



7 Essential Types of Etsy Shop Product Photos

These seven photo types are suggested by Etsy and will give shoppers a well-rounded understanding of your product. You can have up to 10 photos on every listing and the more you have there the better. Photos are what converts a view into a sale.

1 Studio Shot



A studio shot shows your product on a plain background with plenty of light.

This is what Etsy suggests for the first listing photo. It'll be quick to communicate what you're selling and will look good in the eyes of Google Search, during their ranking process.

When shoppers browse thumbnail images, they're drawn to clear, bright photos that show off the product. You should have more than one Studio Shot.

2 Lifestyle Shot



A lifestyle shot shows your product looking good in its natural habitat.

A lifestyle shot helps people imagine what their lives would be like if they owned your product.

This is another shot style to have more than just one of. This type of photo can help sway those more on the fence buyers!

3 Scale Shot



The objective for this shot is slightly different - it's not really about how it looks on or in its intended space, it's more about communicating size or dimensions - how big (or small) it is.

Shoppers want to know:

- What that wreath looks like on an exterior door
- If that knit hat fits an infant or an adult
- Or, if that vase holds one bloom or a whole bouquet

4 Detail Shot



A close-up photo that highlights your product's features from different angles and shows texture. How thick is that wreath really?

Close-up shots show off the quality and texture of the materials and zoom in on important details (i.e. the lining texture of an ornament, the stitching of the ribbon, the texture of the leaf).

5 Group Shot



Your products clustered together. There's power in numbers! Group shots are especially good for documenting products sold in multiples, such as sets of wreaths on double doors, or craft supplies, like beads and buttons.

- Products available in different colors, finishes, or materials (such as buffalo plaid in black or red, hydrangea wreath in various colors, or rings available in silver and gold metals) also benefit from the group shot.
- Grouping can be a good way to depict depth, variations, and different sides and angles of the product in one compelling image.

6 Packaging Shot



An image of your product's packaging.

Knowing how your product is packaged gives customers a better sense of your branding and what to expect in the mail. A beautiful packaging shot can also help to convey that your item makes a great gift.

Think of using tissue paper, twine, bags, handwritten cards, etc.

7 Process Shot



Your product being made. This reminds shoppers why they are shopping on Etsy.

A process shot can be used to emphasize the level of workmanship that went into a particular item. These types of shots are also handy for promoting your business on social media.

It's hard to take a process shot of yourself, if you don't have a camera with a timer, entice a loved one to help out. Also, don't feel you need a process shot for that exact item, you can take several working on other items and switch them out. Example, putting burlap mesh wreath on a base can be used for any of your burlap mesh base wreaths.