Photos: How to Take the Best Photos of your Products and/or Services (Full Article)

If you're interested in showcasing your products and services, the
quality of your images is the place to start. Beautiful, clear photos
will capture the attention of your online shoppers. When an image is
fuzzy or too small, people are inclined to question the product. Colorful, vivid pictures will entice and
excite your viewers. It's
time to make your online store the first and last shopping site on the Internet!

We've
come up with a list of tips that will help insure your images are
attracting the attention your products merit and gaining an audience
that feels confident to make a purchase on your online store.

When taking photos of your products and/or services, keep the following tips in mind:

1. Products that Jump Out!

  Use a white background so that your images will capture the attention of your audience. A white backgro

2. No blurred Images!

If you don't have a tripod, find a sturdy surface to place your camera. Your images should be crisp a

3. More Light / Less Light / Good Light / Bad Light?

Lighting can be tricky, so you may need to get adventurous when exploring the best setting for your photo

4. Size really does matter.

Make sure your images are not too large or too small for your online store. They should pass the Goldilo

5. Need assistance?

Use the specific software on your home computer to help with editing your images. You can explore maki

6. Have Fun!

Be creative and find ways to showcase your product or services uniquely. A personalized, one-of-a-kind

7. Hire a Photographer

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Lastly, if you feel as if doing it yourself isn't an option, give us a call. We have several Photographe

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