



PICFAIR PLUS GUIDE

CONTENTS

1. INTRODUCTION	03
2. UPLOADING YOUR IMAGES	05
3. GETTING YOUR STORE SET UP	07
3.1 Publishing your store	09
3.2 Overview of Store configuration from Store settings	11
3.3 Setting up your Store theme & layout	19
4 CUSTOMIZING YOUR STORE WITH PICFAIR PLUS FEATURES	27
4.1 Albums	28
4.2 Custom Logo	33
4.3 Bio text	37
4.4 Welcome splash page	39
4.5 Watermarks	43
4.6 In-Store search	47
4.7 Linking a custom domain	49
4.8 Custom links	55
4.9 Custom print commission	57
4.10 Linking your social media accounts to your Plus Store	59
4.11 Introducing Focus	60
5 FREQUENTLY ASKED QUESTIONS	67

1. INTRODUCTION

Welcome to Picfair Plus!

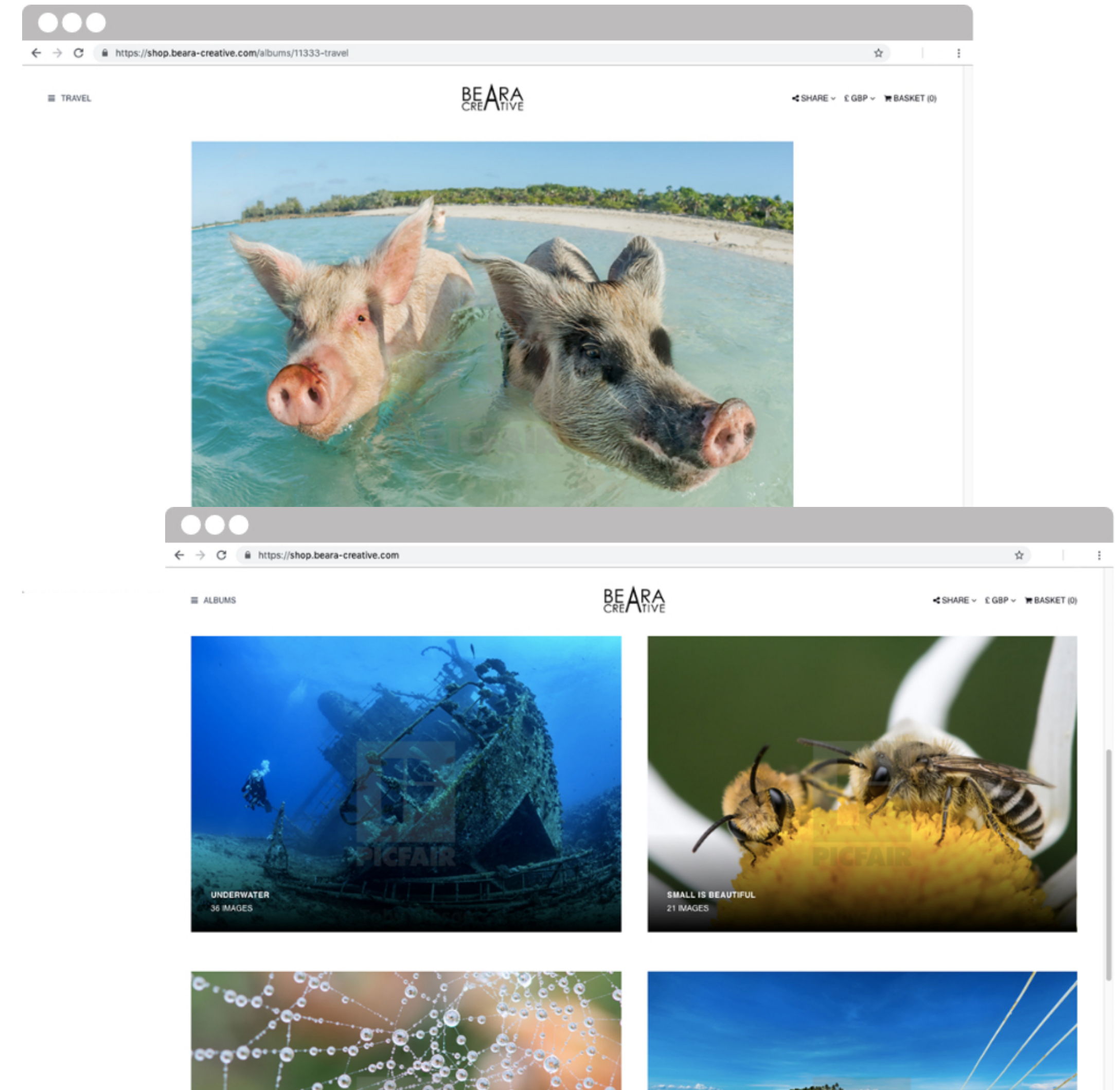
Picfair Plus is Picfair’s subscription package for Stores, where you can create your **perfect** photography Store and take it to the next level with a range of exclusive features, sleek image layouts and customizations

Picfair Plus is ideal for anyone who wants to have a fully personalized photography store, where you can license your photos as prints and digital downloads, whilst not having to worry about any of the fiddly bits!

With Picfair Plus, you can curate a beautiful Store, tailor it to your liking with advanced features, and add your personal touches. All the while, Picfair takes care of everything else; payments, image storage, print fulfillment, licenses, and the legal stuff - so you don’t have to!

Here are just a few examples of some of the stunning Picfair Plus Stores that have been created by our users, and in this guide, you’ll see how you too, can create a beautiful Store!

Feeling inspired? Ready to supercharge your photography Store with Picfair Plus? Let’s go!



2. UPLOADING YOUR IMAGES

To start selling your photography with your Plus Store, you first need to first upload some of your images! In this section, you'll find some relevant links to understand the upload process:

For a step-by-step walk through on how to upload images, please see our guide [here](#).

Images must be uploaded in JPG format with no personal watermarks or overlaid text, a minimum of 800px and no larger than 30MB. Filtered/edited images are fine, but we do not currently accept digital artwork, illustrations, paintings or CGI images. You can find our full image criteria [here](#).

If you're having trouble uploading images, we have a troubleshooting guide for most common issues [here](#).

For anything else upload related, or if you can't find an answer to your problem in our guide, just contact us [here](#).

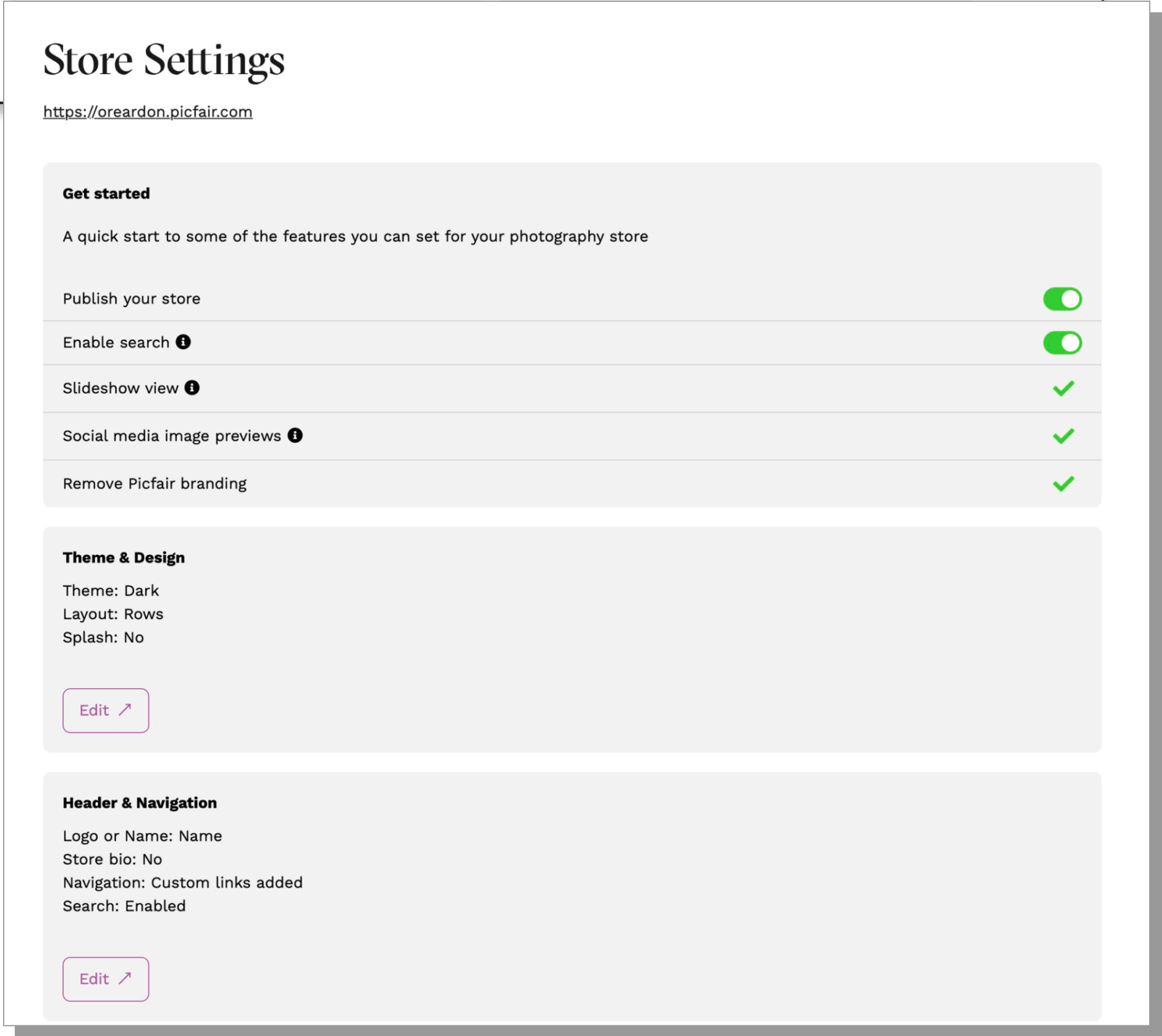
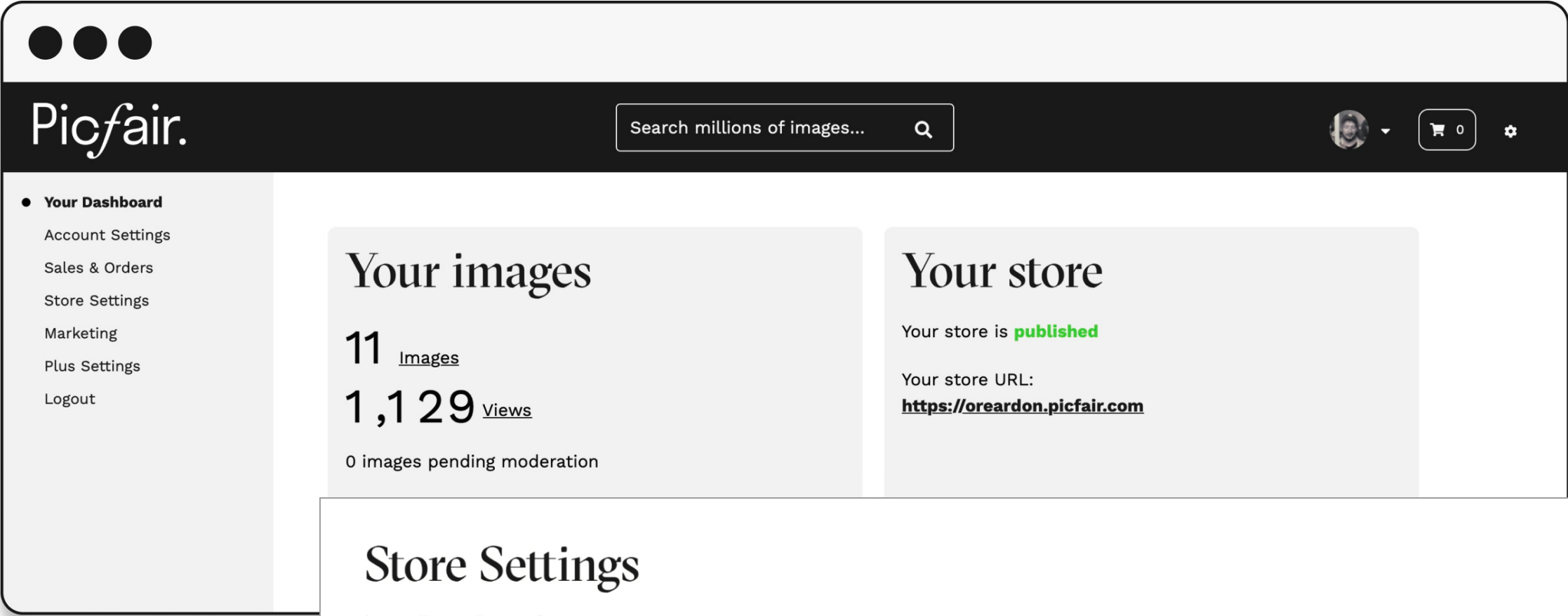
The screenshot shows the 'Ready to upload' interface for a Picfair Plus Store. At the top left is a blue button labeled 'ADD MORE PICS'. At the top right, there is a link: 'Need help? Check out the [Step by Step guide](#) or our [Troubleshooting](#) page.' Below this is a green progress bar with the text 'Ready to upload' on the left and a 'x Remove' link on the right. The main form is divided into three columns. The first column contains a preview image of a green, upside-down house. The second column has a 'TITLE' field with 'Upside Down House', a 'DESCRIPTION' field with 'The Upside Down House in Brighton is an open exhibition of art and an experiential entertainment Venue.', and a green 'G' icon. The third column has a 'TAGS' field with 'brighton', 'house', 'beach', 'entertainment', and 'art', a 'SALE PRICE' field with '£ 5.00', and a 'BUYER PRICE: £5.00' label. At the bottom, there is a disclaimer: 'By clicking "Upload", you are agreeing to our [Contributor Agreements](#)'. Below this are two rows of buttons: the first row has a red 'x REMOVE ALL IMAGES' button and a green 'UPLOAD' button; the second row has a red 'x REMOVE YET IMAGES' button and a green 'INFO' button. At the very bottom, there is a small text: '© 2023 Picfair Ltd. All rights reserved.' and a 'Picfair' logo.

3. GETTING YOUR STORE SET UP

- Publishing your Store
- Overview of Store configuration
- Setting up your Store theme and layout
- Organizing your images
- Navigating your Store

Once you've uploaded some images, you're ready to start setting up your Store! This can all be done in simple steps from your **Store Settings** dashboard.

You can access this at any time on the Picfair website when logged in by clicking on your username at the top right of any page and selecting '**Store Settings**'. You can also access this page when viewing your Store by clicking '**Settings**' at the top left of any page. This chapter will explain how to set up your Store's Theme, Layout, Image Organization and show you how to navigate your Plus Store.




