



Photography

A simple guide to photography on your website

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Imagery plays a huge role on Siteloft websites. Whether you're using it for your listings, home page, blogs, staff profiles or even testimonials - photography is a visual representation of your agency and brand.

We'll be covering

- ☐ 03. How responsive photos work
- ☐ 04. Home page photos
- ☐ 05. Content page photos
- ☐ 06. Property photos
- ☐ 07. Testimonial photos
- ☐ 08. Blog photos
- ☐ 10. Staff & agency backgrounds
- ☐ 11. Consistency
- ☐ 12. Choosing the right photography & helpful websites

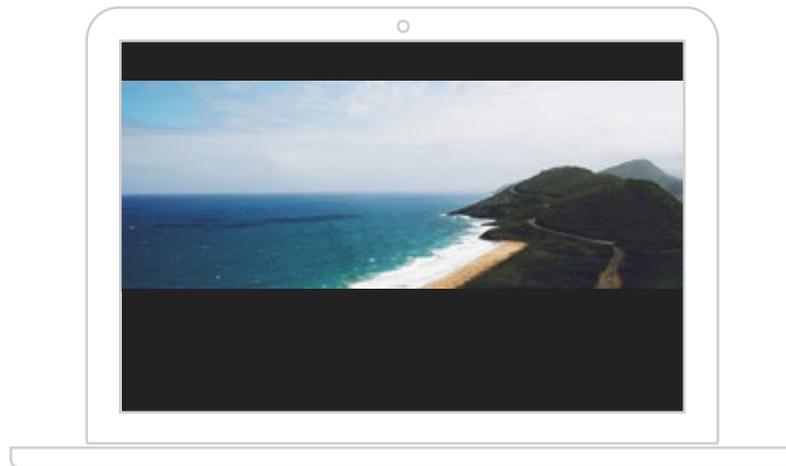
How do responsive photos work?

Your website is being viewed on a huge variety of devices, each with its own screen size and dimensions - and your imagery needs to fit them all. Responsive website design resizes and readjusts images to optimise them for the space allocated.



Homepage

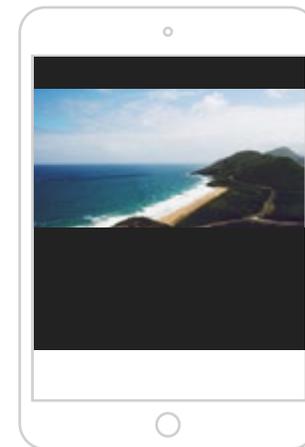
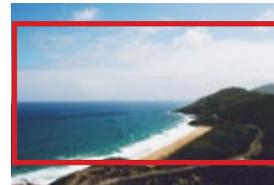
Your homepage photography is the first thing visitors to your website will see. It needs to look top notch on all devices - first impressions matter.



All of our home pages have varying space allocated for images.

On different devices, this area changes to fit the screen size. As you can see below, the red line is a representation of how we resize your imagery to fit different devices.

The section allocated shows the most central point of the photo. It will trim the top and bottom or left and right, depending on whether you upload a portrait or landscape photo respectively.



Tips & tricks

Parts of your photographs are going to be hidden on various screen sizes.

Choose photography with a central focal point so the important parts are shown across all devices.



Dimensions

Photos should be around **2000px wide**. This ensures photos look great across all devices.

