

SHOW MORE
SELL MORE



Top tips
for taking
great photos



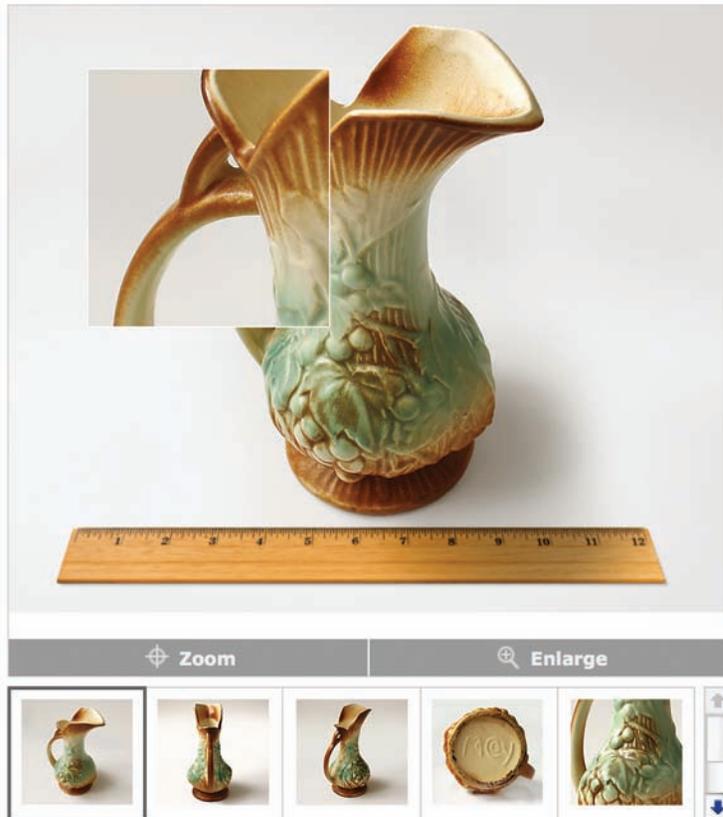
TAKE BETTER PICTURES. SELL MORE STUFF.

The more clear, crisp, quality pictures you show, the easier it is for buyers to find your listings and make purchase decisions. Check out these tips and tricks for taking better pictures—and then take a lot of them. Choose the best, upload to eBay picture hosting, and turn more pictures into more sales.

**New Picture
Quality Standards
coming this fall.**

See page 11.

Elements of a great listing photo.



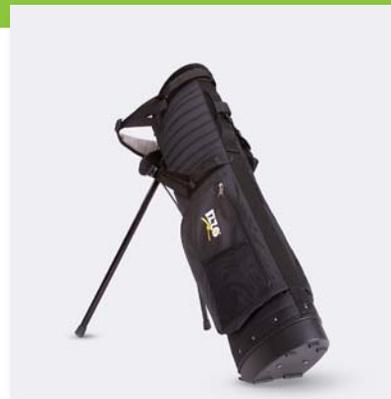
- ✓ [Use a plain uncluttered backdrop to draw attention to your item.](#)
- ✓ [Turn off the flash. Use diffused lighting to prevent shadows and reflections.](#)
- ✓ [Use a tripod to prevent softness and blur.](#)
- ✓ [Capture high-resolution pictures.](#)
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TIP# 1 Use a plain, uncluttered backdrop to draw attention to your item.

In order to draw attention to your item—and not your item’s surroundings—set up your item against a plain white or neutral backdrop. White poster board clipped to a stand and bent to form a backdrop works well.



However, for reflective, shiny items—like bright jewelry—a black backdrop may be better.



DO use neutral backdrops to keep the focus on the item.



DON'T use busy backdrops that draw attention away from your item.

TIP# 2 Turn off the flash and use diffused lighting to prevent shadows and reflections.

Shadows, reflections, hot spots, and greyness will make your pictures less attractive. Whenever possible, avoid using a flash. Additionally, diffused lighting will give your item a more pleasing look and eliminate shadows and reflections.

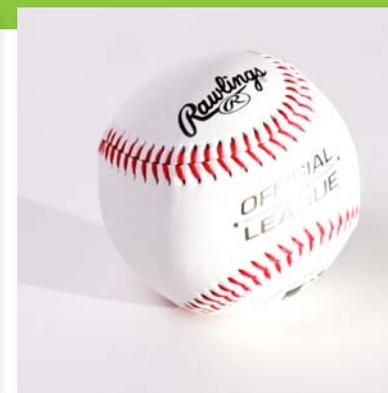
There are several ways to create diffused lighting:



1. Place a pure white screen, a sheet, gauze, frosted glass, etc., in front of the light source.
2. Shine the light away from the item and bounce it off the ceiling or wall.
3. Create or buy a “lightbox” that illuminates your item evenly.



