

Staysense Listing Photography Tips

One of the best ways to improve your property's listing is to use high-resolution, well-lit images. When guests view your listing, they want an accurate portrayal of the property. Clear photos allow them to preview the property and imagine themselves staying there. Consider these things when shooting and uploading images to your listing.

What to Include

Include photos of the interior as well as the exterior and on-site amenities such as pools and fitness rooms. If your listing is a condominium, include pictures of the condo building and common areas. It's best to showcase images of every room. Utilize wide shots to capture entire spaces/rooms and mid-range or close-up shots to highlight more distinct features like furniture, décor, appliances, etc.

Photography Tips

When shooting photos, ensure the images are clear. Blurry, stretched, or distorted images can diminish the look of the space. Open curtains and blinds to utilize as much natural light as possible and use interior lighting if needed. Ensure the property is clean and prepared as if guests were staying there, with beds made, countertops cleaned, etc. If you choose to edit your images, don't overdo it, and make sure the photos still look natural. Avoid adding logos or text onto the images when uploading pictures to your listing. Instead, add captions to describe what's in each photo.

Image Size

The recommended photo size is at least 1024 x 683, but larger resolution images are encouraged. Images should be 72 DPI and formatted as JPEG or PNG. Horizontal photos are preferred as this is the standard for search results and listing pages.