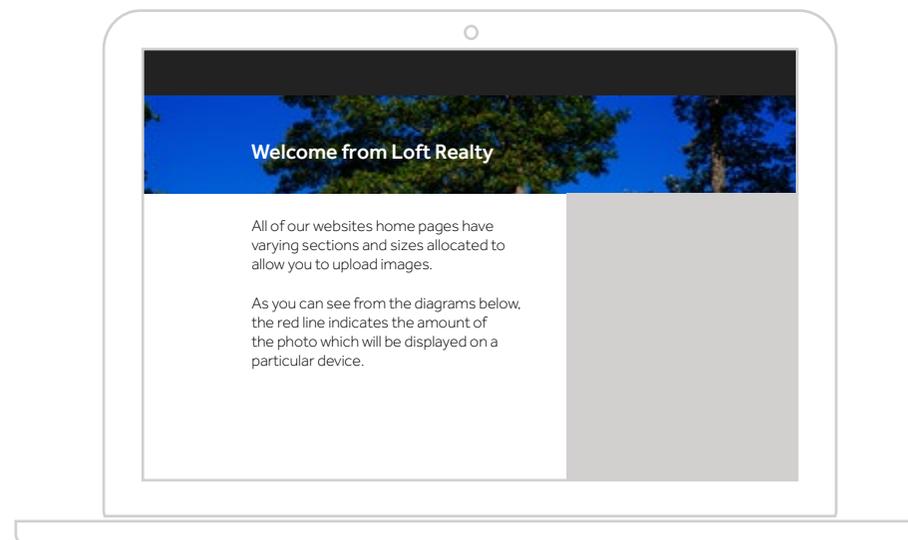
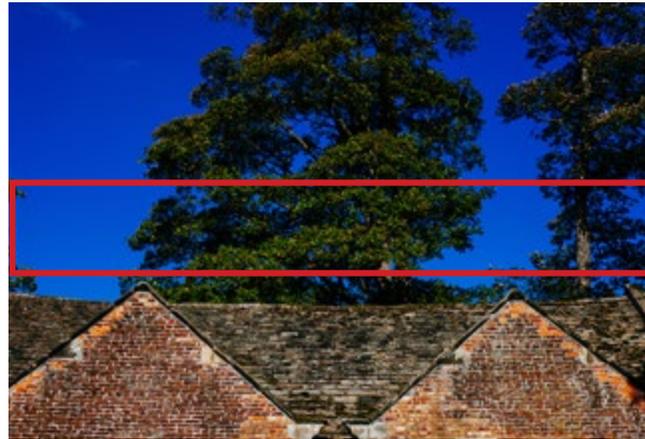
Content pages

Liven your content pages up with supportive header imagery.

You don't have to apply header imagery to standard content pages, but it's an opportunity to push your brand and give a content page with no imagery a little more life.

We only show a slim part of the photo in the header - as shown to the right. If you have a photo you don't want to be trimmed, we recommend putting it in the body content.

This is as easy as pasting a photo in whilst creating/editing a content page in Wordpress.



Tips & tricks

This is mainly a supportive image for your content, therefore we only show a slim part so as not to detract from the content.

The tallest section we show of the photo after trimming is 330px. For this reason, don't choose a photo with a focal point at the top or bottom.



Dimensions

Photos should be around **2000px wide**. This ensures photos look great across all devices.

Property photos

These are your biggest selling point. They need to look amazing.

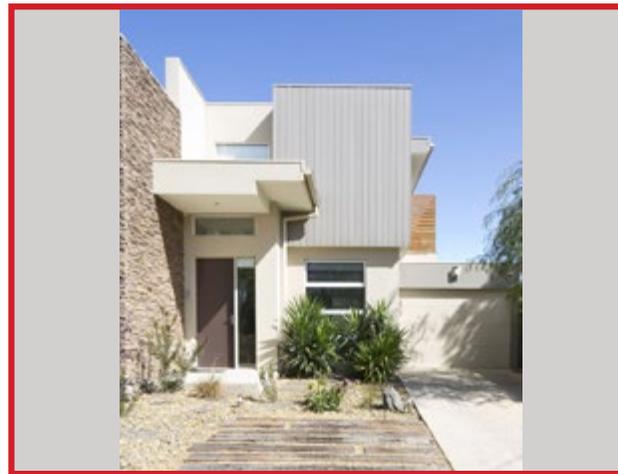
We recommend hiring a photographer to shoot your listing images. If you do, simply show them this content and they will be able to edit your images to fit the 4x3 box perfectly.

However, if you're taking your own photography, you'll need to crop your listing images to fit yourself.

If your photos are not 4x3, they'll be displayed in a letterbox format with a grey background.



4x3 photos will fit like a glove.



Portrait photos will be displayed in a letterbox format with a grey background.



Tips & tricks

Viewers of your website are looking for their dream property. The difference between a quality photo and poor one could mean the difference between an enquiry or not.



