

Customizing Your Internet Storefront

Your Internet storefront is a website within PhotoReflect.com. Darkroom Web assists you in creating your storefront. The storefront promotes you, the photographer, and displays your company logo, contact information, sample portfolio, and most recently published events. Most importantly, your storefront provides your customers a simple way to view and purchase photos from an event.

When you subscribe to PhotoReflect.com, you specify the Web address you want to use for your Internet storefront. For example, if your studio's name is PhotoStudios, you might have chosen www.photostudios.photorelect.com as your Web address. This address is where your customers can access photos from your events.

You set up your storefront in the My Services workspace. In the My Services workspace, you can view your storefront, select a predefined design for your storefront, and view reports about the activity on your storefront. The contact information you enter in the Photographer Info of the Store Setup workspace appears automatically on your storefront home page.

The screenshot displays a web storefront for Rebekah Thompson. The browser window title is "web edition" and the page header includes "expressdigital DARKROOM". The navigation bar contains links for "customize", "storefront", "go back", "forward", "stop", "refresh", "find", "print", and "web reports". The main content area features a search section with "FIND YOUR PHOTOS" in large text, a search box containing "[all events]", and a date field with "mm/dd/yyyy". A "Find" button and a "Show All Photos" link are also present. To the right, a "Recent Photos" section lists several events with their dates and descriptions, including "Smith Motocross", "Christine Smith", "Andrea Smith", "Honeymoon Photos", "Joy- Saltsman Wedding", "Saltsman Reception", "Rebekah Thompson", "Elaine Jones", and "Tina Smith". A contact information section for Rebekah Thompson provides her address, phone number, and email, along with links for "contact us" and "get directions". A "Your Shopping Cart" section indicates that the cart is empty. At the bottom, a footer contains a help icon and a note about finding photos, and a navigation bar with buttons for "photo library", "photo workshop", "my orders", "my services", and "my setup".

PERSONALIZING WITH YOUR OWN LOGO

You can personalize your Internet storefront with your own custom logo. This greatly enhances your advertising and identity to your customers. You can automatically upload your logo from Darkroom Web.

Your logo must go by the following guidelines. Your logo should be a file type ending with one of the following extensions: .BMP, .GIF, .JPG, .TIF, .PNG, or .PSD (please, no animated logos). Your logo size should be 150 pixels wide by 97 pixels high.

USING THE LOGO UPLOADER

1. In the My Services workspace, select “Customize” on the toolbar.
2. Click the “Upload your logo” link.
3. Browse for the logo stored on your computer, and click the Open button to begin the upload. When the upload is finished, you will receive a confirmation message, and the logo will appear within 15 minutes.

If you have trouble uploading your logo, please contact our PhotoReflect Customer Care department at 1-888-271-3446.