DO light your item evenly so buyers can see it clearly.



DON'T use lighting that creates shadows, reflections or hot spots.

TIP# 3 Use a tripod to prevent softness and blur.

Unsteady hands resulting in fuzzy pictures? A tripod helps keep the camera steady to get clear, sharp photos. If you don't have a tripod, set the camera on a flat surface and use the shutter timer to eliminate "camera shake" and the resulting motion blur when you take the picture.



DO use a tripod to keep your camera steady.



DON'T hold your camera in your hands and end up with fuzzy photos.

TIP# 4 Capture high-resolution pictures.

Make sure buyers can use eBay's zoom and enlarge capabilities on your pictures. The Medium or High file size setting on your camera should give you a large enough image to take advantage of these capabilities. eBay picture hosting can handle images up to 7 MB.



DO choose either the High or Medium file size setting on your camera to get the sharpest detail and avoid jagged edges.



DON'T choose the Small file size setting or your photos may look blurry and/or pixelated.

TIP# 5 Fill the frame with the item.

Make it easy for buyers to see every detail by filling the frame with the item. Center the item so that the entire item is in the photo and it takes up 80% – 90% of the frame.

If you are selling a new item, make sure you don't break any seals or remove any tags from the item. Original packaging helps assure buyers that your item is new.



DO take as close a photo of the item as possible to reveal the detail.



DON'T leave lots of open space around the item in the photo.

TIP# 6 Capture all angles, details, and blemishes.

Take lots of detailed, close-up pictures from different angles: capture images of the top, bottom, and sides of your item. If your item has flaws, include photos that show them clearly. You can always include important details about your item in the Item Description area of your listing.

If needed, clean your item.

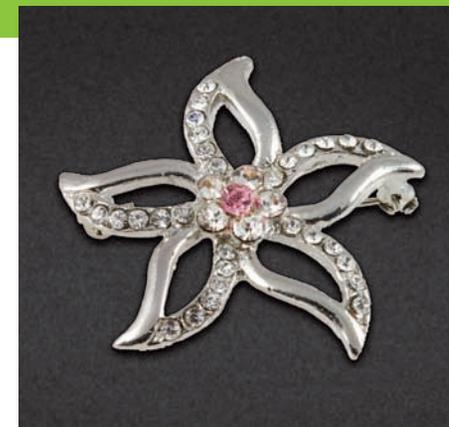


TIP# 7 Show the scale.

If the size of your item isn't clear, place a coin or ruler next to the item to indicate its size. Many items are returned to sellers because the buyer did not understand the actual size of the item being purchased.



DO show the scale of the item by including a familiar-sized object next to it for comparison.



DON'T use photos that don't allow buyers to gauge the true size of the item.

TIP# 8 Keep your photos from tinting.

Different kinds of light give photos different colors. Incandescent bulbs give photos a yellow tint; fluorescent bulbs make them appear blue. Typically, digital cameras have a setting called Auto White Balance (AWB) that compensates for these differences, creating a neutral or "daylight" photo.

If your photos consistently turn out blue or yellow, try adjusting the white balance setting to remove the unwanted color cast.



DO set your camera's AWB setting to "auto" to get the most realistic color in your photos.



DON'T upload pictures with odd color tints. Make sure your camera's AWB setting is on "auto."

TIP# 9 Capture detailed close-up shots.

Use the “macro” mode or setting on your camera for close-ups. A tripod and shutter release come in handy here because the slightest motion during the exposure will cause motion blur.

Also, be aware that at this close-up distance, the camera’s depth of field — that portion of the scene that is in focus — will be quite small. If you’re too close or too far away, the camera’s auto focus may not work properly. Take extra care in focusing and be sure to check the resulting shots on your computer or printer.



DO use close-up shots that show lots of detail.



DON'T just post full-item photos that don't show important details.

TIP# 10 Avoid using props.

While clothing and accessories are more attractive when modeled on-body, props should never be used if they obscure the product or prevent the item from filling the majority of the frame. Props may confuse buyers about exactly what’s included in your listing.



DO show the item as-is, without props, in your photos.