Dimensions

Photos should be around **2000px wide**. In a 4x3 ratio to prevent the letterbox effect from happening.

Testimonials

The best way to display your testimonials is with a photo of your happy customer or the property just sold.



Unlike property imagery, the testimonial images should be 1x1 (perfectly square). Siteloft sites will automatically crop them this way, so ensure your focal point is also at the centre.

To ensure your website loads quickly, Siteloft will also automatically shrink the resolution down to 1000px. The testimonial images are quite a lot smaller than other images on your website - so this shrinkage will not detract from the quality of your website.



Tips & tricks

Pictures really do speak a thousand words. A good image of your happy customer will be an extremely valuable addition to your testimonial.



Dimensions

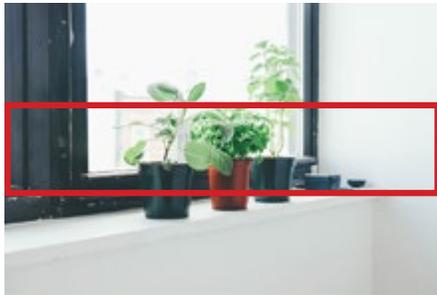
Photos should be **1000px x 1000px**. In a 1x1 ratio to prevent your photos being cropped.

Blog photos

Including imagery on your blogs adds context. It's been shown to increase clicks and keep your visitors reading all the way to the end.

As is shown below - there are four different styles you can apply to your blog imagery:

1. Full width This style crops your image in the same way as the content page headers, and positions your image above the content as shown below.

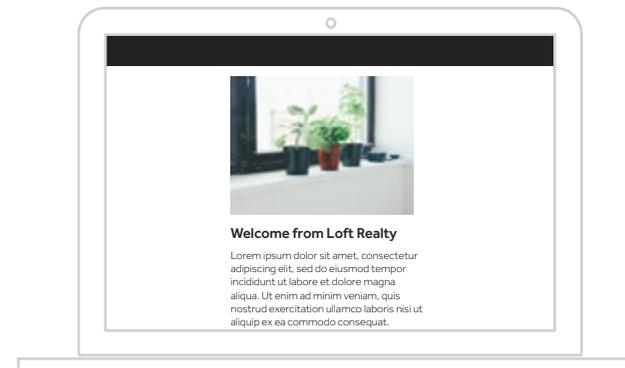
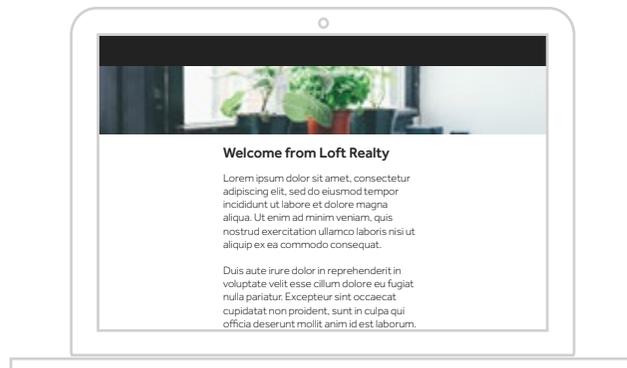


A. Full width

2. 4x3 This style crops your photo in the same way as your property images, and shows positions the image above your content as shown below.



B. 4x3



Tips & tricks

Changing the style on the blog page will not change how the thumbnail will appear on your blog page.

These will always remain 3x1.



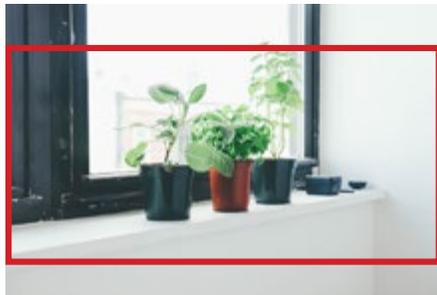
Dimensions

Photos should be around **2000px wide**. This prevents photos looking poor quality on larger devices.

