

# Website Photography

## GUIDELINES TO MAKE WEB PHOTOS POP



### A Quick Tip

As you build your archive, keep it organized. You'll never regret taking the time to label folders and name images ahead of time so your archive is easy-to-use.

## Getting The Shot

**PHOTOGRAPHY** can make or break the look and feel of your website. Make the best first impression with your photos by using these four easy guidelines.

1

### Create a Shot List

**GIVE** your photographer a shot list prior to the photo shoot. Use your website sitemap to determine the types of photos you'll need for each page. A safe estimate is 3-4 photos per page.

2

### Capture Some Personality

**PERSONALIZE** your website by capturing events, services, staff and more. Find reference images to share with your photographer so they know what you have in mind for tone, style, lighting etc.

3

### Choose Your Focal Point

**FOCUS** your photo on a subject that is centered or close to center. Images will be cropped for various screen sizes so keep important details off the edges and avoid closeups where the subject could be cropped awkwardly.

4

### Check the Orientation

**LANDSCAPE** photos work best for website images. For website images, 16:9 ratios are most common.