

GETTING THE MOST OUT OF GALLERY PHOTOS

How to Maximize Your eBay Profits and Increase Click Throughs
By Taking Outstanding Product Photographs



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Author of Easy Auction Photography

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Forward:

This eBook is in a new format. It has live clickable links so you can go directly to the websites I recommend. I've included several live video demos to help you comprehend the process as well.



When you see the camera icon, you'll find a link to the video. Click on the symbol or link next to it to be taken directly to the demo. Note: you'll need to be connected to the Internet when you click.

I hope you find this information useful. eBay offers a comprehensive photo solution for hosting and sharing your photos with your buyers. Visual reference has always been important to buyers who can't feel or touch the item they are buying. Now, with the new Web 2.0 style, having a Gallery Photo that stands out is more important than ever.

Let's Get Started

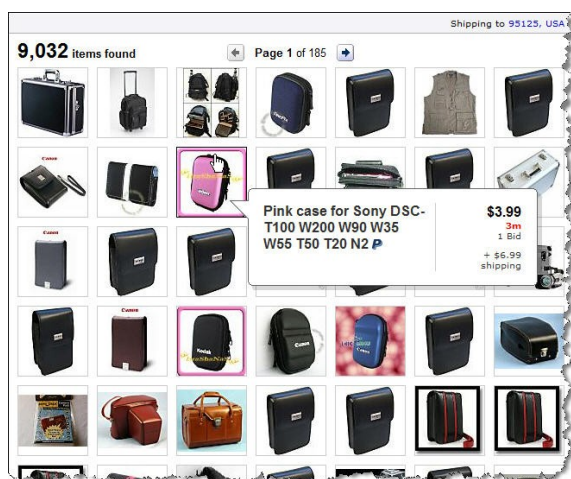
You can debate the ins and outs of the new eBay feedback system, curse and moan about the new fees— but there is a real bright spot in the changes. Gallery photos are now free. That feature alone is going to save me over \$500.00 a year. *That's* a significant savings! Five hundred can buy more inventory or pay for a trip to the trade show. At the show I can source new items. Or if I chose not to buy inventory, I can pay for 2500 auction listings (starting them at .99 cent or less). If I run 2500 more auction listings, I definitely need to find new inventory at the trade show next year. You see where this is going? Gallery listings for free is a great boost to eBay sellers!



The Gallery Feature

If you're not familiar with the gallery feature – it's the picture outside the listing that shows up beside your title when a buyer searches for an item.





With the new eBay Best Match the gallery listing will start to look more dramatic. It's the thumbnail that pops up a larger image with specifics when the buyer mouses over the thumbnail.

There is a down side to the gallery being offered for free. Everyone will be using it. No more little green camera icons to indicate there's a picture in the listing, if only the buyer clicks in. I've always loved those little green cameras because I knew buyers didn't bother clicking in - meaning more buyers viewing my auctions. Now buyers will be able to feast their eyes on the thumbnail photos without reading a

word. They will quickly decide if the listing catches their interest. Much the same way our ancestors left us readable information about their culture carved in thumbnails on the rock walls on caves and limestone walls. We comprehend very quickly when we view an image. That's why this new view is going to be so powerful and so critical to a seller's success.

You, the seller now have less than a second to convince your potential customer to come into your listing. It is going to be more important than ever to use those 80 pixels to 'POP' out at your viewer. Luckily with the new digital cameras the job of getting a high quality image is pretty simple. If you know a few techniques you can create a show stopping gallery photo.

Simple Things That Will Improve Your Photos

Here are a few things I recommend when it comes to improving your eBay Gallery Photos.

Know your camera! Today's digital cameras have a lot of great features and the micro-processor inside the camera will make some pretty smart decisions if you leave it on automatic. However, to get the best product shots, you'll need to take 'er out of auto once in awhile. *Take a digital camera class.* Most areas offer them through community education. Or, if you never want to leave the comfort of your home please check out my Basic Digital Camera class at

<http://www.clovercitysells.com/online-digital-camera-classes.htm>

We'll cover everything you need to know about your camera to get the best shot.

Move in close to your item – fill the LCD screen with your item alone. Use your zoom lens if you can't get close to the item. If you can get close to the item set your camera to 'Macro' mode and get within

inches to the item if necessary to tell the story. The macro mode is set by turning your mode dial to the icon that looks like a flower.

Turn the flash off and use other types of light to expose your picture.

Add more light! When you turn off the camera flash, usually you will not have enough light to properly expose the item. Ideally you want two lights, one on each side of the product. Choose two of the same types of lights. Don't use window light on one side and a light bulb on the other. Your picture will have two distinct color casts from the different lights. The other secret to an outstanding product shot is to soften the light that falls on the item. In photography we refer the process as "diffusing the light." Have you ever noticed that on an overcast day there are no extreme dark shadows or extreme light areas? Well that overcast light in photography is called 'diffused light' and it is ideal for taking pictures of your items. When you have diffused light, similar to an overcast day, your item isn't going to have areas where the viewer can't see part of the item because it is in dark shadow – or is so light that the area is washed out.

