

GUIDELINES FOR JEWELLERY IMAGES ON EBAY.in

'A Picture Speaks a thousand words' – is the principal to be applied while uploading images on eBay.

Successful Listings start with great pictures. eBay testing has shown that for every picture a seller adds to their listings, there's on average a 3% increase in conversion, and as people go from small pictures to large pictures and remove seller-added text from pictures, there's a 5% lift in sales conversion.

Just follow the below guidelines to create amazing pictures

1. Size

- Use images with a minimum length of 500 pixels for the longest side
- 1600 x 1600 is the optimal size because of eBay's zoom and enlarge features.
- For help with knowing the size of your images use this tutorial
http://av.ebaystatic.com/aw/pics/videos/sell/picsize/2182_eBay_Picture_Size.swf



2. Number of Images

- Ensure multiple images of the item capturing various angles to help the buyer correctly estimate the real product.
- Can add image of the packing material and certification too.
- Image of packing material assures confidence of quality to a buyer especially the one intending to gift the item.
- Image of certification assures confidence in product quality.

3. Water Mark

Watermarks are allowed for ownership and attribution, but not for marketing information such as specific details about your item or customer service. Your watermark should be no bigger than 5% of the total image area, have opacity of not more than 50%, and never obscure the item. Links are not allowed in watermarks.

eBay offers a watermark creation service as part of the listing process. You'll find it in the "Bring your item to life with pictures" section of the listing form. Click on the "Add or remove options" link. Use this handy tool to ensure your watermarks are compliant.



DO - put your watermark outside of the main image area, at an opacity that doesn't obscure the image or is bigger than 5% of the total image size

DON'T place a watermark over the main part of the image, or use a watermark that exceeds 5% of the total image size

No text or artwork (such as "Free shipping" or seller logos) may be added to photos. Copy that is essential to your listing should be placed in the title, subtitle, or item description.



DO use photos that showcase your item and nothing else

DON'T add text or artwork to your images



DO include details about your listing—but only in the item description or listing subtitle

DON'T include logos and/or marketing text in your photos

DO'S

- Clean **white backdrop** that matches eBay page
- **Proportion of space** occupied by product in image is neither too huge nor too small.
- Emphasis on product **detailing** e.g. engraving inside ring, locking mechanism of earrings or the bracelet.
- **Has no reflection or blur** despite being shiny silver metal
- When mannequin or model is used, **focus remains on product**
- **Placement** of product e.g. Chain is placed in perfect circular fashion, centre aligned.
- **Over perfection in photoshop is avoided** e.g. 1st and 3rd images for Ring and Bali respectively yet has shadows on edges.
- **Can add scale to image** – to indicate the actual size of product.



DON'TS



Use only white Backdrop without any props. Black Backdrop may be used only in case white metal or stone/pearl studded jewellery is difficult to shoot with white background.



Background colour must be white as eBay page color – grey backdrop looks unprofessional. Avoid Thermocol or other textured -background.



Don't Click images by wearing the item or holding it in hand.



Blur Images or shadows in images, Reflection can be avoided by using '-Photo Light Tent' and correct Lighting even with basic camera



Avoid coloured backdrop – it is distracting



Avoid clicking images with tags, packing material



Uneven placement of flexible items such as chains and bracelets.



Photo must capture entire product – shouldn't be cut at corners.



Avoid showing Props that hold the jewellery. Use Glue to keep the product standing. Use white thread to hang the product.



Side View shouldn't be a main image



Product in horizontal position



Top view of slender product like chain or bracelet

PLEASE VISIT THE BELOW LINKS FOR ADDITIONAL HELP AND REFERENCE:

- <http://pages.ebay.com/sellerinformation/sellingresources/phototips.html>
- <http://www.youtube.com/watch?v=6ASBHzMkln4>
- <http://www.youtube.com/watch?v=4caXTVI2vaM>
- <http://www.youtube.com/watch?v=yMZ4fnIO25Y>