DON'T obscure the item with props that might confuse the buyer as to what's being sold.

TIP# 11 Optimize the quality of cell phone camera photos.

Most of the same rules that apply to digital single-lens reflex (SLR) and point-and-shoot cameras apply to cell phone cameras. File size and resolution aren't an issue with most cameras and cell phone cameras made after 2002, but you should still adjust your camera settings to capture the largest file size possible.

Follow these guidelines to get the best photos out of your mobile phone and avoid blurry or fuzzy images:

- *Set the camera up on a solid object to minimize movement.*
- *Turn off the flash.*
- *Shoot against a plain backdrop (white for colored items; solid dark color for white items).*
- *Use the camera's autofocus when possible.*

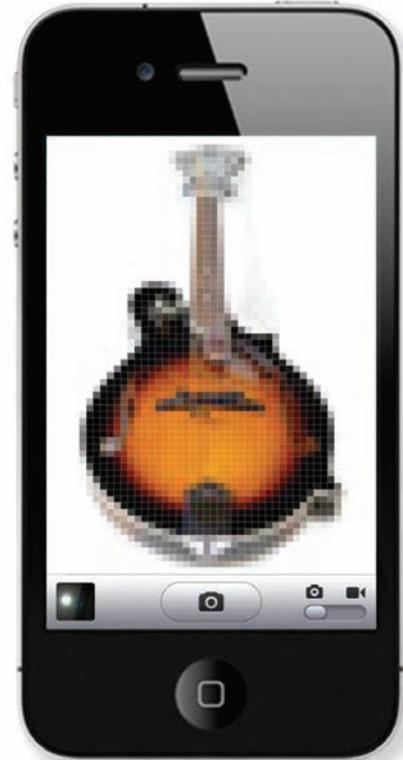
You may also want to consider third party camera apps; some allow you to capture more detailed photos and edit them easily.



Set your cell phone camera against a solid object to help get sharp, clear photos of your item.



DO set your camera to capture images at the highest resolution possible.



DON'T use low resolution settings on your smartphone.



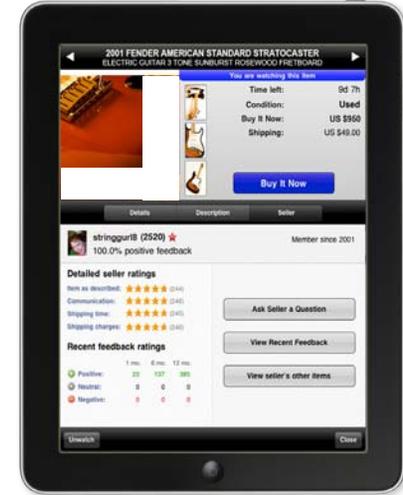
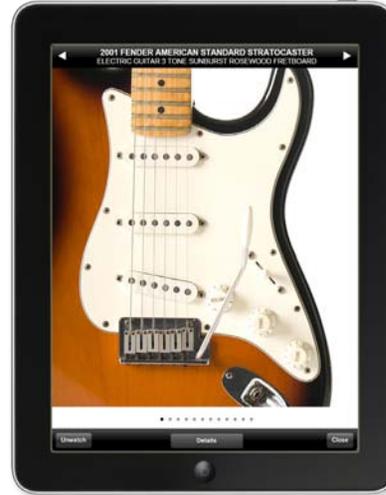
TAKE AND USE LOTS OF PHOTOS TO GET BUYERS' ATTENTION AND ALLOW THEM TO SEE THE DETAILS OF YOUR ITEM.

TIP# 12 Use eBay picture hosting to optimize your listing for mobile buyers.

Make it easy for buyers to see your item on their mobile devices by including up to 12 free pictures in your listing using eBay picture hosting.

While your listing may include photos embedded in the item description area, these may not render properly across every mobile device platform.

eBay picture hosting ensures that your item will be visible on a variety of mobile platforms.



DO upload images to eBay picture hosting to ensure photos render properly on mobile devices.

DON'T embed pictures in the item description; they may not render properly.



EBAY PURCHASES THROUGH MOBILE DEVICES EXCEEDED \$5 BILLION IN 2011, AND THE BUSINESS CONTINUES TO GROW.

TIP# 13 Create a file naming system that makes sense.

Name your files such that they reflect the subject matter and other important details. This will also help ensure you upload pictures in the order you want them to appear in the listing.



black_sku_01_pair.jpg



black_sku_02_side.jpg



black_sku_03_bottom.jpg

TIP# 14 Check your results before you wrap up.