Blog photos

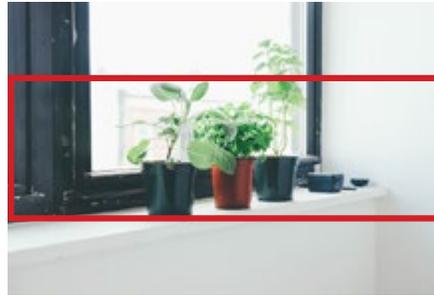
As you can see, you can tailor how much imagery you would like to include above your content. Choose the style that you feel best suits your websites style.

C. 3x1 This style crops your image to a 3x1 ratio (horizontally) and positions your image above the content as shown below.

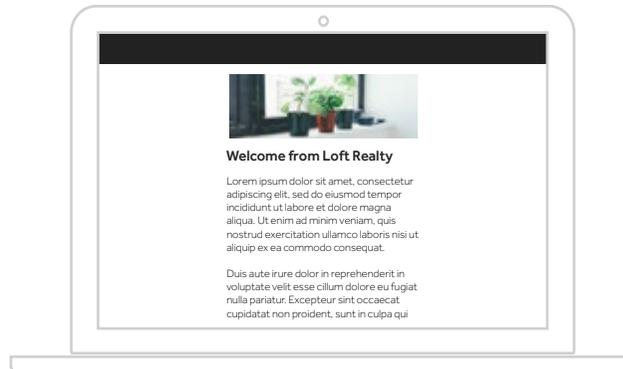
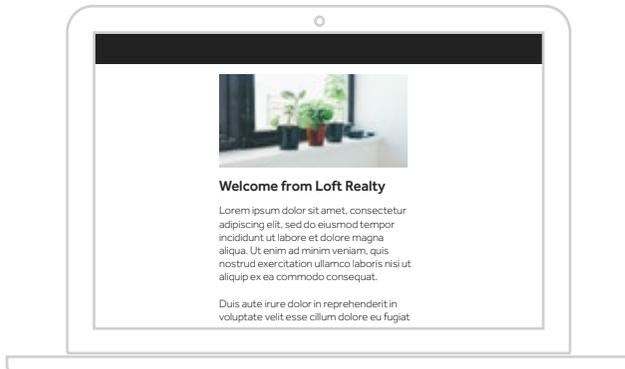


C. 3x1

D. 2x1 This style crops your image to a 2x1 ratio (horizontally) and positions your image above the content as shown below.



D. 2x1



Tips & tricks

Changing the style on the blog page will not change how the thumbnail will appear on your blog page.

These will always remain 3x1.



Dimensions

Photos should be around **2000px wide**. This prevents photos looking poor quality on larger devices.

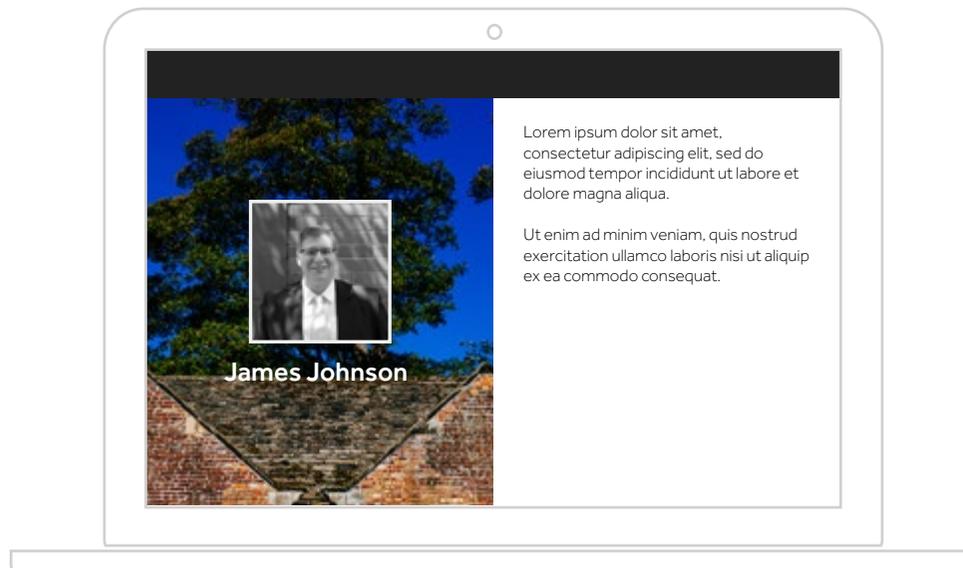
Staff & agency backgrounds



Your profile pages are a great place to show off your agents' and agency's unique style

We've given your agents (and agency) the opportunity to show off their personality by adding a background image to their profile.

