

Free ebook for working actors.  
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# 10 THINGS YOU MUST PUT ON YOUR ACTOR WEBSITE

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IADB Actor Websites bring you the greatest tools to manage your acting career! Build your website in seconds, and manage your information without the headaches. Build your professional website fast and share your resumes, headshots and media galleries with the world.

# Introduction

**If you're reading this that means you're an actor and you already have a website or you're thinking about getting one. If that's correct, this ebook is for you.**

Hi there. My name is Tomasz and I've been developing websites since 2003. I've designed and developed over 200 websites for customers of all caliber; from personal blogs, to small art gallery shops, to multi-billion dollar real estate agencies.


In 2013 I decided to focus on a niche group of clients and seeing how I live in Los Angeles, and have a lot of actor friends, I thought I would check out how technology companies are supporting our future artists and stars. To my surprise, what I saw was quite disappointing.

9 out of 10 websites that actors use to represent themselves are missing key ingredients and honestly could use a good make over. Well, I'm here to fix that.

You may be wondering what kind of qualifications I have to be offering such advice.

Since 2013 I've hosted over 1,000 actor websites on IADB and I've amassed a ton of analytical data that speaks for itself.

**What you're about to read is not my opinion, but a conclusion based on data collected from numerous statistical sources such as Google Analytics, Clicky and KISSMetrics**



"A website is like owning a home... a strong foundation is the key to a safe, functional space that allows the ability to grow."

Lauren Brunn

# 5 pages that NEED to be on your Actor Website

## 1 Your homepage

Should have at the bare minimum, your headshot and a link to your resume. List your occupation and location for added SEO value.

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## 2 Your gallery

Should separate your headshots from other photos. Having categories helps. Labeling each photo is highly recommended.

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## 3 Your credits

In addition to having your credits on your downloadable resume, you want to list each and every project you worked on.

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## 4 Your representation

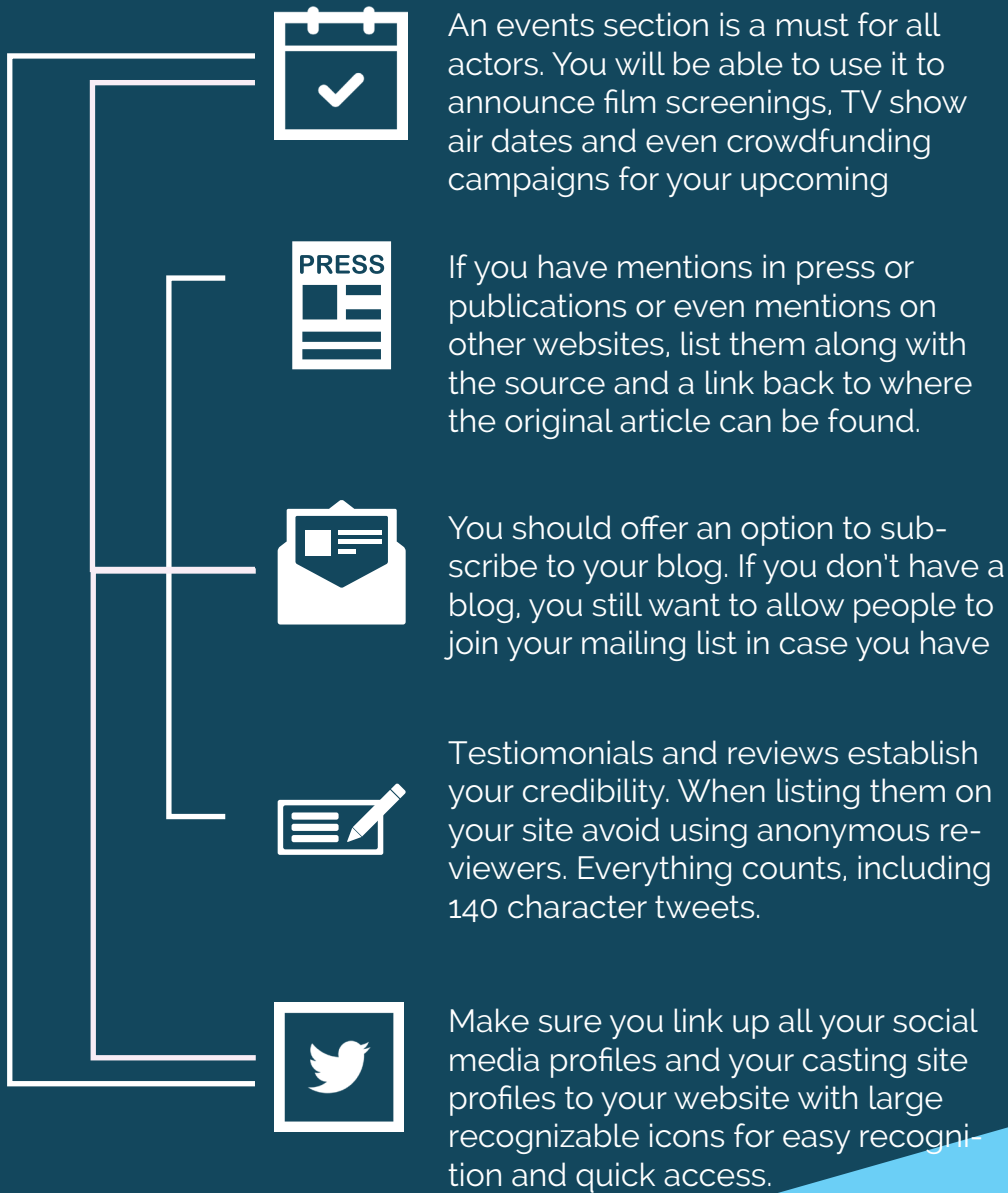
Even if you want all of your visitors to contact you directly, you should still list your agent and manager information.

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## 5 Your contact info

Having an actual form that your visitors can fill out is extremely important. People are more likely to reach out to you that way.

# 5 items that WILL improve your Online Visibility



# As a bonus, here are few tips to live by.

All of these suggestions are based on a statistical analysis conducted on at least 500 actor websites by evaluating bounce rate, scroll activity and time spent on the pages in question.



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## Your Photo & Video Gallery

No surprise here I suppose. The photo and video gallery are the pages that get the most clicks on your website. These ARE the pages that get the most views, so make sure you label your photos and your videos in case your visitors want to have more information.



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## Your Acting Credits

While photo galleries are the most popular pages on your acting website, your credits section is in fact the page that visitors spend the most time on (evaluated on sites with 5 or more credits). Make sure to list all of your credits and keep your website updated.



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## Your Acting Biography

Should not exceed four paragraphs in length. The optimal length for a bio is approximately 500 characters. Anything less and you may be penalized by search engines for blank pages. Anything more and you risk the chances of visitors skipping it altogether.



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## Cross-profile Connectivity

Listing your social media profiles is vital and helps your visitors connect with you via the accounts of their choice. In case your visitor is a casting director, you should offer a link to your IMDb page, and your Backstage and ActorsAccess profiles.

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