

Guide to Taking Good Photos





Why do great photos matter?

Pictures are one of the first things prospective customers look at when considering to book your service and **websites with images** actually get **94% more views**. That's because pictures help communicate authenticity. Your business was built on trust – with great images you can extend that trust to customers that find you online. Follow this guide to learn how you can take powerful images to drive online bookings:

Lighting makes a huge difference

Great lighting helps make your photos and your business look more professional. Always try and shoot during the day, whether you're inside or outside.



- If you're indoors, open up the blinds and curtains and turn on all the lights.
- If you're outdoors, beware of where the sun is and always make sure the camera man's back is to the sun and that the subject is facing the sun.

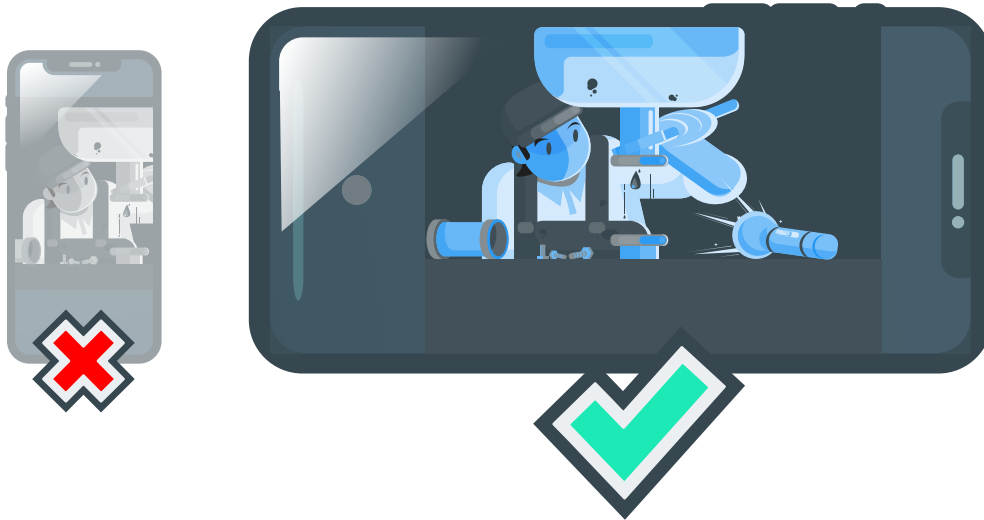
Go big or go home

Your pictures should be at least 2500 pixels wide. When in doubt, the bigger photo, the better quality it will be.

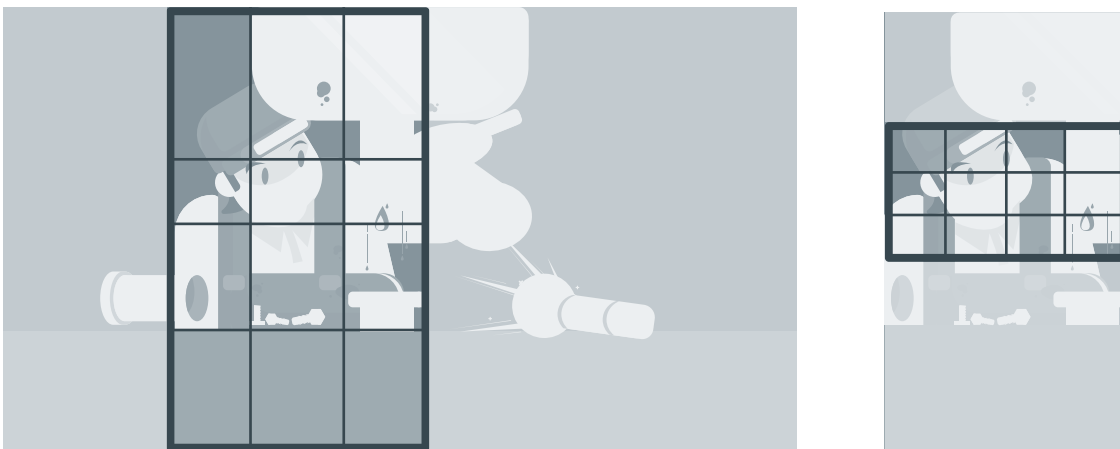


Shoot in landscape format

If you're taking pictures on your phone, turn it sideways so you're shooting horizontally, not vertically.

