

Photography

How to Get the Best
Photos for Your Website

pixality



*Breathe To
studio*

We create a space of belonging for everyone to breathe, heal and grow individually and within the community. With a variety of classes for students of all levels, we welcome you to find your Breathing Room.

[SEE CLASS SCHEDULE](#)

Photos are one of the most vital elements of your website branding.

When was the last time you discovered a new local business that delighted you?

Think back to that moment when you checked out their website—what was your first impression?

Did it live up to the reality of walking in and using their services or facility?

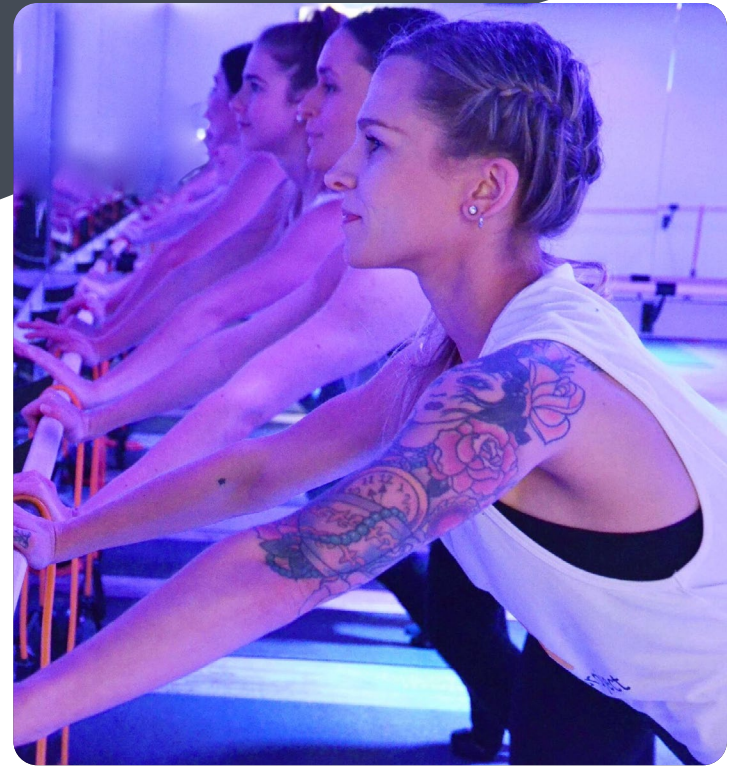
What about your website—do you have the right imagery to appeal to your ideal clients?

In a world where first impressions are made online, the way your website looks can mean the difference between customers choosing you over a competitor.

Real photos (not stock ones) are a powerful way to convey – at a glance – the atmosphere of your studio.

They work with your brand design elements, website layout and written content to convey your business vibe.

This guide will take you through the technical specs of photos that work well in a website setting and help you prepare for a successful photo shoot.



LET'S GET TECHNICAL - the essential shots & specs

You'll need a wider range of photographs for your website than you might think!



Here's a list of the types of photos which can give potential clients a holistic idea of your studio, but which also work well on your website:

- Landscape-oriented photos are ideal for websites, because most screens, from desktop monitors to horizontally-held tablets, are more suited to landscape shots; they can always be cropped, if necessary; and there are more digital design options possible.
- Try to get more background than you think you need. This is handy for overlaying text and design elements in the “white space”.
- Close-up, candid style photos of attendees enjoying themselves, as well as class shots, are the most important ones to get.
- Plan to get a variety of close-up details and far-away shots of equipment, props and room décor.
- Make sure to have photos of teachers or trainers assisting, treating or correcting class participants if this is a part of your business philosophy, as well as teaching the class.
- Images of participants chatting before and after their class or session will show camaraderie and a friendly, welcoming atmosphere.
- Don't forget to capture your building exterior or entrance and welcome desk shots too.
- Although you'll want the majority of your photos to be landscape, portrait-orientated headshots of your staff—which allow for a square or circle crop—are preferred. Also avoid tight framing of the subject – keep their full head and shoulders within the frame. If you'd like to include action or yoga pose photos of your staff with bios, include them as secondary shots.



BONUS TIP: 1500px (pixels) is the minimum width for full-screen-width web banners, so make sure your photos are at least 1500px wide.