3.1 PUBLISHING YOUR STORE

When you first sign up to Picfair, your Store with automatically be in ‘Published’ mode - this means your Store is live, and you can see this at the top of the '**Store Settings**' page under the section 'Publish'.

Get started


A quick start to some of the features you can set for your photography store

Publish your store 

If you want to make changes to your Store or take your Store offline for any reason you can choose to ‘unpublish’ your Store at any time by switching the toggle button back.

Get started

A quick start to some of the features you can set for your photography store

Publish your store 

Here’s where you can find your Store’s URL, which is the web address that anyone can use to visit your Store.

Store Settings

<https://oreardon.picfair.com>

This is unique to you so you can share your unique URL with your network and **spread the word!** Your Store URL comprises your Picfair username, but your Store URL can be *anything* you want - you even have the option of linking your own custom domain which we’ll cover in the next chapter of this guide!

3.2 OVERVIEW OF STORE CONFIGURATION FROM STORE SETTINGS

There are a number of areas that allow you to manage your Store’s settings and customize your Plus features. These are also displayed on the left-hand column of the page under ‘Store Settings’, and you can go back to this page at any time by clicking ‘Overview’.

3.2.1 Theme and Design

Theme & Design

Theme: Dark
Layout: Rows
Splash: No

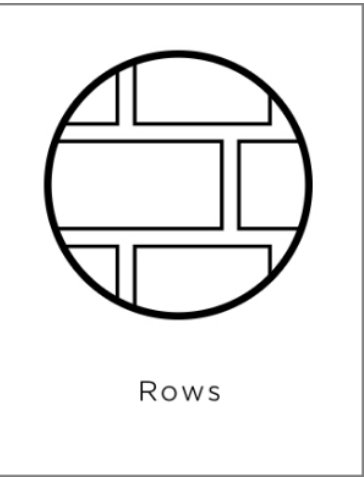
Edit ↗

In this section, we’ll show you how to control your Store view by choosing a stylish light or dark theme or alternatively customizing your store view entirely! The theme is how your Store will look throughout and is designed to make your images stand out.

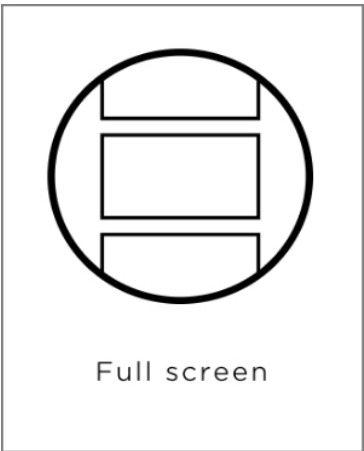
Our latest Store feature, **Custom Themes**, gives you complete control of the background and font colors of your store. You can now choose any color combination you want for your store background and fonts!

Custom Themes allow you to either make your store shine loud and bright or subdued and composed by giving you complete control of the background and font colors of your store.

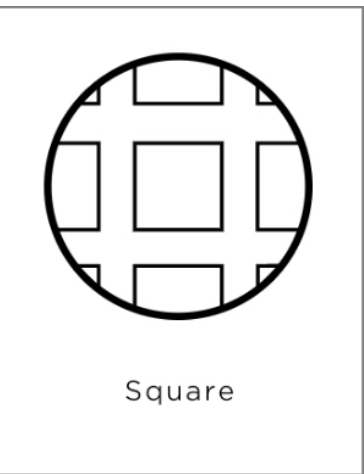
In this section you can also select the layout. The layout is how your images will be displayed on your Store and there are 4 options for this:



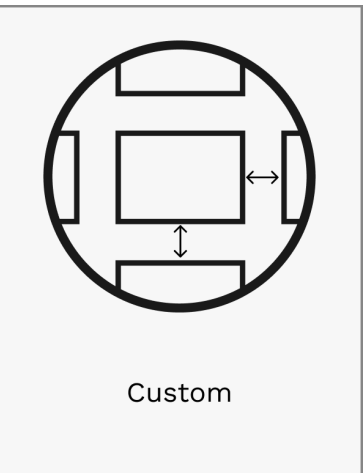
Rows: images will appear in rows across your Picfair Store



Full-screen format: images will be displayed at a prominent, large size on the screen



Square format: images will be displayed in a cropped square format (similar to an Instagram feed) on your Store.



Custom: images will appear as a square or displayed un-cropped with the option of adjusting the vertical and horizontal spacing between images.

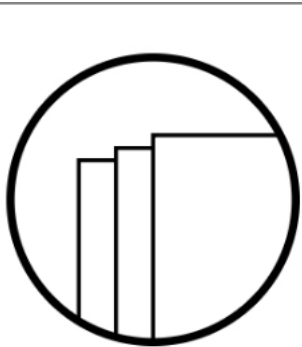
Content & Organisation

Content: Full portfolio, featured album, albums
Homepage: Featured album

Edit ↗

3.2.2 Content and Organization

This is where you can organize how the images you have uploaded to Picfair will appear on your Store. There are three different options you can select, and you can choose more than one.



Albums

All my images

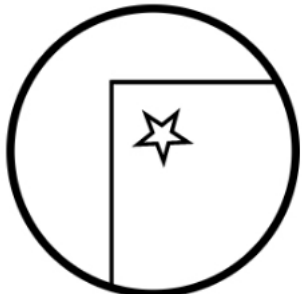
All of the images you have uploaded to Picfair will appear in chronological order on your Picfair Store.



All my images

Albums

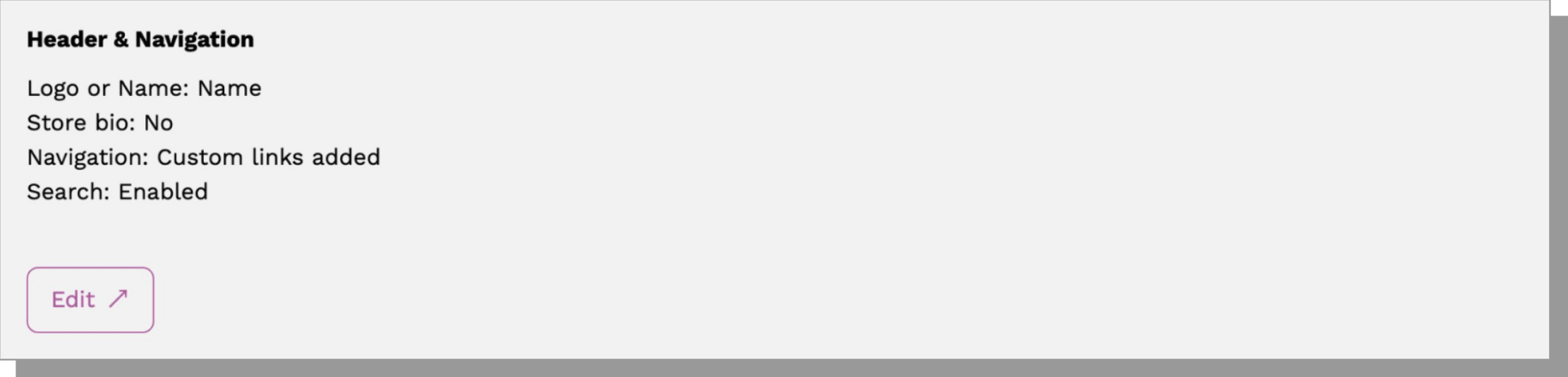
Any albums you have created will be displayed on your Picfair Store



Featured Album

Featured Album

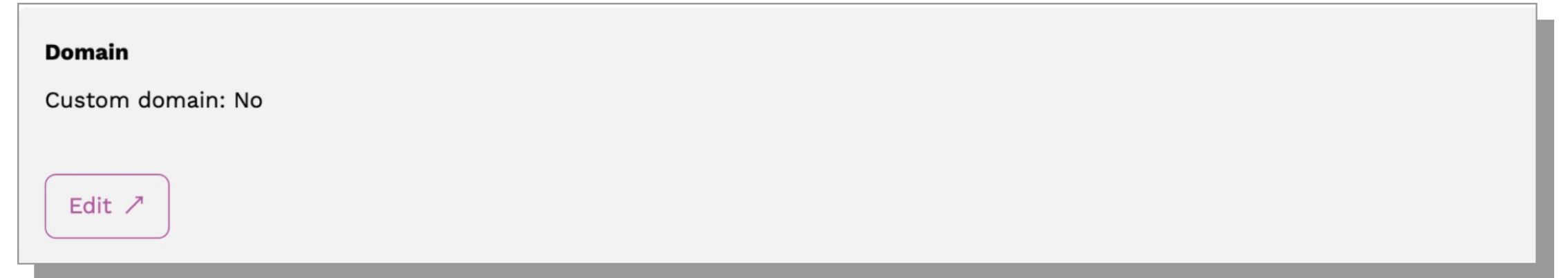
Any album you have made can be set as a ‘feature album’ which you can select to be displayed on your Store’s homepage. The featured album will also be given a dedicated link on your Store’s menu!



3.2.3 Header and Navigation

Here, you can customize the look of the header section of your Store. This is the top section of your Store that displays your name and menu links that appear on each page of your Store. In this section you can choose to add your own logo and bio and have the option of customizing the font size, type and color in this section! If you're feeling bold, why not go for the uppercase option? There's an array of options to add an extra touch of personality to your store.

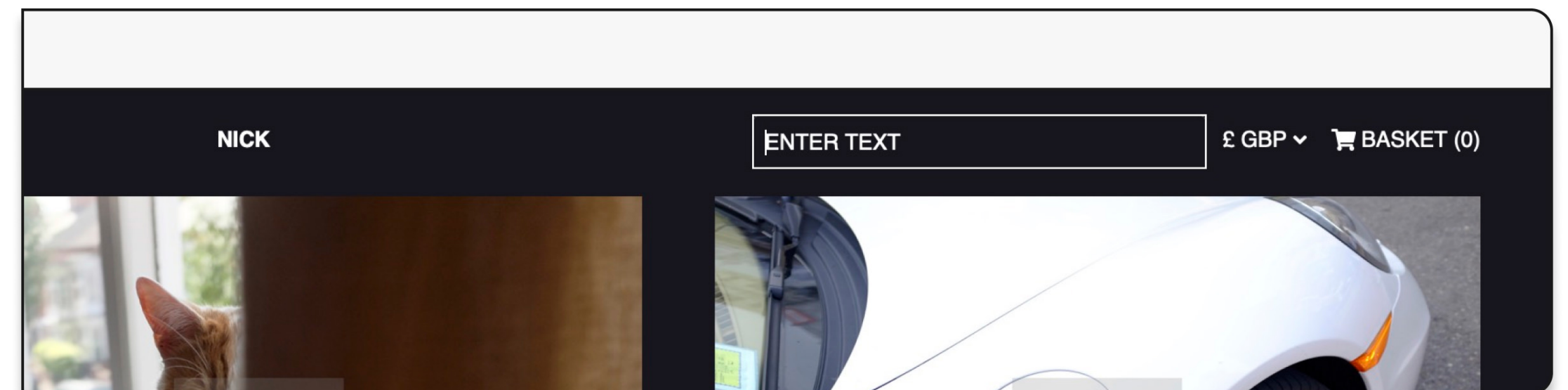
You can also include an in-Store search bar which will allow users to search your Store using tags, and from here you can also edit the links on the Store Menu; for example, here you can add a link to your personal blog to appear on your Store menu.



3.2.4 Domain Settings

This is the section where you can link your own custom domain to your Store. A domain name is the address of your website and with Picfair Plus you have the option to link a custom domain you have purchased to replace the standard 'username.picfair.com' domain.

A custom domain is ideal for marketing your Store and makes it easy for visitors to remember your unique URL. Learn more and find out how to link a custom domain to your Store in Chapter 3 of this guide.



Advanced Settings

Watermark Type: Standard

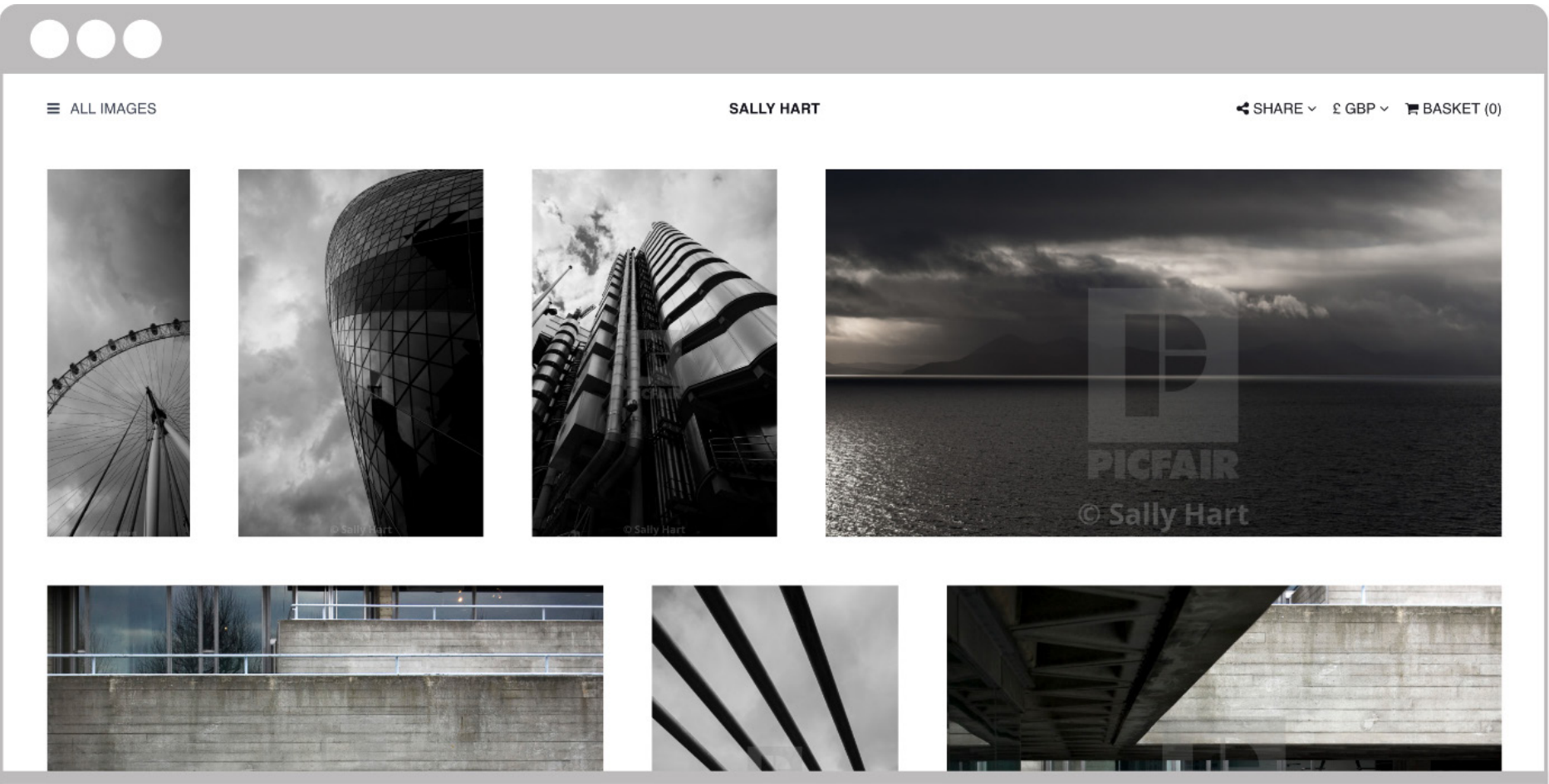
Edit ↗

3.2.5 Advanced Settings

This section is where you can find more advanced settings for your Store, including where you can add and edit your own watermark, learn more about watermarks in Chapter 3 of this guide.

