

# INDUSTRY BUILDING OPPORTUNITIES FOR DEVELOPERS.



All developers are welcomed and encouraged to provide content for any industry that you are interested in promoting aside from those posted at ourwebsitefactory.com. I will assist you designing and developing a complete website that can subsequently be used in your marketing campaigns. This website design theme can also, with your permission, be added to ourwebsitefactory.com

If desired, data sheets will be made available to you as the content provider, so that follow-up phone calls can be made within that industry.

## How can you participate?

Simply provide legal images for the industry you are interested in promoting. I will provide all of the legal written materials needed or either provide you the tools for writing your own content.

Please note: Because of strict copyright infringement laws, **written material or images** that have been pirated from other websites will not be approved. Additionally, only quality images will be accepted. Some websites such as shutterstock.com offer 10 free **licensed images** as a 30-day free trial. Even though this is the preferred resource for images, other free **unlicensed image** websites can be used. Images from either source are acceptable, provided the images are quality. Bear in mind that though there are some exceptions, it is often difficult to find quality images from free unlicensed image websites such as Pexels.com or pixabay.com

## Step by Step

1. Please open an account with shutterstock.com and select 10 images for your industry.  
\*(see TIPS below) Clicking on the heart icon on each image, saves the image to a Collection Folder. This folder is for images that you are queuing up for final selection. You will no doubt have dozens of images in this folder before you make a final selection of the best of the best. Do this by creating another Collection folder that you name Final Choices. You can move your final choices into this folder by click on the ellipse (3 horizontal dots) on the chosen image and choosing Save. This will allow you to Save the image to your Final Choices Collection Folder. **Do not download any images.**
2. Please send me username / password access to your Shutterstock account so that I can review your final selections and download to my computer

Please be reminded that I will be building for these industries on a 1<sup>st</sup> come 1<sup>st</sup> serve basis. My response to your request will be governed by your location in the queue.

## TIPS for finding appropriate images

\*Try visiting other websites for your niche market to get a feel for the industry.

Start searching for quality images for your chosen industry. Type: Shutterstock Free Images into the Google search to access the page where you can start a free trial. (Please note that you **must cancel within the 1<sup>st</sup> month** or you will automatically be charged for the next month)

When searching, try to identify your industries brand color by observing the color used in many or most of the images that you search for in your industry. Even though it's ok to vary from that color, especially if the image is exceptionally nice, try to have a good selection of images that favor the industry's brand color. For example, the restaurant industry favors red and yellow, health care is the scrub teal color, construction is black and orange or yellow which are the color of safety vest and signs, etc.

Also search for logo images for your industry and find at least 2. (in search, type in the name of your industry followed by "logo")

Look for a "Welcome image" for the home page where the subject is looking directly at the camera. The subject, of course, should be a person related to the industry.

You may also want to choose at least 1 stick or line image that represent your business. (in search, type in the name of your industry followed by "line image")

Blurred images work well too in that we generally do not have custom imagery for a particular business. For example, we may be building for a Beauty Shop, but an image of someone else's shop may not be acceptable to the customer. However, if the customer will not be providing their own images of their facility, they may have no objection to using a blurred image. The blurred image has enough detail to identify the industry without revealing that this is not the facility of the shop owner. An example of a blurred Beauty Shop image is posted below. To find blurred images, type in the name of your industry followed by the word "blurred".

