

Appealing Imagery Checklist

Keep & Use For Reference

- Make sure your images are of the highest resolution and quality – at least 600 x 800 pixels in size
- Use good/sufficient lighting – natural or external, ensure no harsh shadows or reflections.
- Use in focus images & have no distractions
- Use images with white or neutral backgrounds
- Make sure your product/service fills at least 80% of the image frame
- Use your own images - stock images are not recommended, as they are not a true representation of your service/product.
- Use props to help demonstrate scale, but keep their use to a minimum to avoid detracting from what you're actually selling
- Use the image gallery to give customers more information visually and answer any FAQ's
- Ensure you have all necessary rights, full permission, and licenses to use the images
- Aim for your featured/primary image to be a 'lifestyle' to help customers make a connection between your product/service and the lifestyle or brand status they wish to achieve/experience.