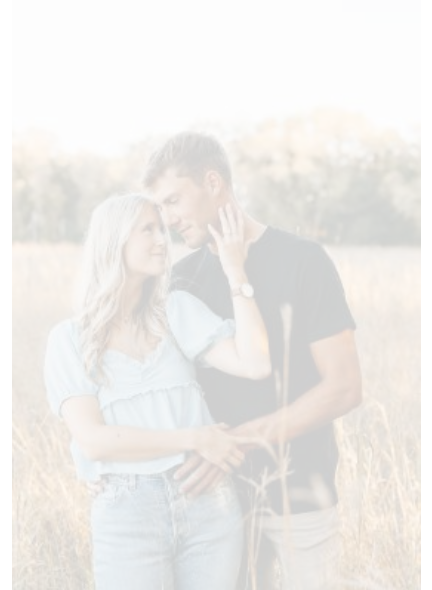


PHOTOS BY KAYLA ROSE

BUSINESS SOLUTIONS PROJECT



Bailey Seaman, Bella Rudolph, and Kylie Larson

SAUK RAPIDS-RICE HIGH SCHOOL

1835 Osauka Road NE

Sauk Rapids, MN 56379

April 26, 2025

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I. EXECUTIVE SUMMARY

Overview

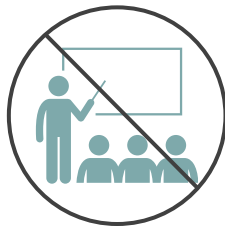
Bailey Seaman, Bella Rudolph, and Kylie Larson partnered with Photos by Kayla Rose, a Central Minnesota photographer to improve her business. This was done by enhancing her website, creating a Google My Business profile, launching Google Ads, introducing a brand kit, and revamping her Instagram to strengthen her online presence and attract her ideal clientele.

Problem

Kayla started her photography business, Photos by Kayla Rose, in September of 2019. According to the U.S. Bureau of Labor, **73% of photographers work part-time**. Kayla entered into the industry **without any formal training** and falls into the statistic of photography being her part-time job. Due to this, she **never truly established a brand** and has had **extremely limited online visibility**. She also has **struggled to attract her desired clientele**, particularly elopements. When analyzing her business further, we found she has **ineffective website optimization**.



Part-Time



No Formal Training



No Established Brand



Limited Online
Visibility/Ineffective Website



Limited Desired
Clientele

We aimed to create a more accessible, user-friendly, and visually engaging website for Kayla. The focus would be to help her attract and connect with new clientele that fit her target market of high school seniors, families, weddings, and specifically, people looking to elope. We set an established brand including cohesive colors, fonts, logo and a moto. Her moto is “Your Story, Perfectly Captured.” We emphasized easy navigation between social media and her improved website.

Solution

Purpose

The purpose of our project is to create an accessible, user-friendly, and visually engaging website. We strive to produce a cohesive brand amongst social media and her website creating increased awareness. The aim was to help her attract a new clientele that fit her target market. To achieve this, we will utilize a range of tools, including Google Ads, Wix, social media, SEO, and more.

Rationale

Photography is an industry with a low barrier to entry, allowing it to be accessible but highly competitive. To stand out, photographers must use creative strategies to differentiate themselves, not only from other professional photographers but also from individuals with smartphones and personal cameras. Kayla, a part-time photographer, has struggled to build and maintain a client base, leading to lost revenue. This project was executed in order to address those challenges and help her grow her business effectively.

- 1 Improve Kayla's website:** Her website has never been redesigned or optimized. Our goal is to improve navigation, internal linking, alt text, and client's clickstream. Also, we plan to create a cohesive brand identity and aesthetic to raise brand recognition.
- 2 Increase overall bookings with directed content:** We plan to achieve this by identifying a specific target market, leveraging relevant keywords, and connecting with broader audiences through social media and blog posts.
- 3 Improve search engine optimization (SEO):** We will enhance SEO by leveraging Google platforms, improving social media strategies, and optimizing her new website to improve visibility and reach.

Timeline

SUMMER

This project began with an introductory meeting with our project managers and Kayla Schlicting to discuss goals and generate ideas. We created a brand style guide and connected all her digital accounts to her website, such as social media and her booking domain. Then, we made major improvements to her website.

In September, we focused on making improvements to her reach and search-ability. We launched a Google My Business profile, improved her SEO, and planned out the next month of content including blog posts featured on her website.

SEPTEMBER

OCTOBER

October was dedicated to social media growth and engagement. We began posting weekly, updating her followers on her new brand, “reintroducing” herself, and revealing exciting information.

November was the official launch of key project elements. We launched her redesigned website, and her first blog. We posted on Instagram to promote the new website. Next, we expanded and refined Google My Business and developed a stronger reach. Lastly, we launched a Google Ads campaign that targeted our second blog post trying to gain more audience and reach a larger clientele.

NOVEMBER

DECEMBER

In December, we transition from execution to long-term planning. We met with a Google Ads expert to evaluate our current ad and refine settings for future posts, published another blog create a new, and finally, created a content schedule to leave Kayla with for the future.

METRICS:

Brand Alignment and Social Media Consistency

Establish a consistent brand identity throughout digital platforms while improving client communication across all online channels. Goal: 50% increase in brand recognition. 75% increase in posting consistently across social media.

Optimize Google Platforms

Provide her with platforms that are universally used. Goal: 1,000 clicks and 10,000 views with a conversion rate of 1,000 which is slightly about the industry standard.

Social Media Reach, Engagement, and Impressions

Leverage updated technology and analytics to promote client engagement and interaction across all platforms. Goal: Increase in engagement by at least 40%.

Increase Booking Conversion Rates

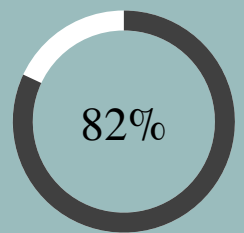
Maintain and enhance consistent client experience from initial inquiry to booked project. Goal: Improve her previous conversion rate of 12%.

Project Managers



The Project Managers of the Business Solutions Project are Bailey Seaman, Bella Rudolph, and Kylie Larson. Photography by Photos by Kayla Rose.

According to The Social Shepard, “When compared to other search engines, Google leads the way with 81.95% of the market share.”



EXECUTION

We partnered with Photos by Kayla Rose to overall aid in improving her business. We had six key initiatives: planning, brand kit development, website optimization, Google Ads, Google My Business, and Instagram revamp. When creating a brand kit, we designed a logo and selected colors and fonts to use throughout social media platforms. We used this brand kit heavily in our website design as we had to make a home, experience, portfolio, blog, investment, and contact pages. By rebranding and improving her brand and website, we would then need to add more marketing material. Google Ads allowed us to create ads directed toward her target market and reach a wide audience. Google My Business allowed people to search her name and find out more information about her business. Lastly her Instagram revamp reintroduced her new brand image.



Evaluation of key metrics

Brand Alignment & Social Media Consistency	Optimize Google Platforms	Social Media Reach, Engagement, and Impressions	Increase Booking Conversion Rates
<p>89%</p> <p>said they felt an increase in distinguishability since the summer</p> <p>75%</p> <p>said they noticed an increase in consistency across platforms.</p>	<p>Conversion Rate: 1.92K</p> <p>Clicks: 2.36K</p> <p>Views: 13.9K</p> <p>previous ad had 924 conversions, 1.15K clicks, and 141K views.</p>	<p>145.5%</p> <p>increase in engagement within her posting.</p>	<p>25%</p> <p>previous booking conversion rate was 12%.</p>

Monitoring

Through each step of the project these applications helped us.



Controlling

We encountered many challenges including Google Ads, conflicting schedules, and Planoly.

The first Google Ad we ran did not have a good outcome. It was a performance max campaign rated 1/5. Then, we met with a Google Ads expert before posting another ad.

Since the project managers are active in school activities and Kayla is running a business, we had conflicting schedules. We combated this issue by using Google Calendar to help everyone's schedules align.