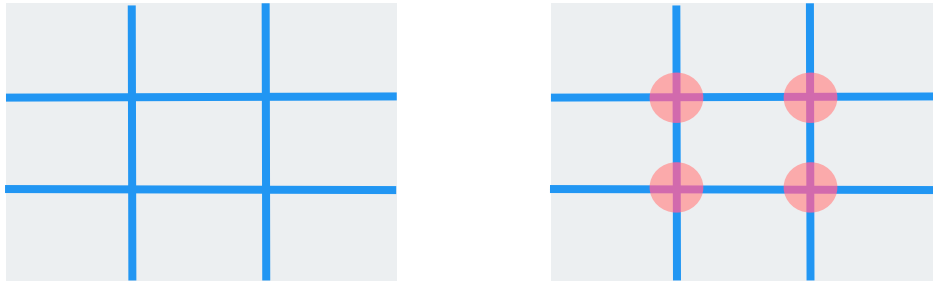


It's always easier to crop a long horizontal image vertically, than it is to crop a vertical image horizontally without losing quality.

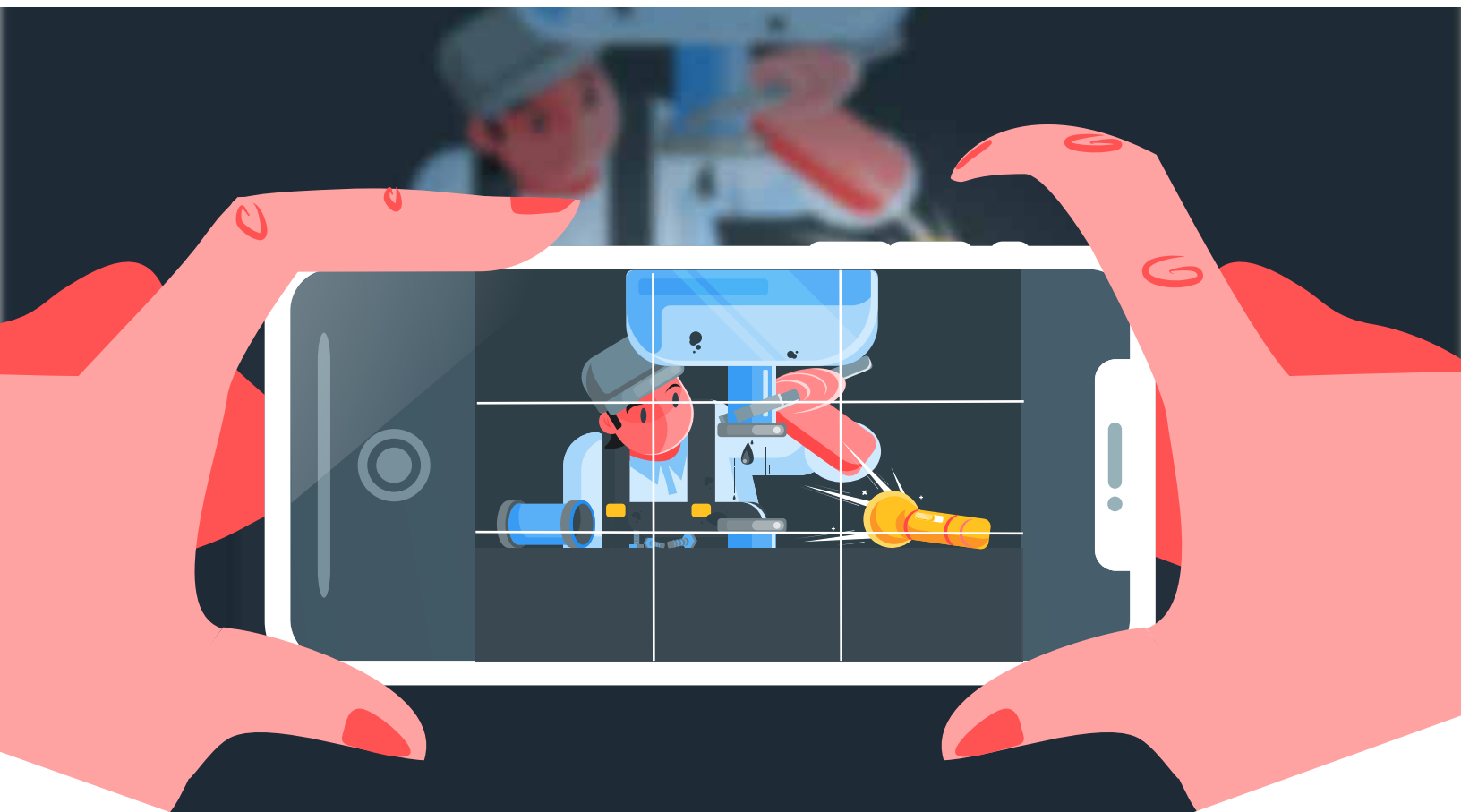


Rule of thirds

The rule of thirds is an easy trick. You just have to mentally divide your image using two horizontal lines and two vertical lines, as shown below.



You then position the important elements in your scene along those lines, or at the points where they meet.



The more the merrier

The more pictures you can add to your website, the more trust you can build with your customers. That will lead to more services booked. So get snapping and take pictures at all your jobs when possible.



