

#cameraReady

YOUR ULTIMATE CHECKLIST FOR TAKING WEBSITE PHOTOS THAT ROCK!
GREATOAKCIRCLE.COM

well, you've done it.

You finally pulled the trigger on getting that shiny new website and (gasp) you need new photos. I know this feels a bit like wrestling an octopus. But it just must be done. Because you can't out-design bad photos. There just isn't enough smoke and mirrors for that. But relax! This handy guide will make quick work of those photos and have you happily marking a giant thing off your to-do list.

SELECT A SNAPPER

Age and experience are bananas important, but it's even more necessary that a photographer can capture commercial spaces in a style that makes them sing! So...dialing up your wedding or family photographer *may* not be the best solution, although sometimes it is! Ask around, hit up a local publication for references, or try Google and start browsing portfolios.

Bonus points for a photographer that has swag. They can pose and style you in a way that will have prospective clients (jaws dropped) lining up to work with you. Alternatively, you could enlist a prop stylist or art director who lives and breathes this stuff. #worthit

Need to save some green? Look for a budding student with a portfolio that's on point. You might also have an awesome client that just so happens to be a great photographer. Barter anyone??!!

MAKE A LIST

I'm not sure what I need + let's just take some pictures = waste of time and money
Make a list of your website pages. It's cool if you edit this later. Check out my mock list below:

Home.

A great place for a slide show! Or a few beauty shots of you/products/location. Communicate something! Who are you? What are you about?

About.

A photo of you! And your team, and maybe your office.

Services.

You performing services, sitting with clients, your space.

Contact.

You on the computer/phone, your reception area.

FAQ

Details of your office or location. Your hands working on the computer.

Testimonials.

Client interaction, hand shakes, meetings, service being performed.

Other great shots:

- You/model looking left or right with plenty of space in that direction for fun text boxes to be popped in.
- Laughing and casual scenes.
- You working. Your hands at task (typing, etc.)
- Your supplies and workspace (paperclips/paint brushes/computer/hammer/phone)
- Scene with plenty of space above or below for added text. Think big sky or white wall.
- YOU - looking straight at the camera...SMILING.
- You doing what you love that's not work-related. Hiking, ice cream eating...

It's digital... so... ham it up and take more photos than you need.

You can use them for social media and other amazing speaking opportunities or gigs on the horizon. Plus, you never know what look will steal the show and have website visitors gushing.

A special note for photographers.

Website photography is different from other applications. Most photos should be horizontal. They will often need to be cropped to a super long, super short ratio, so keep that in mind also. If the main menu bar is floating over a photo, that photo's top will need to be uniform color (ie all dense trees or all sky), so the menu shows up properly.

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□ CHOOSE A LOCATION

Of course your work place/office tops this list. But other places you **love** should be included too! Photos at your local ice cream joint, nature preserve or farmer's market would all add a personality *zing*.

□ BRING IN THE TALENT

Models bring LIFE to your photos. They help develop the know/like/trust of your brand. Selling dorm furniture? Get cool college kids, and let them dress the part. Working as an esthetician? Give a facial for free to a couple of "model" clients. Interior Designer? Ask to come shoot photos of your latest install while the kids are home and running blurs through the space.

You don't necessarily need a professional poser. What you need is a good representation of your ideal client! This doesn't have to be a budget buster. Offering free services, bartering or helping develop a young model's portfolio are great ways to keep this cost down.

□ GET STYLE POINTS

For the love of all good things, don't let \$100 worth of props separate you from the shoot of your life! Fresh flowers, new desk accessories, a beautiful latte and scone. Don't know what to buy? Grab a design magazine, scour pinterest for glossy stylized photos, or check out your fav instagrammers, and steal those ideas!

It's sort of like staging a home to sell, when you finally fix those broken hinges and overflow the steps with beautiful greenery and buds. Get your mind right, these photos are going to last YEARS. Don't spare dollars here.

PS- you could totally go to Target, designer furnishings are not necessary. Some places, like West Elm, will let you take items on loan! #boom

PSS- Clean up that mess! Pig sty work spaces be gone! Banish the clutter, the cords, half-eaten protein bars and those raggedy supplies. Every space that's getting shutter attention should be new, fresh, tidy and clean.

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BE REALLY RIDICULOUSLY GOOD LOOKING

PIIIIIIIlease, I'm begging here.

Do your hair and makeup (or hire someone) and wear clothes that look and feel great on you.

And try not to clash with your branding... (duh) these photos are going to pop up next to your logo. You knew that.

Always wear a bit more makeup than you normally would, and consider wearing clothing that looks seasonal all year. Huge sweaters and spaghetti straps are great, but they might have you feeling yuck when the weather doesn't match your website vibe.

Practice posing, find your best angle, there are 3 million you tube videos on techniques for this, so work. it.

BE A PRETENDER

Pretend to work in your photos.

Sometimes real work doesn't translate the way it should. Slightly red skin from a facial (nope), strain and sweat from carrying heavy furniture (gross), yelling or crying during a counseling session (yikes), furrowed brow from concentration while coding websites (who me?!?!)

RELAX

Breathe Deep.

You've got all the props, you look great, your location is perfect, your photographer is soooooo amazing. Now relax, shake it out, shake it off, and ENJOY the shoot. I promise you'll look your best when you are relaxed and having fun.

final notes:

I can pretty much guarantee that you wish for that 5 pounds to be already shed, those wrinkles to be banished and your hair to be fuller before you finish this thing. That guy or girl you wish you were...the one with zero insecurities about striking a pose and fake laughing...yup, totally get that.

I haven't ever had a client jump up and down over website photos. They are such a nightmare. I 100% totally get it. Just keep moving. Stop talking, start doing. Mark these boxes off one by one and get this thing behind you. YOU GOT THIS.

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