Shoot Great Photos for your Website.

Before you shoot photos for your website, there are some very important factors that must be considered. Photos of yourself, your staff, and your office are some of the most prominent aspects of your site and one of the first things your prospective patients will see. It is imperative that your photos are high-quality and professional. This guide will help you understand what constitutes a great photo for your website and show examples of acceptable and unacceptable photos.

1 Quality

- Hire a photographer!

2 Lighting

- Use plenty of light

- Avoid heavy shadows, especially around the eyes and neck

3 Composition

- Do not crop any part of the upper body, including the head, shoulders and arms

- Shoot from the knees up and/or from the waist up.

4 Wardrobe

- Scrubs, lab coat, and suit/dress

- Avoid strong patterns (patterned ties are okay)

- Try to incorporate bright colors

5 Background

- Shoot against light, solid backgrounds or walls

- Or show the building exterior, office, or operating room in soft focus (ie. shallow depth-of-field)

6 Group Shots

- Position everyone as closely as possible

Studio vs. Location Portraits

Both studio and in-practice pictures are optimal, but if having to pick one and your practice is a show-stopper, start there. Softer backgrounds make you and your staff the central focus. If the studio makes more sense, take advantage of standing, sitting, and a variety of poses. Regardless, have fun! Joy is an attitude that resonates with those visiting your site.
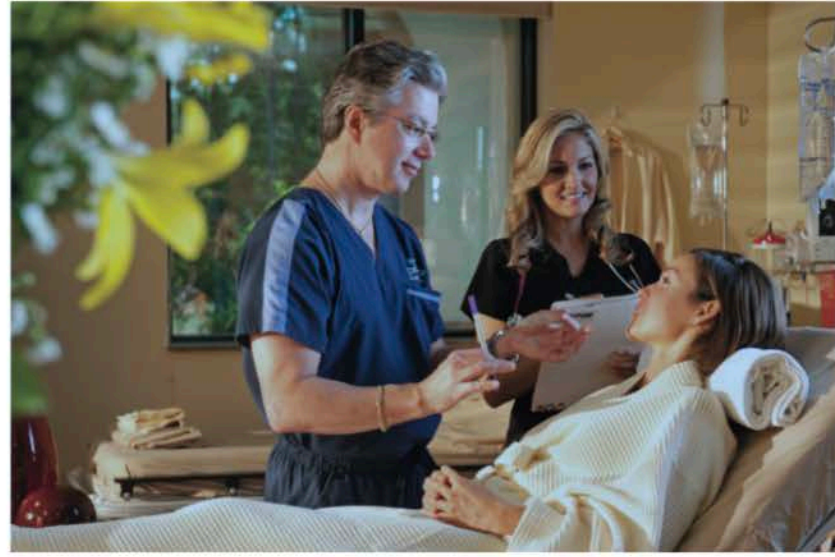
Website Photography

Lab Coat & Scrub Portraits

Shots in scrubs and or lab coats bring a strong visual cue of trust and expertise to staff images used throughout procedure back pages. Environment setting or studio, make sure there is a variety of poses and attitudes to help convey your staff's personality, approachability and professionalism.
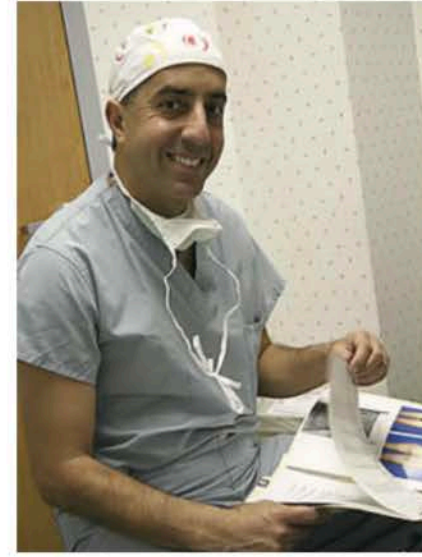
Website Photography
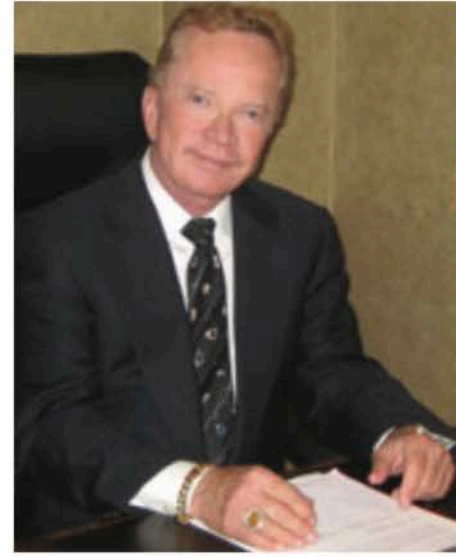# Do's and Don'ts

