A large part of your client communication takes place online, so choose wisely

The web experience

Online capabilities are a crucial part of business. These products can enhance your Web presence, reduce your workload, and speed your workflow.
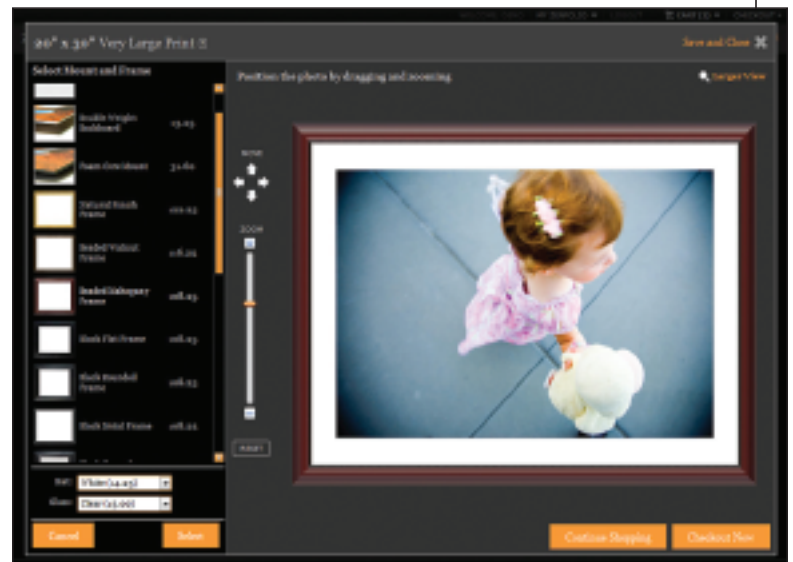

OFFERED BY: PROPHOTO

The highly customizable, easy-to-use **BLOG THEMES** designed for photographers is built for the WordPress blogging platform. Eleven free starter designs are included with any purchase; 38 more designs are available for purchase when you have a ProPhoto4 license. ProPhoto clients can customize a mobile site optimized for mobile devices (iPad, iPhone, Android and other major smartphones). ProPhoto image gallery slideshows are not Flash-driven, and can be viewed on any mobile browser. A built-in widget lets you capture customer inquiries on your contact page, and multiple social media widgets are also built-in. You can disable left- and right-clicks to deter site viewers from saving your images. Advanced SEO controls will get you noticed by every search engine. Your Web host's server must support PHP and mySQL. PRICE: Starting at $199. **prophotoblogs.com**

OFFERED BY: ZENFOLIO

Zenfolio is a cost-effective and comprehensive **ONLINE SOLUTION**. At the $100-dollar annual fee tier, it includes everything photographers need to get a professional website up and running and ready to start selling. Zenfolio offers portfolio websites, client image galleries and proofing, a shopping cart integrated with the best labs in the industry, a selection of marketing tools, and video hosting. Everything is customizable without using coding. The myZenfolio app for iPads allows you to browse and manage your Zenfolio account, present photos to clients and save their selections. PRICE: Starting at $25 annually. **zenfolio.com**

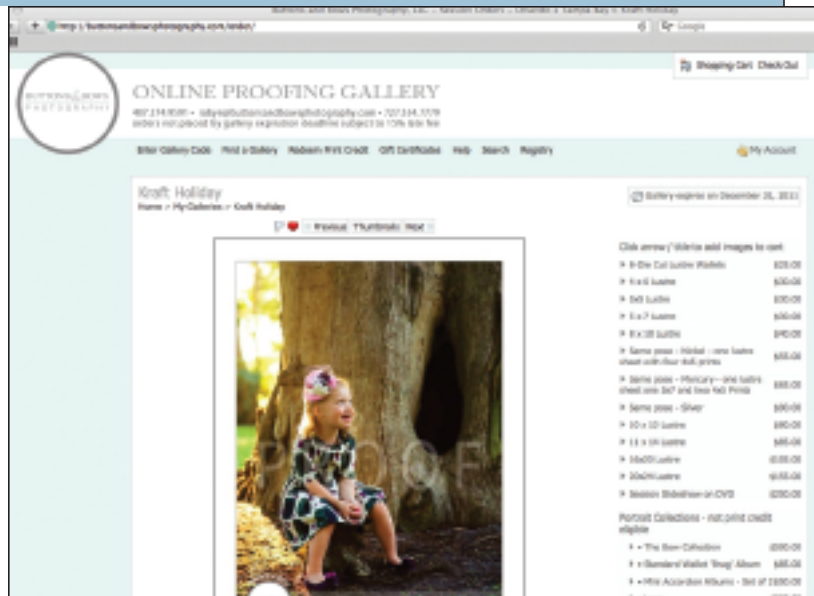**OFFERED BY: MILLER'S PROFESSIONAL IMAGING**

Miller's Professional Imaging helps you save time without sacrificing quality through the robust **POST-PROCESSING SERVICES** of its art department. While you concentrate on your business, let the artists handle your raw processing, album design, custom artwork and retouching. PRICE: Per image. **millerslab.com/artdept**

