Selecting Images for Your New Website

Your Website Business Package **includes 4 free stock photos from the stock photography website www.bigstock.com**

We ask that you please go through this site and find images you like for each of the pages on your website.

Selecting Bigstock Images

- Use the keyword tool at the top of the page to find relevant images.
- If you find an image you like, click on the photo and go to the page for that photo for a closer look
- If the photo is a keeper copy the image url – ie: http://www.bigstockphoto.com/image-81549821/stock-vector-brain-opening-concept
- Send the url to us via email along with the page reference it is to go on ie: About Us
- If you have a few images that you are pondering that's ok too. Simply put the image url's under the Page Reference and we can test a few for you (These will not be purchased first – they will be added to the site with the watermark on top for your perusal. Your Content Manager can discuss these choices with you.
- We will purchase all images from Bigstock on your behalf
- You will be charged for the final images (not including the 4 free ones that come with the package) just prior to the launch of your new site.
- All images are charged at $10.00 each. You will be sent a copy of the images for your own use as well.

Selecting Images from Other Stock Photo Sites

You are welcome to chose images from other stock photo sites. We can purchase these on your behalf depending on the site (and if we have an account with them) or you can purchase them yourself and send the images to us along with the page reference.

Using Your Own Images

If you are using your own images that's great also! We do have a couple of requirements though:

- They need to be the right size – We will can send specs for each of the areas on the site.
- They need to be good quality.   No pixelated, small or shaky looking images taken on your iPhone – we want your website to look great. Bad imagery will make this hard!

Google Images and Free Stock Sites

Be careful trying to find free images. We DO NOT advise using any images you have found on the internet through searches.   Many images will be copyrighted and you can land in all sorts of trouble.

There are a number of free stock sites you can find image on however the choice is usually limited with these kind of site. Generally, photographers like you to pay for their artwork and creative licence which is only fair – it is their livelihood after all!

An Important Note About Mobile Responsiveness and Images

Responsive design is the development approach we use to build your website enabling your it to fluidly adjust within the parameters of any device – involving a minimum of scrolling or zooming. In other words, creating great-looking sites which are dynamic and flexible enough to be visually responsive to any screen, from mobile widths right up to desktop format.

To make that possible, we need a flexible approach to images. This means that background images without text on them work much better that those with words as the size of your screen will depend of how much of the image will be visible.   Also, some image styles will work better than others in various places on the site.

Don't worry - your images will be cropped by us in a responsive way to match the theme and we will provide feedback and support throughout the project.

A Few Tips About Images

Make sure you're always using something relevant to what you're writing or selling. Unrelated photos just for the sake of having photos will confuse and annoy your visitors. And worse, they don't build trust with your customers.

Focus on bright, in-focus images that relate directly to your headlines, or at least to your first paragraph. You want people to look at the photo, look at the headline or opening paragraph, look back at the photo, and say "Ah yes, that makes sense."

Photos are also an immediate indication that you've updated your site. When people come back and see a big new photo, it signals that you're active and your site is somewhere they can expect to find fresh new content. This will help you stand out in a sea of competitors with bland, unchanging pages.

If you are not using stock images and have your own images to upload make sure they are NOT small, pixelated, low-quality images for purely aesthetic reasons. They will make your site look cheap and possibly spammy.

The Internet is a visual place. And it's meant to be consumed with your eyes. Websites with nothing except tons of text will never be as immersive and engaging as sites that use images to help convey their message.