PPS DIGITAL MARKETING LAUNCHES NEW WEBSITE TO SUPPORT PHOTOGRAPHERS

Thursday 18 January, 2018

PPS DIGITAL MARKETING LTD

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Announcing the launch of* MyPhotoCTO.com *providing IT and WordPress Support for Photographers

Stirling, Scotland: PPS Digital Marketing Ltd are delighted to announce the formal launch of their new website service at https://MyPhotoCTO.com ("MyPhotoCTO") which is designed to provide affordable and accessible IT and WordPress Support for Professional Photographers.

The name "MyPhotoCTO" is derived from a play on the initials C.T.O. which are an abbreviation for "Chief Technology Officer" in IT circles, but also stands for "Colour Temperature Orange" which is a well-known term used in the photography industry.

The website service has been operating in a closed beta test period for the past few months, but is now full open to new site visitors and customers. The site will offer simple and affordable website hosting for photographers, as well as managed WordPress support contracts providing photographers with the ability to hand-off their websites to a team of experts to manage.

The managed support contracts provide full backup, security and malware protection as well as unlimited edits and changes to the client's websites.

A range of "a la carte" IT support options will also be available to those photographers who prefer a "pay as you go" approach to their website costs.

Commenting on the launch Managing Director Alan Hutchison said, *"The majority of professional photographers find themselves wearing many different hats when running their business. Indeed, 80% of what they do is usually non-photography related with tasks such as marketing, book-keeping, sales management vying for their time on a daily basis. Sadly, as photographers, we can't do it all ourselves and those that try, often struggle as a consequence."*

"I firmly believe that outsourcing certain key tasks for your photography business is the answer to maintaining growth and very importantly a good work / life balance. Our new IT service offers the opportunity to outsource another core business task and put it into the hands of expert website developers and IT support staff. A photographer's website is their virtual shop window and our new service will ensure that their business is presented in the best way possible"

"As well as our managed support contracts, we will also be providing high-quality website hosting at an affordable cost, and with support available to move client's website over to our service."

Alan continues, *"As a photographer myself, I benefited from 30 years in the IT industry before launching my photography business in 2009. I recognize that without that IT knowledge my business would have been far less successful.* MyPhotoCTO.com *aims to provide every photographer with their own "virtual" Chief Technology Officer, ensuring that nothing technical will get in the way of their success."*

###Ends ###

About PPS Digital Marketing Ltd: PPS Digital Marketing Ltd was founded by Alan Hutchison in 2015 and operates the highly successful site at https://www.photoproseo.com providing Marketing and SEO support for professional photographers. The company currently employs 8 full-time staff worldwide.

About MyPhotoCTO.com**:** MyPhotoCTO.com is a new website providing website hosting, IT and WordPress Support targeted at the professional photography industry.

The company can also be found on Facebook at https://www.facebook.com/myphotocto and on

Media:

MyPhotoCTO





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