Planoly allowed us to schedule out our posts, but they would post blurry photos. We still drafted the posts on Planoly, but then transferred it over to Instagram.

	GoDaddy	Instagram Pro	Wix Premium	Planoly	Google Ads	Total
Proposed Budget	\$300	\$100	\$750	\$200	\$1000	\$2,350
Actual Budget	\$228	\$60	\$696	\$192	\$1000	\$2,176

Lessons Learned

Initiating

- Have set goals before meeting
- Identify risks beforehand

Planning and Organizing

- Consult with professionals before putting money into their services
- Ensure communication is clear and constant between everyone

Execution

- Workload assessment

Monitoring and Controlling

- Identify and prioritize high-impact platforms

Recommendations for Future Projects



Meet with a Google Ads expert before running your first ad.



Automate social media posts



Utilize other social media platforms

II. INITIATING

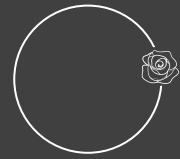
A. Statement of the problem

Industry Problems

We believe that in a world where every moment is a potential story, photography isn't just about capturing images—it's about building a brand and an online business that turns passion into profit. Today, people are increasingly getting more comfortable with their personal cameras and iPhones. It has become increasingly easy to buy affordable cameras to start a small photo business. Therefore, fewer people are searching for professional photographers. The time, energy, and money it takes seems daunting to many, and they would rather take their own photos. A statistic from IBIS World states, **"The U.S. photography market size has decreased by an average of 1.3% per year between 2018 and 2023, highlighting market saturation."** More photographers are trying to work with a smaller market. There are still many large milestones people want captured. More than ever, photographers have had to find new ways to stand out in a crowd of not only other photographers hoping to be selected, but also against smartphones and consumer-grade cameras.

Business Problems

We worked with Kayla Schlichting, a Central Minnesota photographer specializing in weddings and senior portraits but who is particularly passionate about elopement photography. Kayla started her photography business, Photos by Kayla Rose, LLC. in September of 2019. Due to the fact photography was a hobby more than a career, Kayla went into it without any formal training. Kayla is also a teacher at Sauk Rapids-Rice High School which means photography is her part-time job. She never truly established a brand, however, she knows online marketing is essential, yet she still has limited online visibility. Her goal is to expand elopements but maintain her desired clientele of senior portraits, family sessions, and weddings. She is currently located in Sauk Rapids, a small town with a population of 13,775, where minimal clients are looking to elope. When analyzing her business further, we found she has ineffective website optimization, which is detrimental, especially when searching for customers outside the local reach. She has had difficulties distinguishing herself from the competition and is looking to find innovative strategies to create growth in her business.

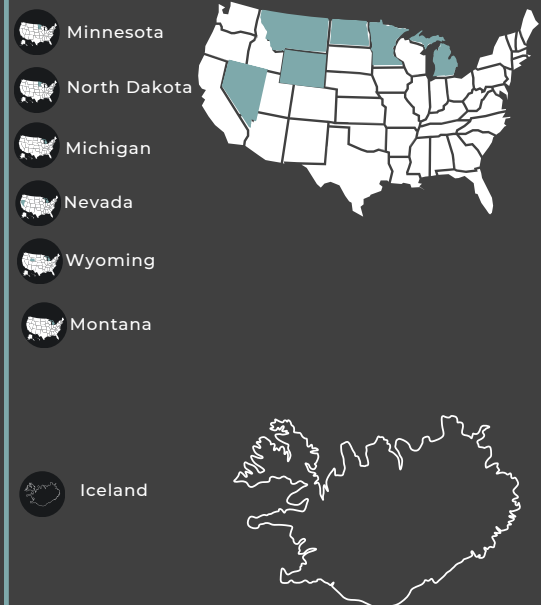


B B B



*Your Story,
Perfectly Captured.*

PHOTOGRAPHY LOCATIONS



"To me, an elopement is an intimate day, whether it's just the couple or a small group of close family and friends, in a location that holds special meaning. It's all about creating an experience that's uniquely yours."

—Kayla Schlichting

B. Project scope

From our first meeting with Kayla, we understood she wanted to grow her business, expanding herself outside the local reach and amplifying her use of social media and an online website. The purpose of this project was to create a solution for Kayla and help her improve the digital footprint of the business in addition to growing her clientele. We used data-driven analytics to create activities that would increase engagement and views. Our efforts led us to build a stronger brand for Kayla including a website, social media, and search engine optimization (SEO) tools.

PURPOSE

We aimed to create a more accessible, user-friendly, and visually engaging website for Kayla. The aim was to help her attract and connect with new clientele that fit her target market of seniors, families, and weddings, specifically, people looking to elope. We emphasized easy navigation by utilizing a simplified interface. To quickly execute the booking process, we created an easy-to-use inquiry and booking system, making it simple for interested clients to reach out and get in touch to secure their session. We strived to produce a cohesive brand amongst the website and social media creating increased awareness.



- Improve Online Business Quality
- Engage with Ideal Clientele
- Utilize Key Tools for Business Growth

RATIONALE

Photography is a market that has a low barrier to entry, meaning it's a business that requires passion but is manageable for many to start. Today, there are more photographers trying to get clients from a smaller market. Photographers need new innovative ways to stand out against not only other photographers but also modern-day smartphones and personal cameras. However, being that photography is a hobby for Kayla, she has struggled to find the time and understanding for how to effectively build and maintain clientele, leading to the issue of losing revenue. We ran this project in order to combat this. That's our reason why.

The Expected Benefits

Actions:

Higher Website Traffic

- Utilize tools like SEO; help obtain a high amount of website clicks and interaction.
- Create high-quality content; blog posts, visual content, etc.

-Aid in enhancing user experience
-Mobile optimization

Stronger Brand Reputation

- Establish a specific color scheme, font, logo, and motto
- Highlight target audience understand their demographics and preferences.

- Increase recognition
- Create a known brand

Data-Driven Decision Making

- Utilize the analytics of Instagram, the website, and Google
- Use data to determine most trafficked post-times, target audience, and ideal content.

Result:

- Informed decisions
- Market insight

Higher Conversion Rates

- Create an easy, one-click system from social media to a booking session.
- Leverage testimonials and reviews

- Optimize client engagement
- Create a reliable clientele

Increased Bookings

- Content marketing; blogs, Google My Business, etc.
- Create engaging campaigns

- Build excitement
- Increase revenue

III. PLANNING & ORGANIZING

A. Project goals

In our project, we have various goals that have led us to overall improve *Photos by Kayla Rose*. We formed three main goals that provided structure and guided us through the project to make informed decisions. They gave us a focal point in where to put our efforts. These three goals were to improve Kayla's website, optimize her Google platform (SEO), and increase bookings using targeted content.

Improve Website

Although Kayla's Website has been used for many years, she has never redesigned/updated it. We aim to enhance internal linkings, alt text, and a client's clickstream, as well as create a new brand and aesthetic look that fits her style.

Increase Booking With Directed Content

Our goal was to increase overall bookings with content that relates to a specific target market while strategically using keywords. Another way to increase Kayla's booking is by leveraging social media posts and blogs to appeal to potential clients and foster engagement through relating to others through social media posts, and blogs.

Improve Search Engine Optimization (SEO)

Since 2019, Kayla has not utilized Google My Business or Google Ads. Our goal was to provide Kayla with a cohesive digital presence, ensuring all social sites, Google platforms, and her website are linked to one another. This integrated approach will improve SEO and drive traffic.