Do it yourself types can create a diffused light set-up by hanging something translucent, like a clear or white plastic shower curtain between the lights and the item you are photographing. But, if you are a professional or serious eBay seller you have a very limited amount of time for do it yourself projects. The good news is there are a couple of inexpensive solutions perfect for the eBay photographer.



One is the Easy Auction Photography Light Kit shown here. It comes with everything you need to get enough soft, diffused light on any item, big or small. It even comes with a storage box for when it's not in use and a DVD on how to set it up. You can find them at the CloverCity Sells eBay Store:

http://cgi.ebay.com/Photo-Studio-Lighting-Studio-Equipment-Cube-High-Key_W0QQitemZ220162365823?refid=store



The second solution for sellers who photograph mainly small items - such as glass beads or jewelry or purses, shoes or small collectibles - is the eTent. This elegant solution allows you to simply put your item inside the tent, place a light on each side, and shoot. Your items look great in the final shot.

http://cgi.ebay.com/LARGE-Black-Light-Cube-eTent-Photo-SoftBox-Tent_W0QQitemZ220125388714?refid=store

Use a tripod to keep things sharp. Even with today's image stabilization technology, it's easier to get a nice, sharp picture if you have your camera on a tripod instead of trying to hand hold it.

Watch the background. Keep the view behind the item clean and uncluttered. If you can't remove unwanted background, maybe you can move yourself. Often moving the camera angle a few feet can change the background. Use a piece of cloth or paper to block out unwanted clutter and highlight your subject.

If you can't control the background, all is not lost! A new addition to the eBay Sellers tool kit has made removing an unwanted background easy. It's a photo editing program called [Bling! It](#).

If you'd like to see a video demo of the [Bling! It](#) software click the link below. It really is easy to get great looking pictures with professional backgrounds.



To watch a video demo click here <http://www.clovercitysells.com/blingit2/blingit2.html>

[Bling it!](#) Software offers a free 14 day trial download on their website at: [Blingit.us](#)

Which brings me to my final suggestion. **Learn some basic photo editing techniques.** With software like [Bling! It](#) you'll be able to easily improve your photos. As you can see from the demo it's pretty simple to use. There might be a time, though, when something more advanced is called for. One instance may be creating your own gallery "photo" without using a picture (more about this soon).

If you are trying to fix up your photos in a digital darkroom and are wondering what software is best, I can heartily recommend PhotoShop Elements. Although simpler than Photoshop, Elements is not really intuitive: you can't just sit down and start using it. If you are serious about improving your photos, I recommend reading a book or taking a class on the subject. If you'd like to take one online we'll be offering one soon – [Check it out here](#)

How To Move Those Photos From Your Computer To Your eBay Listing

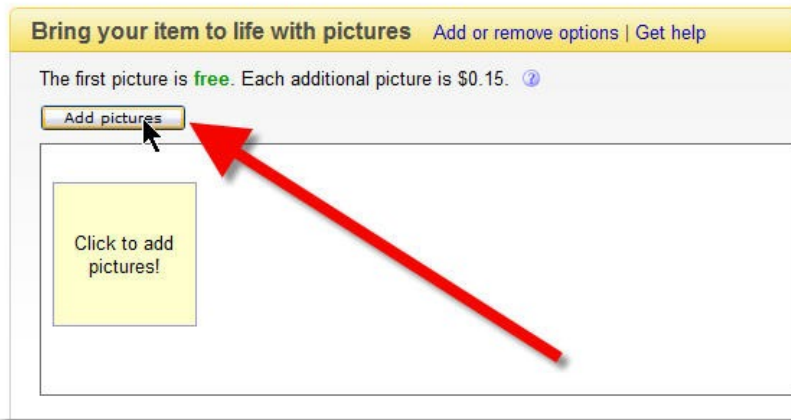
Even if you've never used the eBay Picture Services before, it is fairly simple to get your pictures into your listing. eBay offers a couple of different methods for transferring photos from your computer to the site depending on what computer operating system you have. eBay also offers free, basic editing software when you use the picture services.

Let's take a look at how to add an image to your eBay listings:

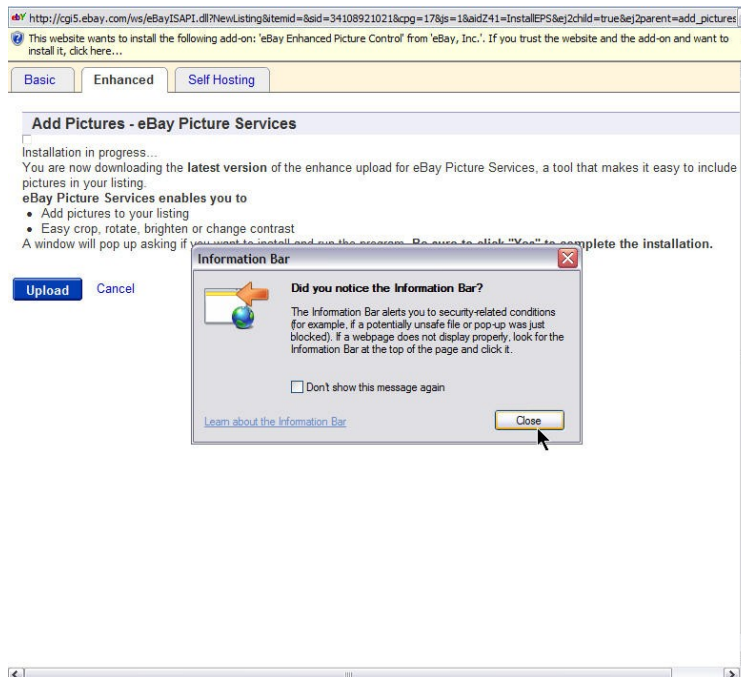


To watch a video demo [click here](#)

