

Website Photography Tips

How to get the most from your shoot

Choosing and Supplying Images

- If you have your own photography, please upload it to your project folder.
- Every package also includes a selection of stock images from our iStock library, chosen to suit your brand.
- We can also provide branded icons and curated visuals from our in-house library.
- If you'd prefer to use a different image library, we're happy to source those for you. Any licensing costs will be charged at cost price.

The Right Size of Image

- For web, landscape images are essential. They stretch beautifully across the screen and can be used full width on desktop or cropped for mobile.
- Portrait shots are lovely for profile or About page images, but they have limited use elsewhere.
- Let your photographer know you'll need a variety of wide-format images to allow flexibility for banners, content sections, and mobile layouts.

Variety Is Everything

- A mix of portrait and landscape versions of your headshot
- Wider shots with space to the left or right for text placement
- Over-the-shoulder or slightly side-on images
- Casual, candid moments of you in action or deep in thought
- A variety of outfits or accessories for visual interest
- Photos of you with props or tools you use in your day-to-day
- Some close crops and some full-length images
- Working, talking, or even laughing – let your personality come through

Don't Always Be in the Middle

- Photos that place you directly in the centre can be harder to use with text overlays.
- Have your photographer take images of you in a variety of compositions so we have options for layout and design flexibility.

Make it Fun (or Thoughtful)

- You chatting to a colleague or client
- Smiling or laughing between shots
- Thoughtful, reflective poses or natural movement
- A casual moment that feels like 'you'

Think Like a Brand

- Your images should reflect the tone of your business.
- Use your brand colours as a guide when choosing outfits, props, or locations.

The Power of Incidental and Flatlay Shots

- Flatlays of your tools, notebooks, packaging, or materials
- Backgrounds with brand colours or textures
- Overhead images of your desk, workspace, or creative process
- Product or service details that set the scene

Locations

- Choose an interesting background or setting that reflects your brand
- Mix indoor and outdoor spaces – it doesn't all have to be behind a desk
- Home offices, studios, cafés, or parks all work well
- Just make sure there's good light and enough space to move around

Bring a Buddy

- Ask a friend or colleague to join you – it doesn't need to be formal
- A second person can help capture natural conversations or action shots
- It also helps you relax and creates more authentic images
- Vary the composition in group shots so you have options to choose from

What to Wear

- Choose clothing that reflects your brand colours and tone
- Don't shy away from pattern or texture – it can really lift a photo
- Bring a few outfit changes or layers for variety
- If you wear a jacket, try a few shots with and without

Props, Mugs, and Mood

- Think about the everyday items you use – laptop, phone, notebook, or your favourite mug
- Bring flowers, books, or styled props in your brand colours
- A few well-placed objects can add context and elevate the look of your site