B. Human resource management plan

BAILEY SEAMAN

PROJECT LEAD

Strengths & Skills: Writing, Leadership, and Organization

Responsibilities: Time Management, Decision Making, and Accountability



BELLA RUDOLPH

PROJECT LEAD

Strengths & Skills: Organization, Graphic Design, and Public Speaking

Responsibilities: Project Planning, Design, and Researching



KYLIE LARSON

PROJECT LEAD

Strengths & Skills: Graphic Design, Collaborating, and Analytical Thinking

Responsibilities: Communication, Documentation, and Writing



KAYLA SCHLICHTING

PHOTOGRAPHER & OWNER

Strengths & Skills: Leadership, Innovation, and Resourcefulness

Responsibilities: Project Vision, Funding, and Monitoring



SHAUNA SEAMAN

DECA ADVISOR

Strengths & Skills: Adaptability, Managing, and Guidance

Responsibilities: Problem Solving, Monitoring, and Feedback



C. Schedule

i. Milestone

To ensure we are reaching and executing the goals, we formed milestones to keep us efficient and effective. We created four key milestones that will help us track our progress. These milestones include a redesigned website, the establishment of a brand, the creation of a Google platform, and the introduction of search engine optimization.

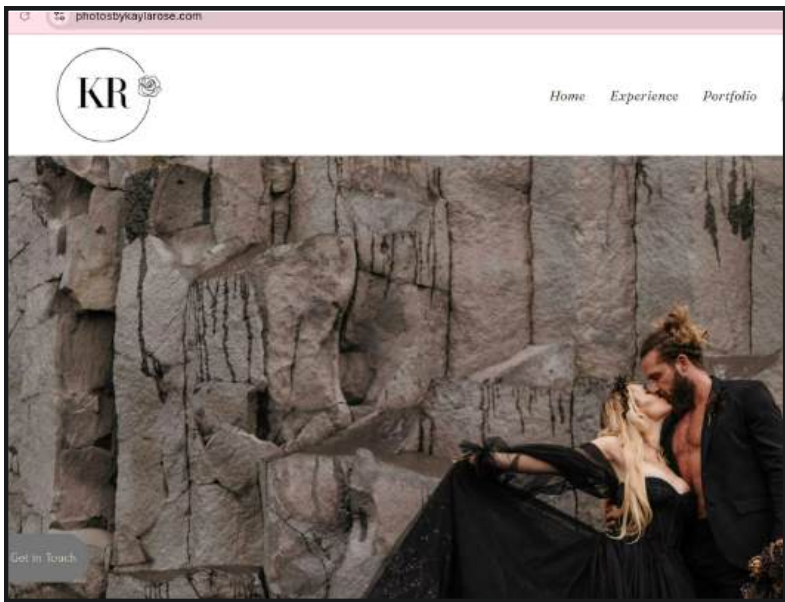


MILESTONE ONE

REDESIGN WEBSITE

When meeting with Kayla, we knew she had a real drive to grow her photography business and brand.

This meeting allowed us to get a sense of how she wanted her website designed, and her overall brand as well. This platform will create more on-page optimization.



MILESTONE TWO

ESTABLISH BRAND

As we developed her website, we focused on a brand that would be universal to social media as well. We created eleven different posts that included blogs on the website, and posts and reels on Instagram.



MILESTONE THREE

LAUNCH A GOOGLE PLATFORM

Kayla has never utilized platforms like Google My Business or Google Ads. Therefore, we helped create a Google My Business account that encases photos she has taken, areas she works in, and social media platforms. She will be able to generate more off-page optimization through GMB. It ensures gaining clients through organic and directed traffic to her site.

Google Ads allows targeted advertising, gives measurable statistics on each advertisement's success, and offers flexible budgeting. It will generate more on-page optimization.

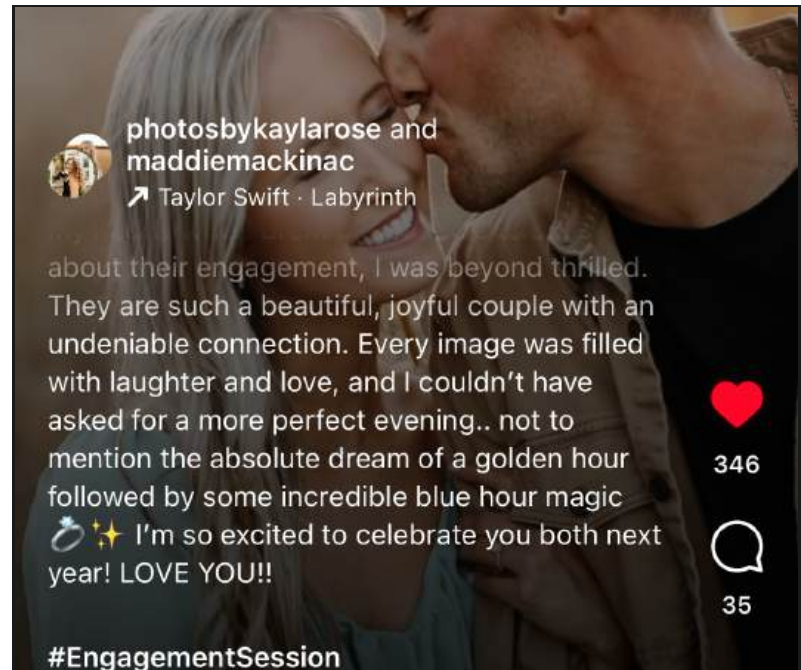


MILESTONE FOUR

UTILIZE SEARCH ENGINE OPTIMIZATION

To obtain more website traffic Kayla will need to implement Search Engine Optimization (SEO).

She will use SEO throughout her website, blogs, advertisements, and social media tags. This will be done by using keyword targeting, optimizing ALT text, linking internally, and including hashtags.



ii. Timeline to reach each milestone



During June and July, we had three meetings with Kayla. We assessed the initial website and discussed the pages we wanted to have highlighted on the website, and then began working on them. We used the designated brand features we created to add photos, colors, fonts, backgrounds, and a new logo which became our brand style guide. At the next meeting, we connected her business accounts to the website which included portfolios, surveys, social media, and her personalized domain. In July, we continued to work on the website by adding features. This includes testimonials of clients, a links page, and a header and footer.

Summer

September



Throughout September, we began planning improvements for Kayla's social media outreach. We started her Google My Business profile and built her Search Engine Optimization (SEO). We decided to plan on creating three blog posts that will be added to the website. We drafted up the first blog titled "Photos by Kayla Rose REBRAND" and then scheduled the next month of posts on social media.

October

We found the need for improvement in terms of consistent posting as we realized Kayla had not posted on Instagram for almost 8 months. We began making consistent posts in October, posting weekly. We posted on October 10th to reintroduce herself and give short blurbs about things she likes. On October 14th, we sent out a post launching her new logo. On October 16th and 27th we posted some of the work she has done. October 18th was when we posted a reel on Instagram to get a new type of content on her page. The last thing we announced was October 30th, telling everyone that Kayla was expecting!



November



November 1st was when the website was first launched and the first blog about Kayla's rebrand. We also also posted on Instagram to tell customers to go check out the new site and brand we had been working on. On November 8th, we dove into Google My Business more by adding headings, links page, and descriptions about her. November 13th, we revealed the next blog, "Is eloping for you?" In November, we launched our Google Ads that targeted our second blog post trying to gain more audience and reach a larger clientele.

Our planning came to an end in December. On December 3rd, we met with a Google Ads Specialist who gave us insight into our ad and scheduled another appointment to help us create a new one. December 9th, we created the new ad with the Google specialist. On December 10th we launched the new blog “Top places to elope” with the new Google Ad. Then we created a schedule to leave Kayla with for dates to post, blogs, and ads.

December



D. Quality management plan

To ensure a successful project that is executed to high standards, we created four key metrics that would help us measure the success of our project. Our key metrics and rationale are shown below.

