

# Research-backed photo tips

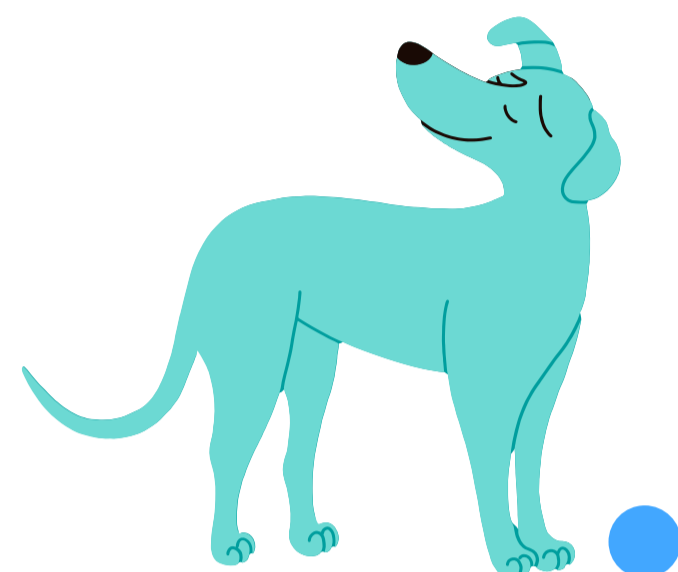
To increase adoption interest by 3x

## Try the trusted four photo formula



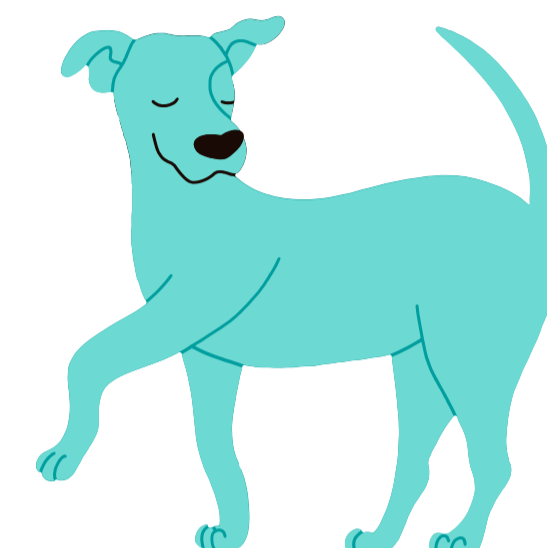
### PHOTO ONE

Take a clear **portrait** of their face and head down to the shoulders



### PHOTO TWO

Include a **full body shot** so adopters can get an idea of how big the pet is



### PHOTOS THREE AND FOUR

Back up their bio with shots that show off their **personality**

## When taking photos:



- ✓ Use natural light and a smartphone camera
- ✓ Choose a simple background (like a yard or bed)
- ✓ Keep leashes loose or out of sight
- ✓ If more than one pet is pictured, make it clear who's up for adoption
- ✓ Take more pics than you think you need!

## Make sure to avoid:



- ✗ Blurry or zoomed-in shots—move closer instead
- ✗ Busy photos with text or digital backgrounds
- ✗ Sleeping pets (show off their personality!)
- ✗ Open-mouthed cat photos
- ✗ Cages or crates—if needed, crop to minimize bars