



Tips And Tricks

Graphic Tips and Tricks to Amp Up Your Presence

Full article:

<http://www.marketingforowners.com/web-site-images-new-black-graphic-tips-tricks-amp-presence/>

Why Images?

Why should you use images?

- The human brain **understands, likes and retains visual content** far more than text-only content.
- Pinterest, Instagram, Tumblr, Vine! They are all about images first, captions after.

Budding Photographer

Your smart phone could provide at least half of the images that would work well in your content. Things you could snap:

- Behind the scenes images of your office
- Whiteboards
- Staff hard at work, etc.
- Drive around and take photos of things that would apply to your blog posts

People love a peek behind the curtain. It also humanizes your brand too.

Design tips (**see full article** for details):

- **Rule Of Thirds**
- **Use filters**

Images Aren't Just Photos

Other compelling images can include **comics, memes, links to online content** and especially **infographics**.

Infographics Are Hot!

Infographics cleanly, clearly, quickly convey a lot of information. But in a way that your brain – and the brain of your consumer – can grasp quickly. They are also infinitely **more fun for your consumers to repin, like, share or retweet!**

- Try [Piktochart.com](https://www.piktochart.com) to make your own
- Or hire a infographic designer to make them for you at [Elance.com](https://www.elance.com), [Upwork.com](https://www.upwork.com) and [Guru.com](https://www.guru.com).

Image Editing

Great resources we like:

- [Canva](https://www.canva.com)
- [Picmonkey](https://www.picmonkey.com)
- [Check out this article](#) to compare them side by side

Basic Editing Rules

A couple of basic editing rules to keep in mind:

- **Be consistent** with your colors. **Pick one or two colors** you will use to caption or add borders to your images.
- **Ditto for the fonts.** Pick one – maybe two – and stick with them.

Watermark

- By adding a watermark, **your branding will ‘travel’ with your image when it gets shared** via social media.
- Don’t watermark it so much that it obscures the image or makes the photo un-fun for your readers to share.
 - **Keep it subtle**, maybe in the bottom right hand corner.
 - Pick a small, subtle watermark and **consistently place it in the same position** on each image.