

Etsy Photo Checklist

- Schedule a time for your shoot**
- Create a shot list. Consider including the following types of shots:**
 - > Studio shot > Group shot
 - > Lifestyle shot > Packaging shot
 - > Scale shot > Process shot
 - > Detail shot
- Gather all of the equipment you'll need, including specific props for fulfilling your shot list**
 - > Camera, memory card, and charged battery
 - > Tripod
 - > Table
 - > Backdrop, with clips and tape for securing
 - > Lighting
 - > Diffusers and reflectors, such as tissue paper and poster board
 - > Props
- Set up your “studio” area**
 - > Make sure you having good lighting
 - > Set up your backdrop and remove any distracting objects
 - > Adjust your camera settings
- Shoot your product (refer to your shot list!)**
 - > Take your time!
 - > Check out the images on a large screen before taking too many and adjust your set up accordingly
 - > Take a lot of shots of each arrangement, distance, angle, etc.
 - > Pay attention to what's in focus
 - > Keep the background clear
 - > Use the rule of thirds for framing your composition
 - > Be cautious with flash
 - > Set out to take quality photos from the get-go; better photos yield better end results no matter how much editing you do.
- Edit your photos**
 - > Select an editing software
 - > Scan through your photos and select images that are well-lit, in-focus, well-composed, and informative
 - > Make broad edits such as adjusting lens correction, white balance, and exposure
 - > Refine your image selection and edit photos individually, making further adjustments to color, crop, saturation, blemishes, etc.
- Select the clearest, most attractive, most informative photos to upload to your Etsy listing**
 - > Make sure these images are at least 1000px wide
 - > Make sure all images for a single listing are the same dimensions
- Use Whatify to run A/B tests to determine the best photo for showcasing your product**
 - > Sign up for free and run tests on your images
 - > Receive partial results and implement them through a free subscription
 - > Upgrade your subscription to receive full results
 - > Increase traffic to your Etsy shop by 5–25%!

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