

# Petfinder™

## Tips for Photographing Adoptable Pets

Make your **Primary Photo** an up-close and clear **headshot** to draw in potential adopters, preferably with **eye-contact**.

This goes for **all animals**, including small and large pets.

Create a **dedicated picture-taking area** and remove all **clutter** or hide it with a sheet. Neutral or light solid-colored **backdrops** work best, particularly for dark-furred pets.

Use your camera's **zoom** feature or a free photo editing program to **crop** out anything extraneous so the pet is the main focus of the picture.

Take dogs outside and photograph other pets near a window to take advantage of **natural light**. **Avoid a flash** if possible as it can frighten animals and add a glare to the eyes.

Get pets to **look into the camera** with creative use of squeaker toys, funny sounds and dangling feather toys for cats. **Eye-contact** really **connects** pets with adopters.

Post multiple pictures, including a headshot looking into the camera, a full body shot and a picture to showcase the pet's personality, like holding a toy or sitting on a lap.

While you have the pet where you want him, **take lots of pictures**. Several pictures might not be great, but the rest will be fantastic! Thankfully, with digital cameras, this is **free**.