KEY METRIC #1: Brand Alignment & social media consistency (establishing brand) **Goal:** Improve Website & Increase Booking with Direct Content

Our first key metric was to focus on brand alignment and ensure that *Photos by Kayla Rose* had a coherent brand to increase recognition and consistency within posts, blogs, and advertising. Previous to our project, the brand and post lacked a consistent foundation. When all aspects of a brand align, it creates a clear, strong, and unified business with which customers can resonate. We wanted to ensure clients recognized the colors, logo, and key phrases that represent her business. This key metric aimed to create clarity and enhance authenticity which ultimately leads to strong relations between her business and clients. It was our goal to have a **50% increase in recognition**. Her clients instantly associate the brand's color, font, logo, and motto, making these elements powerful, ingrained symbols. To measure how effective we were in this area, we made it our goal to have a minimum of one post a week on Instagram and one blog a month. Our goal was to have a **75% increase in posting consistently across social media**. We will measure this by using an Instagram survey/poll to her followers asking if they could easily recognize her brand and if they have noticed an increase in consistent posting.

KEY METRIC #2: Optimize Google platform **Goal:** Increase Booking with Direct Content & Improve SEO

Our second key metric was to launch an effective Google platform. As Kayla has never had a Google My Business or utilized Google Ads, it is extremely important to provide her with these as they are universally used. We knew Google Ads offered detailed analytics including conversion rates, clicks, impressions, and keywords for monitoring the advertisement. Our goal was to have **1,000 clicks and 10,000 views with a conversion rate of 1,000 which is slightly about the industry standard**.

KEY METRIC #3: Social Media Reach, Engagement, and Impressions **Goal:** Improve SEO

Through our project, we focused on creating an easy and efficient client journey by integrating all of Kayla's business platforms into her website. We replaced her Pixieset website with a Wix website, providing a more cohesive online experience that better aligned with her brand and services. We also integrated CRM software, HoneyBook, directly into the website, streamlining the client booking process and making it easier for visitors to schedule appointments. To ensure consistency across platforms, we made sure that all social media platforms, particularly Instagram, drove visitors directly to her website and booking page. **By analyzing Instagram analytics, we tracked key metrics like engagement, impressions, and post interactions. Our goal was to increase social media engagement by 40%**, by maintaining a consistent posting schedule and having a clear booking process, we anticipated that this would directly boost website traffic and client conversions. Ultimately, the integration of these systems helped simplify the process for potential clients, ensuring a clearer path from social media engagement to booking.

KEY METRIC #4: Increase booking conversion rates **Goal:** Increase Booking with Direct Content

The last thing we measured is the increase in booking conversion rates. This metric is critical as it directly shows how well our new methods of advertising and branding are resulting in terms of customer increase. A higher conversion rate demonstrates not just attracting new customers but effectively turning that attraction into new customers. We will measure this metric using the conversion rate equation, which is $(\text{number of conversions} / \text{total number of leads}) \times 100$. Our goal is to **improve her previous conversion rate of 12%**, which is already higher than the industry average of 10%.

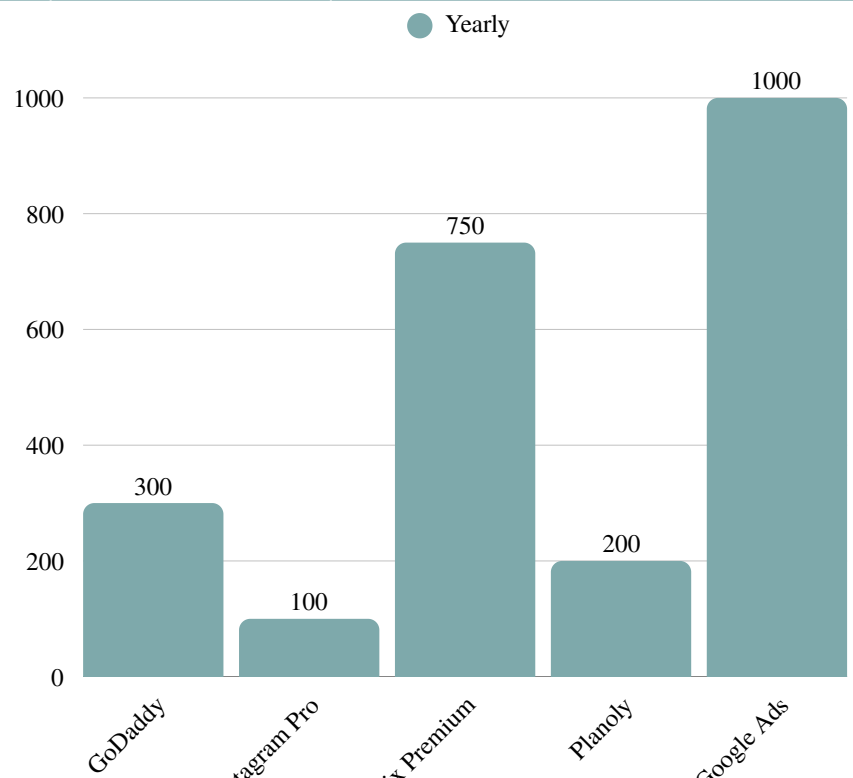
E. Risk management plan

Risks are very common in the business and project world. To reduce these risks, we created a plan that will analyze the risk, potential impact, and our strategy to reduce these risks.

RISK	DESCRIPTION	RISK LEVEL	REDUCTION STRATEGY
Unproductive Spending	Unproductive spending is a risk when photographers spend their money in ways that don't return in profit, resulting in a loss of money for their business.	High Risk	<ul style="list-style-type: none"> Consistently track profit Insure costs in marketing are reaching targeted audience
Competition	Photography is a highly saturated market with many photographers offering similar services. Photographers often are pressured to lower their rates to stay competitive, which can lead to reduced profit margins.	High Risk	<ul style="list-style-type: none"> Obtain a strong brand identity Create consistent marketing and advertising Publish client testimonials
Content Delays	Content delays refer to any amount of time that is delayed in getting photos back to clients. Many things can cause this such as the long hours it takes to edit photos, weather inconveniences, or technical issues.	Moderate Risk	<ul style="list-style-type: none"> Prepare for unexpected delays Avoid overbooking Utilize a content calendar
Changes in Market Conditions	Marketing conditions is a factor always affecting business. Changes in demand, new competition, or changing technology (e.g., smartphones with better cameras) have risk for photography business.	Low Risk	<ul style="list-style-type: none"> Monitor and follow industry trends Utilize Search Engine Optimization (SEO) Track marketing effectiveness

F. Proposed project budget

This project's operation requires many purchases related to the website, social media, Google Ads, and Google My Business. For the website, we plan to purchase a custom domain from a platform called GoDaddy. Since we were changing her original website platform, we would like to buy Wix Premium as well. Social media is another financial consideration. We want to buy Instagram Pro and Planoly (a platform that allows you to schedule and create posts beforehand). Lastly, we plan to purchase Google Ads through their welcome promotion which offers a \$500 credit when you spend \$500. The chart to the right shows the proposed yearly costs for each item.

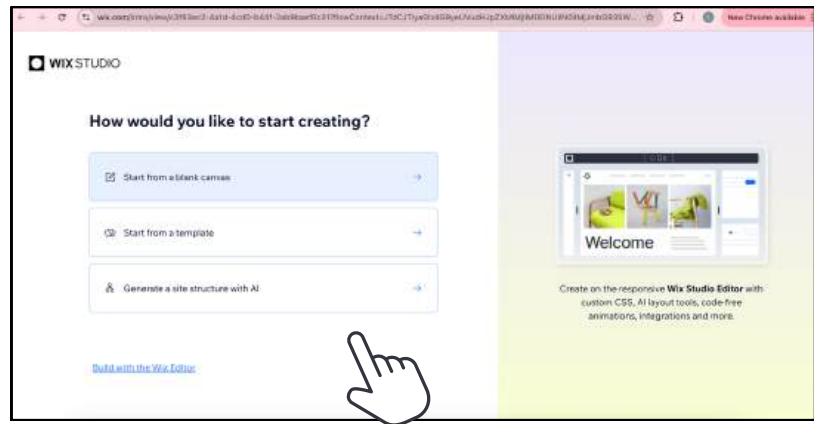


IV. EXECUTION

The following section explains the steps we took to execute the project. It describes in detail the multiple processes we carried out. Each phase was attentively planned and carried out.

