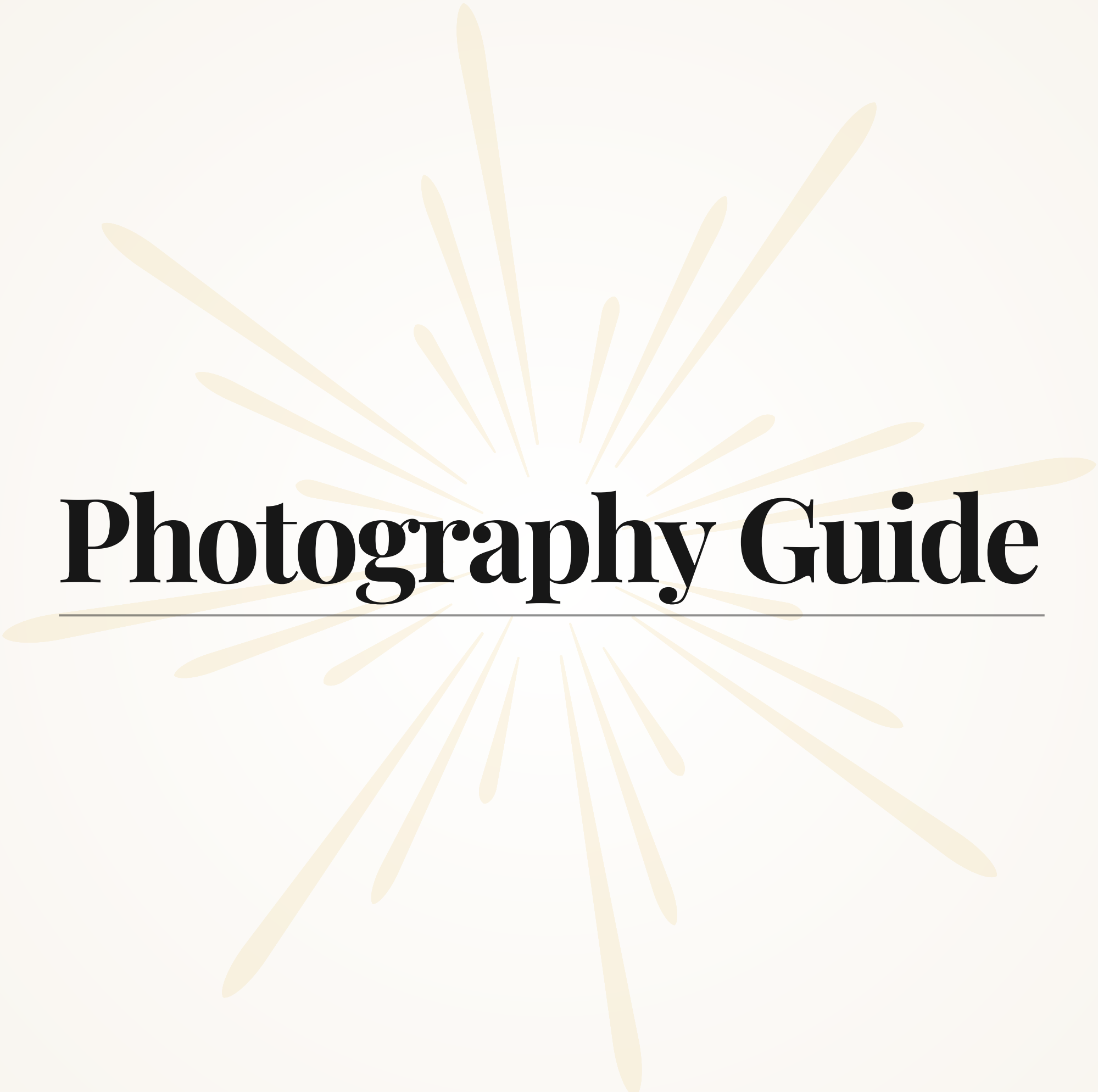




Photography Guide

Welcome

Few things are as important to a business website as professional photos. Within seconds, they establish credibility and connection with your visitor, increasing trust in and desire for your services. The right photos can often be the difference between attracting and turning away a client, making them more than worth the investment.

Finding Your Photographer

Though it may seem like a good decision now, amateur photographers can actually cost you money in the long run. Amateur photographs convey an image of amateur services, which is why it's critical to work with a professional. Search for lifestyle, family, or wedding photographers in your area. When you find one you like, review their portfolio to see if they have experience with the type of shots to follow.

These photos are worth the investment well beyond your website. You'll use them across your marketing, social media, and other business materials, and can pull from them again to refresh your site down the road.

Using Your Photos

Save posed and lifestyle shots (like the examples in this guide) mainly for your About page and the About section on your homepage. Use them sparingly elsewhere on the site, so it feels focused on your visitor, not just a gallery of you.

If your photographer offers it, ask about a few in-context or lifestyle shots too, a staged, simulated moment of you at work rather than an actual client session. These tend to work well as your website's other hero images. Not every photographer offers this style, so treat it as a bonus if available, not a requirement.

Composition

Aim for four to six landscape (wide) shots and two portrait (tall) shots. Position yourself to the left or right to leave room for copy. The portrait shots, centered in the frame, are for your About page.

All images should be high resolution. Landscape shots need to be at least 1920 pixels wide. Portrait shots just need to be high resolution overall, professional camera images are typically well above what's needed.

Landscape shots can also be cropped into portrait shots if needed.



Location

When it comes to the location of your photo shoot, the majority of your shots should be in a natural setting, such as your office or workspace, as well as outside, such as a park or downtown area.

