

Take Photos for Your Website

Professional and high quality photos can make a big difference in how your customers perceive your business from your website, and ultimately whether they take their car to your shop for service.



It is best to use authentic photos of your shop (rather than stock photos) to build your credibility and boost conversions from your website - but how do you get great photos?



While the best scenario would be to have professional photos taken, not everyone has the time or budget for that. So, here are a few tips on how to make sure your photos show your business in the best light on your website:

1

BIG PHOTO FILE SIZES

One of the most important aspects of your photos is making sure each photo file size is **at least 1MB in size**. Because your website will be responsive (adjust to all screen sizes, such as tablets and smartphones), you will want to make sure your photos will look crisp and clear on any device.



BAD EXAMPLE

(Small photo size, blurry)



GOOD EXAMPLE

(Large photo size, clear)



2

DON'T ZOOM IN TOO CLOSE OR CROP PHOTOS

When a photo is zoomed in too close, it can cause the focal point of the picture to get lost when the photo expands and contracts with the website (because it is responsive). So, be sure to step back from the focal point of the picture and our creative team will adjust and/or crop any photos to make sure they fit perfectly within the website design.



BAD EXAMPLE

(Zoomed in too close)



GOOD EXAMPLE

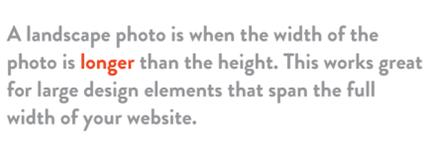
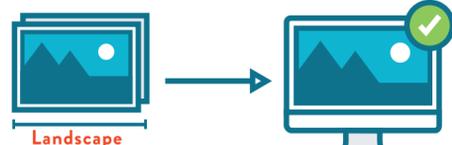
(Not zoomed in or cropped)



3

TAKE LANDSCAPE PHOTOS - NOT PORTRAIT

What do landscape and portrait mean?



A landscape photo is when the width of the photo is **longer** than the height. This works great for large design elements that span the full width of your website.

A portrait photo is when the width of the photo is **shorter** than the height. Portrait photographs can be great for 'Meet the Team' pages but are not ideal for large design elements.

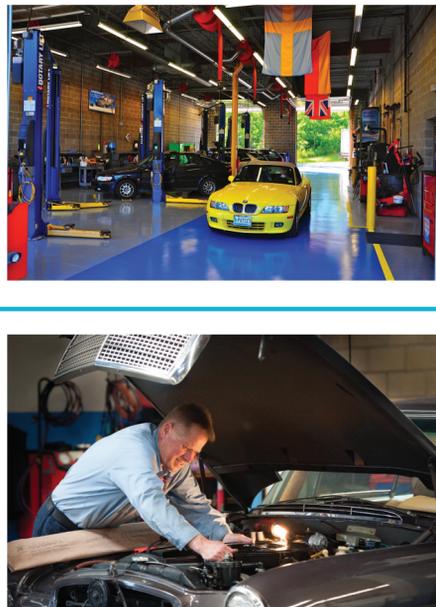
BAD EXAMPLE

(Portrait)



GOOD EXAMPLES

(Landscape)



4

PURPOSE OF THE PHOTO

The whole purpose of having great photos and a well designed website is to bring more customers and cars into your shop, right? So when taking photos for your website, it is important to ask yourself, "If I were a customer, what would I want to see?" Photos of smiling customers, happy technicians working on vehicles, and clean shop photos (interior and exterior) all help build a good impression.

BAD EXAMPLE

(Cluttered, messy, and dark)



GOOD EXAMPLE

(Clean, bright, and friendly)



Let's Go Take Some Great Photos!

Just like quality parts are important in providing a great car service, quality photos are important in creating a great website design. Now that you know how to take the best photos for your website, you can get started on improving your overall impression online and boost profits!