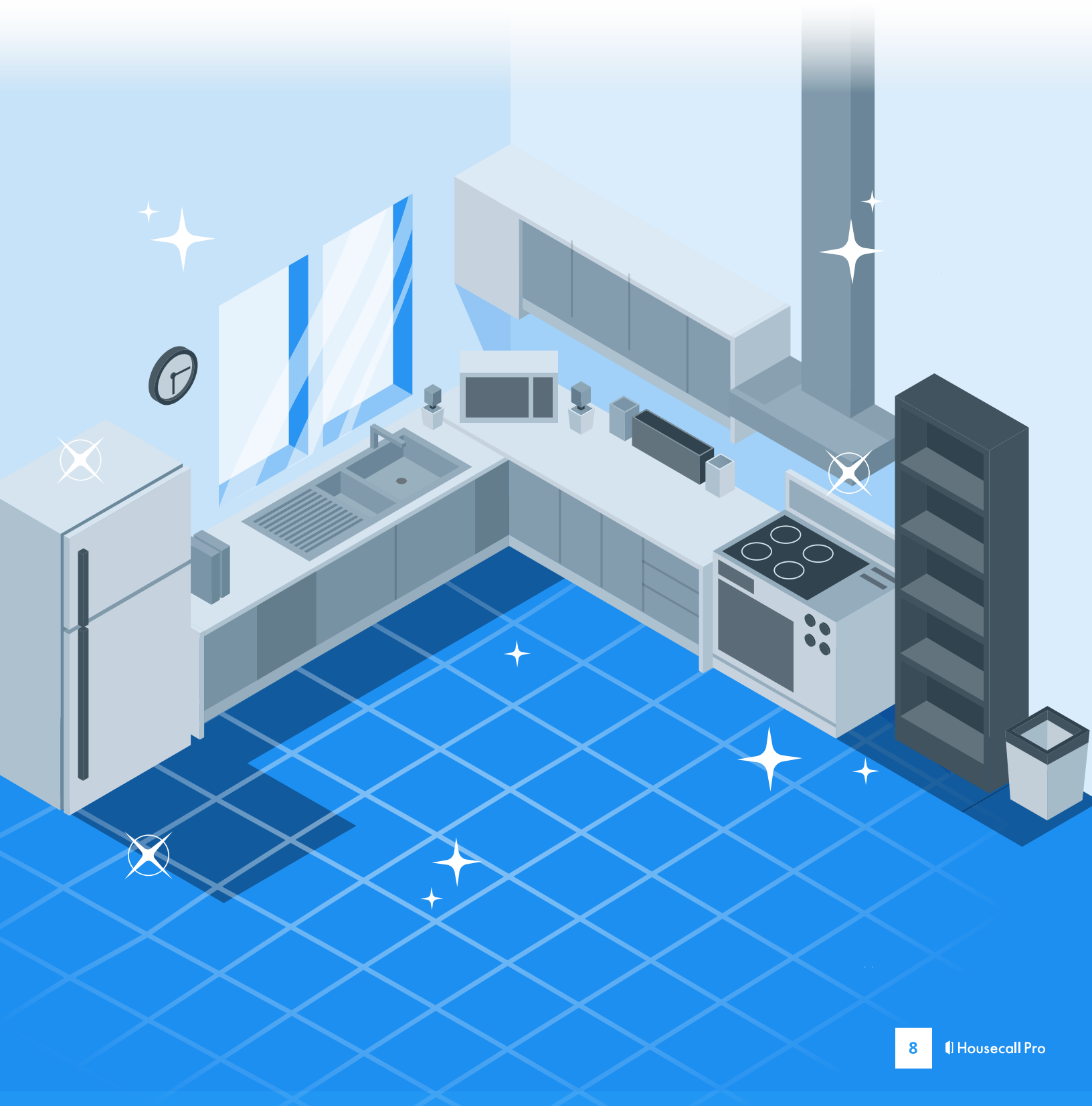
People like action

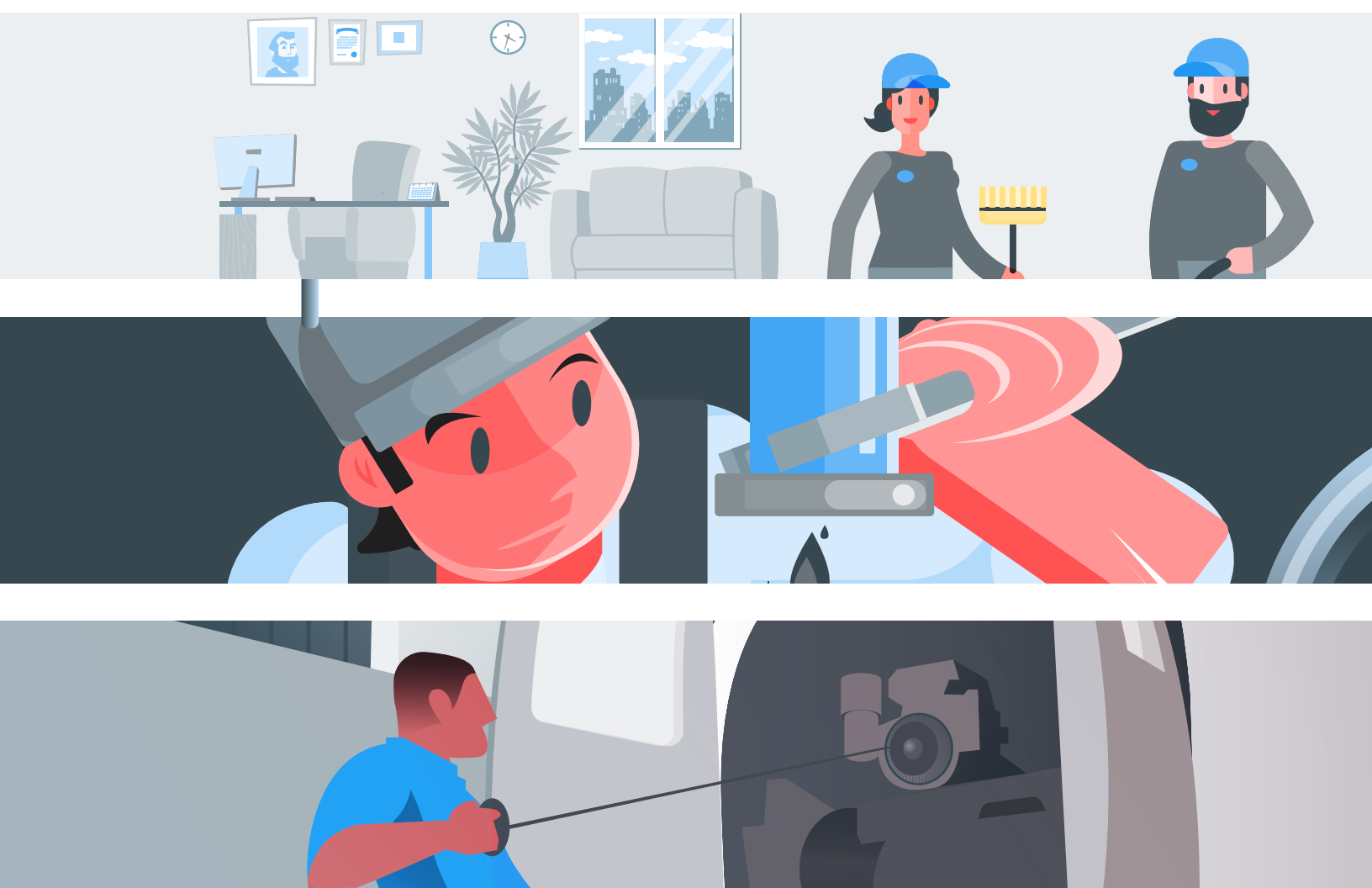
Ask some of your happy customers if they would be okay being in some of the shots. Potential new customers love seeing real-life examples. You also want to include pictures of you and/or your crew members in action, doing the work.