3.3 SETTING UP YOUR STORE THEME & LAYOUT

If you ‘publish’ your Store before configuring your Store’s theme and layout, it will be automatically set to the **‘Light Theme’** and your images will be automatically displayed in **‘Rows’**. But you can change this in the **‘Theme & Design’** section on **‘Store Settings’**



An example of a Picfair Store automatically set to 'light theme' and images displayed in rows

We recommend you try out both the light theme and dark theme and all the different image layouts to see which you prefer and what works best to showcase your images. You can change the layout option at any time from this page.

Please note: choosing a square format will display a cropped version of your images on your Store if they are originally in portrait or landscape format. All images can be viewed at full size by selecting the arrow icon in the bottom right-hand corner when hovering over each image.

Make sure you click **‘Save Changes’** so any changes you’ve made will be reflected on your Store.

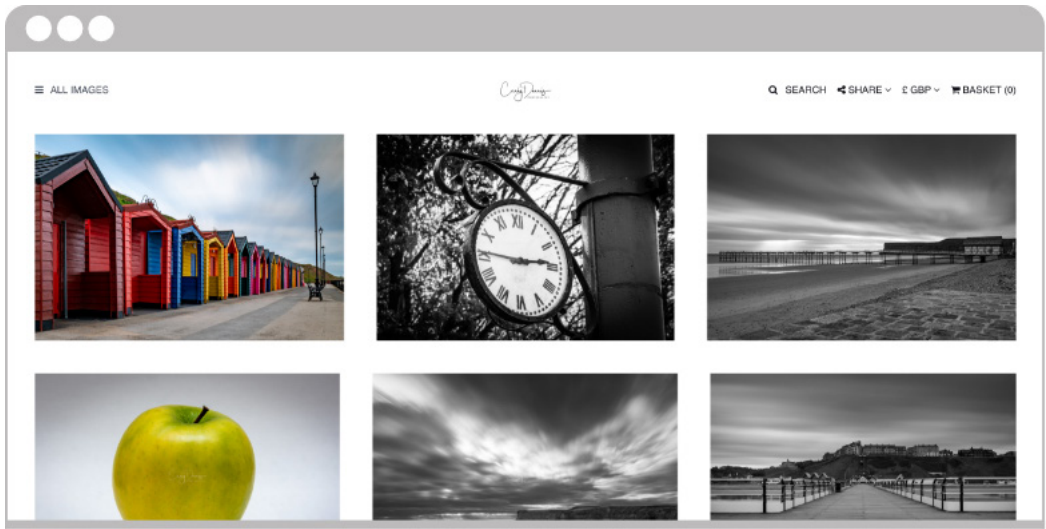
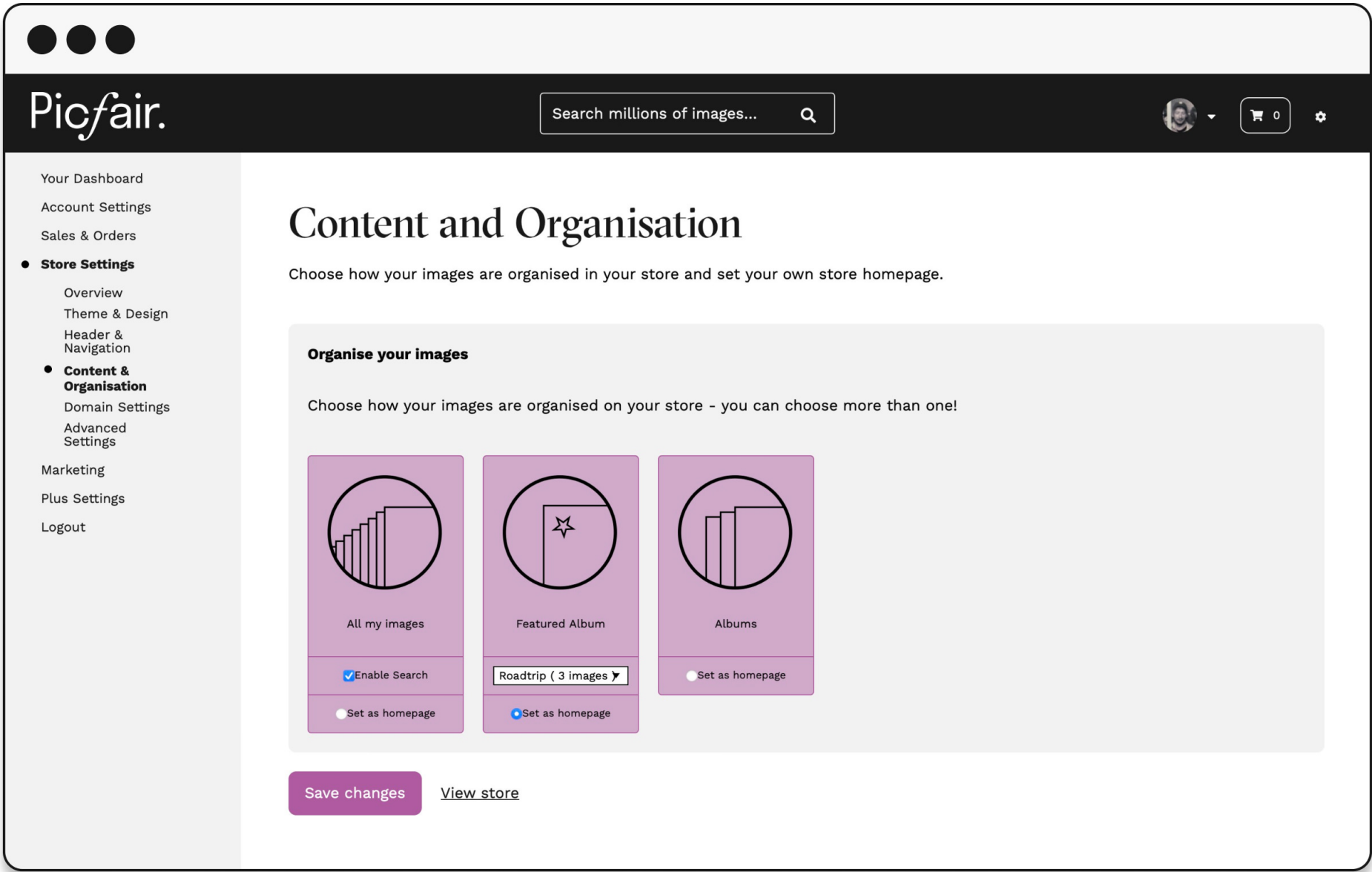


Next to **‘Save Changes’**, you’ll also see a link to view your Store so you can quickly and easily see how everything looks when trying different theme and layout combinations!

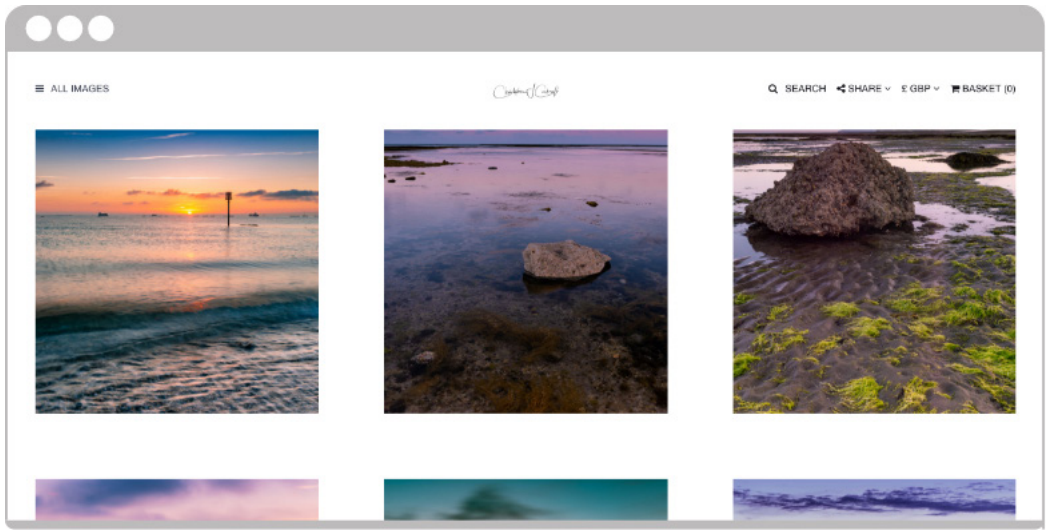
3.3.1 Organizing your images

All of the images you have uploaded to Picfair will be displayed on your Store by default. To change this, and to further organize the images on your Store, go to the '**Content & Organization**' section of '**Store Settings**'.

You will see a number of options which allow you to choose the organization of images on your Store, and the good news is, you can choose more than one option! The three display options are as follows:

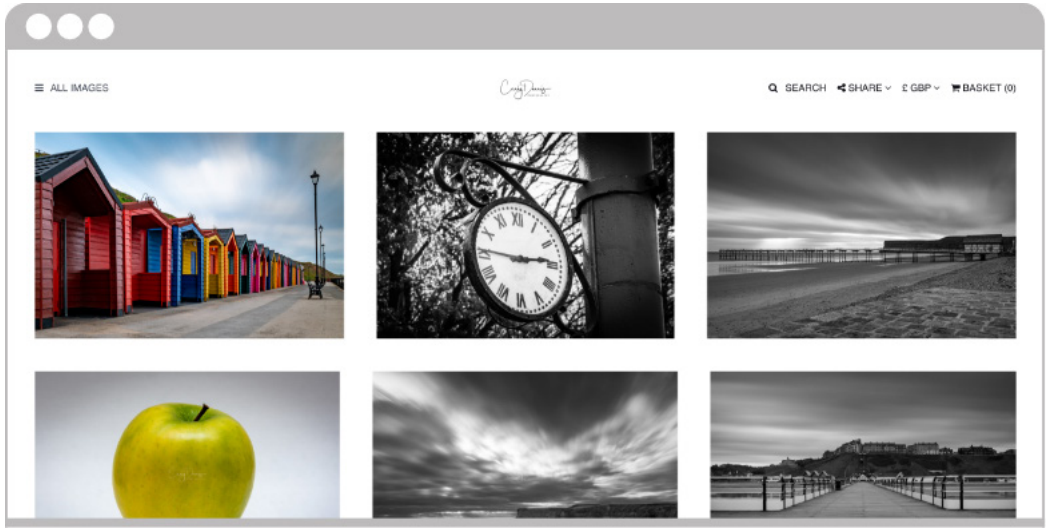


All my Images: selecting this option means all the images you have uploaded to Picfair will be displayed on your Store. If you have this option selected, you can also choose to include the 'in-Store' search functionality, which will allow users to search through your collection of images using tags.



Albums: Here, you can choose to display all the albums you have created on your Store.

Note: if you wish to display an edited selection of images only with albums, this will turn off the in-Store search functionality.



Featured Album: Here, you can set one of your albums to be a '**Featured Album**', which will have its own dedicated link on your Store menu. This is ideal for displaying a curated selection of images on your Store homepage so your images appear exactly how you want them to look.