As is shown below, depending on the screen size the image's location may shift.



Tips & tricks

Because of the different ways this photo is likely to be cropped - choose an image with a very central focal point. This ensures it looks great on all devices.



Dimensions

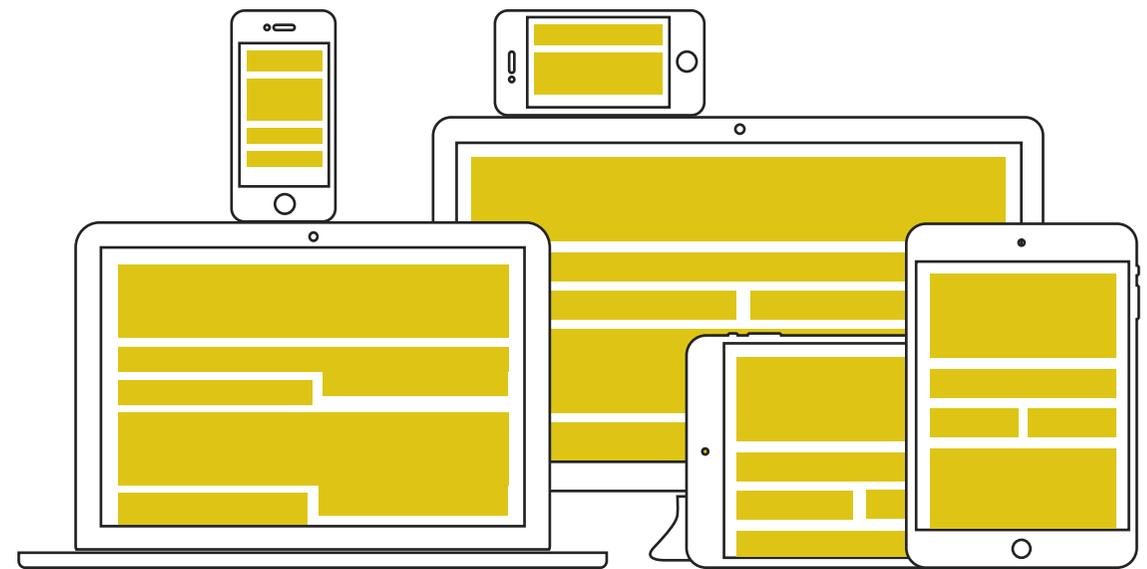
Photos should be **2000px x 1500px**. High resolution photography ensures your website looks professional and modern.

Consistency

One of the most important things to remember is to keep your imagery consistent.

Key points

- ☐ Choose photos that follow the same theme, and try to keep the resolution and colour scheme as consistent as possible.
- ☐ If you do change photographer - ensure they fully understand your style. We recommend creating an agency style guide to show them.

