

Choosing Your Photos

Your product photos play a role in telling your brand's story, whether the story being told is the one you intended. You don't have much time to grab a customer's attention, and most people will register a photo before text.

Example ([source & more tips for taking better photos](#)): The photo on the left shows the product from multiple angles with good lighting. The photo on the right has a distracting background that looks like it is in a person's home, giving customers the impression this may not be a reputable business. This photo was also taken with flash turned on, which distorts the colors of the product.



Why photo quality matters: People often associate high-quality photos with a high-quality product and a reputable business.

What is the story you want to tell with your photos? If you sell an apple pie made with locally-sourced apples, you might set up a shot of your pie next to clean, vibrant apples. Most importantly, the pie needs to be easy to see and it must look appetizing. **Put yourself in the customer's shoes.** Ask yourself – would you buy the pie based on nothing but your photos?

Writing Product Descriptions

If your photo(s) managed to grab the customer's attention, your product description's job is to help fill in the blanks. You know everything about your product, but your product might be new to the customer. **Consider what questions the customer is looking to answer by reading the description.** The photo showed a whole pie, but is that the actual product size? What are the ingredients? For less familiar products, such as a skin cream, explain what the product's uses are. It may not be as straightforward to every customer as it is to you.

Keep Your Customer

It is crucial that your customer has a positive experience with you as a vendor. Even if an issue arises, such as your product breaks during shipping, you may retain your customer if you are responsive and intentional with your communications. Consider sending the customer a personalized thank you message and politely suggest the customer may leave a review for your store.