First go to the Sell Your Item Form. About halfway down the first page you'll find an "Add Pictures" button. Click on it to start the process



The first time you upload your photos to eBay you'll be asked to accept an Active X control. So you'll see a dialog box pop up like the one below.



It will ask you if you noticed the Information Bar? Go ahead and click close to move to the next step.



Next, right click mouse in the field under the gray bar.

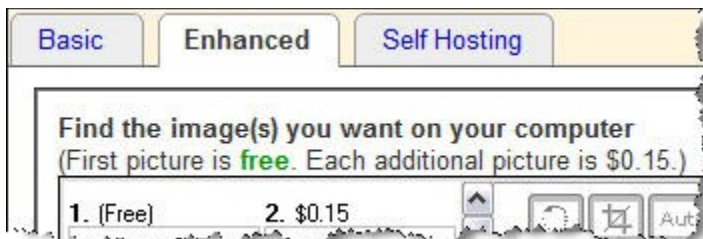
Highlight **Install ActiveX Control** to start the installation.



A new dialog box comes up to ask you to install the software. Click Install

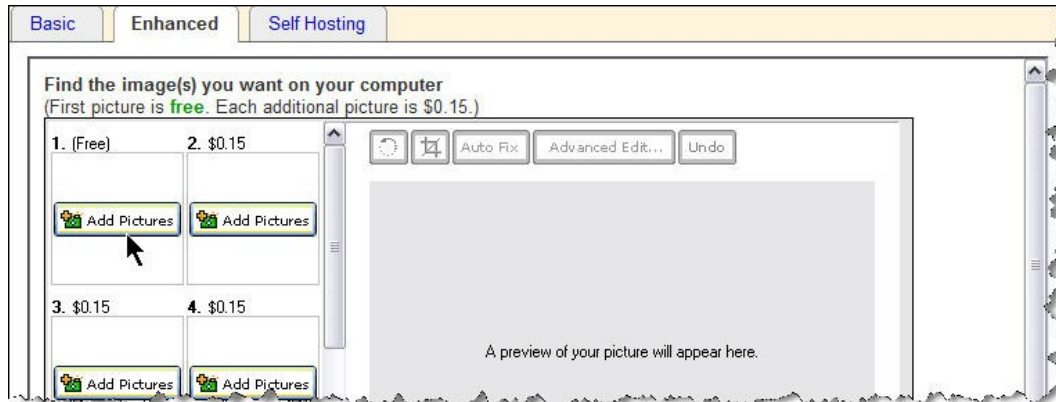
eBay will do the install in the background. It should take only a few seconds to a couple of minutes depending on your Internet Connection Speed.

Now that the ActiveX install is completed, you are ready to start uploading pictures to eBay. The first thing you may notice is three tabs across the top of the page. All three of these services are offered for free from eBay. There is no charge for using the Enhanced, so if you don't have software to crop or rotate your photos, use this service.

