The Ultimate Shopify
Product Image Checklist

Choosing The Right Product Photos

Professional, attractive product images go a long way when it comes to grabbing attention and encouraging shoppers to convert. So, don't be afraid to unleash your razor-sharp focus and toss the product images that don't meet these following specs.

- The image is a good representation of your brand
- There is a white or plain-colored background
- There's soft lighting with soft shadows (even if you used artificial lighting)
- The product is in focus
- The image is bright and well-exposed
- You can see the finer details of the product when you zoom in
- If there's fabric in your product (think: apparel), it's not too lumpy, bumpy, or wrinkly
- You have multiple versions of the product image showing different angles, including:
  - Front
  - Back
  - Right side
  - Left side
  - Top
  - Close-up on details (e.g., zippers, handles, unique features)
  - Packaging
- The product stands out from the background
- Optional: You have lifestyle shots for the product, where the item is placed or is being used in a relevant context

Post-Production Editing

While retouching is vital when it comes to elevating a product photo into something professional-looking, you also don't want to over-edit either. It's all about balancing authenticity with aesthetics.

- The horizon is straight
- The photo is cropped so that the product is front and center
- The noise has been reduced so that the white pixels in the dark areas are removed
- The white balance has been corrected
- The image has been spot-cleaned to remove dust or other blemishes
- It's not over- or under-contrasted
- The colors are vibrant and saturated but still realistic
- It's not too sharp (and crunchy)
- It's exported at the best resolution for your Shopify theme (we recommend 2048 x 2048 px for square images)