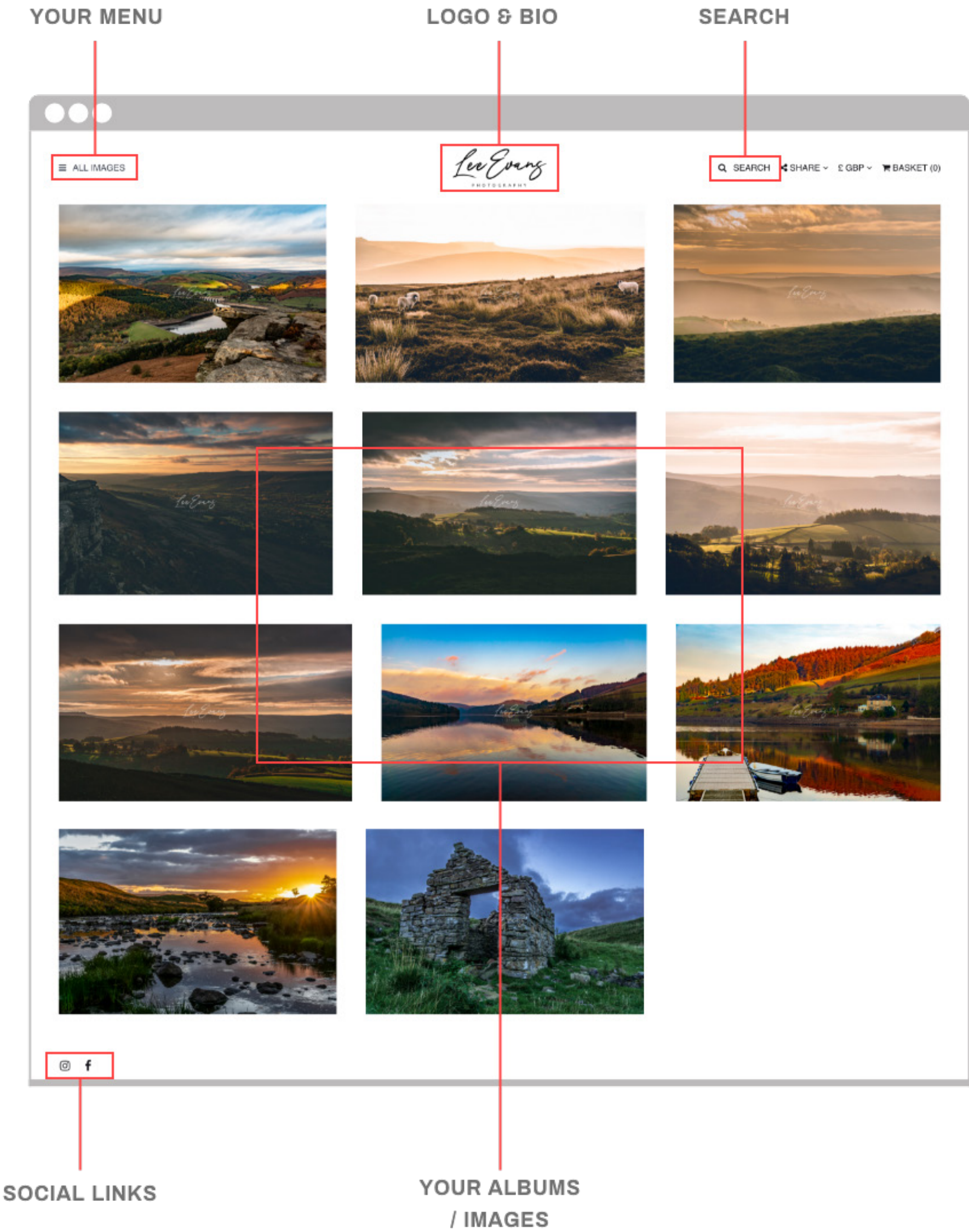
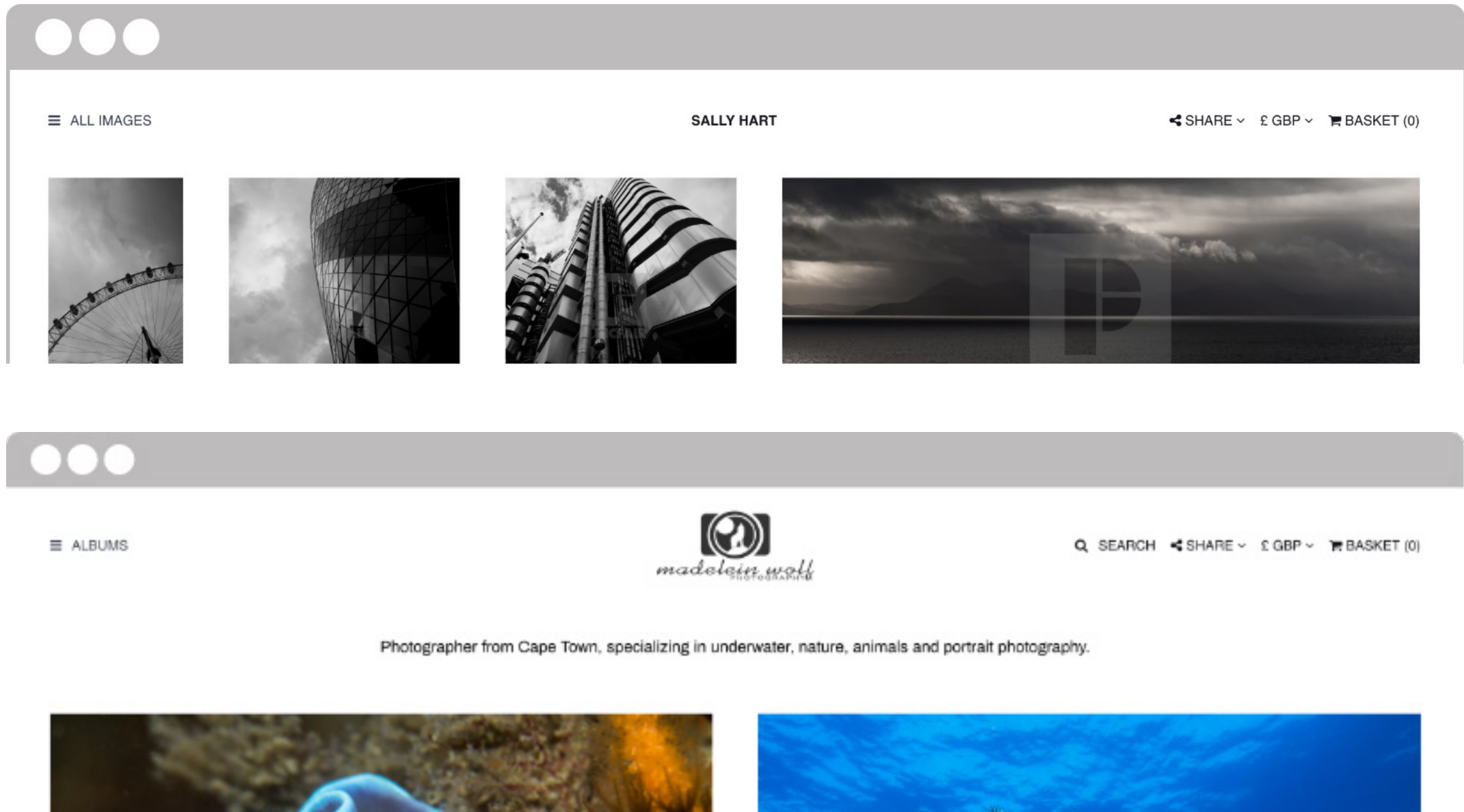
Underneath all display options, you can select '**Set as Homepage**' to showcase that particular display option on the homepage of your Store. When visitors click onto your Store, they can see all of your images, your set featured album or all of your albums. Albums are covered in detail in Chapter 3.

Make sure you click '**Save Changes**' when you have finished. From here you can also view your Store, so you can see the changes you have made.

3.3.2 Navigating your store

Here’s an overview of how to navigate around your Store:

At the top of your Store you’ll see your **Store Header**, this is where your name or logo and bio text appears, along with an in-Store search bar (if selected) and links to the Store menu, social share links and a shopping basket. The Store header is consistently displayed throughout your Store. It is the main point of navigation for your Store, and clicking on your name or logo will bring you back to your store homepage at any time.



An overview of a Picfair Plus Store

4. CUSTOMIZING YOUR STORE WITH PICFAIR PLUS FEATURES

Once you've set up your Store's theme and layout as discussed in Chapter 2, here comes the exciting part - customizing your Store! In this chapter, we explain the benefits of each feature, how they work and how you can get them set up. Utilizing custom features available to you as a Plus user makes your Store stand out, and adds an extra touch of personalization to emphasize your photography and your brand to your audience! Ready to get started?

- **Albums**
- **Custom Logo**
- **Bio Text**
- **Welcome Splash Page**
- **Watermarks**
- **In-Store search**
- **Linking a Custom Domain**
- **Custom Links**
- **Custom Print Commission**
- **Linking your Social Media Accounts**
- **Introducing Focus**

4.1 ALBUMS

4.1.1 *What are albums on Picfair?*

Easy to create and edit in a few simple steps from your Picfair account, the best way to organize your images is to place them into albums.

Albums are fantastic for showcasing images in a specific order, as themed collections and for displaying a curated collection of images on your Store's homepage.

4.1.2 *How to create albums*

In order to showcase albums on your Store, you will first need to create them. You can do this directly from your Picfair profile page.

To add an image to an album go to your profile page and select the image by hovering over it with your mouse and selecting the '+' icon, you can repeat this process to select several images.

Once you have selected the images you would like to add to an album, go to '**Actions**' > '**Add to Album**'.

From here a new window will appear. In the text box '**create a new album**' you can make an album by inputting a name for your new album and then clicking '**Save to Album**'. Your images will now be saved in the new album; you can view and edit this album by going to your '**Albums**' dashboard.

4.1.3 Editing your Albums

You can edit and organize the albums you have created from your '**Albums**' dashboard which can be accessed from your profile page '**View Albums**' or from the drop down menu when clicking on your username and then selecting '**Albums**'.

To change the order of albums as they appear on the albums page and also on your Store, click on '**Change Order**' and drag and drop albums into the order you prefer.

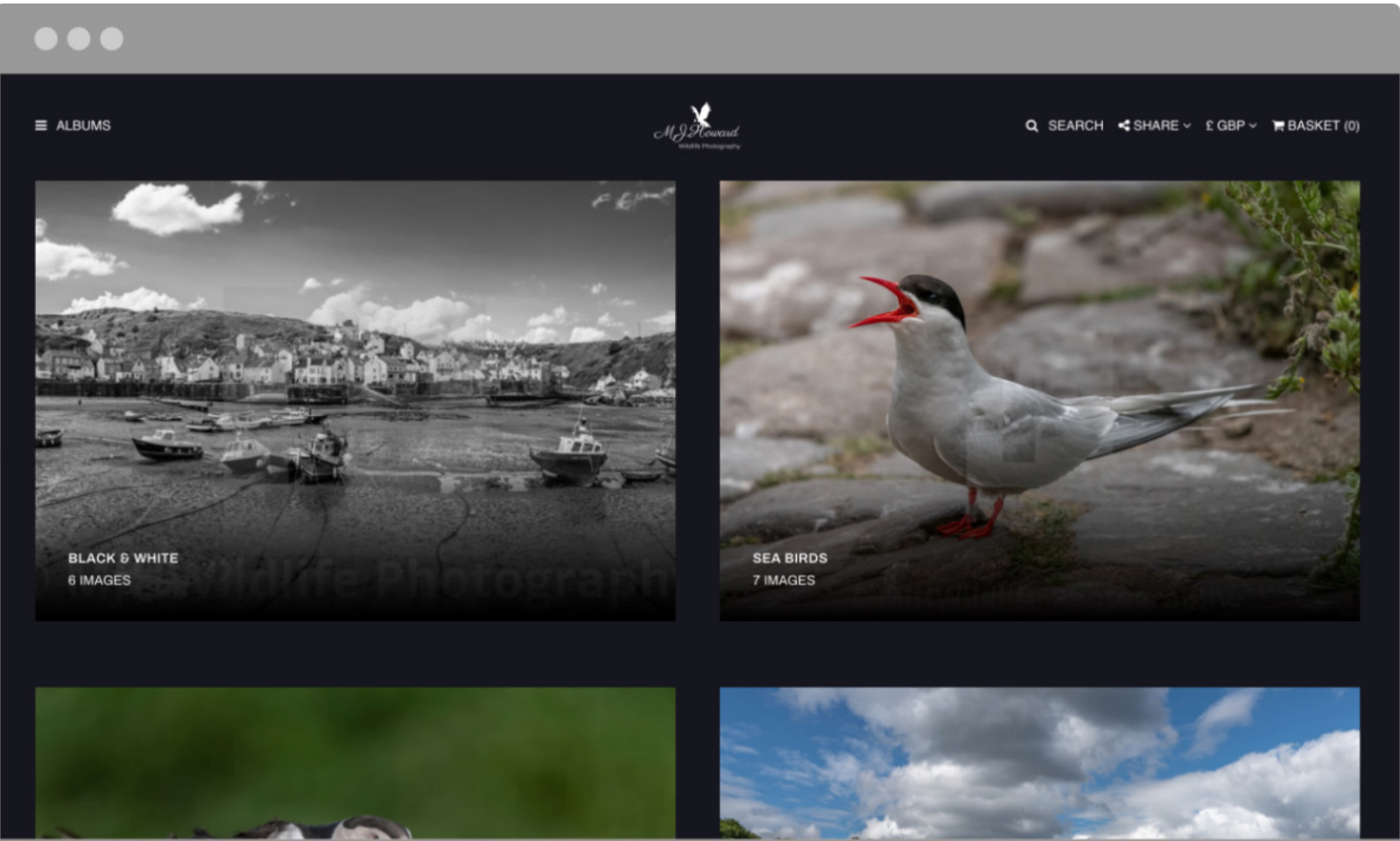
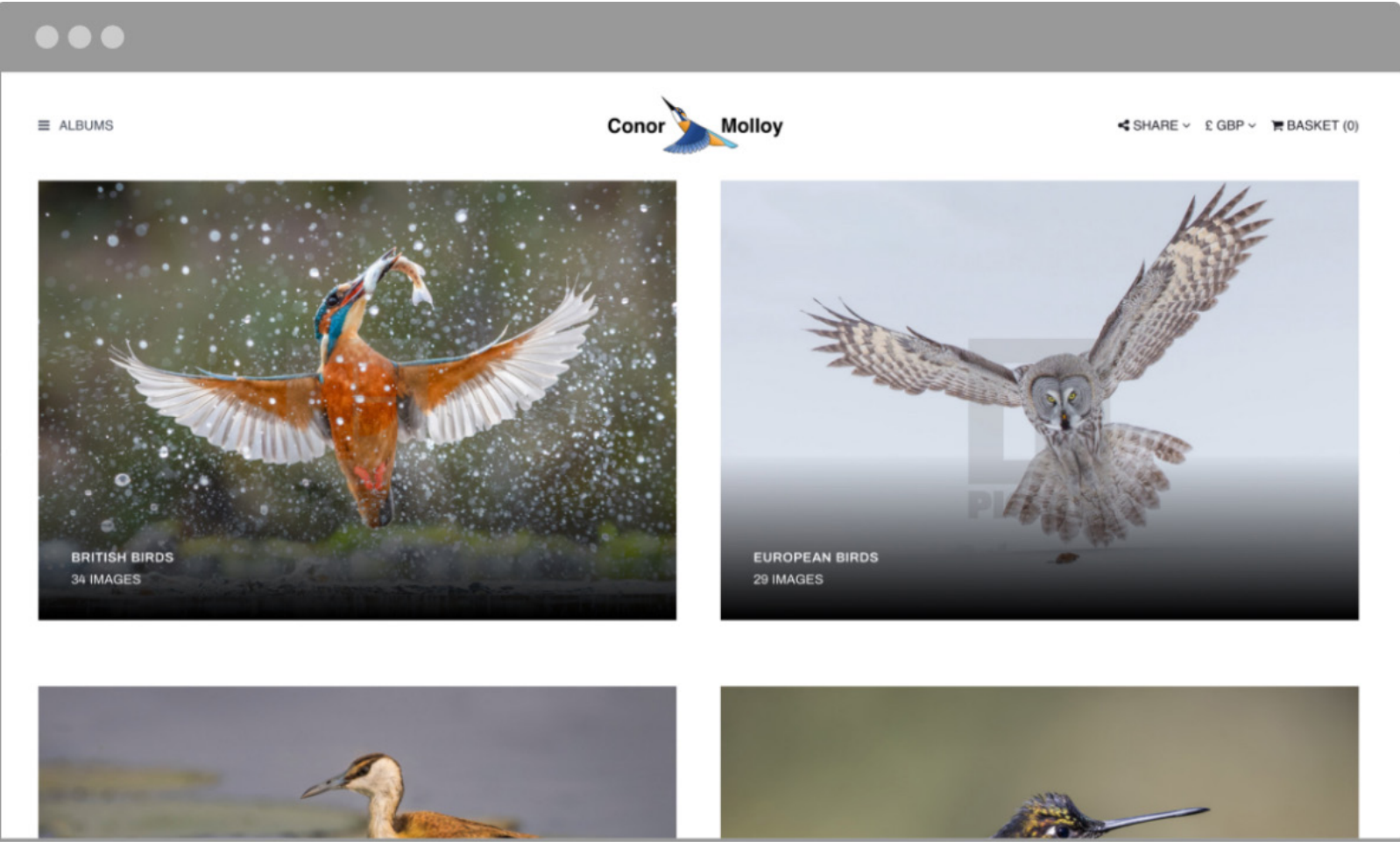
To change the order of images in an album click into the album and drag and drop images using the arrow icon (visible when hovering over the image) to place images in the desired order.