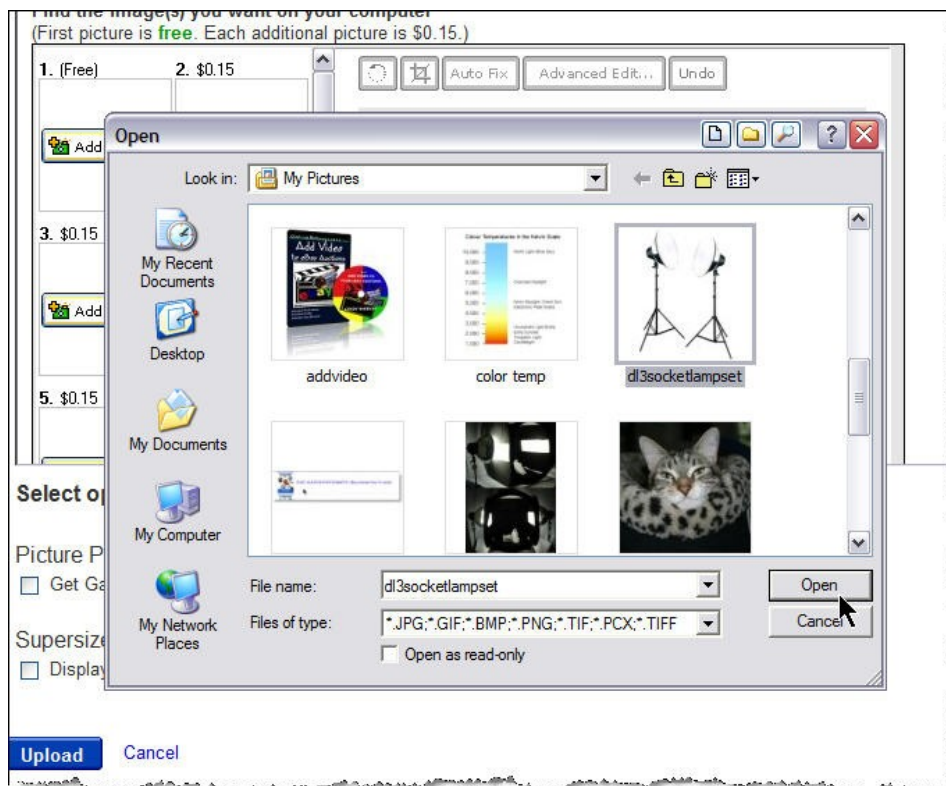


Enhanced

If you are using Windows and your browser is Internet Explorer, the first screen you'll see is the full featured **Enhanced Picture Services**. Let's take a look at it and see what it can do.



To add a picture click on the 'Add Picture' button.



Find the photo you want to transfer to eBay and click on it once to highlight it. Then click on the 'Open' button at the bottom of the pop-up box to tell eBay to upload the photo from your computer.

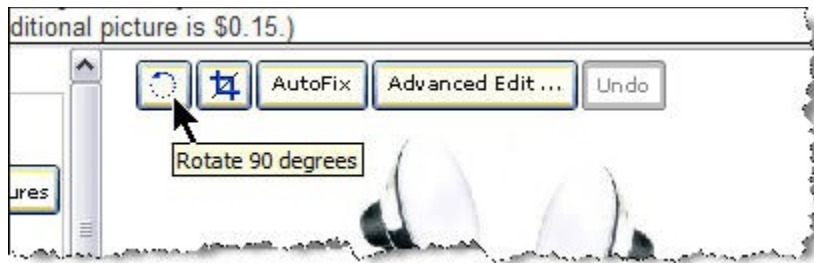
To add a second or third photo, just repeat the process.

Note: most photos can be found in your “My Pictures” folder. You can create subfolders under My Picture to make finding your eBay photos easier. My subfolder is called “eBay Photos” When I click on the “Add Pictures” button it takes me to the My Pictures folder where I can locate the eBay Photos subfolder.

There are additional features built into the Enhanced Picture Services. This makes the process simple, and there is no need to use photo editing software if you have a good photo that may only need a tweak or two to make it perfect. I know a few eBay Sellers who transfer their pictures directly from their cameras without ever loading them onto their computers! This saves time and hard drive space if you sell thousands of individual items.

eBay will resize your images for best display when you upload them, if you are using the Enhanced Picture Service. So, don’t worry about reducing them for quick upload. This is another time saving feature built into the service.

Let’s take a look at the different functions.



The first one along the top and on the far left hand side is a rotate button. If your picture is sideways you can quickly turn it right side up.

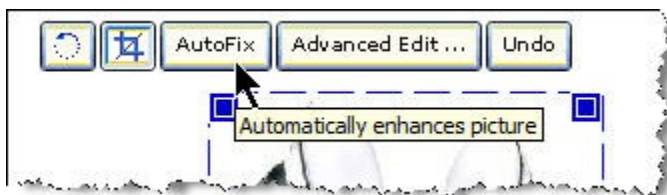


Clicking on the button that looks like a triangle will allow you to crop out unwanted areas in your photo. This allows you to crop to the main subject and leave unwanted background out of the photo.

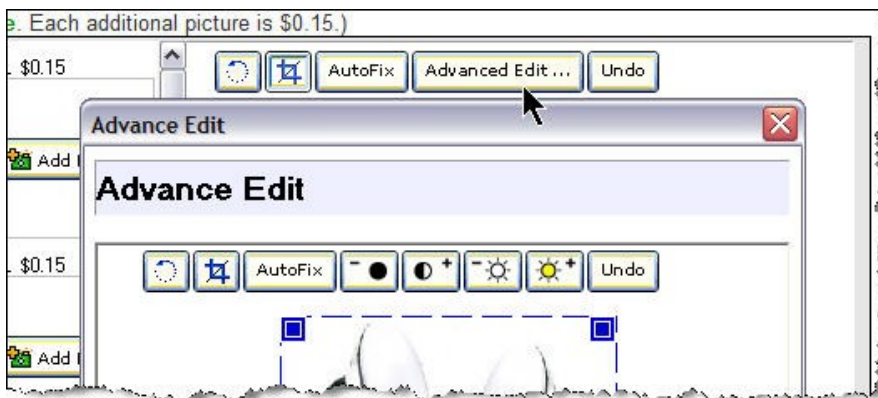


When you click onto the crop tool you'll notice a blue rectangle drawn around the photo. In the corner of the photo are small blue boxes. These boxes are referred to as 'handles'. The handles can be clicked on to adjust the crop in or out, up or down so you can crop directly to the subject.

The AutoFix Button will enhance correct your picture. This means if you have a photo that is too dark or the color correct it to look its best.



