

*Base* 95

# WEBSITE PHOTO PREP KIT

How to get pro-looking shots with just your iPhone, a tripod, and about 20 minutes.





Your **website** is only as good as the photos you put on it. This kit will help you figure out what you need, how to shoot it, and how to make your business look like a million bucks — without hiring a big crew.

Whether you're solo with an iPhone or just short on time, this guide will give you:

- A shot list tied directly to your website pages.
- Brand story prompts so your photos actually feel like you.
- Simple lighting + setup tips that can make your shots look pro.

# **STEP 1 - PHOTO SELF AUDIT**

**Check what you already have:**

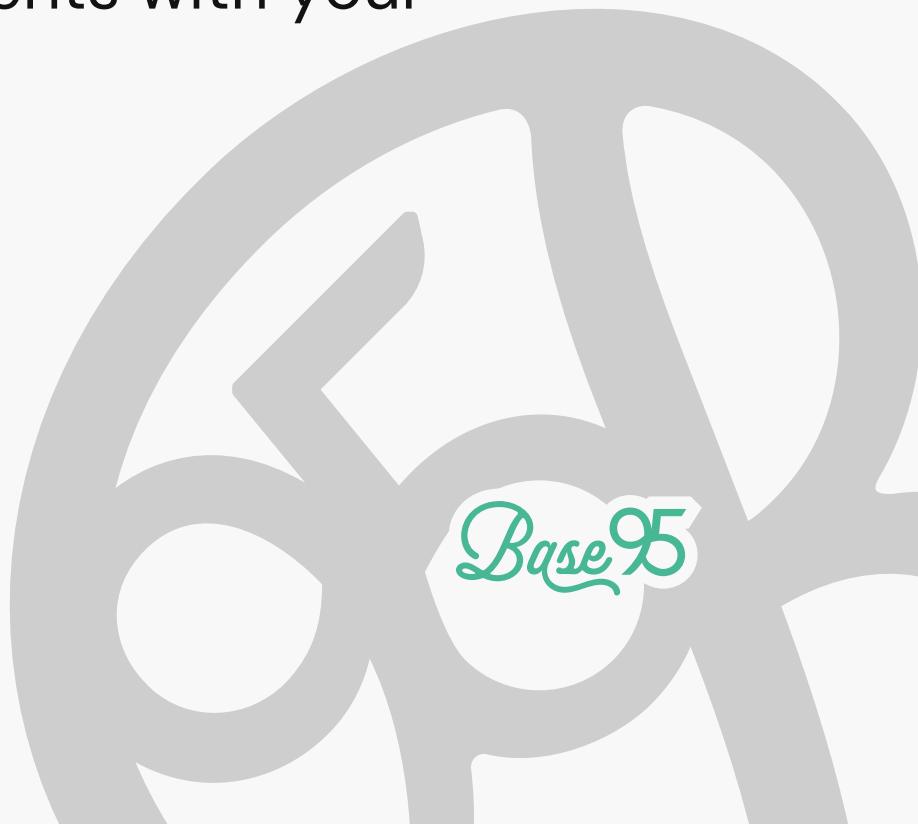
- Professional headshots
- Action shots of you working
- Close-ups of your products/services
- Your workspace (inside + outside)
- Happy customers
- Behind-the-scenes moments

**If you checked fewer than 3 boxes:** you've got some easy wins to capture – keep reading.

# STEP 2- MATCH PHOTOS TO YOUR WEBSITE PAGES

Here's what each page of your site needs (and why):

- **Homepage** → Big hero image (wide shot, you or your product front and center).
- **About Page** → Candid shots of you working, smiling, interacting.
- **Services Page** → Step-by-step photos showing your process.
- **Contact Page** → Exterior shot of your location + you looking approachable.
- **Testimonials/Portfolio** → Clients with your product/service in use.



# STEP 3 - BRAND STORY PROMPTS

**Answer these quickly and you'll have ideas for personality shots:**

- What's something customers always notice or comment on?
- Is there a tool, product, or space that's iconic to your work?
- What's a behind-the-scenes moment that would make people say "Wow, I didn't know you did that"?

**A brand is no longer what we tell the consumer it is—it is what consumers tell each other it is.**

- Scott Cook

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# STEP 4 - THE BASE 95

## WEBSITE SHOT LIST

(Aim for 2–3 photos in each category)

### A. People / Services

- You in action doing your craft.
- Candid conversations with a customer.
- Close-up of hands/tools in motion.