When hovering over any image, you can also choose to make this the header image of your album by selecting '**Make Header**'. A header image is an image that is displayed at the front of your album along with the album title. For each album, we recommend you use your best image for your header image - as this will be the first image viewers see before clicking through to the album.

To delete images in your album, select images using the '+' icon when hovering over an image, go to '**Actions**' and click on '**Remove Selection from Album**'. Please note, when you delete an image from an album, that image will still remain on your profile.

4.1.4 How to display images and Albums on your Store

The way images and albums are displayed on your Store can be configured under the ‘**Content & Organisation**’ section of your Store settings dashboard with an array of display options. You can choose more than one option for your Store. This is covered in detail in [Chapter 2](#).



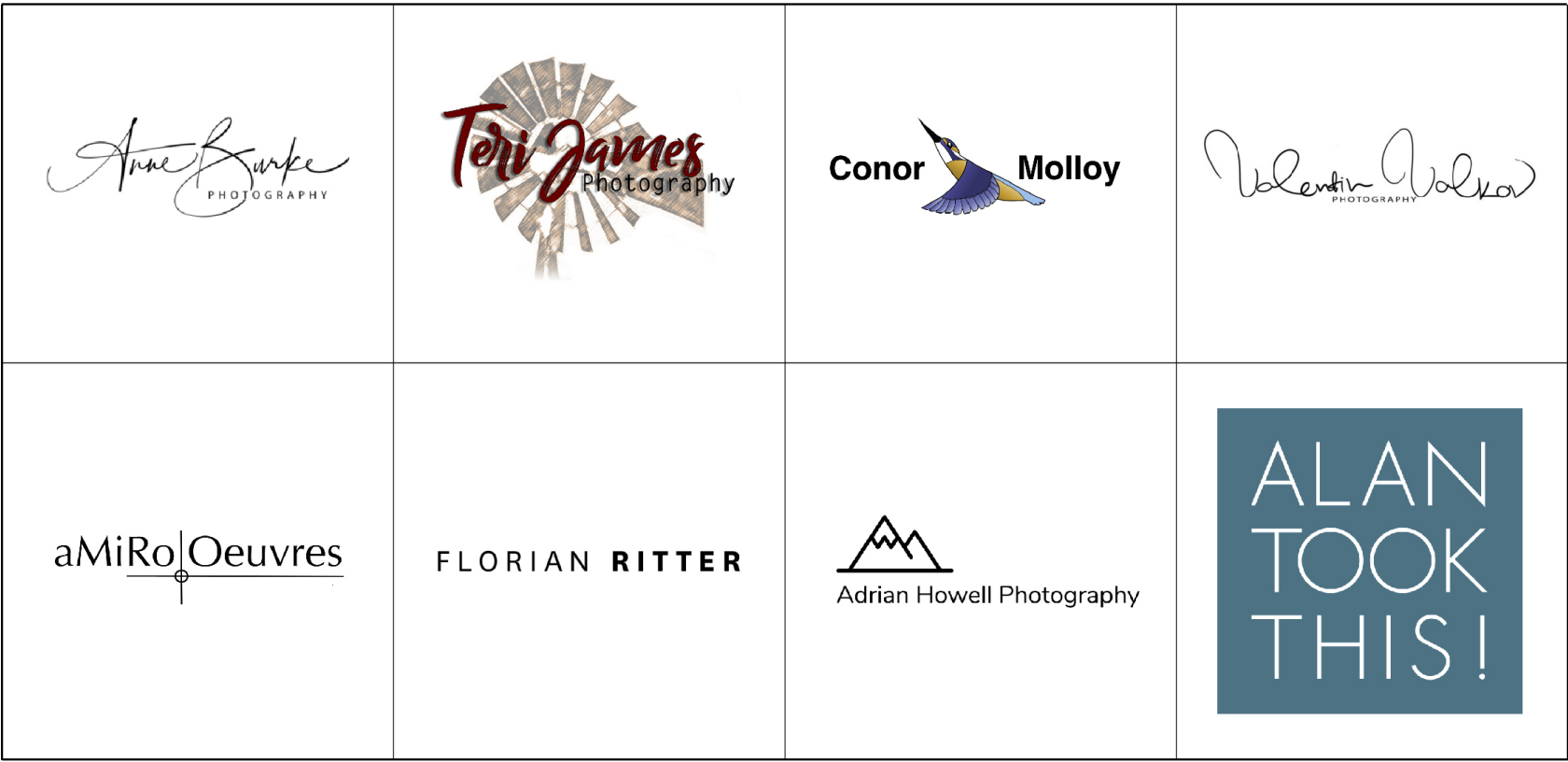
4.2 CUSTOM LOGO

4.2.1 What is a Custom Logo?

A custom logo is a logo that you can choose to appear on your Picfair Store. Logos uploaded to Picfair Plus Stores are displayed prominently in the centre of the Store Header throughout - this is one of our most popular Picfair Plus features!

4.2.2 Why use a logo on your Picfair Store?

Using a custom logo gives visitors a visual symbol that is associated with your name, brand and business. Logos remain a very powerful tool in helping visitors remember you whilst adding an additional professional touch to your Picfair Store.



4.2.3 Where do I start with getting a logo in the first place?

Your logo can be anything - from a simple text-based design right through to a stylised version of one of your images. There are many websites and resources online which allow you to create a stylish logo in a few simple steps, with many of them allowing you to create a logo for free. A couple of websites we recommend are '[Canva](#)' and '[Hipster Logo Generator](#)', but there are many more out there. You can also enlist the help of a designer to create your logo for you, or design a logo yourself with image editing software such as Adobe Photoshop and Illustrator - you'll find many tutorials online that can help guide you through designing your own logo.

4.2.4 How to format your logo for your Picfair Store

In order to upload your logo to your Picfair Store, it needs to be formatted in a certain way to fit our upload requirements. This means that the logo file should be prepared in a way that will make it look it's best and load quickly on the page.

Your logo cannot be larger than 3MB in file size, however, we **recommend a logo no larger than 1MB**, and it must be one of the file formats listed below. The vast majority of image editing software programs and online resources for creating logos will allow you to save your logo in any of these file formats:

PNG: A **Portable Graphics Format** is the most frequently used file for graphics on the internet and is a very popular choice for logos. They have the ability to display transparent backgrounds and are also uncompressed files, meaning no loss of quality.

SVG: A **Scalable Vector Graphics** file is a newer file format for two-dimensional web graphics, and is both ideally suited and highly recommended for web-based logos for the sharpest reproduction.

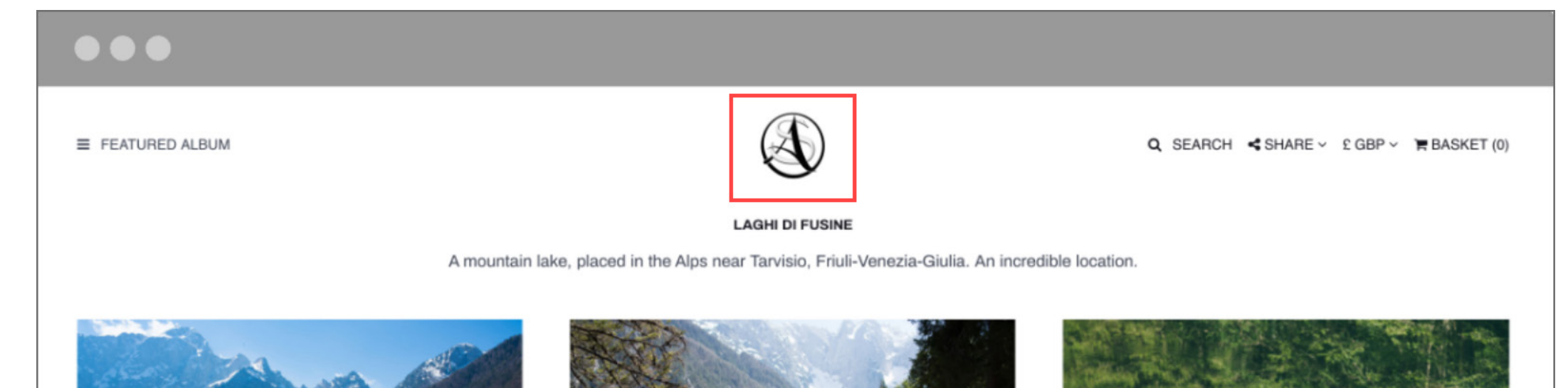
JPEG: A **Joint Photographic Experts Group** format is the most common image file format for digital cameras and one ideally suited for digital photography. Logos can be uploaded to Picfair in JPEG format but this option is not recommended - it will mean your logo will be uploaded as a compressed image file, rather

than a file suited for a web graphic such as a PNG or SVG, and your logo may appear soft.

For optimal results: we recommend using an SVG file or a PNG file with a **maximum width of 800px** OR **maximum 120px tall**.

4.2.5 How to upload your logo to your Store

To upload your logo, you need to go to the **'Header and Navigation'** section of your **Store Settings** dashboard. Here, you will see the option to upload your own logo when you switch the toggle button to green on the **'Header Logo'** section of Store settings.



4.3 BIO TEXT

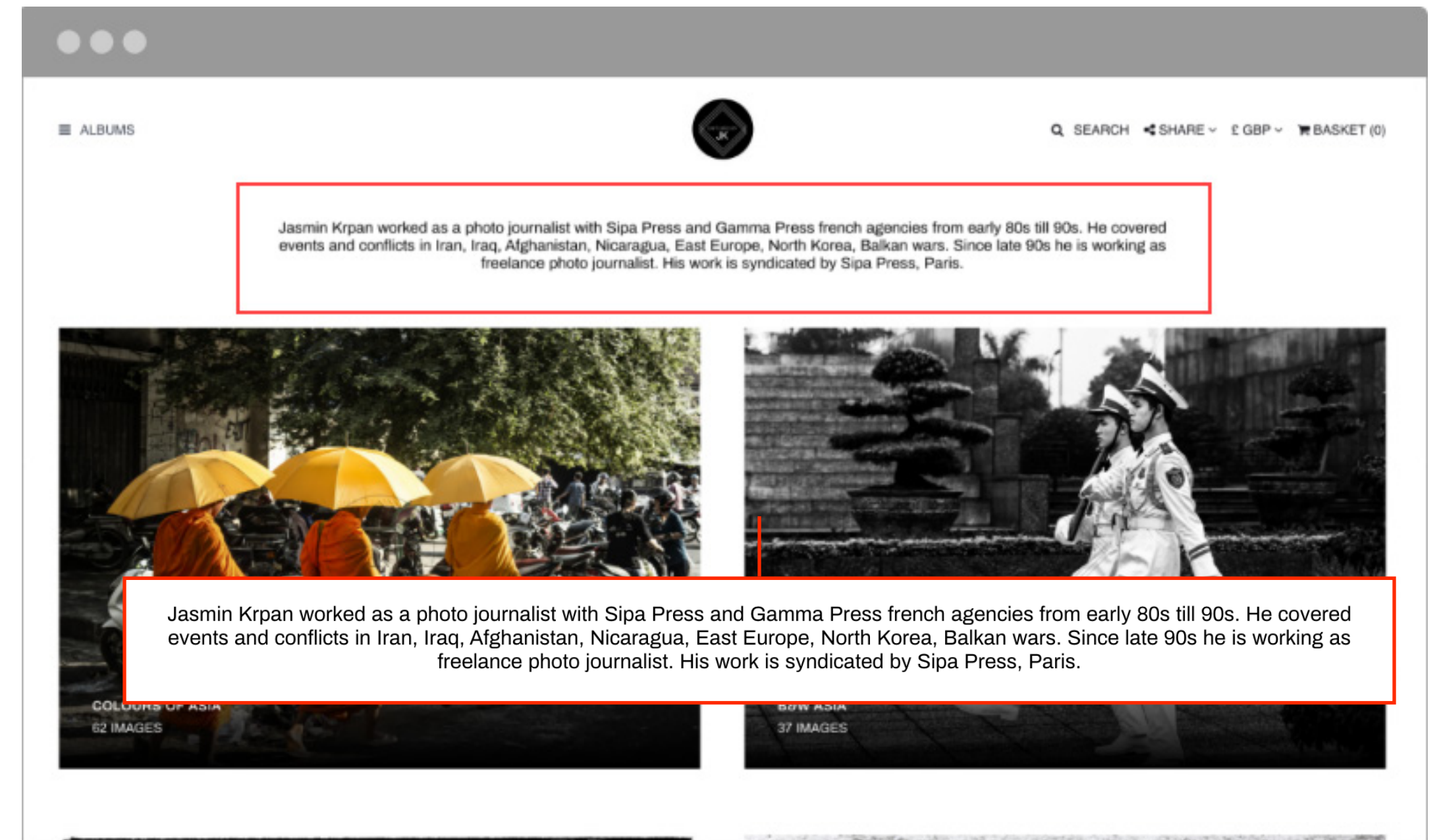
4.3.1 What is a Bio on your Plus Store?

A 'bio' a short excerpt of text that can be included on your Store Header. Customers love to know who they are buying from and adding bio text is a great way to share information with visitors to your Store. You can use your bio to tell visitors a little bit about yourself, your photography or even what drives you to take images, as well as any other information you wish to include.

4.3.2 How to add a Bio to your Picfair Store

You can add your bio text from the '**Header & Navigation**' section of your Store Settings dashboard, under the '**Header Bio**' section. To add your bio text, click the toggle switch to green and you will then see a box appear underneath, this is where you can type and insert your bio text. Please note: your bio can be **up to 400 characters long**.

Once you have entered your text, click '**Save Changes**' at the bottom of the page to make sure your Bio has been saved.



4.4 WELCOME SPLASH PAGE

What is a Welcome Splash Page?

A welcome splash page is a full-screen image that viewers first see when visiting your Store. The splash page appears on the screen for a few seconds and gives visitors an incredible first impression of your photography, and you can also choose to include your logo or name in text to appear in the centre of your splash page. We recommend choosing your one of your most impressive images, or an image which perfectly compliments your brand and/ or photography.

