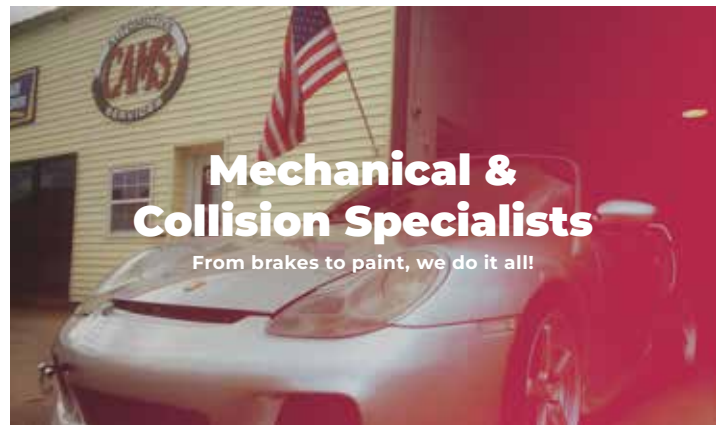
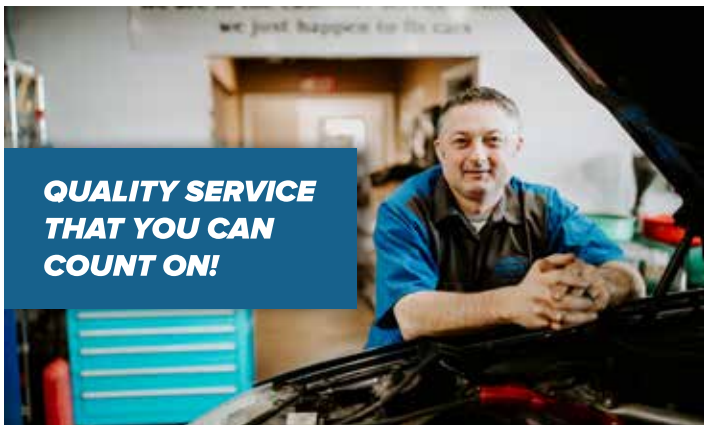
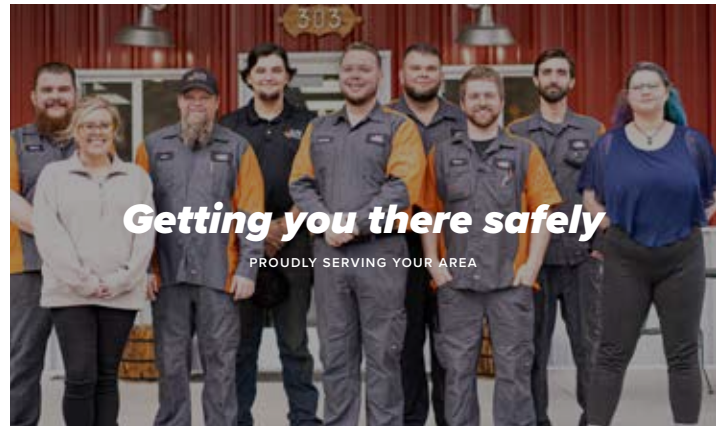


### Home Page

#### Header Image

Typically we want the header image on the home page to paint a picture that entices that happy/fulfilled feeling with your customers. People often make a decision if they'll do business with you within the first few seconds of looking at the top of your home page, so this image is very important! Images that showcase the experience of a satisfied customer are the best, but it may also be acceptable to show off your team or location. The image here should match your messaging.

EXAMPLES:



**Photo Tips:** You're going to want to shoot horizontal images for page headers. Make sure the quality is crisp and the subject(s) are in focus! Note that you'll definitely be putting text over the home page header, so try to keep any faces out of the direct center of the image.

## Supporting Images

Supporting images vary from site to site, but some great imagery to have are photos of your staff at work and anything that further illustrates what kind of work you do and how it makes your clients feel. A good picture is worth a thousand words!

EXAMPLES: (STAFF AT WORK)



EXAMPLES: (OWNERS/STAFF PORTRAITS)



**Photo Tips:** Orientation doesn't matter as much here, but horizontal images are usually safer, so shoot for landscape images if you can. It's also smart to shoot a little wider out than you think you need to. Don't get too far back that the resolution will suffer, but if there's a little padding in your image it can always be cropped in.