Set the scene

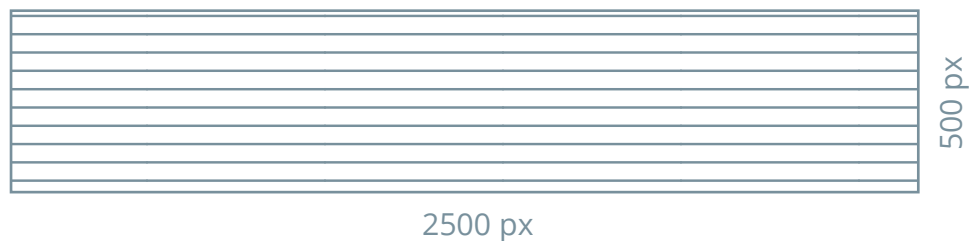
Background matters! Clear up some of the clutter in the shot so the photo is less distracting for viewers.





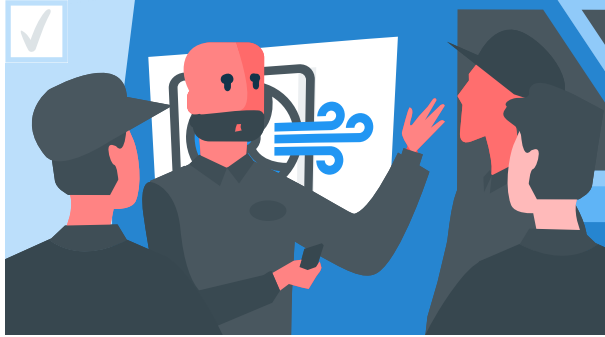
Banner image

Your website features a 2500 pixel x 550 pixel header image, the width is nearly three times the height, so you'll need to shoot a wide-angle picture – preferably one with you in it!

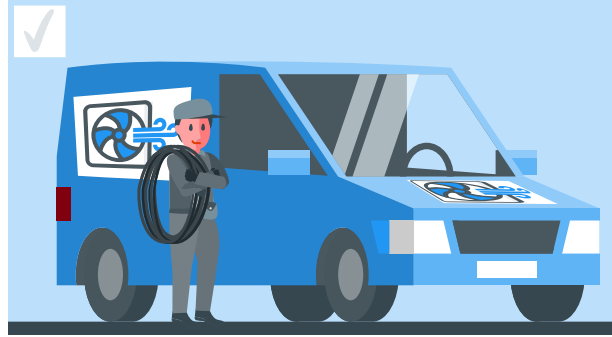


The ultimate shot list

■ Make sure you get a photo of you doing each of the following:



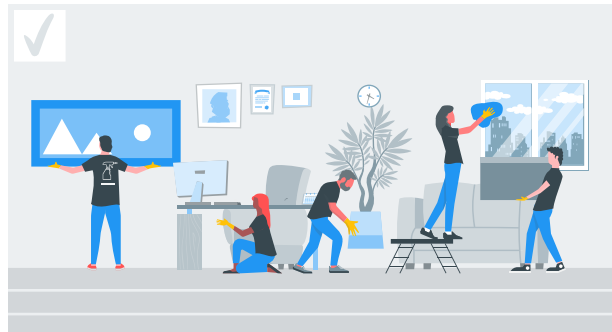
Instructing your team



Power pose in front of your truck



Action shot of you
in the field doing the work



Action shot of your team
in the field doing the work



Going over an estimate with a customer



Using your tools

Real examples from real pros

See how other service professionals showcase photos of their businesses below:



Instructing their team



Power pose in front of their truck



Action shot of them
in the field doing the work



Action shot of their team
in the field doing the work



Going over an estimate with a customer



Using their tools