Sometimes the 'AutoFix' button is just not enough or the auto correction doesn't look right. That's when you may want to take control of the photo fixing yourself. Clicking on the 'Advanced Edit' button will bring you to a new dialog box with more features.



Let's take a look at some of these buttons and what they do.



The button with a – symbol with black circle will decrease the contrast in the photo. If you photo has deep shadows that are obscuring the parts of the item try this button.



The button with a + and half black half white circle will increase the contrast in your photo. If your picture is looking a little flat and lifeless try adding some contrast by clicking on this button.



The button with a – and a white sun will make your picture darker or decrease brightness. If you are losing details in the item because the item has bright spots with little or no detail try making it a little darker.



The button with a + and a yellow sun will make your picture lighter or increase brightness. If your item is losing detail because it is too dark or part of it is in shadow try this button to make it lighter.



If you don't like your changes click the 'Undo' button to try again or start over.

Once you are happy with the results (or not) click the save or cancel changes buttons to return to the Enhanced Picture services area.



Once you have all the photos fixed up you are ready to transfer (upload them to eBay). Before hitting the 'Upload' button choose if you want the picture pack or to supersize your pictures.

Select optional picture upgrades

Picture Pack (\$0.76 for up to 6 pictures or \$1.00 for 7 to 12 pictures)

Get Gallery, Supersize, and additional pictures

Supersize (\$0.75)

Display extra-large pictures

Upload

Cancel

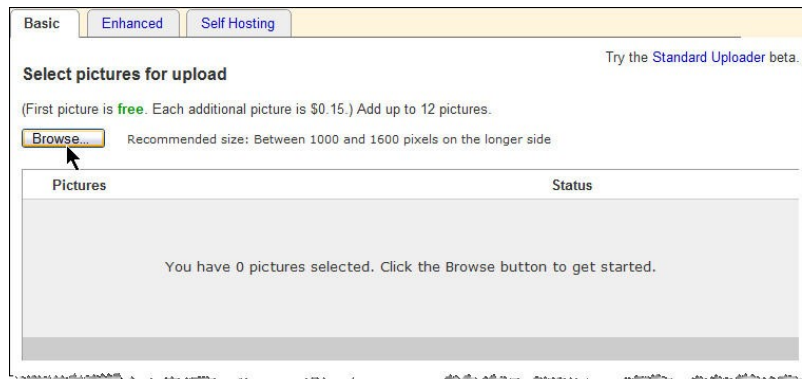
You can choose the options above simply by checking them before clicking on Upload. We'll talk about these upgrades in the next section. For the moment let's finish looking at the different ways to upload your images to eBay.

The **Enhanced Picture Services** is only available to Windows users. You may not be able to use it with Firefox. To use the Enhanced service you should change to Internet Explorer while listing on eBay.

Now, let's look at the other two Picture Services offer along the tabs on top.

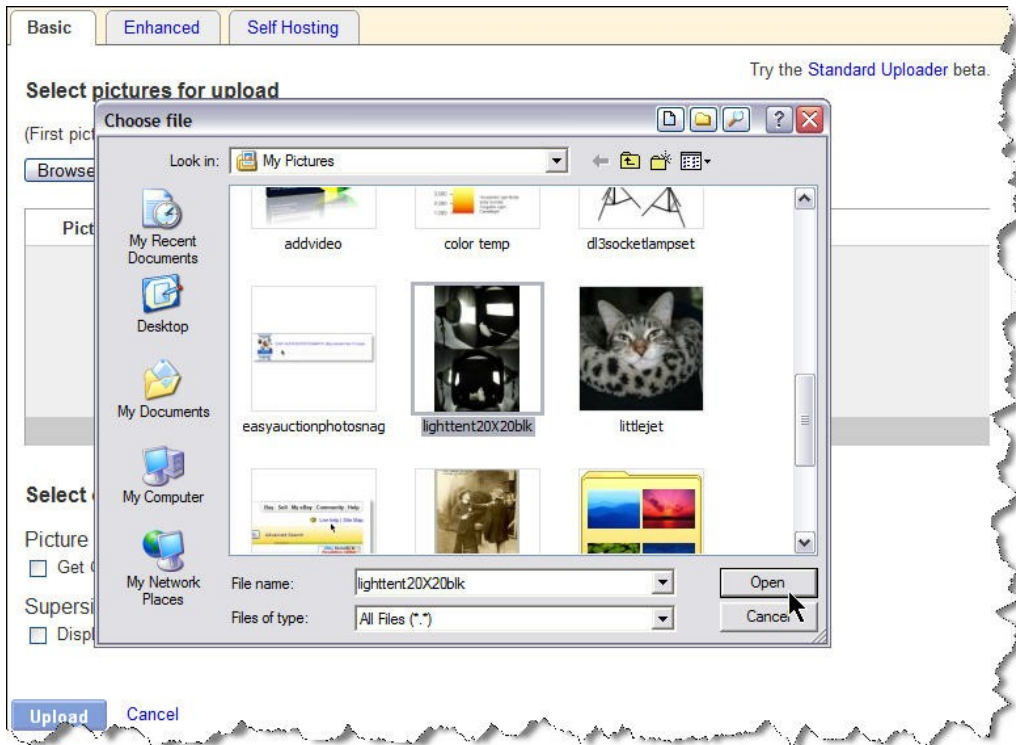
Basic

The **Basic Picture Services** allows you to quickly move the pictures to eBay. It is less visual than the Enhanced service but easy to use. This is the service you will use if you have a Mac or are using FireFox and do not want to change to Explorer.