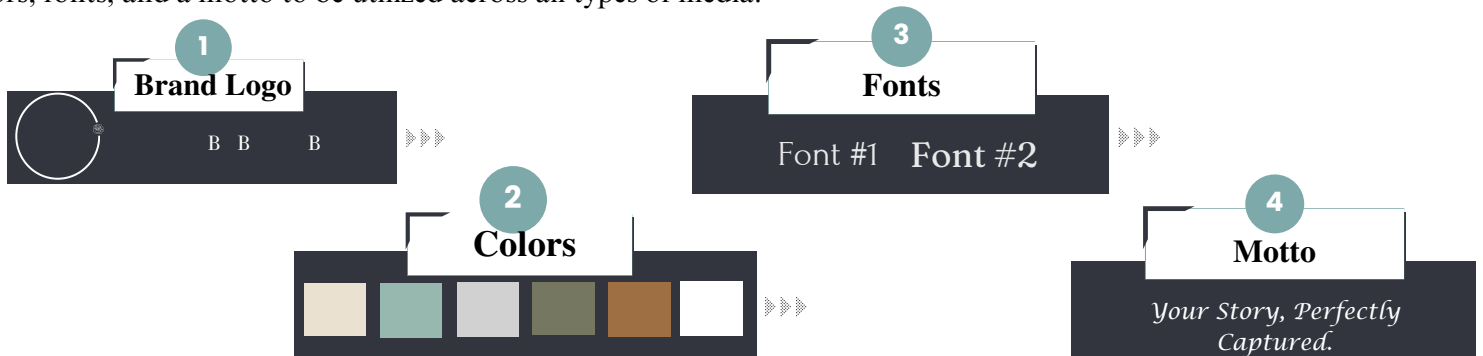
Planning

Planning for this project included numerous meetings to decide our goals and then organize. Our first meeting occurred on May 23, 2024, where we discussed which business we would like to focus on. Photos by Kayla Rose, a local photography business, stood out. Since we are all seniors, we had all taken our senior photos before this project. We knew Kayla as a local photographer and teacher. We admired her style of photography and two of our group members had booked with her. However, we recognized the booking process, and some aspects of her business could be enhanced. At the time, Kayla was using Pixieset for her website. We needed to determine if we wanted to stick with her current website or change it. As stated previously, when going through the booking process, we noticed it was not a smooth process. The features on Pixieset were extremely limited and Kayla felt she wasn't getting helpful data. In our first meeting, we decided to research different website platforms. Our second meeting was on June 4th. The three of us met with Kayla once again and discussed the goals she had for her business and how we could reach those goals through our project. We felt the change that would be most beneficial would be to redo her website, create a Google platform, and push for an increase in bookings by enhancing her content.



Creating a Brand

In our early meetings with Kayla, we realized that she did not have a strong brand image. We knew this was an extremely important part of any business, so we decided to create a strong brand reputation that would define her business's identity. Our first step was to create a brand logo that would be featured in every platform utilized by Kayla. We then established colors, fonts, and a motto to be utilized across all types of media.



Website Creation

The first step in creating a new website was finding an efficient platform. After experimenting with a couple of platforms, we decided to use Wix. We began brainstorming ideas for the new website by looking at Kayla's old website and competitors' websites to grasp what she wanted specifically. After determining key features we did and didn't want to be included in the website, we began focusing on creation. We created a navigation bar at the top of the website that led to six different pages. These pages are home, experience, portfolio, investment, blog, and contact. Each of the six pages had separate processes we carried out to ensure they were high-functioning and user-friendly.

Home Page

When creating the home page, we knew we wanted it to authentically represent Kayla's work, so we carefully selected a multitude of photos that showcase her talent and brand. After conducting research, we recognized the importance of search engine optimization (SEO) in terms of obtaining higher website traffic. According to Agility PR Solutions, "The fact that most website traffic comes from organic search results, not paid advertisements, is a well-established trend in digital marketing." To enhance our SEO on the website we strategically linked, tagged, and named the pictures used. To make our tagging as effective as possible, we did extensive research to find which words work best for SEO. We also added a client testimonial to the homepage that accurately described the overall experience clients can expect when booking Kayla as their photographer.



Experience Page

Knowing that photography is such a saturated market we knew that Kayla had to find specific ways to stand out. On her previous website, she only had a home page, a small portfolio, and a very short "About Me" section. We did research on other photographers' websites and noticed very few that had an example of how their photography sessions would run. We decided to have the experience page be a page where potential clients could learn a detailed process of what it would be like to book with Kayla. She wrote her process, ensuring capture the fun and relaxed nature of her photoshoot. In one section, she wrote, "My goal is simple: you enjoy every moment, and I'll make sure not a single one slips by unnoticed. From the big moments to the tiniest details, I'll be there with my camera, ready to document it all as it unfolds naturally. No forced poses, just the real, beautiful you." The experience page included the steps of picking Kayla as the photographer, the photoshoot day, the editing process, and getting the finalized photos back. We added an inquiry form button for potential clients to click. This was strategically linked to our contact page where they could get in touch with Kayla and choose specific sessions to book. We shared Kayla's philosophy with her business and a specific section sharing why Kayla loves what she does. We made sure to balance the lighthearted feel to her session along with specific steps so clients feel knowledgeable about their day and like their truly immersed in the experience.

Portfolio Page

After finishing the experience page, we formed her portfolio page. This page showcases multiple different kinds of shoots to allow website visitors to see what Kayla's work looks like. This includes shoots from elopement, engagement, senior, family, and maternity. We made sure the shoots we used highlighted Kayla's talent and offered another look into what her finalized pictures looked like in different kinds of photography shoots. We optimized all photos for web performance by compressing them to fit the page without compromising photo quality. We also incorporated proper alt-text and filenames with the use of keywords, ensuring better SEO and increasing accessibility.

Blog Page

As we continued to enhance her website, we realized that adding blogs could significantly improve visibility, foster familiarity, and boost customer engagement—all of which are essential for long-term business growth. We created a list of blog topics that focused on keywords that someone would search (e.g., "Top Wedding Photography Locations in Minnesota.") We took these topics and incorporated them into our blogs. Each blog we created included strategically chosen keywords. This way, if someone looked up these words, her blogs would likely appear. Since we wanted to increase familiarity, we decided to start with a blog "reintroducing" Kayla, who she was, and what her brand stood for. We titled the first blog "Photos by Kayla Rose REBRAND."

Each blog we created included strategically chosen key words. This way if someone looked up these words, her blogs would likely appear. Since we wanted to increase familiarity, we decided to start with a blog “reintroducing” Kayla, who she was, and what her brand stood for. We titled the first blog “Photos by Kayla Rose REBRAND.” We believed it was important to create light-hearted and helpful blogs with tips on different topics related to her photography. Our intention was if someone were to search a question such as “Pros and Cons of Eloping” it would direct them to



Kayla’s page. People searching for content similar to that are likely also interested in a photographer. Not only does this blog provide tips for those searching on Google, but it also attracts the ideal clientele she’s looking for. Since Kayla is specifically passionate about photographing elopements, we decided to make the second blog “Is Eloping for You? A Practical Guide Featuring Iceland's Stunning Backdrops.” This blog answered key questions people often have when debating having an elopement vs. a traditional wedding. Our final blog was “Top Places to Elope.” The blog featured all the places Kayla loves to photograph. This post was made with the intention to boost her SEO so when people are searching for questions they will directly be linked to her website. Each post also had a clear “call-to-action” to encourage readers to book with Kayla. Along with this we integrated each blog into our website by linking them to other pages in our website. Throughout each blog, we added links to outside websites, such as related articles. For example, in the elopement page it encourages readers to think about what is important to them in their wedding experience. We then linked a website from Google that lists, “Important things to think about when beginning to plan.” This is essential as having more external links boosts a website's search engine ranking. By linking to authoritative sites or relevant resources, search engines will view your website as more credible and allow your content to be seen more.