OFFERED BY: PICTURES PRO

PHOTO CART is an **ONLINE SALES SOLUTION** for every photographer who shoots events, weddings, sports, and portraits. It's a one-time purchase with no fees or commissions thereafter. The Photo Cart client gallery and ordering software is fully customizable, so you can match the design to your website or blog, and it runs independently in a folder on your website. You can set up private or public galleries, traditional and custom packages, customized products and pricing, price grouping, batch uploading, coupons, print credits, gift registries, watermarked gallery images, and Facebook Like / Recommend integration. Photo Cart's add-ons include Flash slideshows ($29), design proofing for collages, albums and more. ($59), and an accessories store ($49). PRICE: $329. **picturespro.com**

OFFERED BY: COLORATI

Colorati is a professional **IMAGE EDITING** service. Raw processing, retouching and album design services are all tailored to your preferences. Colorati promises your images will not leave its facilities in California, and will be managed with top-notch quality control and efficiency. Many of the technicians are skilled photographers who understand the importance of representing your studio. Services include color adjustment, album design and retouching. PRICE: Per image, page or hour. **colorati.com**
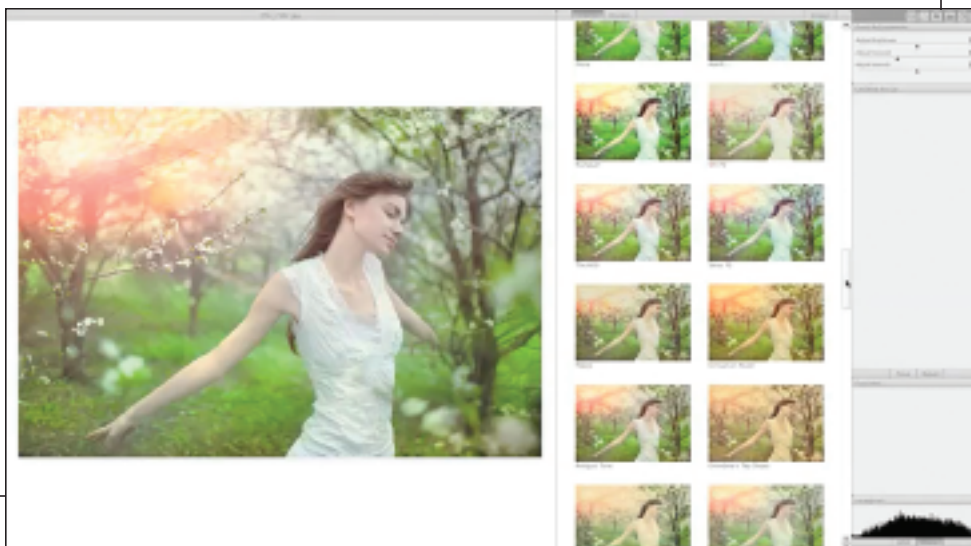

OFFERED BY: RADLAB

RadLab is an easy to use image **STYLE PROCESSOR** with an interface that helps you to get more done faster. RadLab is simple but versatile. You combine processing pieces—"stylets" —into a "recipe" for the look you want. Thumbnail previews show you the various stylets and recipes. You also have control over basic controls for brightness, contrast and warmth. PRICE: $149. **gettotallyrad.com**
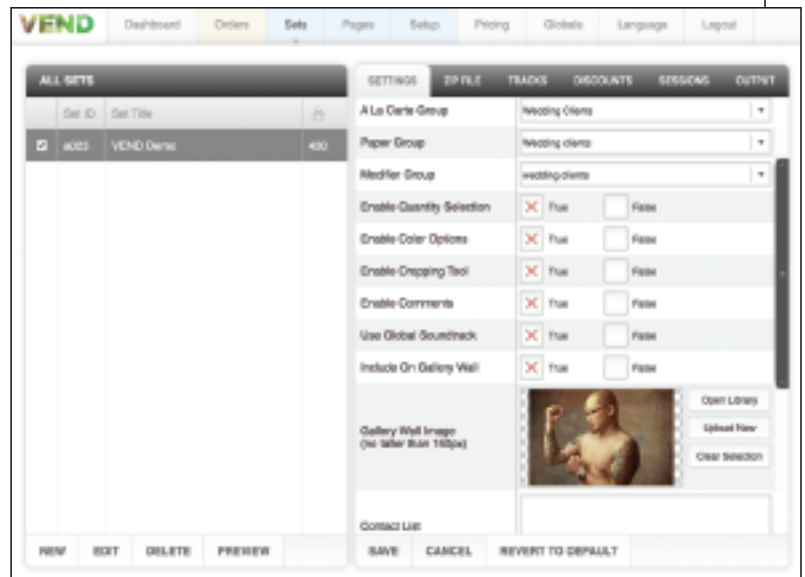
OFFERED BY: PHOTOBIZ