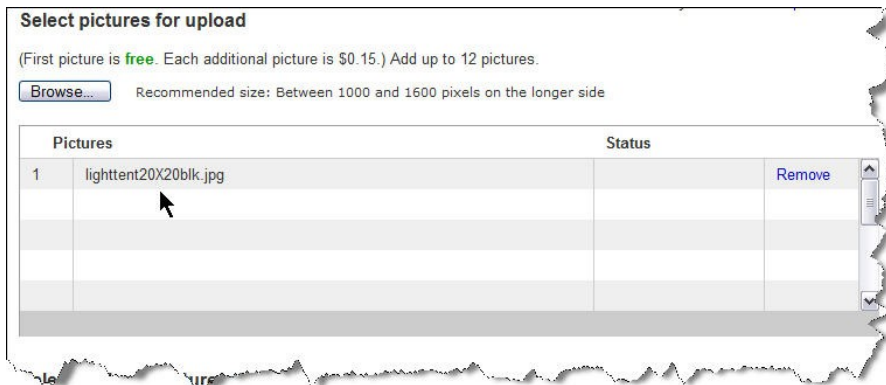
This is the view using Basic Picture Services.

Click on Browse and you will be taken to your picture files.



Click on the open tab to start the process.

Now review your choice and click on the upload button on the bottom of the page and eBay transfers the image from your computer to its server.



Self Hosting

The 'Self Hosting' tab allows you to draw pictures into your listings from outside of eBay. Your viewers will never know the difference. To them it will look exactly the same as the photos from eBay.

The advantage to hosting your own photographs is you can save some money. The first photo on eBay is free but each photo after the first one costs fifteen cents extra. If you use a free photo hosting service like Photobucket.com you can load the pictures there and draw them over and into your listings.

Hosting your own photos is a two step process. First you upload the photos to an “Image Hosting” site, then you copy the URL and bring it back to eBay and paste it into the ‘Host Your Own Photo’ section.

There are several sites who will host your photos for free or for a small fee. Below are the site addresses for a few of them.

<http://www.villagephotos.com>

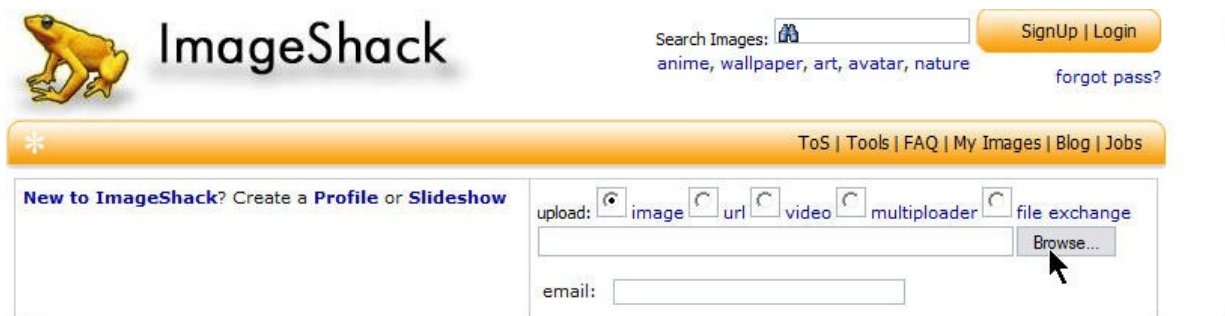
<http://www.inkfrog.com>

<http://photobucket.com>

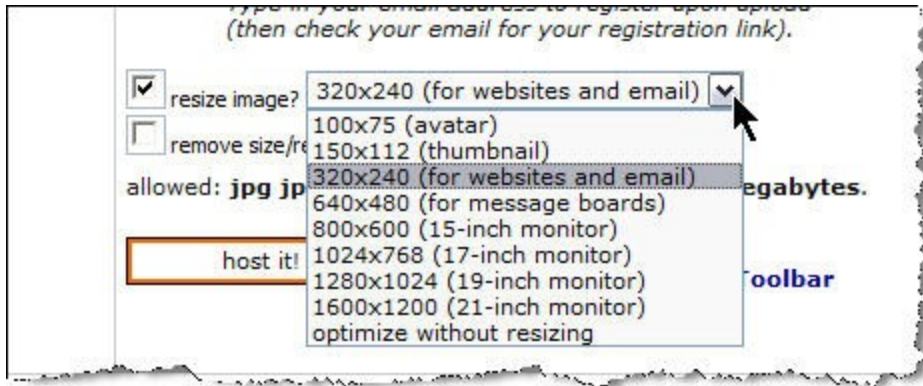
<http://www.imageshack.us>

The other alternative is to have a website or domain of your own where you can park the photos and point eBay to them. This is what I do. Most webhosts supply plenty of room for both a website and hosting eBay photos. It involves FTP the pictures to the site and is a little more complicated. To keep this simple I’m going to use Imageshack as the hosting site. ImageShack allows you to upload the photo without having an account. So, let’s take a look at the process.