Investment Page

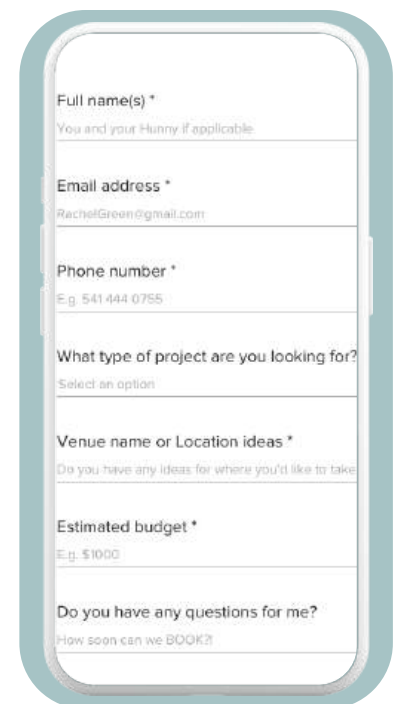
The fifth page we formed was the investment page. Kayla offers a variety of different kinds of photography sessions, including a mini session, portrait session, engagement session, and three different types of wedding collections. We made sure to include all services. We formed the page to provide detailed yet easy-to-read prices for each type of session.

Contact Page

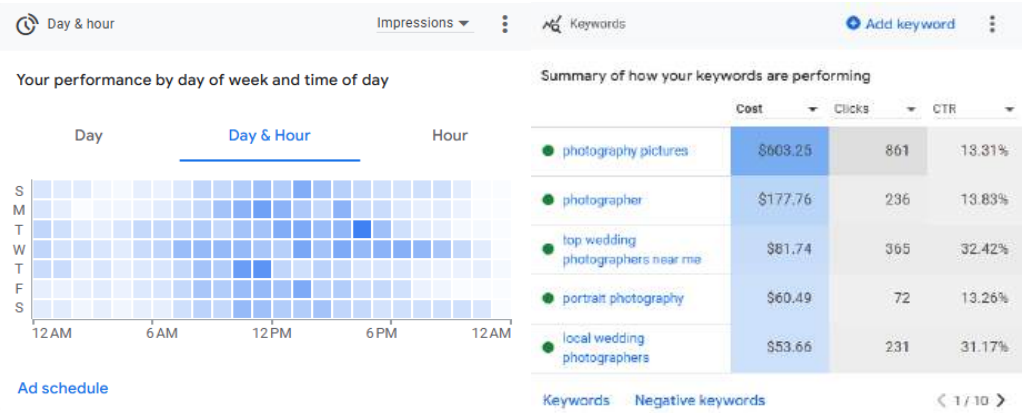
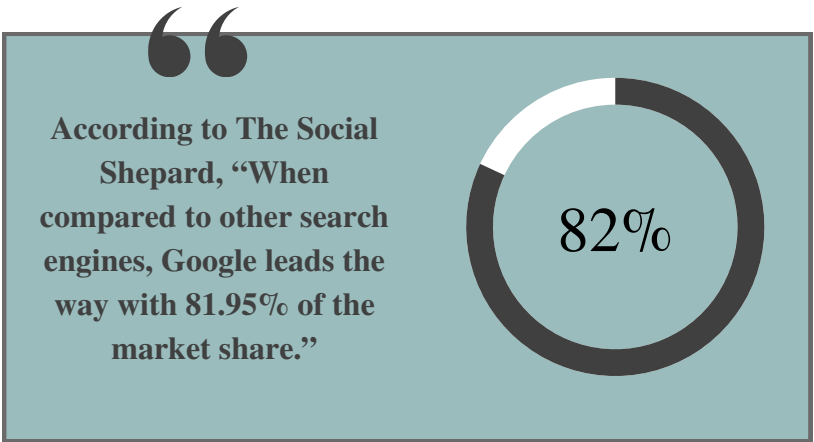
The sixth and final page we added to the website was the contact page. We linked Honeybooks to the contact page as Kayla uses this platform to book clients. It has a simple-to-follow inquiry where potential clients fill out their basic information and the type of shoot they are looking to do. This allows Kayla to keep all of her inquiries organized. This page was strategically linked across the website as it would boost our conversions. Throughout all six of our sections, we made sure to keep them organized, detailed, and designed in alignment with the brand image.

Google Ads

Because of Google's high reach globally, we decided to utilize Google as a main promotion tool. Google Ads would allow Kayla to track key performance metrics such as clicks, impressions, cost, metrics, and more for an ad. When we posted the second blog post, we decided to link it to a Google Ad to obtain a larger audience. For each Google Ad, we had to put in multiple descriptions, headers, photos, tags, calls to action, and a potential market. However, our first post did not do well because it was a performance max campaign. This type of campaign lacks a specific target market. Instead it focuses on maximizing reach to any audience; It would not target people who are in need of photography. It had a poor optimization score and conversion rate and lacked overall engagement.



Google allows you to meet with an expert for free. After having two meetings with them, we were able to create a more effective ad and learn more about Google Ads in general. The reason for having so many descriptions and headers was to target specific people with the description that fits them. The expert helped us create a new Google Ad that was a search campaign. A search campaign combines keyword targeting with audience data. The search campaign would then track how many inquiries Kayla gets, bring a better optimization score, and change based on whom it is targeting to meet what they were searching. This meeting enabled us to improve the functionality of our ad and ensure it reaches the maximum amount of viewers and clicks. Through running the second ad, we gained major insight into our project. Our first ad we created was rated poor or 1/5 and had 141,000 impressions but only 1,500 clicks. When running our second ad after meeting with the Google expert, we were able to hit an ad of excellent or rated 4/5. It had only 13,900 impressions but 2,360 clicks meaning our conversions would be going up. The ad was able to show us our specific dates and times it performed best, which keywords were performing best, what devices it performs well on, demographics of the clicks, and so much more.



Instagram Revamp

While helping Kayla with her website, we noticed that her social media presence was lacking as well. Primarily, her posts were sporadic, sometimes she posted three in a month to then had no more posts until six months later. Her last post was on 8 months ago. We wanted to give Kayla a more consistent online appearance and reintroduce her to new followers or clientele. With each post, we planned out different days and times to post to find when engagement was highest. We used an app called Planoly which enabled us to set up specific times for our content to be automatically posted and it allowed us to track interaction. We made a deliberate effort to maintain consistency in her new brand across each post. The first post included reintroducing Kayla, fun facts about her, her current coffee craving, and the best part of her job. We added key hashtags that relate to her business as well as giving a call to action to have followers drop a fun fact about themselves. The next post launched her new logo and tagline, “Your Story, Perfectly Captured.” We posted multiple couples sessions to introduce new followers to her work. To focus on tracking her engagement, we posted a reel of a proposal session, to see them compared to regular posts. This allowed us to compare which type of content reaches our target audience best.



