

Alamy Simplifies . . .

Search

Stock Asylum Staff Report
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FIRST CATALOG
PAGE

Not everybody likes a lot of bells and whistles.

CONTENTS

This seems to be the message from Alamy, which quietly uploaded a new, very simple web site home page this week. The new page loads quickly, sports a very large search field and has a google-like simplicity that lets image buyers get started quickly.

ABOUT THE
PHOTOGRAPHERS

Unlike virtually every other home page in the stock photography industry, the new Alamy home page has no images other than a simple black and white company logo in the upper-left corner.

FIND A
PHOTOGRAPHER

FIND AN AGENCY

There are 18 links on the page, but all are dwarfed by the extra-large search box that dominates the middle of the page. The company said it soon will formally announce the change, along with new figures about its collection size. Alamy now has some 6.6 million images online from 6,800 photographers and 383 companies.

HOME



"We designed the Alamy home page in response to feedback from our customers," said designer Martin White. "We found they do not like the distraction of images or offers and just want to get on with searching."

"This means you don't have to look for links or learn how to use the site. We hope it will be instantly intuitive so you can just get on with finding images," he added.

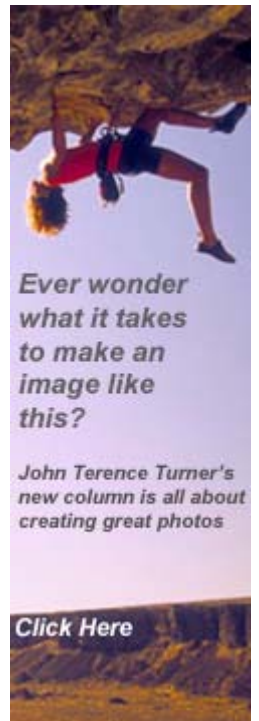
He also noted the simplified home page means customers will have no preconceptions about what they will find. White said the new page is coded to web standards that make it cross-browser compatible; more visible to search engines; and more accessible to everyone, including people with disabilities.



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"This approach is new to the industry, but nothing new to Alamy. We have always focused on speed and ease of use," said White.

"The new design just goes beyond what people perceive from a stock photo agency home page," he concluded.



The Alamy web site is at: <http://www.alamy.com>.

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