## Testimonials

Humans rely on other humans, so any social proof you can provide in the form of testimonials is great. Adding images to support them is great if you're able to. Most sites do this in the form of headshots, but showing your work in the form of a before and after with a testimonial is a great way to show off your skills and a recommendation in one.

EXAMPLES: (BEFORE & AFTER)



## About & Contact Pages

### About & Contact Page Images

Portraits of owners, managers and staff can go on the about page. It's not completely necessary to put a photo of each of your staff, but if you choose to do so, make sure the photos are consistent and that they are wearing appropriate clothing or uniforms. A photo of your building is great for the contact page as it will help new customers visually identify you when they're looking up your address or directions.

EXAMPLES: (BUILDING)

EXAMPLES: (TEAM PHOTOS)

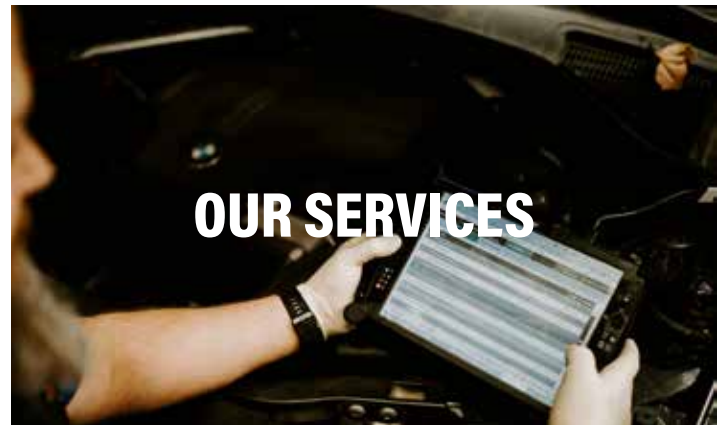


## Services Pages

### Header Images

Ideally you want a header image related to each service page you have. Depending on how much content you have on your website you may have one or multiple services pages and each deserves to have its own header image. Again, the image should relate to the content on that page; so a page dedicated to tires should have an image of that service. If you need an image that's more over-arching, photos of your team at work do great (*there are examples of this under **Supporting Images** above, but we'll add a few more here as well*).

EXAMPLES: (SERVICE HEADERS)



EXAMPLES: (SATISFIED CLIENT/STAFF AT WORK)



**Photo Tips:** Not to sound like a broken record, but horizontal images are your friend here. Interior page headers are often narrower than those on the home page or on landing pages. You don't want people to have to scroll a lot to get to the content they're looking for with a vertical image. Don't be afraid to shoot up close and at extreme angles for these to get visually stimulating images.



## Photography Tips!

Below are just some rules of thumb to follow when taking pictures for your website:

- **Shoot in the highest resolution your camera will allow.** Images that are too big can always be sized down, while it's impossible to enlarge images that are too small without serious degradation.
- **Shoot horizontally.** Portrait orientation images don't work well for web design, so you should shoot photographs in landscape mode whenever you can.
- **Don't pose!** Unless you're shooting headshots or staff portraits, candid images tend to get better engagement.
- **Shoot in well lit areas.** You don't need fancy soft boxes and spotlights, simply shooting during daylight hours and in well-lit rooms should suffice.
  - For outdoor photos, avoid shooting at noon as this is when shadows will be the harshest. The hours right after sunrise and immediately before sunset will provide the best natural lighting.
- **Avoid using the zoom.** If you're using a smartphone, image quality takes a serious dip once you start to use the digital zoom feature. If you need to zoom, just get closer!
- **Use the Rule of Thirds.** You may have seen a small grid on you camera app. This is to help you visualize your photograph in vertical and horizontal thirds. Try placing your focal points near one of the four intersecting lines for more visually intriguing images!



Having all images available within the **first month after your kick-off** helps keep your website build on track. That way, when we send your full site temporary link to review, we can have all images added and ready for your approval.

### Step 1:

#### Submit Current Imagery via Google Drive Link + Schedule Photo Days:

- If you have not already, please gather and upload all of your current imagery to the Shared Google Drive link that we have provided.
- This is also a great time to schedule professional photos or designate a photography day with your team.

