Part 8: Product Photos

Product photos are an important part of the sales process. People want to see what is available and what they are buying. The more expensive and more intricate, the more photos you want. When you get your photos, it is very possible they will be super high resolution. You do not need them that large for the website and in fact if they are big, not only do you use up a lot of storage space, but the photos take longer to load. You can go into your computer and reduce the size of each photograph.

You will have a variety of ways to showcase photos on your site.

Stock Photographs

If you are selling branded goods, most likely you will use stock photographs provided by the manufacturer. Whether you purchase from a distributor or directly from the manufacturer, they should all be able to provide stock photographs. The more you have the better, especially if you are showing it in different angles.

Your own Photography

If you have your own products or do not have access to stock photography you will need to create your own. Just about any digital camera will do but I do suggest getting a light box kit to make the photos more professional looking. Here are links to a variety on Amazon.

http://www.amazon.com/s/?_encoding=UTF8&camp=1789&creative=9325&field-keywords=photo%20light%20box%20kit&linkCode=ur2&sprefix=photo%20light%20box%2Celectronics%2C193&tag=calivationcom-20&url=search-alias%3Delectronics

What to photograph? A picture with the full product. This might include both front, back and side photos but also close ups of particular items, UPC numbers, features, etc.

Wearable items

While getting a manikin or jewelry display is must, some folks will want to take photos on models. While model photos are supposed to showcase the product some people forget that the wrong "model" can take away from the appeal. Her is a little advice to make them very professional looking.

Rings

Do not just use any one's hands. Look for someone with long slender fingers that are well manicured. If that is not you or your friend, you know you have someone that goes and gets her nails done all the time, give her a free piece in return for using her hands for photos. This is even more important if we are talking about feet.

Bracelets

While not as big of a deal for men's items, for women, be careful of dark arm hair. I know this sounds silly but look at most professional photography and you do not see arm hair.

Once you have your lightbox and are ready to take photographs, I have provided a few links to help move you along.

This first link is a fantastic video that gives you a bunch of tips on product photography.

http://www.etsy.com/blog/en/2011/etsy-success-product-photography-for-beginners/

http://content.photojojo.com/tips/product-photo-tips-for-ebay-etsy-instructables/

http://www.tabletopstudio.com/HowTo_page.html

http://www.tabletopstudio.com/TTS_Product_Photography_Tips.html