Once you're confident you've captured the right shots (but *before* you put away your camera and item) review the photos on your computer or printer to check for sharpness, color, contrast, brightness, etc.

Retake the photos if they don't seem to capture the right characteristics of your item.



NEW PICTURE QUALITY STANDARDS COMING THIS FALL.

Your listing should give buyers everything they need to make a decision. And a successful listing starts with great photos. We've put these picture quality requirements in place to help you take better photos and sell more stuff.

New minimum picture size.

eBay now requires a minimum length of 500 pixels for the longest side; setting your camera's default to High or Medium picture quality will ensure your pictures are large enough. For the best possible display of your listing on all eBay pages, take pictures with a 1600-pixel dimension on the longest side.



Don't use borders on your photos.

Borders are not allowed on any of your photos. The only exception is if you have a 'natural' border created by photographing your square or rectangular item against a neutral-colored backdrop. This is often done with stamps or other paper items to call attention to flaws that may exist. In this instance, the visible edges of the background may give the appearance of a border.



DO photograph your item against a solid background without a border.



DON'T use borders of any kind as a general rule.

NEW PICTURE QUALITY STANDARDS COMING THIS FALL.

Existing listings are not affected. When the new picture quality standards take effect this fall, they will only apply to new, revised, and relisted listings.

New watermark policy.

Watermarks are allowed for ownership and attribution, but not for marketing information such as specific details about your item or customer service. Your watermark should be no bigger than 5% of the total image area, have an opacity of no more than 50%, and never obscure the item. Links are not allowed in watermarks.

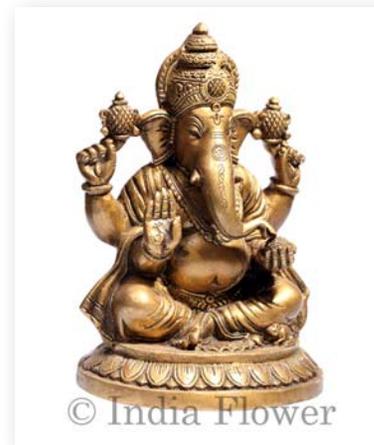
eBay offers a watermark creation service as part of the listing process. You'll find it in the "Bring your item to life with pictures" section of the listing form. Click on the "Add or remove options" link. Use this handy tool to ensure your watermarks are compliant.



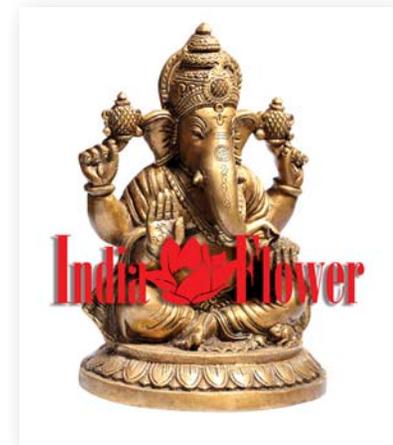
DO put your watermark outside of the main image area, at an opacity that doesn't obscure the image or is bigger than 5% of the total image size.



DON'T place a watermark over the main part of the image, or use a watermark that exceeds 5% of the total image size.



DO include photo ownership or attribution copy in your watermark.



DON'T put logos or marketing copy in your watermark.

NEW PICTURE QUALITY STANDARDS COMING THIS FALL.

Your listing should give buyers everything they need to make a decision. And a successful listing starts with great photos. We've put these picture quality requirements in place to help you take better photos and sell more stuff.

No text or artwork on photos.

No text or artwork (such as "Free shipping" or seller logos) may be added to photos. Copy that is essential to your listing should be placed in the title, subtitle, or item description.



DO use photos that showcase your item and nothing else.



DON'T add text or artwork to your images.



DO include details about your listing—but only in the item description or listing subtitle.



DON'T include logos and/or marketing text in your photos.

Every listing must have at least one picture.



Listings without accompanying photos will no longer be allowed; every listing must have at least one photo. If your item isn't something you can photograph yourself (e.g. a vacation package), browse the Internet for free images you can use with your listing.

Stock photos can only be used for brand new items.



Stock photos may no longer be used as the primary photo for a used item listing. Catalog images are acceptable, but not as the primary photo for non-new items; exceptions are the Books, Movies, Music, and Video Game categories. Video Game Consoles, however, must adhere to the new standard.



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