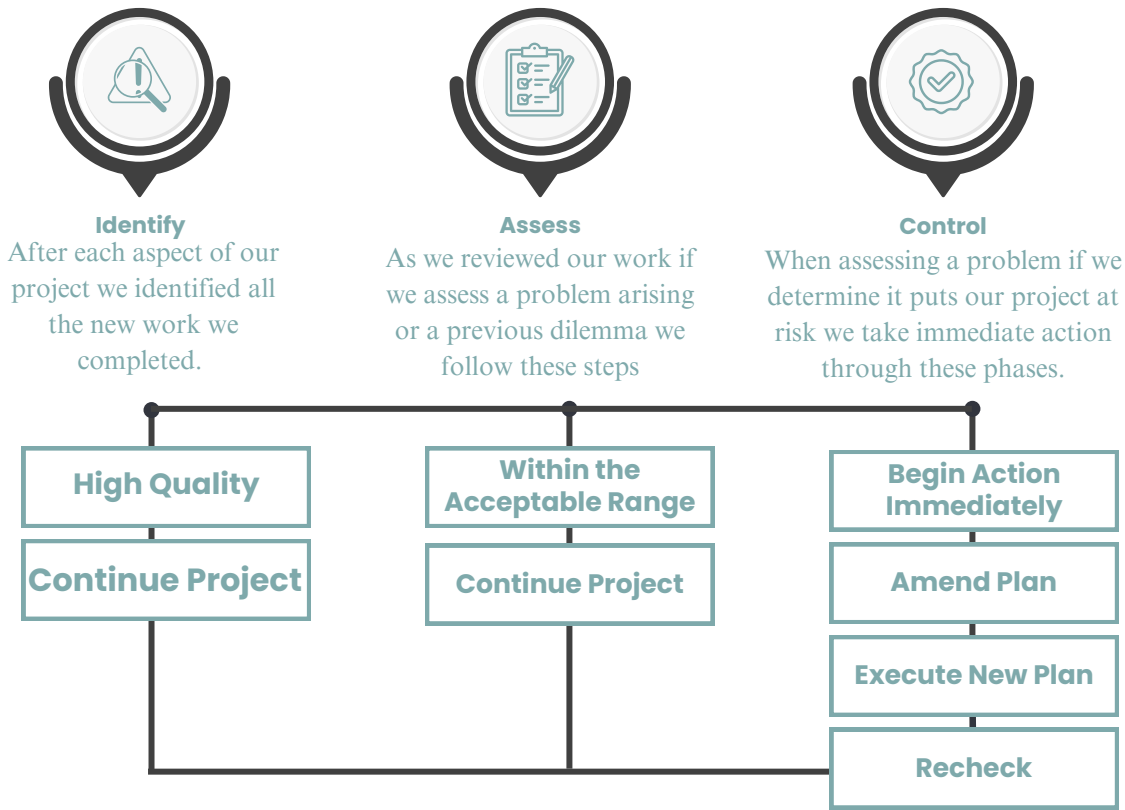
Google My Business

Since one of our goals was to optimize Google platforms, we needed to find unique ways to continue advertising her improved business, website, and brand. We decided to utilize a resource called Google My Business (GMB). This free tool allows businesses to manage their prominence on Google and interact with searchers. When people look for businesses close to them, a GMB listing allows your business to appear. Although this may sound similar to the Google Ads we created, they have some distinct differences. Google Ads will likely pop up on social media feeds or other places while scrolling. GMB is specifically for when people search for questions or content similar to your business. It provides essential information and allows you to display hours, location, contact info, photos, posts, and more, making it easy for customers to find and connect with you. GMB increases visibility because it boosts the chances of your ad being higher up in the search results. Finally, it allows customers to leave reviews, which helps build credibility. Google made it simple and easy to integrate Kayla's business into this platform. We created an account and added essential business features. We shared a short paragraph from Kayla about her passion for photography. We also created links to her social media to allow easy customer conversion and increase SEO.

V. MONITORING AND CONTROLLING

A. Monitoring

Many aspects go into running a management project. To stay organized we created an in-depth schedule, budget, and quality plan to monitor and control each aspect of our execution. Project monitoring is key as it helps us assess advancement, create tasks to ensure timely completion, monitor the budget, and meet project expectations. Project monitoring also involved being able to recognize issues that may come up during the project's completion and preparing a plan of action to fix these issues. Previous to beginning our project we created a layout to monitor all elements of our project. As we carried out the different aspects we ran it through this graphic in order to ensure it was the highest quality possible.



Google Drive was the main platform we used. We were able to share and collaborate with the project leads, Kayla, and our advisor through platforms supports like Google Docs. The drive contained outlines, agenda, branding, and photos.



To make sure we were on schedule we used **Google Calendar**. Google Calendar allowed us to schedule meetings with ease and ensure we all had easy access to view the dates of the meetings and schedule new dates



To work collaboratively on our written portion of this project and activity resources, we used **Canva**. Canva allowed us to access our written project, and it even allowed both of us to work on documents at the same time. This allowed us to work collaboratively while monitoring the quality of the items we were producing.



Another way of making sure posts were on time was utilizing **Planoly**. Planoly allowed us to stay on track by pre-setting a date and time our content would be posted.






Google Ads allowed us to track our Ads and how they were performing. It monitored key metrics like conversion rates and quality scores, tracked our budgeting, and ensured our outreach was as high as possible.



In order to form a new website that was organized, detailed, and simple to use we utilized the platform **Wix**. Wix offers many great features in terms of website creation. It also provided a multitude of templates, customization options, and a built-in tool for SEO.

B. Controlling

Taking into account that it was our first time planning, executing, and assisting this business, we knew there would be unforeseen challenges. Throughout our project, we faced challenges with Google Ads, conflicting schedules, and Planoly. These obstacles forced us to reassess aspects of our project and then redirect and improve.

Google Ads	
Although Google Ads is a great platform to use, we still encountered issues. The first ad we posted linked to her blog rebrand. It had a terrible optimization score, didn't have good leads, a bad conversion rate, and was the wrong type of ad.	 To improve with this challenge, we met with a Google Ads specialist to help explain and create a new ad. He helped us find the right type of Google Ad directed to our target market. This ad improved our conversion rate, optimization score, and leads.
Conflicting Schedules	
As high schoolers, we are involved in many activities such as sports, clubs, and work. Kayla is a small business owner who is busy taking photos and working two jobs. It is hard to find a time to meet with everyone to plan for the project.	 To reduce this issue, we used clear communication and Google Calendar. Clear communication allowed us to set expectations early and pick dates in advance to meet. Google Calendar was used to revise dates, make additional meetings, and stay on track.
Planoly	
We determined we were going to use Planoly as a way to have content preset for its posting date by an automatic time and date. However, we began to run into issues when our content would sometimes not post at the set times. The app would also upload pictures slightly blurry, which is a huge concern for posts showing Kayla's photography work.	 We still planned out content that would be posted through Planoly. We used the draft feature to save our posts as drafts and edit them later. The grid view allowed us to visualize how the posts would appear in our Instagram feed ensuring a cohesive aesthetic. After finishing the design on Planoly, we brought the images over to Instagram ensuring the clear quality of the post.

Budget

To carry out our project financially, we formed a proposed budget early on. This gave us a baseline on how much money we could delegate to each part of our project. It ensured that we budgeted for all parts of the project.

	GoDaddy	Instagram Pro	Wix Premium	Planoly	Google Ads	Total
Proposed Budget	\$300	\$100	\$750	\$200	\$1000	\$2,350
Actual Budget	\$228	\$60	\$696	\$192	\$1000	\$2,176

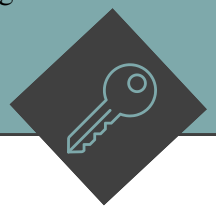
VI. CLOSING THE PROJECT

A. Evaluation of key metrics

KEY METRIC #1: Brand alignment & social media consistency (establishing brand)

Our first key metric was to focus on brand alignment and ensure that Photos by Kayla Rose has a coherent brand to increase recognition and to ensure we are consistent with the posts, blogs, and advertising. Previous to our project the brand and posts were lacking a foundation that remained consistent. We began our project by creating a strong brand identity. We set specific colors and fonts used on the website and incorporated them throughout her social media. We set a key logo as 'KR' with a circular rose around it to represent Kayla Rose Photography. Finally, we added her motto, "Your story, Perfectly Captured". When utilizing an Instagram poll, we asked if customers noticed a new brand including different fonts, logos, and colors while also seeing consistency in posting. **89% percent said they felt an increase in distinguishability** since the summer and would **now be able to recognize her brand identity**. Also, **75% percent of her clients said they noticed an increase in consistency across her platforms**.

Key Impacts: By consistently using these specific features, allowed clients to associate with her business more. Increased recognition helped her brand stand out and distinguished her from her competitors. Having a motto that represented her, led clients to feel more connected. This established brand identity contributes to long-term recognition and growth while highlighting who she is as a photographer. This allowed us to understand clients' interests better, gather feedback, and create a community around her brand. Social media platforms favor accounts with regular posting. This allowed us to have an algorithm advantage ensuring we reach a wider audience.



