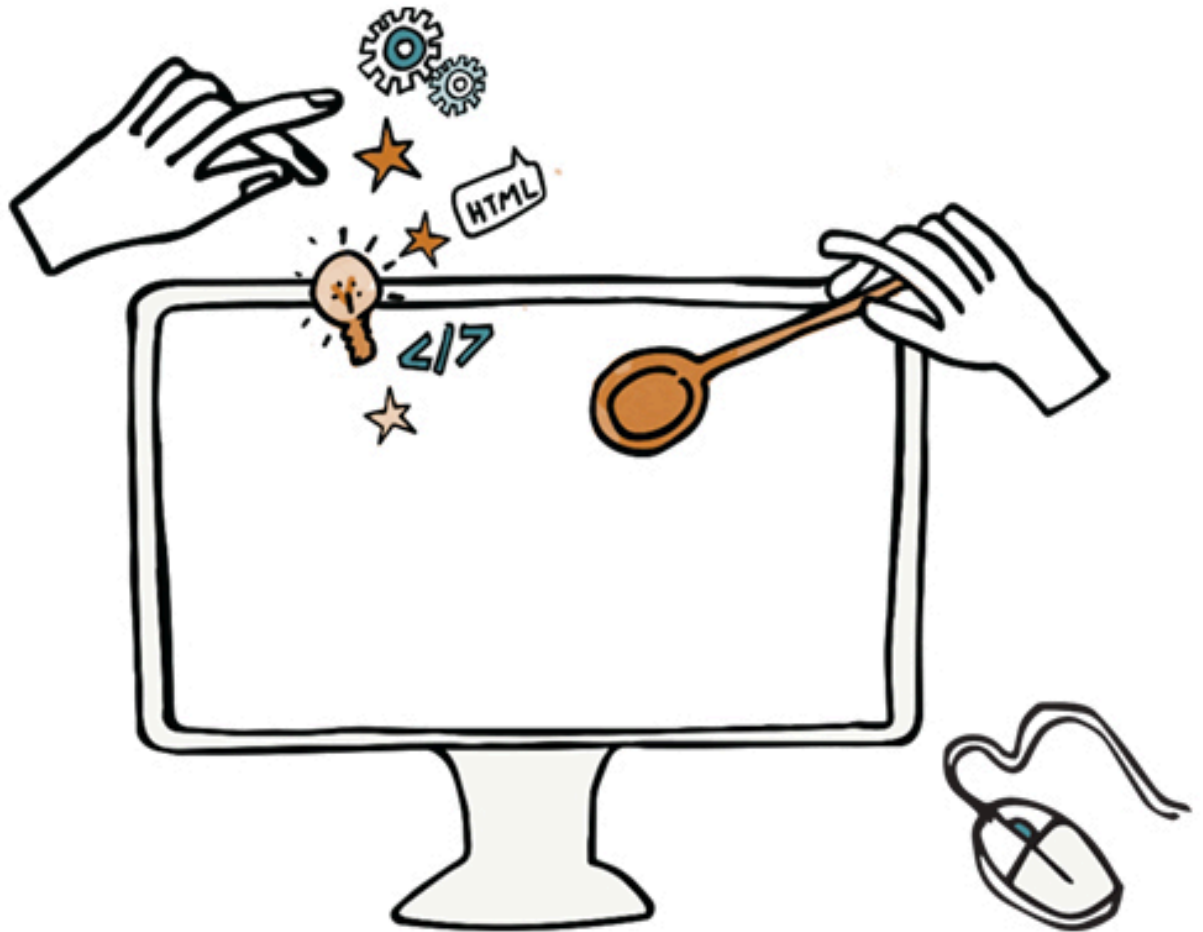


THE Website Chef



Images and Videos

Images and Videos Guide

Images help your business convey your message quickly and clearly to your ideal client and set the tone for your business. Finding the right images will help your audience engage with your business whether they are used in printed materials, on your website or social media.

It can take time to choose images that fit with your branding and messaging and many people struggle to find images that meet their needs. Below are some tips that will help to make it easier for you to find the right images.

1. Don't violate copyright. Check permissions.

Copyright on images means that the photographer or artist owns and can restrict the use of their images. Sometimes you can purchase a license to use an image but there are many free sources of images you can legitimately use. You cannot simply search for an image on Google and use any image you like without risking being fined for violating copyright.

The best options for images are to either have your own pictures taken or to use royalty-free stock photos. Depending on your business you could hire a photographer to take photos for you or you can search on stock photo sites for images that will fit. Always check the license on images your purchase.

2. Types of License

- Creative Commons License:
- Royalty Free:

3. Size and Use

Before you choose images know how you are going to use them. A current trend in website design is to have a large image that stretches across the full width of your screen. In order to achieve this look successfully you will need a horizontal (landscape) image that is large enough to fit without being stretched or distorted. Talk to your web designer before purchasing or commissioning images so you can work out what will be needed. It will save you money and make sure you have the correct image types.

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4. Finding Stock Photos

- Know what type of images you need. Talk to your web designer before purchasing or commissioning images so you can work out what will be needed.
- Search for images on stock photo sites (see list below) using subject or keywords.
- Refine your search by selecting picture orientation i.e. landscape or portrait; photos or vector graphics (illustrations); people or not, etc.
- Once you find an image you like click on Similar Images.
- Search for images on stock photo sites using subject or keywords.

5. Editing Photos

- Crop photos to get the most out of your images.
- When resizing photos make sure to keep proportions correct to prevent distortion..

Here's a tutorial on maximizing your investment in a styled stock photo:

<https://www.youtube.com/watch?v=aYSvj60-q4w>

- Befunky.com
- Canva.com
- PicMonkey.com
- Pixelmator app for iPad
- Shutterstock Editor <https://www.shutterstock.com/editor/>

6. Illustrations

There are many, many illustrations on the stock photo sites as well as photos. Illustrations can give a more relaxed tone to your business and appear friendly. When searching the stock photo sites you can refine your search by choosing illustrations and/or vector graphics instead of photos.

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7. Videos

Videos can convey information in an engaging manner using a combination of images and text. There are a number of web services you can use to create your own videos by combining images, text and short video clips taken with your phone. Or you can commission a videographer to visit your business and create a custom marketing video, depending on your budget.

They don't have to be long videos. Under two minutes for a general marketing video is probably best. If it's a training video it may have to be longer.

Creating a YouTube channel for your business (see my Social Media Toolkit for more details) gives you a central place to host your videos and then you can link to them on your website and social media.

8. Video creating sites

- Animoto
- Kowtoon
- Wave
- Adobe Spark
- Ripl.com
- Adobe Premier Clip

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9. Sources of stock photos/videos

- [Pixabay](#)
- [Pexels](#)
- [Unsplash](#)
- [Foodshot – Handpicked high-resolution food photos](#)
- [Creative Commons](#)
- [Public Domain Archive](#)
- [Videvo – free stock video](#)
- [StockSnap](#)
- [Free Range Stock](#)
- [Foodiesfeed](#)
- [Pexels video clips](#)
- [Videezy – stock video](#)
- [123rf.com](#)
- [Shutterstock](#)
- [Adobe Stock](#)