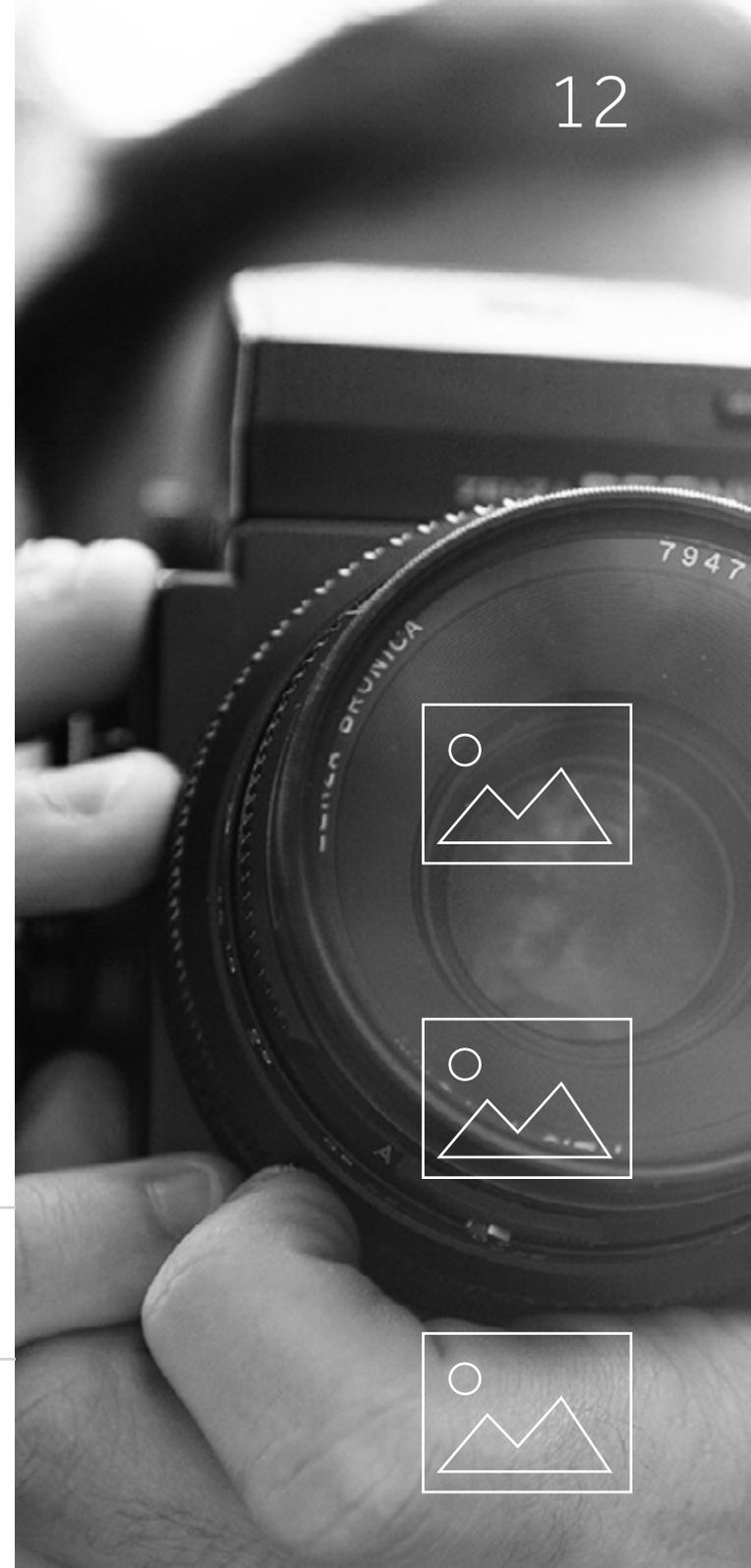
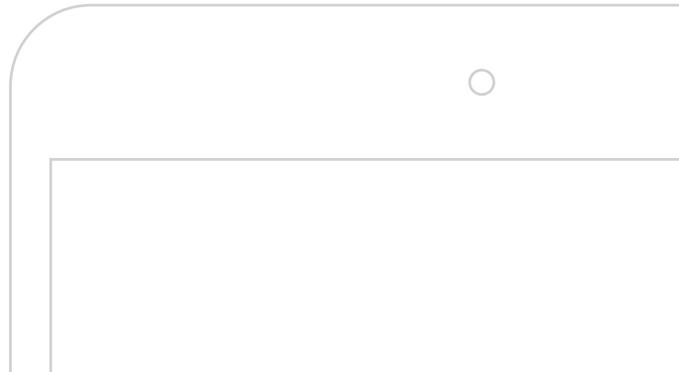


Choosing the right photography

Make sure your photos say precisely what you want them to say. No imagery is better than the wrong imagery. All your images should be relevant, quality and in-tune with your brand and style.

Helpful stock photography websites

- <http://jaymantri.com>
- <http://www.imcreator.com/free>
- <https://unsplash.com/>
- <http://littlevisuals.co/>
- <https://pixabay.com/>





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