KEY METRIC #2: Optimize Google platform

Our second key metric is to form an effective Google platform. Creating a Google platform is essential to grow Kayla's business as she currently is not utilizing Google in any way. After learning this, we created a Google ad that did not perform well as it was rated poor, getting a 1/5. This ad got 1.15K clicks, 141K views, and 924 conversions (clicks from ad to website). Before forming a second ad we met with a Google Ads specialist, which brought great success as the next ad was rated effective and a 4/5. The second Google Ad **had a conversion rate of 1.92K with 2.36K clicks and 13.9K views**. While we reached a smaller audience we had a higher conversion, which was our goal. We researched many keywords and the one that performed the best was "**photography pictures**" with **861 clicks**.

Key Impacts: Creating and maintaining a Google platform is very important for a business as it allows posts to reach an extremely large audience. Our Google Ads were effective because it allowed our specific target market to be reached and drove immediate traffic to our website. Google My Business to provided potential customers with essential business information, built trust through reviews, and increased online visibility.



KEY METRIC #3: Social media reach, engagement, and impressions

Our third metric was social media reach, engagement, and impressions. Not only did we want to have consistent social media use, we wanted to make sure the platforms and resources we were using allowed us to have the greatest amount of reach. We measured this by Instagram analytics and viewing impressions per post on our website. Our goal was to have an **increase in engagement by at least 40%**. We measured impressions and how many people were active on her posts. Previous to this project the average number was **319** visitors. After taking the steps to improve her social media the number became on average **796**. **This is an increase of 145.5%.**

Key Impacts: Since seeing our increase in activity per post, we know that clients are interested in what we've been posting. It allows us to build authentic connections because people are sticking around and wanting to see more content, this is why the average has increased. We noticed more people coming directly from our social media to our website which allows us to have higher conversion rates, leading us directly into our final key metric.



KEY METRIC #4: Increase booking conversion rates

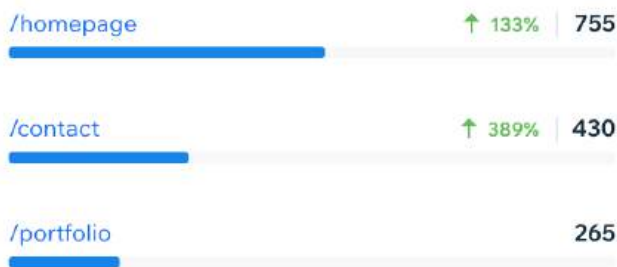
Lastly, we measured the increase in booking conversion rates. We measured this metric using the conversion rate equation, which is (number of conversions/total number of leads) x100. The industry average is a 10-15% conversion rate. Previously Photos by Kayla Rose **had a rate of 12%**. Since launching this project she has had 68 inquiries come through with 17 of them booked. That means her conversion rate would be (17/68) X100) which brings her a **25% rate**. This is over double her previous conversion rate!

Key Impacts: This is our most important metric. A higher conversion rate showed us we are not just attracting viewers but effectively turning that attraction into new customers. Our new methods of advertising and branding are resulting in more customers. All our metrics have the overall goal of increasing conversion rates because customer increase ultimately leads to revenue increase.



Explore visitor engagement

Most visited pages by sessions



This image shows where visitors have frequently landed on the website. Since the beginning of our project, the amount of people on the contact page **went up 389%** showing clients are trying to book sessions.

Sessions by country



This image shows some of the locations in which visitors are coming from. Understandably, the most being in the United States where Kayla is located. However, she has booked sessions outside the country since running this project.

B. Lessons learned

Worked Well:

INITIATING



Many aspects of our initiating phase went well including defining the purpose of our project and determining the expected benefits.

Aspects To Grow:

INITIATING

- Have a set goal before meeting
- Identify potential risks beforehand (scheduling conflicts, budget limits, etc.)

2

PLANNING AND ORGANIZING

To stay on track, we determined our milestones early on. That way we could break down the steps of the project into smaller sections easier to manage. We also used Google Calendar to schedule our meetings and stay organized.

3

EXECUTION

Overall, the execution stage went very well. We reformed the website, social media, and brand to not only meet but exceed our expectations.

4

MONITORING AND CONTROLLING

An aspect of monitoring and controlling that went very well for us was following and staying close to our proposed budget.

PLANNING AND ORGANIZING

- Consult with professionals before putting money into platforms
- Ensure communication is clear and constant between all members

EXECUTION

- Workload assessment: We sometimes underestimated the amount of time and effort required for certain tasks, leading to delays.

MONITORING AND CONTROLLING

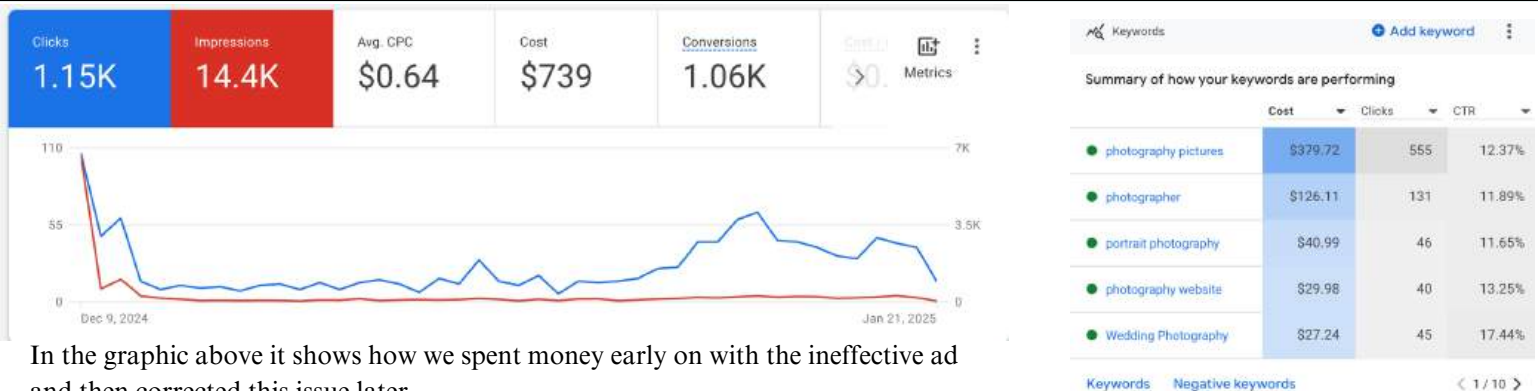
- Establish platforms that work well/don't

C. Recommendations for future projects

As this was our first time running the project, we have some recommendations for future projects.

Meet With A Google Ads Expert First

Our recommendation for a future project would be to meet with a Google Ads expert right away. As we have stated previously, our first ad did not perform well. We lost money and time without good knowledge about Google Ads. Meeting with a Google Ads expert helped us tailor strategy development and budget allocation. The ad would then update based on the persons preferences.



In the graphic above it shows how we spent money early on with the ineffective ad and then corrected this issue later

Automating Social Media Posts

The second recommendation is to automate social media posts. Since we struggled using Planoly it took more time to figure it out than just normally posting. We think another platform such as tailwind could be more efficient for a photographer. It has a higher subscription cost, but could assist in smart scheduling and automated posting. This would allow Kayla to focus more on her work and editing rather than taking time to post. Then, she would still get outreach while continuing to get other tasks done.

Utilize Other Social Media

Our final recommendation is to utilize other social media platforms. Kayla currently is only on Instagram and Facebook, as younger generations are using other apps like TikTok and Pinterest. These platforms naturally promote content to user based on interests, which makes them valuable for organic growth. Pinterest also serves as an inspiration app for brides, students, and families, which would allow her to get her business out there further.

VII. BIBLIOGRAPHY

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