

April | 2022

Psalm 121:1 "My help comes from the Lord, the maker of Heaven and earth"



Auction Photography Tips for Online Auctions

What is the most important part of a lot listing in an online auction? Sure, the information section is important, and the contact information is too, but one of the most important things to have in your online listing is a good picture. Recently, online auctions have become more popular and are becoming more frequent. They are a great way to expand your audience and reach people that you usually could not with a traditional live auction. With more auctions being held online, bidders can bid while on their lunch break 2 states away. However, since it is not a live auction and bidders are farther away, they might not have the opportunity to inspect an item beforehand. In this case, you want to be sure that your listings have good quality images that potential bidders can trust. Read on for some basic auction photography tips!

Make sure pictures are clear and focused

While you don't have to be a professional photographer, it is important that your pictures are clear and focused. The images should not be blurry or cut off, as this will make it harder for potential bidders to see the item and determine its quality. The lot item should also be the main focus of the image, with a clear, simple



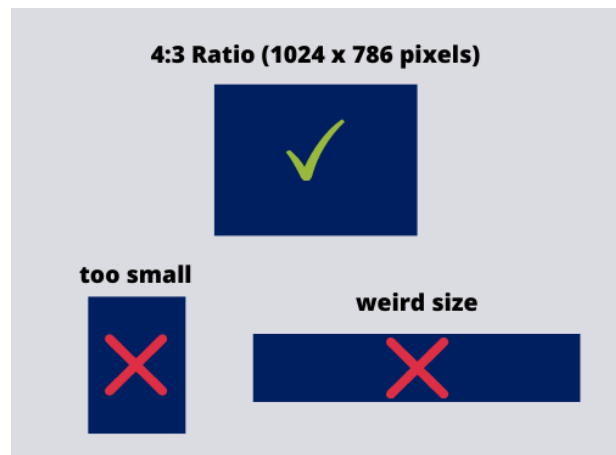
background. A background that is too cluttered can detract from the featured item and cause the bidder to lose interest. It can also cause confusion about what item is actually available and what is just in the background.

Good Lighting

While you don't have to be a professional photographer, it is important that your pictures are clear and focused. The images should not be blurry or cut off, as this will make it harder for potential bidders to see the item and determine its quality. The lot item should also be the main focus of the image, with a clear, simple background. A background that is too cluttered can detract from the featured item and cause the bidder to lose interest. It can also cause confusion about what item is actually available and what is just in the background.

Correct Image Size

Lastly, when uploading images of your lot items in your online auction, be sure they are sized correctly. If you use any one of our live or online auction [Software](#) programs, we recommend using a picture that has a 4:3 size ratio (or 1024 by 768 pixels). If you don't use our auction software, the ideal picture size can easily be tested by uploading a test photo and seeing how it looks, then adjusting its size if necessary. It is important to have the correct size image so nothing gets cut off, the picture doesn't become grainy and pixelated once uploaded, or is too large or too small. Having the correct image size will ensure that bidders are able to clearly see the image and that it will load properly on all devices.



While there are many important parts of your online auction listings, having a good photo of each item is one of the most important. A good photo will not only allow the bidder to clearly see all the details, but it will also make your business and auction seem more reputable and trustworthy and they will have confidence that if they win the item, you will be able to deliver exactly what was promised.

If you need help figuring out the best photo sizes for your online auctions, or if you want a second opinion about a photo, we can help! [Contact us today](#) to get started!

Need some help getting started taking better pictures? [We can help!](#)

Online Auction Software

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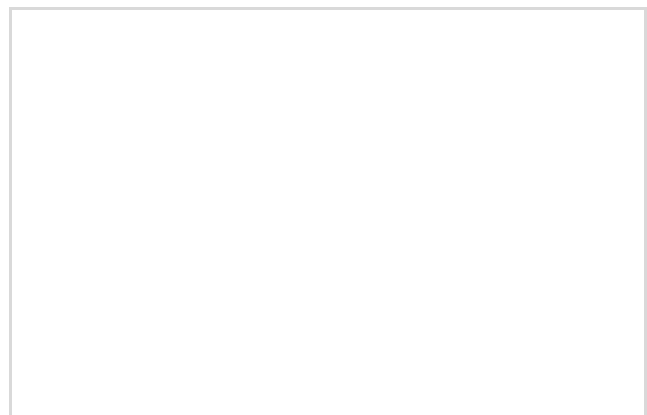
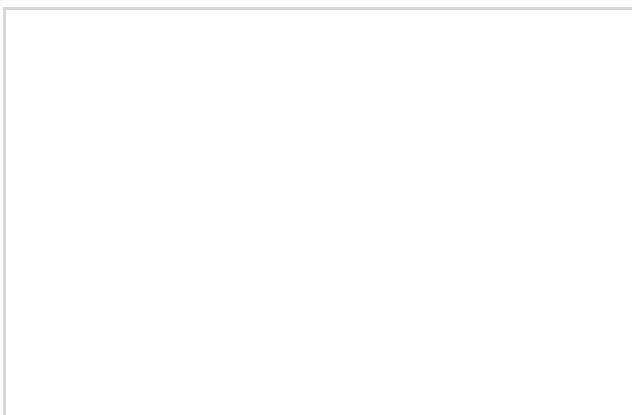
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JUST IN CASE YOU MISSED IT!





How to Make a Mobile Friendly Website

Did you know that approximately half of your website visitors will be viewing your site on their mobile device? Having a mobile-friendly website is no longer optional! If your mobile visitors do not have a good experience, their first time, you will drive away a huge proportion of your traffic and not to mention hurt your SEO rankings in the process.

I'm sure you have heard it before, but we are saying it again: Your website needs to be mobile responsive- or aka mobile friendly!

[Read More...](#)



3 Things you can do today for your marketing strategy

So many articles about developing and maintaining your auction marketing strategy focus on big picture and long-term plans. But sometimes you a) want to do something tangible NOW b) only have a few minutes or c) lack inspiration to start. We all find ourselves in that position every now and again. So here are three things you can do today in less than 5 minutes to jump start your motivation!

[Read more...](#)



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