The **PHOTOBIZ STORE** is a full **WEBSITE PACKAGE** and e-commerce **SHOPPING CART** packaged in one integrated site. Secure and PCI-compliant, it has all the special cart tools photographers need. The PhotoBiz Store is customizable and HTML5 compatible, and its layout is understandable, intuitive and easy to use. Newly released, PhotoBiz **BLOG SITES** offer multiple templates and layouts that are easy to manage and update. One powerful feature allows you to create multiple blog landing pages for each of your photographic specialties. PRICE: $250. **photobiz.com**

OFFERED BY: INTOTHEDARKROOM

The **VEND PHOTO CART** features a browsing wall of images and a streamlined interface. The 2.0 release has a packages feature, so you can preset packages with different prices and options to make the proofing experience easy on everyone. Clients can flag their favorites before ordering, and there are zoom, watermarking, and discount code features. You can modify colors and add your logo to make sure that your Vend Photo Cart matches your brand. **FLAUNT SLIDESHOW** software is available as an add-on for $100. PRICE: $450.

intothedarkroom.com

OFFERED BY: PHOTOSHELTER

PhotoShelter's complete **ONLINE SOLUTION** combines a customizable website with a set of useful marketing, presentation and sales tools. PhotoShelter lets you create a website in minutes with no coding. Or, if you're happy with your existing site, you can incorporate PhotoShelter's customized galleries and photo sales systems. Customization options help you choose image sizes and layouts, personalize your slideshows, and
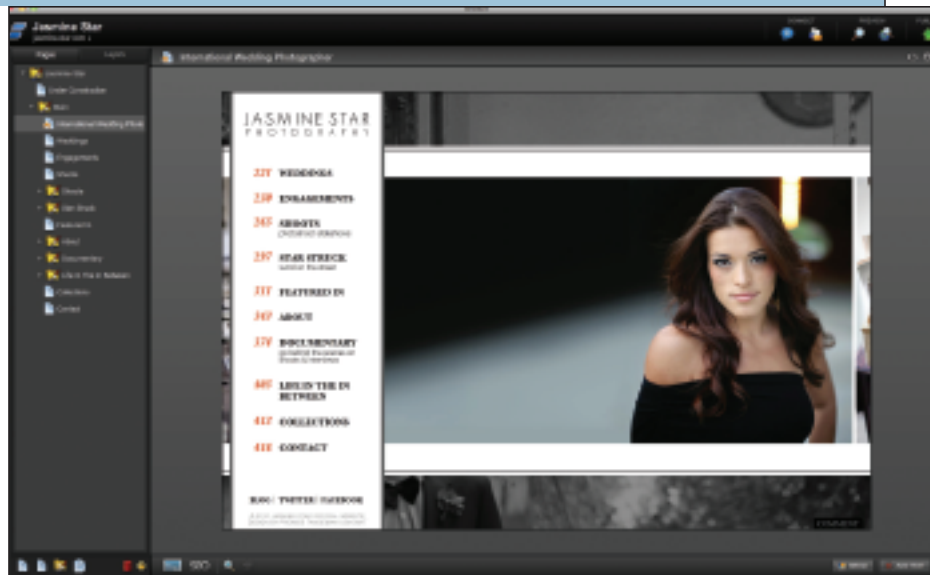

edit your site. All PhotoShelter websites include an e-commerce shopping cart for selling prints, products and downloadable images. It also has advanced SEO and social media sharing capabilities, an image archive and several online image delivery options. You can integrate PayPal on your site or use a merchant account. PRICE: $9.99 to $49.99 per month, depending on the plan. **photoshelter.com**

OFFERED BY: SHOWIT

An intuitive drag-and-drop website builder, **SHOWIT** is designed to put the power of website design in your hands.

In addition to the custom design tools (not templates), Showit has a range of marketing features. One of Showit's impressive new features is +Sites, functionality that helps you set up custom wedding websites for bridal clients. The +Sites can be posted directly to the bride's Facebook page via the Showit App, and brides can share a +Site on her friends' Facebook walls. If you don't want to redo your entire website with a Showit site, you can opt for just the +Sites. PRICE: $39 per month. **showitfast.com**

Showit's new **PASS** system lets you create image collections and share those collections with clients via the Web, Facebook and mobile devices. Its Facebook integration includes sharing high-resolution images full-screen. Pass can also track likes, comments and image sharing in Facebook, so you can see who's looking at your images and when. Pass supports Apple iOS and the desktop Pass Gallery, which offers more robust interaction with the full-res images. PRICE: $29 per event. **passpremier.com**

OFFERED BY: CREATIVE MOTION DESIGN

Creative Motion Design offers contemporary **WEBSITE TEMPLATES** backed by a team of experts versed in optimizing sites for the pro photographer. All plans include a splash page, mobile compatibility and a WordPress blog, with special options ranging from a shopping cart to a high-def video player to a music player. Creative Motion Design also offers hosting with daily site backups and continual monitoring for better site performance. For those who want further customization, Creative Motion Design offers design services. PRICE: $195 to $295 for template plans; hosting $100 per year; custom design priced individually. **creativemotiondesign.com**

Read more from Robyn Pollman at paperieboutique.com or buttonsandbowsphotography.com.