GUIDE

Product photos with a phone

A good photo sells before the customer reads the description. You do not need professional gear — you need light, a calm background and the same setup for every product.

1 Light

- Shoot next to a window, in daylight, without direct sun on the product.
- Switch off the lamps — mixed light gives different colours in one photo.
- Put a white card on the other side of the product to brighten the shadows.
- No flash — it gives hard shadows and glare.

2 Background

- White or neutral card, curved into a seamless background — no edge behind the product.
- The same background for all products — the catalogue looks organised.
- Remove everything that is not the product.

3 Stability

- A tripod or a steady support — even a stack of books.
- Set a 2–3 second timer so the phone does not move when you shoot.
- The same distance and height for products of the same kind.

4 The phone

- Wipe the lens — the most common reason for blurry photos.
- Use the main camera, not the front one. No digital zoom — move closer.
- For close-ups use the 2× lens if you have it — the wide-angle lens distorts the shape.
- Tap the product on the screen to focus and slide to adjust brightness. No filters.

The shots for every product

Shoot them in this order — the first one is the main photo in your store.

1 · Front

On the white background, the whole product. This is the photo in the product list.

2 · At an angle

About 45° — shows the volume and shape.

3 · Back and side

What the customer would turn over in their hand in a shop.

4 · Detail

Material, stitching, label, button — up close.

5 · In use

The product in a real setting — helps people imagine it.

6 · Scale

In a hand or next to a familiar object — how big it really is.

Sizes

Website and store

2000 × 2000

Square 1:1, at least this many pixels — for zoom on hover.

Post

1080 × 1350

Vertical 4:5 for Facebook and Instagram — takes more space on screen.

Story and video

1080 × 1920

Vertical 9:16. Keep the important part in the middle of the frame.

BEFORE UPLOADING

- [ ] Crop all photos to the same proportions.
- [ ] Save as JPG or WebP — around 300 KB per photo, so pages load fast.
- [ ] Name the file with words: **red-leather-bag-1.jpg** — it helps with Google too.

MOST COMMON MISTAKES

- × Yellow light from a lamp.
- × A different background and light for every product.
- × Close-ups with the wide-angle camera — the product looks distorted.
- × Only one photo per product.