

Elevate Your Product Presentation with Key Considerations in Amazon Product Photography

Amazon Product Photography



Alpharetta, Georgia Feb 16, 2024 ([Issuewire.com](https://www.issuewire.com)) - Creating a successful brand or store on Amazon requires a lot of patience, as competing with hundreds of other sellers takes work. Still, millions of sellers find success and create brands that cater to customers globally. EtherArts product photography USA, a leading professional Amazon product photography studio in Atlanta, explains that product photography is one of the most critical aspects of Amazon listing. Aarti Desai, Amazon photographer Atlanta and owner of EtherArts product photography USA, says "I have seen sellers invest so much time and money into creating private label products but ignore putting the same efforts into photography. While they don't realize it at the initial stage that cutting corners for product images will significantly affect their conversions and brand value."

Product photography is a vast domain, but as a seller, you should focus on elevating the presentation of your products by considering the key aspects of Amazon product photography. When a professional Amazon product photographer creates high-quality images, they don't act as merely an addition to your product listing; they become the cornerstone of effective product presentation. Customers rely heavily on images on platforms like Amazon to make purchasing decisions. The sharp and clear, high-quality product images allow potential buyers to inspect products in detail. The level of detail helps build customer trust and reduces ambiguity about the product's features and quality.

Here are some of Aarti recommendations for improving the image quality of Amazon listings.

Enhance with white backgrounds

Amazon mandates a white background for the main listing image, but it is recommended that you use white backgrounds for Amazon product photography for all shots. A white background eliminates visual clutter, ensuring the product takes center stage. This simplicity ensures that the customer's attention is undivided and they are focused solely on the product, improving conversion chances. You have to encourage customers to buy without bombarding them with information. A clean and straightforward product presentation can be a refreshing change that leads customers to buy your product.

Taking images from multiple angles

One of the limitations of online shopping is that there is no way for tactile examination of the products. Customers want to experience an immersive online shopping experience, so you should use multiple angles and detailed shots in [Amazon product photography](#).

Aarti suggests that professional Amazon product photography must capture products from various angles (front, back, sides, top, and bottom), ensuring shoppers can see all the product features. A comprehensive view of a product reassures customers about their choice. Product photography must be used to showcase your product's unique selling points, such as close-up images highlighting texture, quality of materials, or intricate designs.

Lifestyle and contextual images

You can help customers create a connection by creating lifestyle and contextual images for the products. These images created by professional Amazon product photography showcase products in a real-world application.

Professional Amazon photography Atlanta studios like EtherArts product photography help sellers create a story with lifestyle images. Such product images depict scenarios or environments where the product could be used, assisting customers to visualize how it might fit into their lives. It helps increase sales because such Amazon product images resonate with your target audience.

Lifestyle images can also be used to demonstrate the versatility of the product. You can check out how EtherArts product photography uses lifestyle product photography to showcase how a product can be used in various ways or settings by visiting

<https://www.etherartsus.com/lifestyleproductphotography.html>.

Post-production requirements

A significant difference between a professional Amazon product photography service and others is the post-production edition. Professional services like EtherArts product photography have a team of experienced editors who work on improving the quality of images after shoots. In post-production, the product images are refined to ensure maximum impact on potential buyers.

This step is necessary to ensure that your product images accurately represent your product. It includes color, size, fabric, fit, etc. It brings consistent images that create a professional look and prevent customer confusion.

About EtherArts product photography

EtherArts product photography is a professional Amazon product photography studio based in Alpharetta, GA. It is one of the coveted Amazon-approved service providers recognized for its distinguished product photography services. Whether you are in Atlanta or Florida, Illinois, New York, Tennessee, North Carolina, South Carolina, and other neighboring states, EtherArts product photography services are available.

The team comprises experienced professional Amazon photographers who can handle various product photography projects, including Amazon product images. Whether you sell delicate jewelry or large industrial products, the studio has the infrastructure to provide [professional product photography](#) services.

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