

shoot
FOR WEB DESIGN

5
Website Photo Tips
TO STAND OUT ONLINE

QUICK CHECKLIST

5 Website Photo Tips to Stand Out Online

- [ ] **Photo Sharing Settings**
  Make sure you have the correct settings on your mobile phone or camera for the best quality and file format.

- [ ] **Lighting**
  Lighting can make or break the quality of your image. Spend some time learning how to get the best lighting possible.

- [ ] **Photo Composition**
  The layout of people, objects and the overall scene will direct your viewers eye exactly where you want it.

- [ ] **Consistent Style**
  Your images should look like they all belong together with a common message.

- [ ] **Meaningful Images**
  Your images should be relevant to your products and services and visually tell your business story.

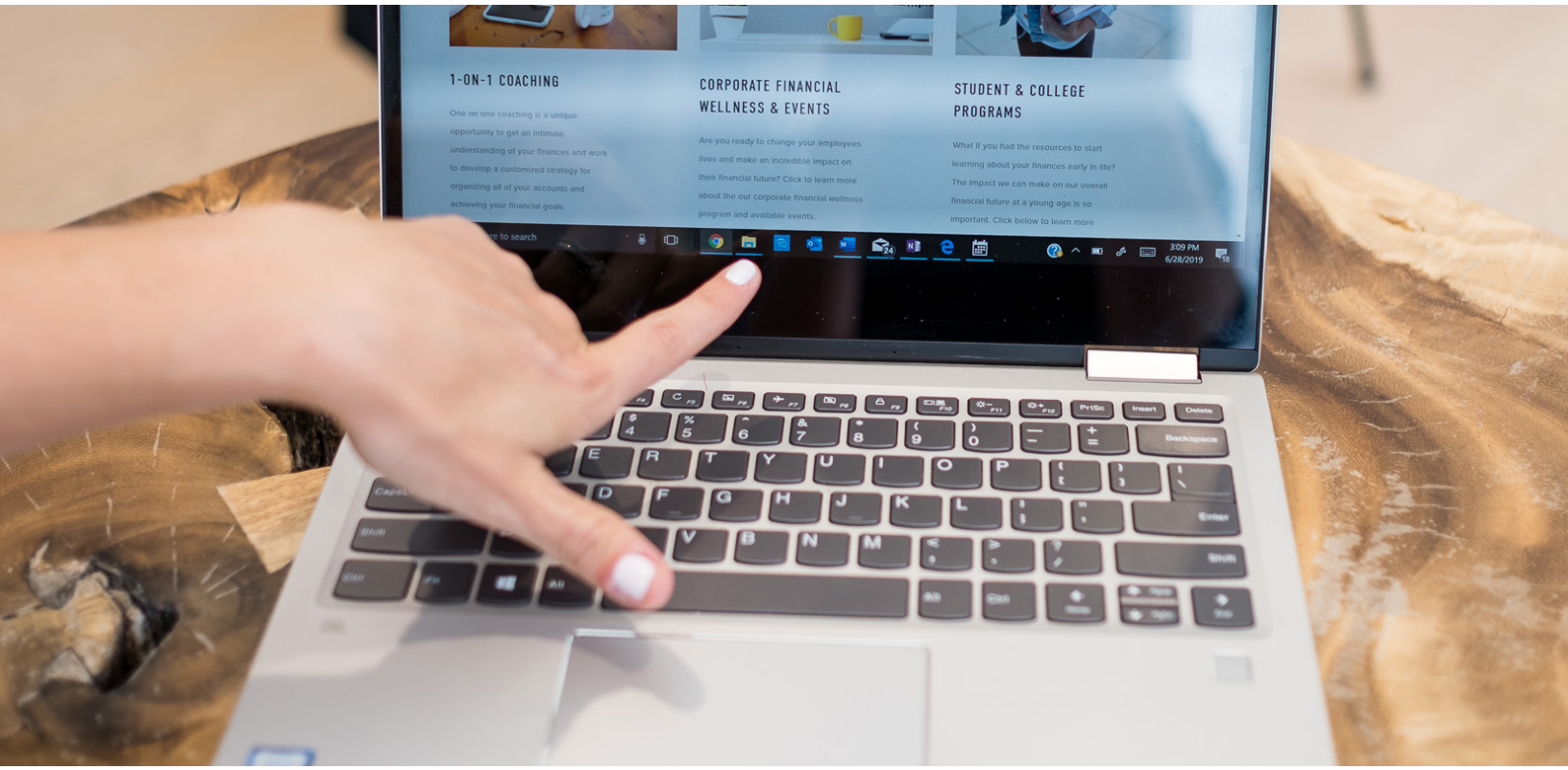


PHOTO QUALITY

SUPER AWESOME PHOTO-SHARING SETTINGS

Don't make your potential customers squint, or cause them to move on to your competitor's website because your online images are too blotchy or blurry.

Whether your photos were taken with a really good camera, or even your cell phone, make sure that you have the correct settings for the file format.