### Step 2:

#### Take New Images of Shop + Team:

- Use your approved sitemap pages as a checklist for the must-have images needed for your website build.
- Take 3-4 images of each service or page listed in your sitemap.
- Have your entire staff prepared and in the shop to take headshots.
- Take this time to use them for action shots working in the shop.
- Upload your images to Google Drive.



# Photography Checklist

*“The average reach and engagement of social media accounts that send photos regularly are 1,100% - 2,000% higher than those that do not send photos/rely on stock, respectively.”*

ONE

## GENERAL

- Cars on lifts
- DVI's in progress
- Interior and exterior shots of your shop
- Service advisor answering phones
- Team photos and team headshots
- Loaner vehicles/fleets
- Any unique amenities (Drop-box, kids area, etc)
- Photos of the most common makes and models worked on
- Happy, smiling customers at front desk talking to service advisors
- Happy, smiling customers; sitting in your waiting room, dropping off vehicles, talking with Service Advisors, etc.
- Technician standing in front of car, holding the right kind of wrenches or tools
- Technician under the hood and under the car on a lift working on various vehicle repairs/maintenances
- Staff interacting with customers - techs explaining repairs to customers *in the shop*, service advisor handing keys to customer



TWO

## **FACTORY RECOMMENDED SERVICE/PREVENTATIVE MAINTENANCE**

- Differential service
- Pre Trip Inspection
- Fuel injection cleaning
- Tech using alignment machine
- Tech performing an alignment check
- Tech performing fluid flushes
- Oil Change being performed
- Headlight restoration (if offered in your shop)
- Filter changes; before and after (clean vs dirty)
- Checking A/C - filling, recharging, replacing
- Testing/Charging Battery and alternators
- State Inspection being performed
- If your shop uses BG Services and Products; image of these taking place
- Vehicle on alignment rack & attached to alignment machine

THREE

## **BRAKES**

- Tech changing brakes
- Tech checking brake lines
- Pictures showing the difference between good brakes and worn brakes
- Close up of brakes through tire rim
- Brake fluid change in progress

FOUR

## **ENGINE & TRANSMISSION**

- Engine repair/replacement
- Transmission rebuild/swaps
- Transmission fluid replacement





FIVE

## TIRES

- Tire Repair
- Tech changing tires
- Tech checking/adding air to tires
- Picture of tire balancing machine
- Tech performing tire rotation/tire balancing
- Pictures showing difference between worn tires vs new tires

SIX

## SUSPENSION & STEERING

- Wheel bearings (before and after)
- Bushings (before and after)
- Axle (before and after)
- Struts (before and after)
- Truck or Car on lift – close up of suspension (new and faulty)

SEVEN

## DIESEL VEHICLES

- DPF
- Oil leak
- Bad Cab mounts
- Exhaust System
- Faulty Parts; EGR Coolers
- Engines – Cummins, Powerstroke, Duramax
- Engine repair and replacement
- Tech performing engine work/maintenance
- Diesel Emissions Testing in progress



EIGHT

## EUROPEAN VEHICLES

- A/C services
- Vehicles on lifts or in shop bay
- Engine repair and replacements
- Techs performing oil changes, tire services, alignments, ect.
- Makes that you specialize in – on lifts, in the bay, hood open, their engine, interior, exterior
- Common make issues; faultily aux battery, turbo, issues specific to certain makes

NINE

## RV

- A/C service and repair
- Custom Installations
- Window replacement
- Engine repair and replacement
- Tire repair & Replacement
- Fire Suppression System; installation, check, repair
- Before and after; collision repair
- Awning cover replacement
- Tank issues, repairs, replacement
- Happy Client driving away
- Engine inspection; pre trip
- Preventative maintenance
- Alignments
- Appliance repair and maintenance
- Exterior image of different RVs and Trailers



TEN

## CAR WASHES

- Exterior of car wash
- Interior of Car wash
- Car entering the carwash
- Car going through the carwash
- Car being hand dried and having tires shined
- Highlight of “specialty” products/services
- Customer using membership card

EVLEVEN

## COLLISION REPAIR

- Before and after images
- Buffing and painting
- Dent repair / paintless dent repair
- Window/glass repair and replacement
- Vehicle coatings

TWELVE

## OTHER

- Fleet repair
- Towing vehicles/services
- After-market parts or accessories
- Hybrid or EV vehicles/services
- EV charging stations