Product Photo Shot List

Plan every listing photo before you start shooting

Setup

- [ ] Shoot by a big window in soft daylight, avoid direct sun and mixed lighting.
- [ ] Use a white foam board or paper as a reflector to soften shadows.
- [ ] Clean background that matches your brand (white, wood, linen, marble...).
- [ ] Clean the lens, use the main phone camera and turn on the grid.

Shots for every listing

- [ ] Hero shot: the whole product, centered, sharp, on a clean background.
- [ ] Detail shots: texture, stitching, finish, engraving or print quality.
- [ ] Scale shot: in hand, worn, or next to a familiar object.
- [ ] Lifestyle shot: the product in use, in a real setting.
- [ ] All variations: every color, size or option you sell.
- [ ] Packaging or gift wrap shot.
- [ ] Short video (5 to 15 seconds) showing the product from all sides.

Before uploading

- [ ] Crop consistently, straighten horizons, keep colors true to life.
- [ ] First photo works as a small square thumbnail in search results.
- [ ] Name image files with keywords (for example blue-ceramic-mug.jpg).