Do
Hire a professional photographer.

Do
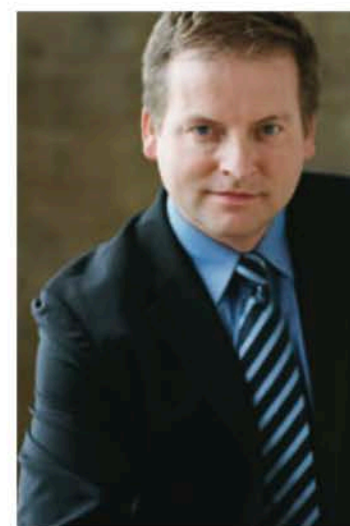Make sure there's plenty of light.

Do
Make sure your head and arms are in view.

Do not
Have someone in your office take candid shots.

Do not
Take shots with poor or harsh lighting.

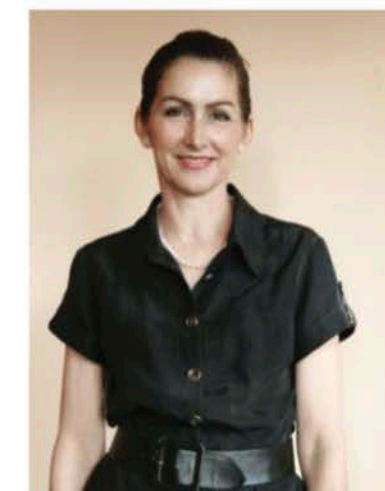**Do not**
Cut off any part of the upper body.

Do
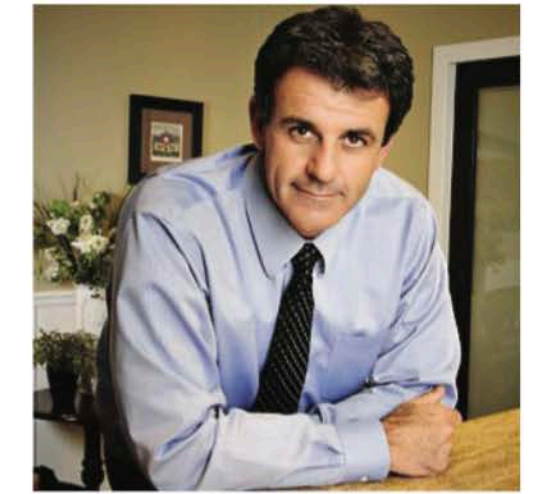Stand with arms crossed, hands in pockets, hands on hips or holding something.

Do
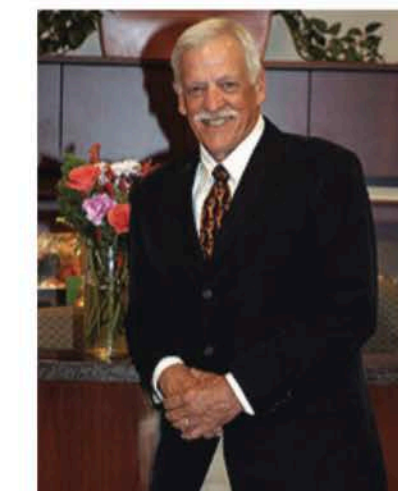Wear scrubs, lab coat and suit for variety.

Do
Use a light, solid background.

Do not
Lean against anything such as a desk or wall.

Do not
Wear strong patterns.

Do not
Use a dark or busy background.