To start head over to ImageShack.com and click on the ‘Browse’ button to find the photo you want them to host.



This will take you to your “my pictures” folder where you highlight the picture you want and then click on open. (See the photo sample in the Enhanced Picture Services section if you are not sure what it will look like).

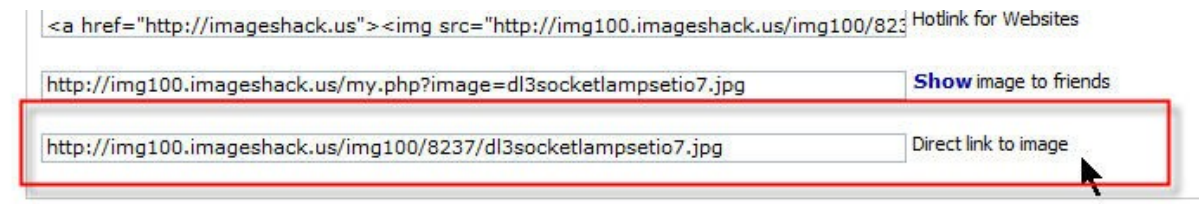


Next, if you haven't resized your photo click on the resize image. Choose 320X240 or 640X480 to make them load fast and look good inside the listing.

Now click on the 'host it' button to start the upload from your computer to the ImageShack server.



On the second page scroll all the way to the bottom to find 'direct link'



Highlight this and hit the ctrl button and the 'c' key at the same time to copy the link.

Now that the link is copied head on back to eBay to add the link to your eBay listing.

Inside the host your own photo tab you'll notice eBay has helpfully started the URL by adding http:// for you. This can be a problem because the link you just copied also included the http:// start. You'll have to highlight the eBay http:// before pasting the new link in to avoid duplication.

Basic Enhanced **Self Hosting**

Picture URL

http://

The description already includes a picture URL for my item.

Then simply hit the ctrl button and the 'v' button to paste the link into the box.

Then click on the upload button to tell eBay where to find the photo.



The idea with Self Hosting is to upload more than one picture. The first picture is free no matter where you bring it from eBay or another site. It's the fifteen cents hosting that eBay charges that we are trying to save. To upload more photos using self hosting.

To upload more than one photo – up to six photos total click on the Photo Show button. When you click on the tab five new boxes show below it that you can copy and paste images from the photo hosting service.

Picture URL

http://img100.imageshack.us/img100/8237/dl3socketla

The description already includes a picture URL for my item.

Picture Show (free)

Multiple Pictures will appear in a slideshow player at the top of the item page

2. http://

3. http://

4. http://

5. http://

6. http://

Gallery Picture URL (\$0.01)

Upgrade Features

Now the pictures have been transfer over to eBay. Back at to the Sell Your Item form you'll see them displayed in thumbnail view. Notice along the bottom there is a trash can to delete unwanted photos and arrows.




The arrows allow you to move the sort order of the photos. By default the first image you upload to eBay will be the Gallery photo. If that isn't the one you want click on the arrows below the pictures to change their display order.

Gallery Picture (\$0.01) ?


Display a picture in search results to help buyers find your item

Gallery Plus (\$0.75) ?

Display a larger picture in search results when buyers mouse over "Enlarge". Free Gallery Picture included.



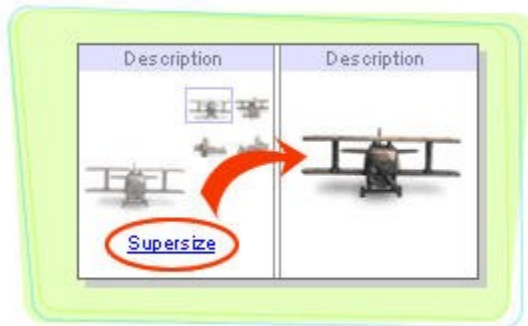
This is how your listing will appear in search results with Gallery Picture

 Enlarge

Click on the 'Galley' picture button to display the photo outside the listing – which will soon be FREE. Then decide if you want the optional upgrade to Gallery Plus. This feature enlarges the photo when a buyer mouses over the photo outside the listing.

	Porsche : Boxster S 2dr Convert	2001	52,950	Buy It Now	\$1,000.00 \$24,995.00
	2001 Porsche Boxster S Convertible Roadster 6 Sp Fast!				
	Convert	2001	30,512	Buy It Now	\$30,900.00
	TIPTRONIC LOOK @ INTERIOR PICS				
	1492/36 month lease	2003	32,148	Buy It Now	\$10,000.00 \$35,900.00
	1997 Porsche Boxster VERY LOW MILES CLEAN IL XENONS	1997	32,221	1	\$500.00
	2001 Porsche Boxster Convertible			2	\$18,500.00 \$23,000.00

This feature costs an additional 75 cents. In some cases this feature more than pays for itself. However, with the new look on eBay and best match this feature might soon be obsolete. Potentially all photo thumbnails will show a larger shot when the mouse hovers over them.