### B. Products (Skip if service-based)

- One product per shot on a clean background.
- Group shot of all products together.
- Lifestyle photo — product being used.

### C. Your Space

- Exterior shot of your location.
- Interior wide shot to show the vibe.
- Small detail shots — décor, signage, materials.

### D. Brand Personality

- Props, décor, or moments that tell your story.
- Behind-the-scenes prep or process shots.

**Brand is the sum total of how someone perceives a particular organisation.  
Branding is about shaping that perception.”**

-Ashley Friedlein

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# STEP 5 - QUICK WINS FOR BUSY OWNERS

- **Batching:** Get 5–10 variations from the same setup.
- **Dual Purpose:** Shoot for your website AND your social media at the same time.
- **One Hour Rule:** You can get all the shots you need in under 60 minutes.

“If you don’t give the market the story to talk about, they’ll define your brand’s story for you.”

*-David Brier*

# STEP 6 - LIGHTING & COMPOSITION CHEAT SHEET

- **Best time:** Morning or late afternoon for soft, flattering light.
- **Avoid:** Overhead yellow lights and harsh midday sun.
- **Composition:** Keep your subject centered or use the rule of thirds.
- **Clean your lens:** Huge difference in clarity.

People relate to people, and if your brand feels like people, they'll relate to you, too."

-Laura Busche

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# **STEP 7 - GETTING YOURSELF IN THE SHOT**

- Use a tripod + self-timer (3 or 10 seconds).
- Grab a \$10 Bluetooth remote.
- Record short videos and grab still frames later.
- Ask a friend for 15 minutes of help.



# **STEP 8 - THE 3 NON-NEGOTIABLES**

Even if you skip everything else, you NEED these for a pro-looking site:

- A strong hero shot of you or your product.
- An action shot of you working.
- A clear, high-quality image of your space or environment.



# STEP 9 - AFTER THE SHOOT

- Review your shots immediately.
- Keep the best, delete the rest.
- Send full-resolution files (no text overlays) via Google Drive, Dropbox, or email.

“A brand is a promise.  
A good brand is a promise  
kept.”

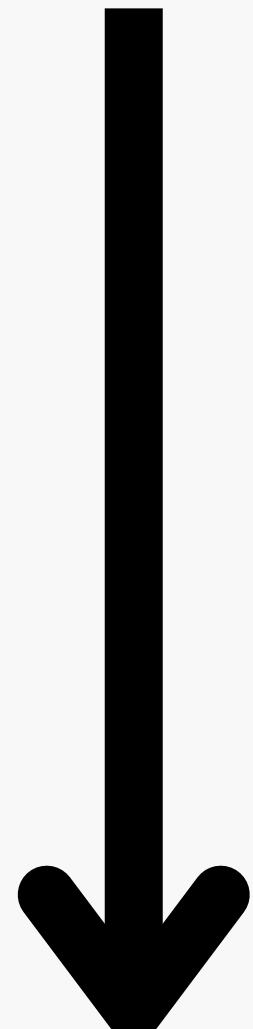
*-Muhtar Kent*



# **STEP 10...**



**THE  
FINAL  
STEP**



JUST  
DO  
IT



# **HELPING BUSINESSES LOOK AS GOOD ONLINE AS THEY DO IN REAL LIFE.**

Need it done for you? We offer half-day photo sessions so you can get a full library of professional shots without lifting a finger.





# WEBSITE PHOTO QUICK GUIDE



## 1. Must-Have Shots

- ✓ Hero shot — you or your product front and center
- ✓ You in action — working or with a customer
- ✓ Your space — clear, well-lit photo of where you work

## 2. Website Photo Checklist

- People / Services: You in action, candid moments, close-ups of tools/hands
- Products: Solo product shots, group shots, lifestyle shots in use
- Space: Exterior, interior wide shot, detail shots
- Brand Personality: Behind-the-scenes, décor, happy customers

## 3. Quick Setup Tips

- 💡 Use natural light (morning or late afternoon)
- 💡 Avoid harsh midday sun or overhead yellow lights
- 💡 Use the back camera + gridlines
- 💡 Tap to focus, hold to lock focus & exposure
- 💡 Keep backgrounds clean

## 4. Get Yourself in the Shot

- Tripod + self-timer (3 or 10 seconds)
- Bluetooth remote
- Record short videos → grab stills
- Ask a friend for 15 minutes of help

## 5. Pro Tip

Batch your shots → get 5–10 variations from the same setup.

Every photo you take can work for your website and your social media.



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*J* Hayden  
Founder