How to add a Welcome Splash Page to your Store

You can upload an image for your Welcome Splash Page from the **'Theme and Design'** section of your Store Settings Dashboard under the **'Add a Splash Intro Page'**. Just click the toggle switch to green and you will see a number of options appear under **'Branding'**:

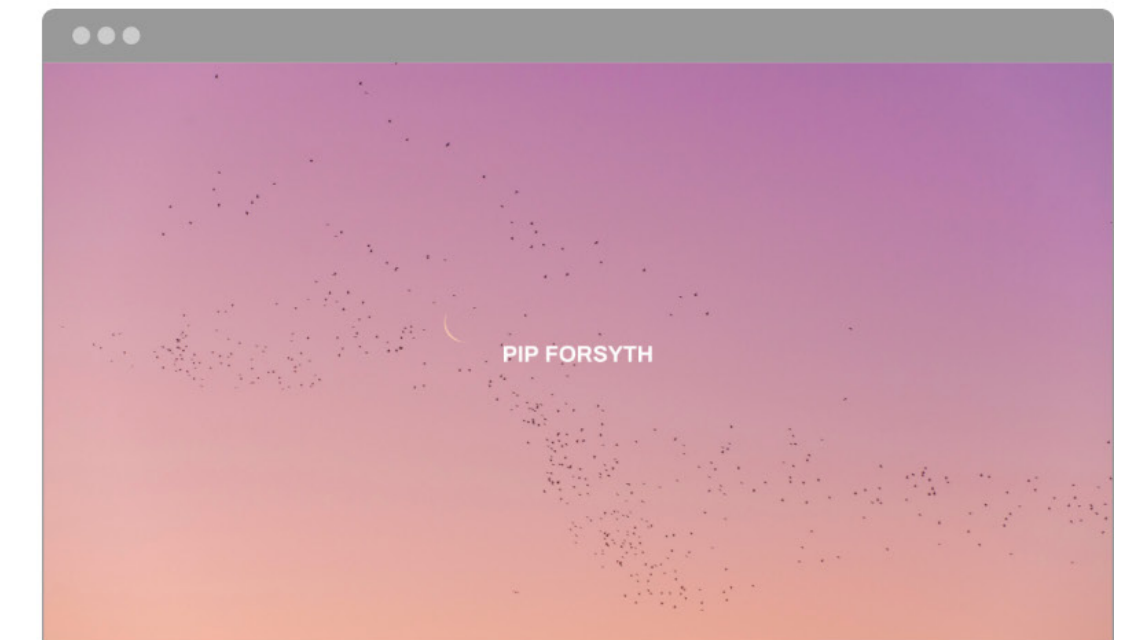
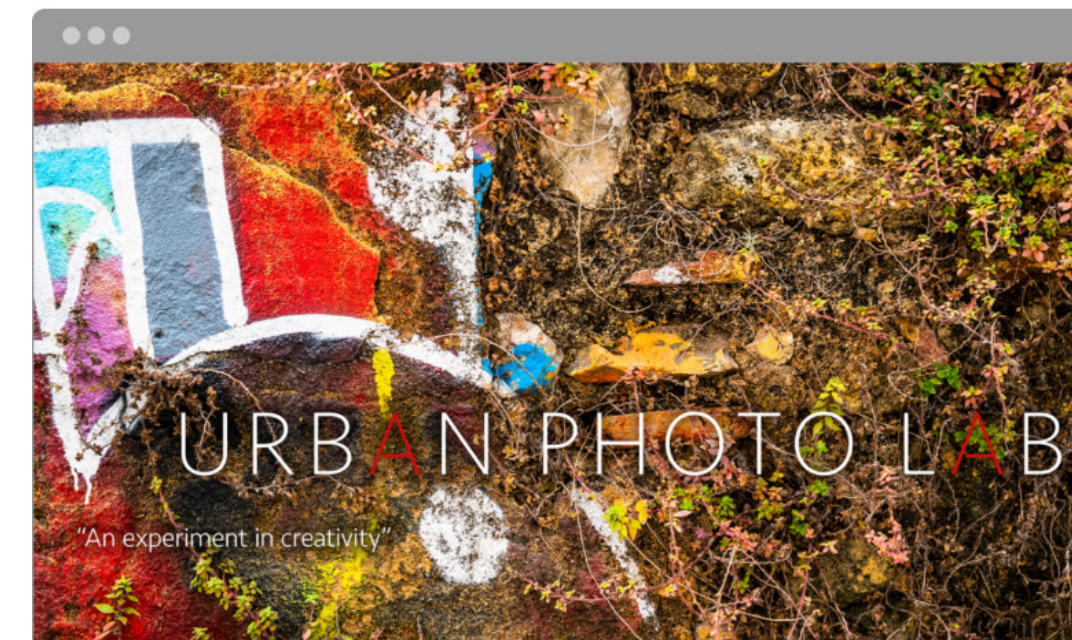
- ***Splash image only***: Select this option to upload your welcome splash image
- ***Use main logo***: This option will only appear if you have already uploaded a logo to your Store. Select this option if you wish to include the logo that appears throughout your Store on your welcome splash page
- ***Use custom logo***: If you want to use a custom logo that is different to the logo that appears throughout your Store select this option and upload your logo
- ***Use your name***: Selecting this option will display your name in the centre of your welcome splash page and you can choose to display your name in either black or white text under the **'Name Color'** option.

To allow your image to look great on all types of screens, we suggest uploading a high-resolution image for your splash image, anything **above 1920x1280px** is optimal. For a fast loading time, **a small file size is better for performance and anything below 500kb will load faster.**

If your image is a photograph, the image file should be uploaded as a JPEG file as this is the most common file type for digital photos. If your splash image is a large logo, graphic or diagram, it should be uploaded as a PNG file. You can format and resize your files to fit the above recommendations using image editing programs such as **Photoshop** and **Lightroom**, or free online resources such as [PicResize](#).

Once your files have been uploaded, you'll see the file displayed under '**Current File**' and the option '**Upload a Different File**' underneath should you wish to replace the current file with a different image or logo. We recommend trying out different images and combinations of logos as well as text to see what works for your welcome splash page.

Here are a few examples of stunning Welcome Splash Pages made by Plus users:



4.5 WATERMARKS

4.5.1 What are watermarks and why are they important?

Watermarks are a semi-transparent image or design that appears on top of your photo to protect it from unauthorised use.

Watermarks are designed so that they cannot be removed and strongly discourages images being used without the photographer's permission.

All images uploaded to Picfair are protected by the Picfair watermark, which includes your name and the Picfair logo, both on our Global Marketplace and on Picfair Stores. Images are only released without their watermarks when a buyer purchases them. As a Plus user, you have full control over how you want watermarks to appear on the images on your Store by being able to upload your own watermark. This is useful for enhancing your Store's brand whilst also protecting your images. You also have the option to remove watermarks altogether.

4.5.2 How to configure watermarks for your Plus Store:

You can configure watermarks by going to '**Advanced Settings**' on your Store Settings dashboard. Here, you can customize your watermarks, by initially switching the toggle button to green which will indicate that custom watermarks are enabled. Then, you will see the option to remove watermarks entirely or choose your own watermark.

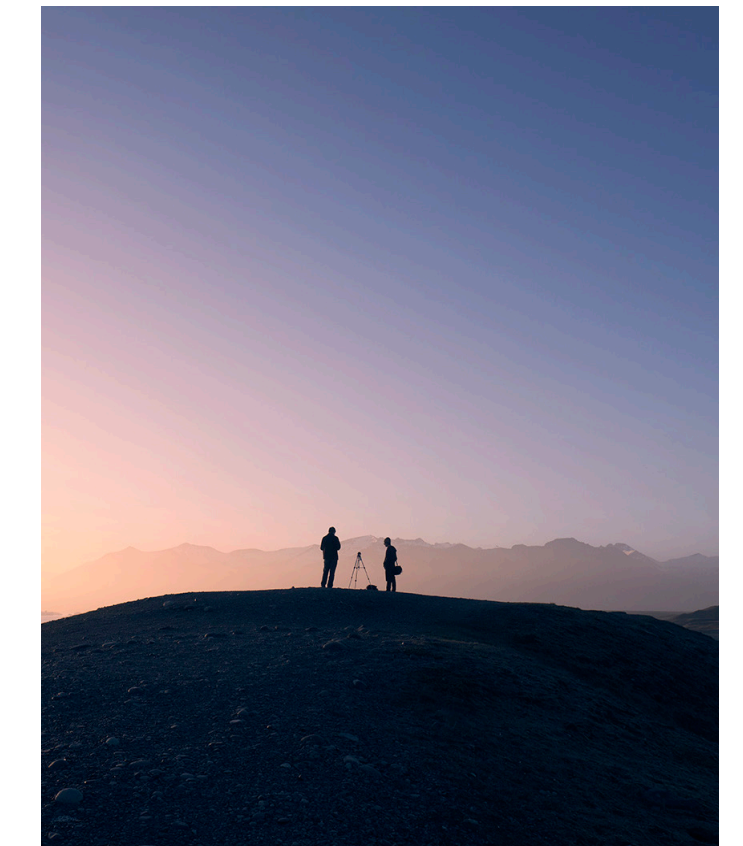
If you select '**Remove Watermark**' all watermarks will be removed from your images. Please note watermarks will be **only** removed on your Store, and not our Global Marketplace. All images on the Picfair Central Marketplace have the Picfair watermark retained as this is our signature search engine and benefits from our algorithmic optimisation for search results.



Picfair watermark



Custom watermark



No watermark

If you select ‘**Custom Watermark**’ you will be prompted to upload your own image file, which will be your watermark. We recommend a PNG file with a transparent background. When you upload your own watermark you can also alter its opacity. This means you have full control over how ‘transparent’ you want the watermark to appear. The higher the percentage of *opacity*, the less transparent and more prominent your watermark will appear over your image. We recommend trying different levels of opacity until you find the amount you like.

Watermarks

Customise or remove watermarks on all your store images

No watermark

Custom watermark

Upload image

Upload ↗

Opacity 50

For best results, image should be PNG format and not exceed 200px wide OR 200px tall. File size should be less than 1MB

You are not allowed to upload "svg" files, allowed types: jpg, jpeg, png

45 PICFAIR PLUS GUIDE

An example of a Picfair Plus Store which uses a Custom Watermark Image by Anibal Bueno

PICFAIR PLUS GUIDE 46

4.6 IN-STORE SEARCH

4.6.1 What is in-Store search for Picfair Plus Stores?

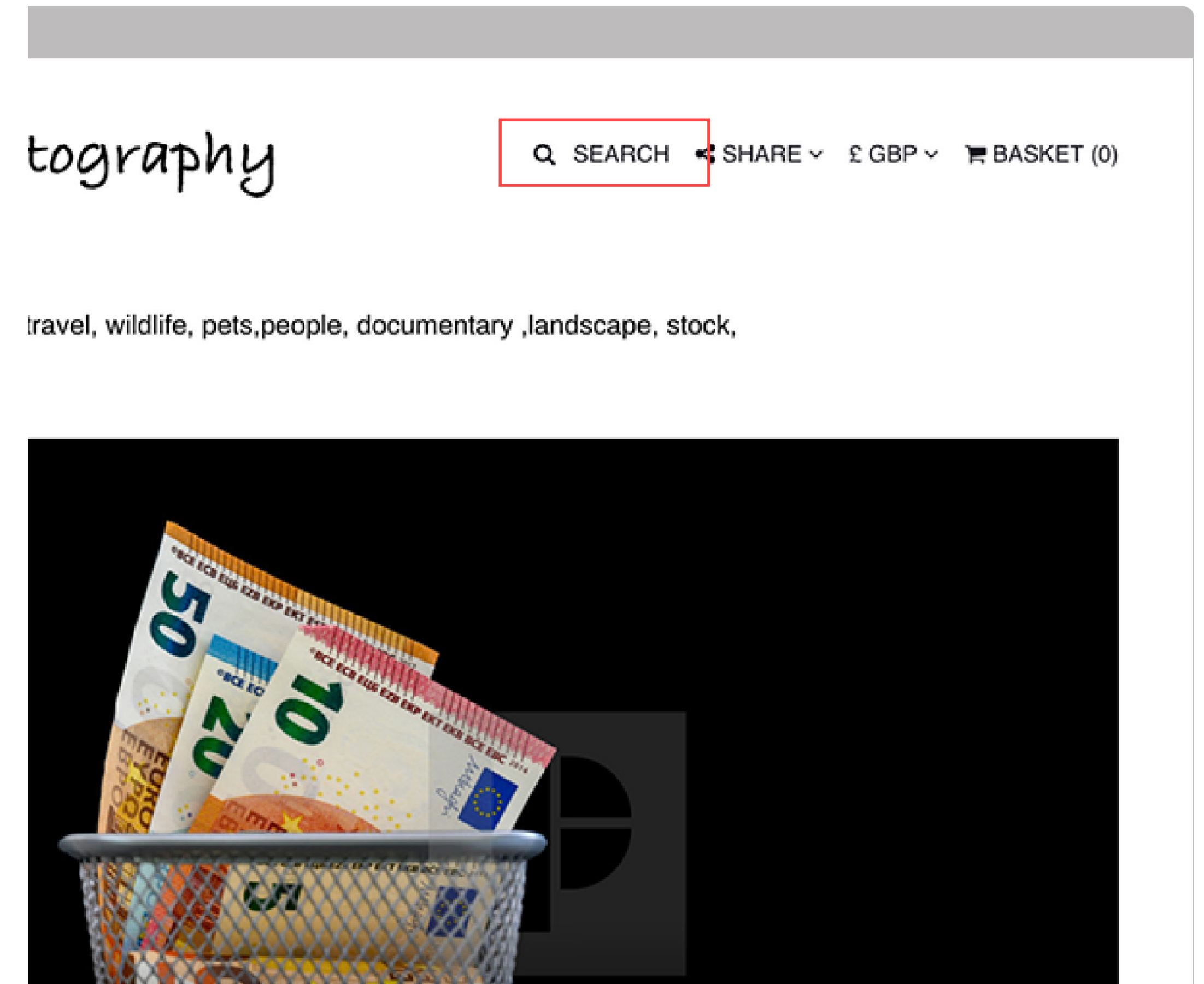
The Picfair Plus in-Store search feature allows you to add a search bar to your Store header. This is ideal for users with larger collections and those with images that include subjects commonly identified by specific names and tags, such as images of places and latin names for flowers.

For example, if a visitor was looking for images of London and you had images that included the tag '*London*' on your Store, all they would have to do is type London into the search field and those images will appear as search results on the page.

4.6.2 How to enable in-Store search

In order to enable in-Store search, you need to have **all of the images** you have uploaded to Picfair on your Store. To do this make sure '**all my images**' is selected under the '**Content & Organisation**' section of **Store Settings**, When 'all my images' is selected, you will see the option to '**Enable Search**'.

You can also enable the search bar by going to '**Header & Navigation**' and switching the toggle button to green on the '**Search**' section.



