INFORM
WITH IMAGES

If a picture is worth a thousand words, then choosing the right images for your website must be pretty important, right? Yes! We will show you why and how.

5 Things Images do that Help Your Website

1. Images deliver multiple messages. Plus, they do it more efficiently than text. For example, your images can illus trate what you do as well as how you do it. Delicious pizzas delivered with a friendly smile. Medical advice from caring, expert staff. Auto services provided in a spotless, modern garage. You get the idea.

2. Images engage your visitors. They do so by creating wmoods, capturing feelings or just making them smile. Creating a personal connection with your website visitors is important as it helps them relate positively to your brand identity.

3. Images add aesthetic balance to text heavy pages.

4. Images reinforce headings and page titles.

5. Images assist with visual navigation.

5 Things to Do when Choosing Images

1. Choose quality. Large, pixel perfect, high resolution images always create a positive visual impact and assist your brand by reflecting your professional approach.

2. Select images that are harmonious to your brand identity. For

example, if you're a high tech business, vintage style images are likely to give conflicting messages.

3. Get personal. Allow your images to reveal who you are and where you operate. We tend to trust people and businesses that we think we know. Team photos. Shop location. Work in progress.

4. Use actionable images. They are call-to-action images. As well as improving the aesthetic, they encourage a visitor take action.

5. Update your images from time to time. Yes, it may sound like a task but your website visitors will notice and appreciate it. However, always remember to select new images that reflect your brand identity. Consistency is the key**.**

Web Ezi Tip: Follow the rules but allow yourself to have some fun with your website images. Be creative and push the boundaries every now and then!