

Guidebook to using Images online

Functions of Images

**1. Draw
attention**

**2. Build
credibility**

**3.
Visualize**

Psychology for Marketers

DO's

1. Choose images of **food, sex** and **human faces**
2. Use images of someone **pointing** or **looking at headline / order menu**
3. Use **captions** under images
4. Choose images of **happy, smiling people**
6. Use images to **break the text** to reach the **optimal line length**
7. Showcase your **product in detail**
8. Have images for **testimonials**
9. Support your main **claims and statements** by adding an image
10. Add an image of the **free content** to your **sign up box**
11. Use images of **yourself** and **your team**

DON'Ts

1. Don't overuse **images from databases** (they are not realistic)
2. Don't use images that **have nothing to do with your message** (they will distract people's attention)
3. Don't use images solely to **decorate your site or fill the space**

Psychology for Marketers



Magda Kay,
founder of
**Psychology for
Marketers**

Read more on: www.psychologyformarketers.com