4.7 LINKING A CUSTOM DOMAIN

4.7.1 What is a custom domain?

A domain name is the address of your website. For example, Picfair's domain name is 'picfair.com'. As a Plus user, you can link any domain you own to your Store and this will replace the web address your Store is assigned upon signing up (<https://username.picfair.com/>).

4.7.2 Why should I link a custom domain to my Store?

Having a custom domain linked to your photography Store emphasises the seriousness of your Store offering, significantly helps you promote your brand, and is a fantastic way for visitors to easily remember your Store's web address.

4.7.3 Prerequisites to linking a custom domain to your Store

In order to link a custom domain to your Picfair Plus Store, you must already own your own domain. Whilst you cannot purchase a domain from Picfair, you can purchase a domain from any domain registrar and you must have access to edit the DNS records for your domain. These can usually be found in your domain registrar's account.

Every DNS Provider's settings looks slightly different and may use different terminology to what is used in the following step-by-step guide. Though some wording may be dissimilar, the settings you need to change are the same across all DNS Providers.

4.7.4 A step-by-step guide to linking your domain









1. From your Store Settings page, click ' **Domain Settings**' to go to your domain settings page.

2. Input your domain name into the box. This must be a fully qualified domain name. In most cases, your fully qualified domain name will be something like 'www.example.com', but it could also be something like 'gallery.example.com'. Then click '**Next**'.

3. Create a new CNAME record in your DNS provider settings by copying and pasting the CNAME generated in your Picfair dashboard into the CNAME destination/target field in your DNS provider settings. You should be able to find instructions on how to do this in your DNS provider's support pages.

4. In these settings, you will also have to input a 'Host Name'. Your host name is everything in the address that comes before your domain. For example, the host name of www.example.com is 'www.'

Here is an example of where to input your CNAME and Host name on 123-Reg. These settings look different depending on your DNS Provider, but should look something like this:


DNS ENTRY	TYPE	PRIORITY	TTL	DESTINATION/TARGET	
*	A			94.136.40.51	 
@	A			94.136.40.51	 
@	MX	10		mx0.123-reg.co.uk.	 
@	MX	20		mx1.123-reg.co.uk.	 

Hostname

www


Type


CNAME



Destination CNAME

www.example.com.picfairdns.com

Add 

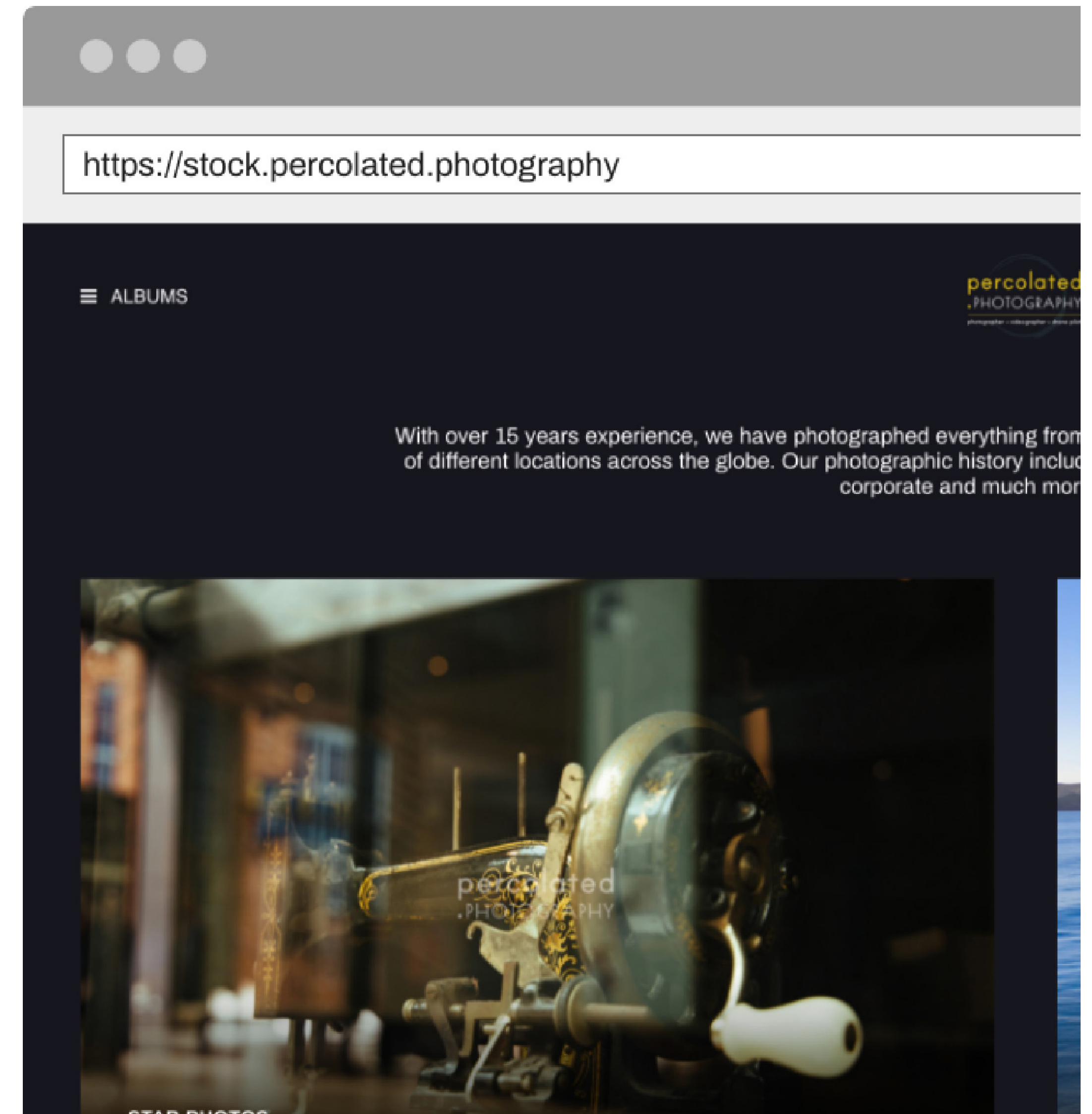
Delete all records 

5. Save the settings on your DNS provider. You can then check the status of your domain in Picfair by refreshing the page. It can take **up to 48 hours** to update, but will usually only take a couple of hours.

6. If all settings are correct, when the status shows a success message, your Picfair Store will now be using your domain!

Please note: your new custom domain may display errors while it first populates. We recommend waiting 48 hours for it to stabilise before sharing.

We understand that setting up your own domain can be tricky, so if you have any issues do not hesitate to [contact us](#) for guidance. When contacting us, please include a screenshot of your DNS providers settings page for our technical team to review.



4.8 CUSTOM LINKS

4.8.1 What are custom links?

Custom links are links to other websites that you can add to your Store's menu. This is displayed on the left of your Store header, and they can be anything you like. If you want to add a link to your personal blog, or to another website you have, you can add this here.

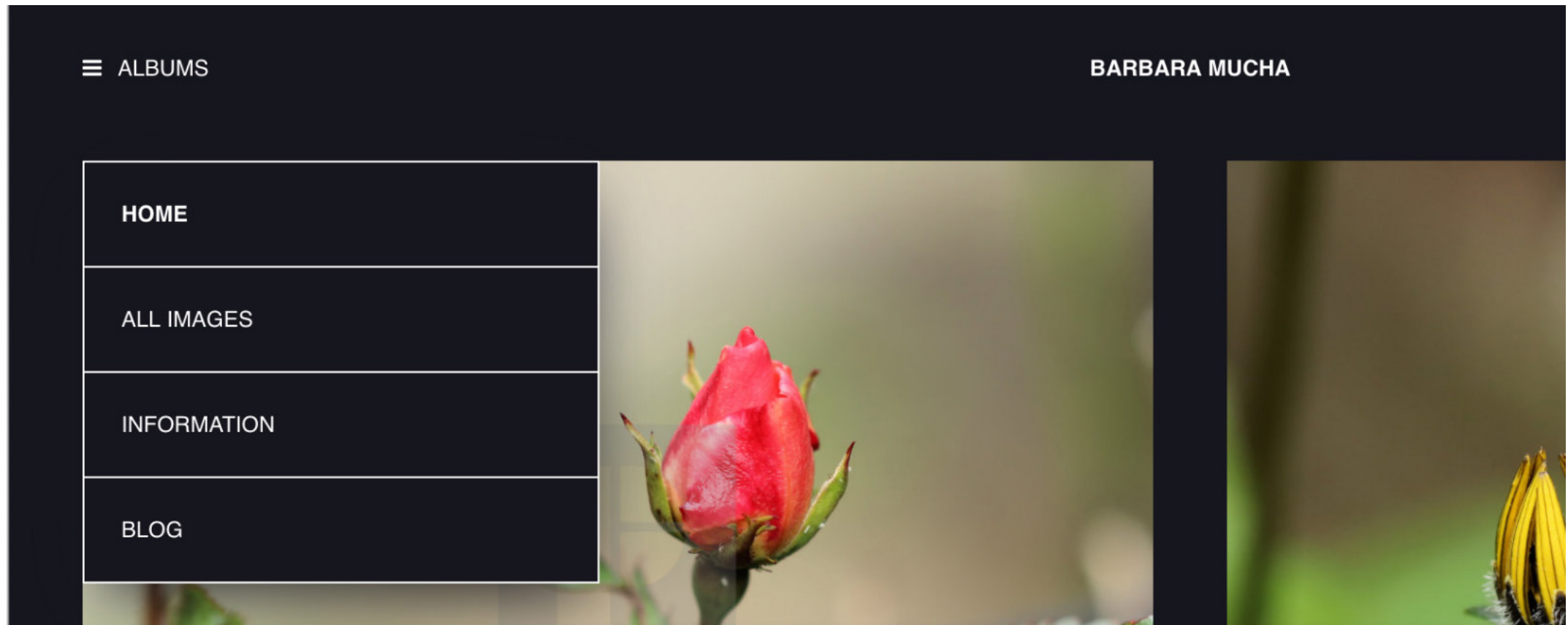
4.8.2 How to add custom links to the menu

To add custom links to your Store menu, go to the **'Header & Navigation'** section of your Store Settings.

Under the **'Header Menu'** section, you can add more links by clicking 'Add Link'. Here, enter the full URL (web address) of the link you would like to add (*https://example.blog.com*) and you can also enter a custom title for the link which will appear on your Store menu (for example *'Blog'*) or you can enter the title of how you want your link to appear.

Selecting the option **'Open in new tab'** will open the linked page on a new tab of the user's web browser, so your Picfair Store page will remain on the user's web browser when they click on one of your custom links.

From this section, you can also edit and delete your custom links at any time.



4.9 CUSTOM PRINT COMMISSION

4.9.1 What is a custom print commission

A custom print commission is an additional rate of commission on top of your selling price that you can set for your images when they are sold as giclée, canvas or framed prints on both your Store and on the Picfair marketplace. This is ideal for users wanting to differentiate between their prices for printed products and digital downloads.

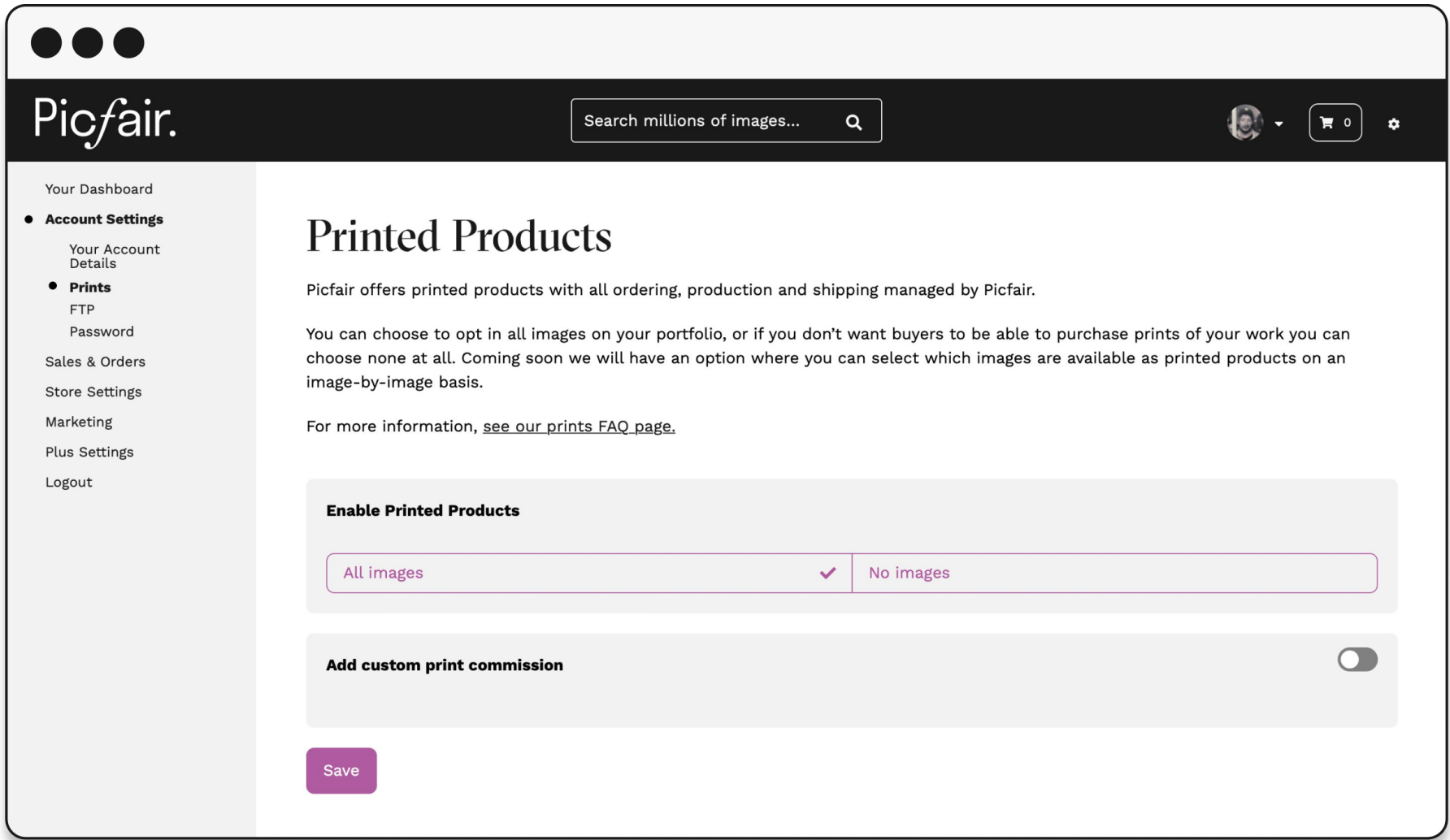
4.9.2 How to add a custom print commission to your images You can add a custom print commission by going to the **‘Prints’** section of your **‘Account Settings’**.