Although this guide can help you if you want to take your own photos,

**I highly recommend you hire a local
photographer whose work you admire.**

Professional photographers have a level of expertise around lighting, settings and composition that are well worth the investment.

And you'll be able to use the photos for all manner of printed materials and digital media, as well as on your website.

Here are my best tips for a successful photo shoot:

- Research for inspiring photos of other studios online. What do you like about them? Can you create a similar look within your space?
- Find a local professional photographer whose work you like (if they have experience working with small businesses, that's a bonus).
- Discuss the type of shots and the atmosphere you want to convey—make sure the photographer knows that the photos are primarily for your website and that you'd prefer a majority of landscape shots. If you have examples of other websites you like, share it with them.
- If you have a space with windows, work with your photographer to plan the best time of day to optimize the natural light in the room. If you have more than one room option, choose the location with the most windows.
- Ask for both print-size (300dpi*) and web-size (72dpi*) versions of your photos, so you have them on file for quick access. *Dots (pixels) per inch

- **Speak to your class before the date of the shoot to:** make sure participants sign a photo release acknowledging that they give permission for photos to be used on your website and in marketing materials; and ask people to wear clothing which is reasonably fitted (not super skin-tight or too loose & flowy), and with solid, bold colors or large patterns (small patterns or thin stripes can be distracting).
- Think about how you can incorporate your brand color, plus complimentary ones – through clothing, equipment, props and décor.
- Maximize the photographer's time and make sure they capture all the different types of photos around your studio, as well as the class.
- Most importantly, encourage smiling and laughter! Some people may feel initially self-conscious in the presence of a photographer—it's your job to remind them to behave like they're in a normal class, relax and have fun.



BONUS TIP: Offer a free class or session for your photo shoot – you'll have a full class of willing participants.

Examples



room details + open background space for text



coordinated staff photos—square crops for gallery



natural smiles in a class setting



exterior shots help new customers find your studio & also helps show the full in-person experience



smiling participants & real customers



class experience



facility details + (lots of!) room for text overlay. (these simple photos are often missed but are very useful on websites)



close-in shot to show details of class experience



natural light, background space for text



teacher interactions



natural light, & real class setting



High five!

Now you know how you can get the right photos to help tell the story of your studio experience!



Hi, I'm Connie, web designer and digital strategist.

At Pixality Design, I help independently-owned fitness, wellness and yoga businesses make a name for themselves online.

If your digital home isn't living up to the clean and vibrant experience of your brick-and-mortar center, I can help.

As an Authorized Squarespace Trainer and MINDBODY specialist, I primarily work with boutique fitness and yoga studio owners just like you.

I specialize in websites that are:

- Attractive and on-brand for your particular business
- Integrated with your online booking system and able to handle multiple teachers, classes, and locations
- Mobile-friendly (aka. responsive) so that you, your clients, and your staff can access it while you're on the go
- Optimized so search engines, like Google can find you when people in your area are searching for what you offer
- Easy to use so you can update your own site as your business grows and changes

Your website immerses your potential clients in the online version of your actual studio – *is yours a true reflection?*

Give your customers an amazing experience with your brand – both online and in the studio!

Learn more about my [work](#) or [contact](#) me to schedule a free consultation.

WEBSITE PHOTOGRAPHY PRINTABLE CHECKLIST

Mostly landscape photos

Background “white / blank space”

Participants chatting before session

Teaching / training –
whole class / group

Teaching / training / treating –
close-up / corrections

Participants chatting after
class / session

Close-up details of equipment, props
and room decor

Close-up details of people

Far-away + whole-room shots

Exterior of building

Welcome desk / reception area

Staff headshots – portrait orientation

Research for photos / looks I like

Choose a local photographer

Discuss goals and atmosphere
to convey

Natural light? Best time of day?

Schedule / advertise free photoshoot
class / session

Get permission of participants –
photo release form

Real people, natural images –
not professional models

Clothing – fitted, not skin tight or
too loose

Clothing – solid, bold colors or
large patterns

Encourage smiling and laughter

Complement brand colors –
equipment / props / clothing / decor

Headshots – shoulders in frame,
not cropped too close

ONLINE

website

social media profile / covers

social media posts /
picture quotes / ads

photo gallery

email newsletter header + content

blog posts

PRINT

press mentions / article

magazine or newspaper ad

newsletter

event flyer

brochures

business cards