The Supersize feature allows your viewer to see a bigger photo while inside the listing.

Use Supersize to increase the size of your pictures by 300% and to provide buyers with a better view of your items! Supersize will increase the size of your pictures to 500w x 375h pixels directly on your item listing plus enable buyers to enlarge your photos even more – up to 800w x 600h.

The Picture Pack will actually display the pictures you've uploaded to eBay in a slide show view. Add more than one picture to your listing with Picture Show and display them all in a slideshow at the top of your listing page. Buyers will be able to manually control the slideshow by selecting "Next" or "Previous" or they can choose to run the slideshow automatically by selecting "Play".

3 of 3

[Supersize](#)

Buy It Now price: **US \$0.01** [Buy It Now >](#)

Shipping costs: **Free**
US Postal Service First Class Mail®
Service to [United States](#)

Ships to: United States

Item location: WA, United States

Quantity: 10 available

History: [Purchases](#)

You can also: [Watch This Item](#)

Get [mobile](#) or [IM](#) alerts | [Email to a friend](#)

Choosing the 'Supersize' option the buyer can view the slide show in a full size pop up box without scrolling down the page to see the photos that are inserted inside the listings.

A PowerSellers Secret To Improving Click Through

Now that we've covered the basics of getting a good photo and covered how to get them into the eBay listings let's talk a little about strategy. Those thumbnails known as the gallery continue to play a very important role in bringing customers into the listings.

With so many of them it's easy to get lost in the crowd – especially if you have a dull or bad photograph in the Gallery. But, what about those sleek all white backgrounds that our suppliers provide? They look great, they've been shot by professionals and make your listing look top notch. You may be surprised to find out that buyers are starting to pass them by.

Many buyers have either had a bad experience with a drop ship company on eBay – and relate those manufactures photos with sellers who drop ship. They don't want to order an item and then later, weeks sometimes find out that the seller didn't actually have it in stock. Or, there are certain categories on eBay that are more prone to fraud – electronics is one of them. Buyers who see those professional photos worry that a scammer just stole the picture from the manufacturers website and are selling something they don't have.

So, what do you do to gain your buyers trust and still take advantage of the great looking shots? One technique is to brand them with your own store logo. [With Bling!](#) It software the technique is pretty simple once you have a logo.



To see a video demo [click here](#).

Here's a sample photo using the new [Bling! It](#) software to make the photograph look unique while still having that professional all white catalog look.

Sample photo here



Another technique that PowerSellers use in the Gallery View is to create a placard thumbnail to boast about their product, store or upgrade that may make the item stand out from the crowd. This isn't as simple as using Bling! It, but can be done

using other software. Done correctly this is an effective tool to draw viewers into the listing.



To see how this was done in PhotoShop Elements [Click Here To Watch Video](#)

Conclusion

With the ever changing and evolving Internet marketplace it is more important than ever to have a professional photo showing off your product. I hope this helps you upload your Gallery Photos and create an attention grabbing shot buyers will gravitate to.

The Gallery photo is really the end product however. Creating a professional product shot takes a little planning and a little knowledge of your camera and lighting. For more details on producing outstanding photos for your eBay listings I recommend you read [Easy Auction Photography](#). It covers how to get the money shot without breaking the bank, how to light your products for maximum return, how to photograph glass and shiny items among a host of other information. Your shots will truly stand out from the completion.

Please check out the list of helpful links below for more information about photography and selling on eBay.

This e-book is free, save a copy on your computer or print it out and refer to it later. Please feel free to pass it along to anyone who might find it helpful. Keep all links in tact however.

If you have any questions or comments, please send them to: cindy@clovercitysells.com

Thanks, I look forward to seeing your Gallery Photo!

Cindy

Helpful Links

[Easy Auction Photography](#) – learn how to take the money shots on a shoe string budget.

[How To Add Video To Your eBay Listings](#) – double your sales in under two minutes using video as you sales tool.

[Elegant e-books](#) – Like this eBook. Learn how to make yours look professional as well.

[How To Squidoo](#) – Free e-Book teaches you how to make a lens, why it's great for building your traffic and helping your Search Engine Optimization

[5 Steps To Success](#) – Take these five steps to start your eBay business out right.

[Ghostleg Media](#) – Books, DVD's, CD's, Podcasts and more to help your eBay selling

[How & Where To Locate Merchandise To Sell on eBay](#) – product sourcing made easy.

[OSI RockStars.com](#) – over 100 hours of classes, interviews and broadcasts plus a forum that supports eBay entrepreneurs in a positive environment.

[Auction TNT](#) video and photo hosting service. Check out their FreeBEE Friday

Products

[Bling! It](#) – easy to use software. Remove unwanted backgrounds, put in a logo, even resize the photo before sending it to eBay.

[PhotoShop Elements 6](#) – A great tool for creating your own masterpieces. Make placards, logos, borders and watermark your images with this tool.