Here, under the section ‘Add Custom Print Commission’, click the toggle switch to green, which will enable the option to set a percentage for your print commission. Please note, this will increase the overall price of your printed products.

In the box **‘Your print commission’** you can enter a number to add the **percentage** of which you would like to increase your commission for printed products.

By setting a percentage in the **‘Your print commission’** section, choosing an example product, and inputting the price of the image you are selling into the **‘Sample Licence Price’** section, you will be able to work out exactly what you will receive when you make a sale.

To make any changes click **‘save’**. **Please note:** Custom print commissions will be applicable to your images both on your Store and also on our global marketplace.



4.10 LINKING YOUR SOCIAL MEDIA ACCOUNTS TO YOUR PLUS STORE

Sharing your Store is something we encourage all photographers to do! We find that a large number of image views come through social media so the more places your Store is linked, the better!

4.10.1 How to your Social Media accounts

Linking your social media accounts to your Plus Store is a great way to increase your social media following by giving visitors the ability to view and connect with your social media accounts. As a Plus user, any link to your social media accounts will appear on the footer on every page of your Plus store. Linking your social media accounts also allows you to share your Store on your social media accounts in a few simple steps with Picfair's social media sharing tool.

To link your social media accounts go to '**Account Settings**' and click on '**Your Account Details**' which will display the page with all of your account information from when you first joined Picfair.

At the bottom of this page you'll see fields where you can add your social media usernames for **Twitter**, **Facebook** and **Instagram**.

For Twitter and Instagram you can link your username for those accounts, for Facebook you can either link a Facebook Page, or your personal Facebook account by linking your personal account's username. Please note, for Facebook your username may be different to your display name and you can find your account's username via Facebook settings.

4.10.2 How to share your Store on your social media accounts

On your 'Store Header' you'll see the 'Share' drop down menu on the right. Here you'll find links to share your Store on Facebook, Twitter, LinkedIn and Email. You can share your Store homepage, albums and individual images, and remember you can always copy any URL from your Store into your preferred social platforms. Visitors to your Store can also use these links to share your Store too!

Please be aware there may be some limitations on how you can use certain social media platforms depending on what type of account you have. For example, Facebook will no longer let you share to a Facebook business account using Picfair's social share buttons. We try to be as flexible as we can, but please check with the social media platform if it's not working as you'd expect.

Social Media & Website

Your Twitter username

@yourtwitter

Your Instagram username

@yourusername

Your Facebook username

yourusername

Your website

oreardon.tumblr.com

4.11 INTRODUCING FOCUS

What is Focus?

Focus is the world’s leading resource for aspiring photographers. Every guide is specially commissioned by Picfair & written by selected experts in their field. Which means - unlike elsewhere - you only get the very best advice the world has to offer, all in one place.

With Plus, we give you the resource to learn from the best and we will continue to invest in delivering the best resources to take Picfair photographers to the next level.

Why Focus?

With Focus, our goal was very simple - to provide and nourish our Picfair Plus subscribers with unique, industry level content to excel in their photography. We've designed Focus in a way that considers the experience and expertise of our photographers, breaking down content into that which can be filtered by expertise level. Whether you’re looking to step up your skills to the next level or you’re just getting started, you can find every Focus article categorized into a collection of guides specific to your needs.

Categorization

We also offer a range of categories to suit all your photography needs. These include: Business of photography, Editing and post-production, Technique, For beginners, Inspiration, Photography gear and Photography by subject.

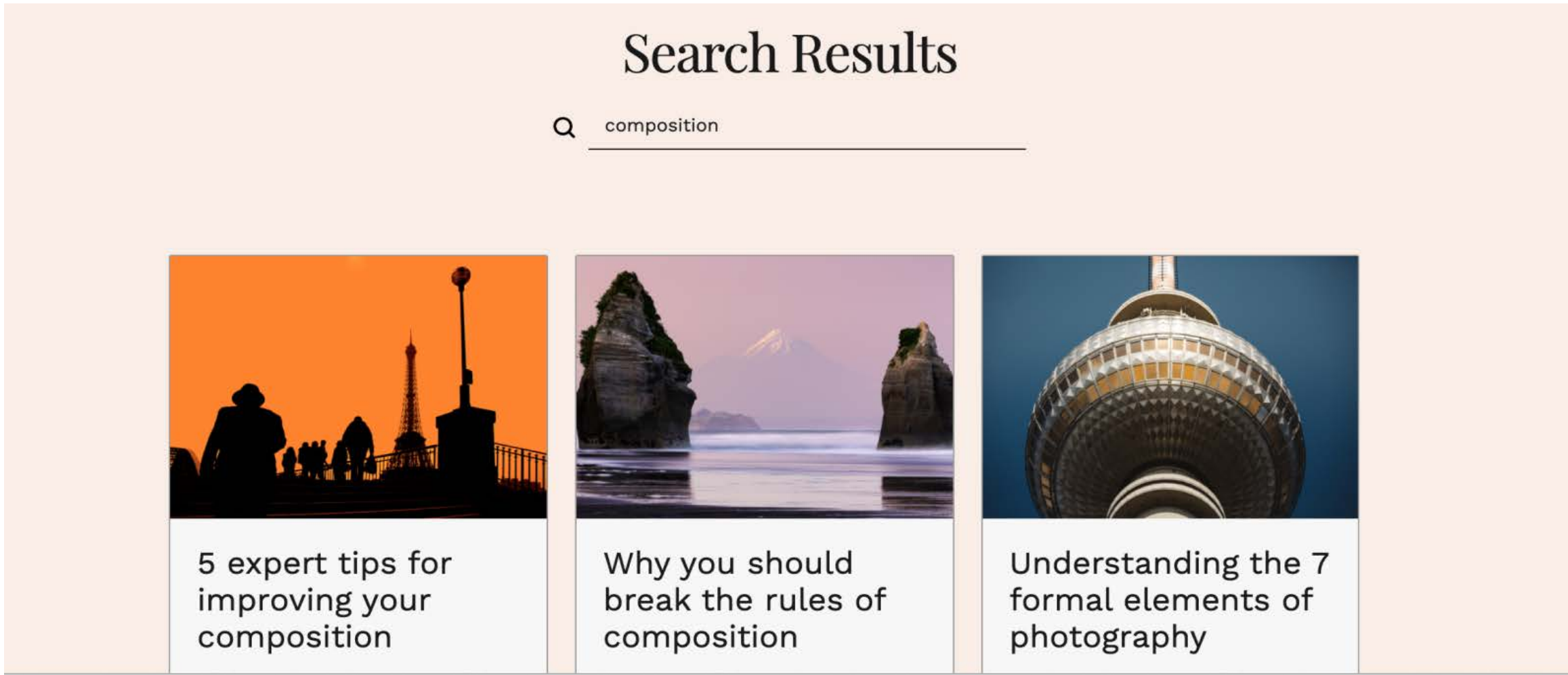
Our **Business of photography** category is one of our most popular, with photographers seeking marketing tips and tricks to get their photography Store as successful as possible!

Full-time photographer and judge of *Wanderlust* Magazine Photography of the Year competition, Kav Dadfar has contributed to this category a number of times, providing advice on how to properly market your photography successfully and get paid for your craft! You can check out his 7 top tips on earning more money from your shots [here](#).

Search Functionality

You can now search Focus for articles by topic, author, or skill level. Ever wanted to know everything you could about composition? Or have a preferred author that you need to catch up on? Use the search bar to find the exact piece of photography advice you’re looking for!

Better yet, our search functionality allows you to input keywords and phrases so our collection of articles can come to **you**.



It's no surprise that the most popular post on Focus is on image licensing! When it comes to selling your photography, image licensing will always play a **big** part in how you make money from your work. You don't need to be an expert to know your way around a licensing agreement, but reading [this](#) expertly crafted guide from Focus Editor, Philip Mowbray will ensure you know the ins and outs and how to protect your copyright.



The Focus team continues to work with experts from across the globe to bring you the world's **best** photography advice. And, as a Picfair Plus member, you have instant access to every article and guide that's published. So, learn from the best, and don't forget to **let us know** what you think!



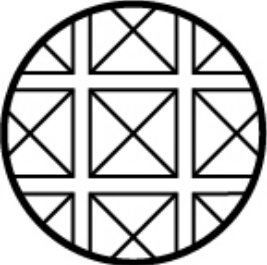
Head to [Focus](#) **now** and check out some of our most popular articles!

5. FREQUENTLY ASKED QUESTIONS

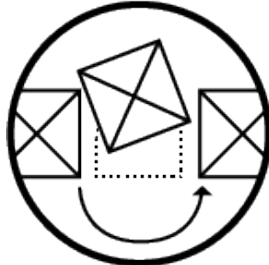
- What are all the features included with Picfair Plus?
- Where can I see information about my subscription?
- How are my images sold when someone buys them on my Plus Store?
- What exactly does ‘Image Licensing’ mean?
- What happens when my images are sold as printed products?
- How do I get paid when my images are sold?
- How can I cancel my Plus subscription?

5.1 What are all the features included with Picfair Plus?


Here’s an overview of what is included, and you’ll find these features explained in more detail in [Chapter 3](#) of this guide:




Multiple Store display options




Customisable positioning of images on Store



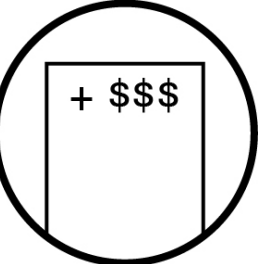
Albums in Store



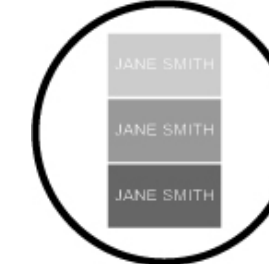
In-Store search functionality



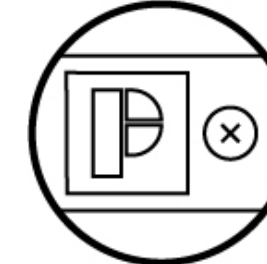
Create a stunning welcome page



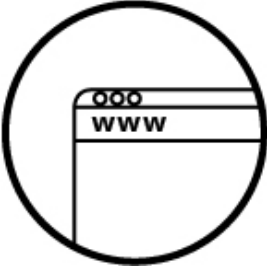
Custom print commissions



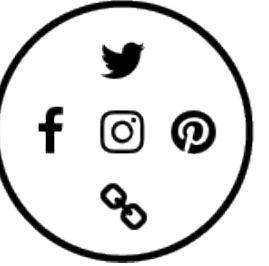
Custom watermarks on your Store




All Picfair branding removed



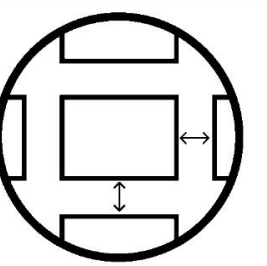
Link a custom domain to your Store



Link your social media profiles to your Store



Guaranteed access to Picfair's FTP uploader



Custom Themes for your Store

Additional Picfair Plus benefits:

Guaranteed access to Picfair’s FTP uploader	<i>Picfair’s FTP uploader is ideal for large image collections and Plus users have guaranteed access to the uploader. You can request FTP access directly from your account.</i>
Immediate access to new Picfair features	<i>Plus users get immediate access to all Picfair updates and new features</i>
Immediate access to new Picfair features	<i>All Picfair plus queries are prioritised with a dedicated Picfair Plus support team. You can get in touch with Picfair’s customer support team by submitting a form here.</i>
All Picfair branding removed from your Store	<i>Picfair Plus enables photographers the opportunity to showcase their Store uniquely theirs.</i>

5.2 Where can I see information about my subscription?

You can view information on your Picfair Plus subscription via your dashboard on Picfair website and selecting ‘**Plus Settings**’. Clicking through will bring up information on your subscription that includes information on your current subscription period, the Plus plan that you are subscribed to (monthly or annual), any discount codes that have been applied, the date of when your subscription will automatically renew, and how much you will be charged.

From this page, you can also see to detailed billing history for your Plus subscription and update your card payment information. You can also cancel your subscription altogether by clicking ‘**Cancel your subscription**’.

5.3 How are my images sold when someone buys them on my Plus Store?

Images are purchased from your Store either as a digital download or a printed product and sold on a licence basis.

5.4 What exactly does ‘Image Licensing’ mean?

When you use Picfair to sell your images, you are not selling your images outright (you **always** keep the copyright to your photos), rather you are making them available to **license**.

Every time someone licenses your image, they are paying to **use your image according to a licensing agreement**, which stipulates exactly how the image can be used. Our licence agreements are legally-binding and are in place to protect your copyright.

Images purchased on Picfair are sold under three different licences, and they cannot be used in any other way outside of the licence agreement. Each image licence lists in detail how the images can be used if purchased with that licence. Below are the three licences and some examples of how images can be used. You can see a full detailed overview of our licences by going to <http://www.picfair.com/licences>.

Making your images available for licensing means you can make money from the same images multiple times, in multiple places, from multiple buyers. Many services, Picfair included, are non-exclusive, meaning you can maximise your earning potential.

Personal & Editorial	Commercial	Advertising
<div><div>—</div>Editorial use: print, online, and broadcast</div> <div><div>—</div>Personal use</div>	<div><div>—</div>Editorial use</div> <div><div>—</div>Personal use</div> <div><div>—</div>Promotional and marketing use</div> <div><div>—</div>Advertorial and social media use</div>	<div><div>—</div>Print advertising</div> <div><div>—</div>Out-of-home advertising, broadcast advertising</div> <div><div>—</div>Display advertising</div> <div><div>—</div>Merchandising and retail product packaging</div>

5.5 What happens when my images are sold as printed products?

When an image is purchased as a printed product from your Store or on our marketplace, the buyer will choose the type of print they would like to receive (Giclee print, canvas print or framed fine-art print) along with the size they would like it printed. They'll be asked for their shipping location and will receive confirmation and updates throughout the production and delivery process. Everything from the ordering, payment and shipping is managed by Picfair.

5.6 How do I get paid when my images are sold?

You can find out how to get paid when your images are sold [here](#).

5.7 How can I cancel my Plus subscription?

You can cancel your Picfair Plus subscription by going to your dashboard and clicking **Plus Settings** on the left-hand side of the page. This will bring up information on your Picfair Plus subscription, and here you will see the option to '**Cancel your subscription**'. If you cancel your Plus subscription, your account will revert to a free Picfair account, as soon as your last subscription period ends, and you will **lose all Plus features on your Store**.

Once you have opted to cancel your subscription, this page will display the date you lose your Plus features and revert to a free account, but you can also choose to **resubscribe to Picfair Plus** at any time from this page.