Double check your cell phone's email and texting app settings for uploading and emailing photos. There are often default settings that restrict the size of the photos you send. Sometimes, photos uploaded to websites are too small that nobody can tell what your photo is all about.



LIGHTING

LOOK FOR THE LIGHT

"Good" photos for anything, whether it be for your e-commerce website or your kid's birthday party, always depends upon the available light.

Lighting can make your product look terrible or terrific - or make people look fabulous or frightening. Learning about the different qualities of light will help you create the best images for attractive website photos that will look so awesome, your customers will want to share away on social media!

The things to learn about lighting include the intensity, angle, distance, and color of light, which can affect your exposure and the overall "look" of your photos.





COMPOSITION

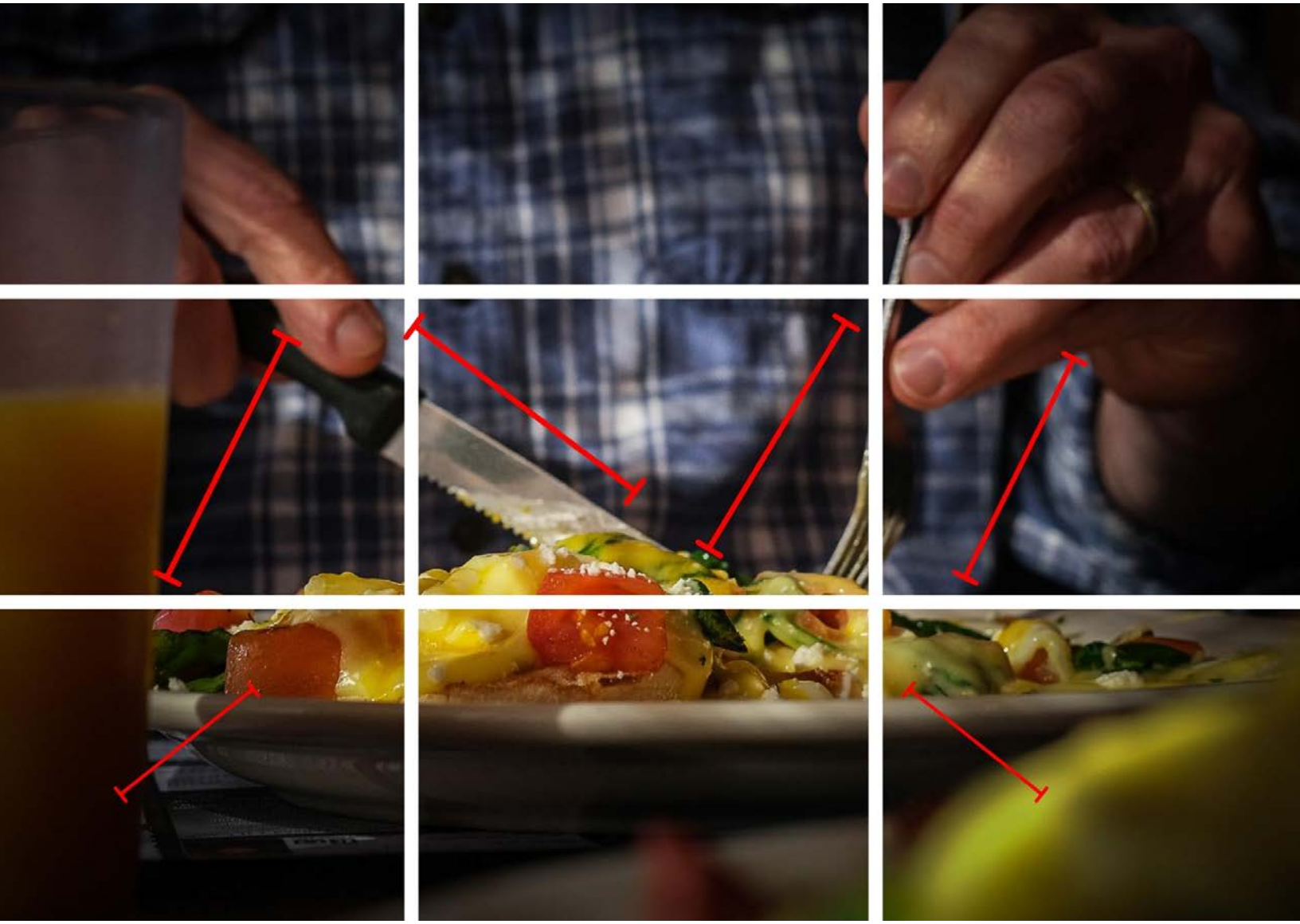
A LAYOUT OF WHAT'S BEING PHOTOGRAPHED

Professional critiques of photos always include examining the composition, which is the layout and physical placement of objects or people in the photo.

Your website photos don't need to be judged in any photo competition, but they do need to naturally win the eyes of the people interested in your business.

One tip for taking photos for a website, is to pay attention to how much space is around your subject (whether it's people or objects).

The general rules of composition in photography, you're on your way to creating decent photos!