Your other option, in studio, can be useful for popouts (shots where there is no background). However, modern business websites should feature more natural-setting shots than studio.

It's also a good place to capture a few shots of you in your element, sitting at your desk, reviewing your materials, or in the middle of a natural moment. If you can bring a friend, family member, or colleague along to simulate a conversation or session, that adds a nice touch too.



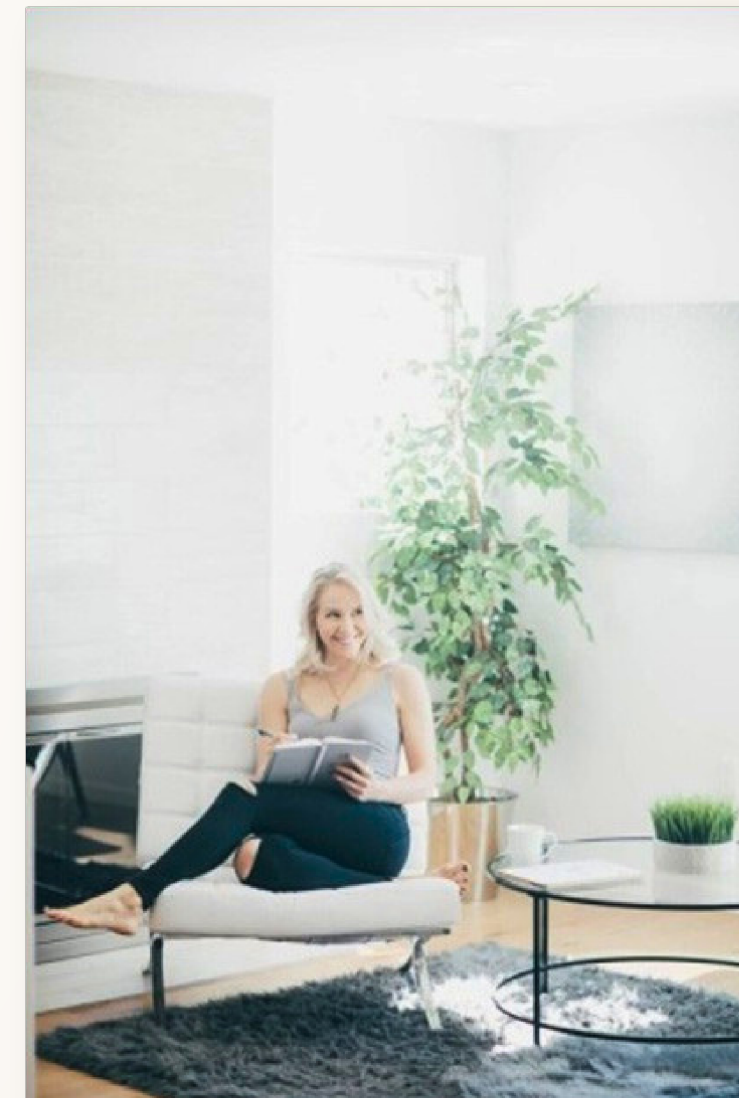
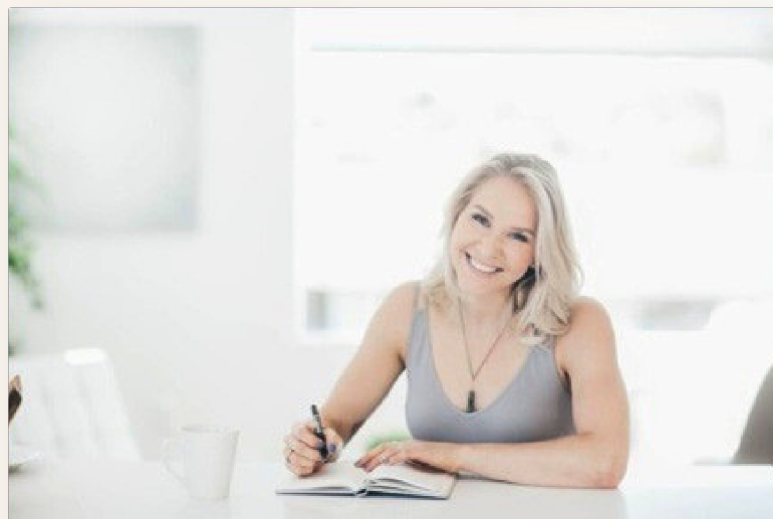
Looks & Poses

Bring at least two different outfits (three if possible) to your shoot. If you're unable to change clothes, change looks (e.g., with and without a jacket).

Choose bold colors and patterns over small, detailed looks. If you know your brand colors, wear them if you can. Intricate patterns can be busy and distracting. As for poses, always go with natural, candid shots over posed. Smile, laugh, look at the camera and look away.



Sample Shoot



Don't Have a Photographer?

A professional will **always** give you the strongest result, so book one if you can.

If that's genuinely not an option, use a phone with a high quality camera, and focus your effort on your two About page portrait shots.

A few things that make a real difference in a DIY portrait shot:

- **Stability:** Use a tripod or stable surface with the timer, or have someone else hold the phone. Handheld selfies distort up close.
- **Light:** Face a window rather than having it behind you. Natural daylight beats indoor bulbs or overhead lighting.
- **Camera:** Use the main camera, not front-facing, and skip digital zoom, step closer instead.
- **Background:** Keep it uncluttered, a tidy room or a spot outside with some greenery.
- **Volume:** Take several shots in a row and pick the sharpest one with the most natural expression.