is unbelievable."

Customer Friendly

A recent graduate of the University of Central Missouri, Leslie Bush started shooting photographs in middle school and knew that someday she would turn her hobby into a profession. Now working as a full-time commercial photographer, she continues to supplement her income with work on the side photographing weddings and portraits.



Leslie Bush

"As a professional photographer, I feel comfortable sending my clients to SeeYourPhotos.net," said Bush. "It is easy for them to access my images." Bush especially likes the "slide show" capability that SeeYourPhotos.net offers.

"I used another site that would only allow your customers to see thumbnails of photos," said Bush.

"While thumbnails are good, they are just not large enough for people to really see what they are getting."

Bush said the software is so easy to use that she feels comfortable sending customers there who may not be computer savvy.

Consumers who use the website can not only watch a slide show, they can zoom in on images, e-mail friends and family, leave a personalized message in the guestbook and place orders with ease.

"I shoot about 15-20 weddings per year," explained Fisher. "Before only the bride, groom and immediate family saw the wedding photos. Now Uncle Tom or Aunt Sue who came to the wedding but live in California can see the photos and immediately order any that they like."

Like Fisher and Baltzley, Bush appreciates the fast upload speeds. She said when using another competitors' website, it took her up to four or five hours to upload images. With SeeYourPhotos.net, it is now taking her on average about 20 minutes.

"I'm busy and I'd rather be doing other things with

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Uploading wedding images, like this one captured by Fisher, is a popular use of SeeYourPhotos.net.

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my time rather than sitting around waiting for images to load,” said Bush.

“When we were putting together ideas for the website,” commented Phoenix, “Lisa and I were looking for something that was not overbuilt with lots of unnecessary steps. We really wanted something that was easy to use and I think we have more than accomplished our goal.”

Image Smorgasbord

A variety of photos from events are being

posted by photographers, including: weddings, portraits, trade shows, corporate meetings, fine art, and sporting events.

“I shoot a wide range of events from national conferences to golf tournaments and I can put them all at SeeYourPhotos.net for my clients to review and order from me,” said Baltzley.

In her business, Bush shoots a number of portraits for seniors graduating from high school. “I can shoot someone that afternoon and can easily put the images up so they can show their family the next day.”

While most photographers are using SeeYourPhotos.net to post and sell images, some like Baltzley, use the website so that clients can review and approve images.

“I shoot for three different magazines every month and SeeYourPhotos.net allows me to send the editors there for review purposes,” said Baltzley. “And if the subjects we shoot, like real estate agents, want to order images, they can easily take care of that at the same time.”

Test Drives Available

To demonstrate the effectiveness of its website, SeeYourPhotos.net is offering an online demo for professional photographers. The demo provides photographers with the opportunity to see in “real time” the many

features available from the site.

Photographers are able to use the sites “dashboard” that provides many handy tools, such as: lab self-fulfillment, event marketing, and the ability to see all activities associated with the events they have posted. The event marketing section is designed to help improve a studio’s exposure and increase sales.

“We have nothing to hide and want photographers to see the robust tools that are available to help them save time and earn more money,” said Phoenix.

For those ready to move to the next step, SeeYourPhotos.net offers photographers a free, two-week trial. This allows photographers to post unlimited events at no obligation, and any images uploaded to SeeYourPhotos.net will remain on the site for 60 days regardless of whether a photographer becomes a customer.

The Price Is Right

“SeeYourPhotos.net has set competitive rates to help increase the profits photographers deserve for the effort they make in producing their craft,” said Phoenix.

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John Phoenix, SeeYourPhotos.net

“It really is an awesome website and reasonably priced,” said Fisher. Fisher is paying a yearly rate to use the site, which entitles him to post an unlimited number of events for 12 months.

The member of three different camera clubs in the Kansas City area, Fisher feels that SeeYourPhotos.net can help “the small guy getting started.” He said it enables the serious amateur/hobbyists photographer to get on a professional site “yet it doesn’t cost them that much.”

SeeYourPhotos.net offers the annual rate that Fisher pays for, but offers several options including a reasonable per event fee.

“If you are a serious amateur photographer who shoots one or two events per month this is a great alternative,” commented Fisher. “It looks good, is easy to get into, provides low overhead, and is a good way to manage your costs.” And Baltzley predicts that many professionals will migrate to the site to take advantage of the tools available.

For more information and to request a demo, visit www.SeeYourPhotos.net, e-mail: info@seeyourphotos.net, or phone 866-523-6463. 📷



SeeYourPhotos.net is a great venue to post portrait images, like this one shot by Bush.