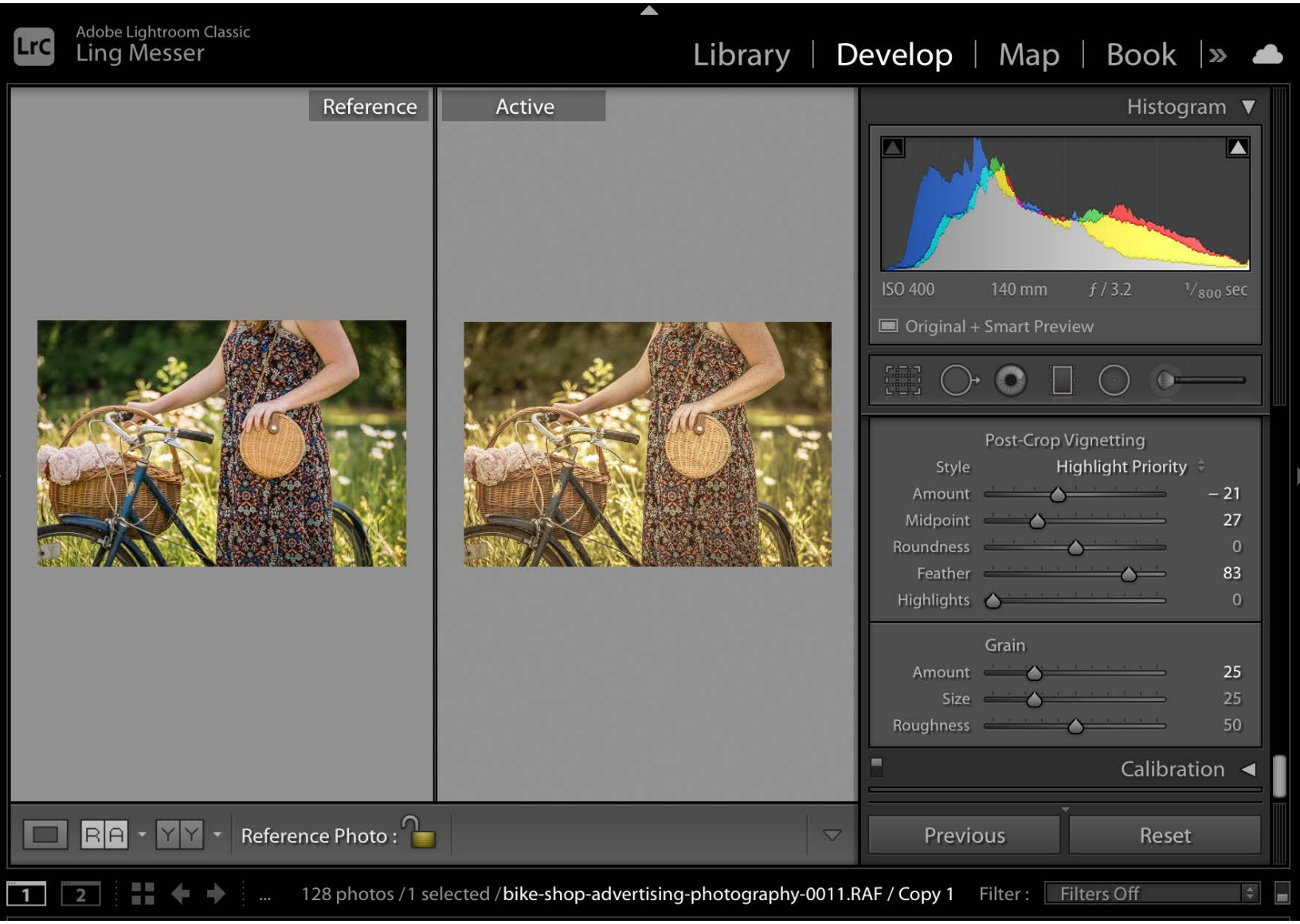


CONSISTENT COLORS

KEEP THE SAME PHOTO EDITING STYLE

One of the keys to creating a business brand that attracts customers is a very consistent, general "look" or aesthetic of images. An image shouldn't look "out of place" compared to other images you showcase. Every single photo used, whether on the website, social media, or print, contributes to the "image" of your business.

For example, don't mix over-saturated photos with black-and-white photos on a website. Make sure that all of the colors match up, even if you have to re-edit the coloring in some photos. There are a lot of factors involved in creating an editing style for a business brand that we will cover in our Shoot for Web Design online course.



THE STORY

A MEANINGFUL PHOTO THAT MAKES SENSE

Just because everyone else has a photo of their company building on their website, doesn't mean that you should too.

Stand out from the crowd by using realistic & relevant photos of your business offerings. Even better, include happy people enjoying your service or using your product.

How do you figure out what the ideal image should be?

If your business tagline speaks about your resolution to your customer's problem, then that's the perfect clue to what the website photos should involve.





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We are Ling & Michelle,
your personal photographer, branding,
marketing and website design partners.

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how to create website Photos, Branding & Content
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